

Examining the Interrelationship of Experiential Marketing with Experiential Value and Purchase Behaviour and Their Impact on Customer Loyalty – A Case Sage of BSNL India

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Abstract

Consumers are not just willing to buy products, but are ready to experience them and some will go so far that they will help companies build them. Therefore, experience is a central element of the life of today's consumer (Schmitt, 2003). Positive experiences need to become institutionalized within the system so that all touch points deliver the brand essence (Shaw and Ivens, 2005). This ensures that there is no gap between the brand promise and the brand delivery and attempts to connect consumers with brands in personally relevant and memorable ways and also gives customers an opportunity to engage and interact with brands, products, and services in sensory ways (Ponsonby-McCabe and Boyle, 2006). In this Endeavour an investigative study has been initiated to examine the relationship between experiential marketing, experiential value, purchase behaviour and customer loyalty in BSNL. The study undertook a cross sectional survey design with a population of 300 respondents from which a sample of 60 was drawn. Self-administered questionnaires were used to collect responses. Measurement of the relationships of the study (experiential marketing, experiential value, purchase behaviour and customer loyalty) was done and subjected to rigorous data processing and analysis using the relevant statistical tools. From the findings, the relationships between experiential marketing, experiential value, purchase behavior, and customer loyalty were found to be positive and significant. Results from correlation analysis showed experiential marketing, experiential value and purchase behaviour were significant predictors of customer loyalty.

Key Words: *Experiential Marketing, Experiential Value, Purchase Behaviour, Customer Loyalty*

Path: The background of the study of the problem is stated at section-2; is stated in section-1, the statement objectives of the study are depicted

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in section 3. The conceptual framework is given in section 4. Review of literature is given at section 5. The methodology adopted by the researchers is depicted at section-6; data analysis is discussed at section-7; findings & conclusion from the study is stated at section-8; recommendations are depicted at section-9.

Section 1: Background to the Study

Experiential marketing is the operator standing on consumer's point of view of consumers to experience the concept of the purchase, process of the purchase, thoughts of purchase and driving force of the purchase, that is, from a consumer's senses, feelings, thinking, action and connection these five aspects define and design the way of thinking about marketing (Schmitt,2001). It advocates the experience, enables customers to experience and become directly involved as the main body, creating a kind of "feeling that will not forget" satisfy their needs mentally to the greatest extent in order to win customer trust and loyalty so that to promote product sales (Liu, 2006). Incorporated in 2000, BSNL began its telecom innings on a positive note. It became the largest mobile operator in the country within four years of service launch in 2002. By 2006, it had notched up a customer base of 20 million and a market share of 25 per cent. However, a major capacity crunch thereafter slowed down the incumbent's progress. Network expansion failed to keep pace with the growing

mobile subscriber base, with the last expansion taking place in 2005. By late 2006, subscriber additions had dipped significantly and subsequent expansion plans were either stalled or delayed. With this slide continuing since, BSNL has been struggling to hold its own in the face of fierce competition from private players. Today, the operator is under pressure in all its business segments (excluding internet and broadband, and rural telephony). Frequent tariff cuts and unrelenting competition have resulted in a significant drop in its market share – as of June 2012, BSNL, along with Mahanagar Telephone Nigam Limited, had a mobile market share of only 11.12 per cent. BSNL was ranked fifth in the mobile segment with 98.27 million subscribers as of June 2012, after Bharti Airtel (187.3 million users), Reliance Communications (154.6 million), Vodafone India (153.7 million) and Idea Cellular (117.16 million). The company has been losing subscribers in the wireline space too, though this is a common trend among all players in the segment. Between March 2011 and March 2012, BSNL's wireline base decreased by 10.93 per cent. That said, it continues to be the biggest player in this segment with a 69.08 per cent market share as of June 2012. Like other players, BSNL too has failed to capitalise on the 3G opportunity, despite having the first-mover advantage in this space and a presence in 963 cities. According to estimates, the company accounts for only 3 million of the total 15 million 3G users in India.

Significantly, the operator has a comfortable lead in the broadband segment with a 63.7 per cent market share and 12.65 million users as of June 2012. Mobile number portability (MNP) has done little to salvage BSNL's position. In fact, it is estimated to have lost about 488,222 customers since the launch of MNP in 2011. The company has been in the red for some time now. It had registered its highest net profit of over Rs 100 billion in 2005-06, following which profits have dropped. The operator registered a net loss of Rs 59.97 billion for 2010-11, mainly due to expenses on procuring 3G and broadband wireless access (BWA) spectrum as well as employee salaries. As per BSNL, its cash reserves decreased from a substantial Rs 303.43 billion as of March 2010 to Rs 25 billion by March 2011.

Section 2: Statement of the Problem

The market share of BSNL has continued to stagnate in comparison to other major players. The company's continued use of traditional marketing methods to communicate company products and services and delivery of poor services has led to network congestions, dropped calls and delayed SMS deliveries, phone churning, limited network coverage and lack of presence and visibility of the company products and communication materials, a situation that has greatly damaged the image of BSNL (Telecommunications Report,

2007). The continuous use of traditional marketing methods, the lack of customers experiencing value during the consumption of the products and services with little attention on customer loyalty by the company may attribute to the low levels of market share, profitability and low capacity utilization in the telecom sector in India.

Section 3: Objectives of the study

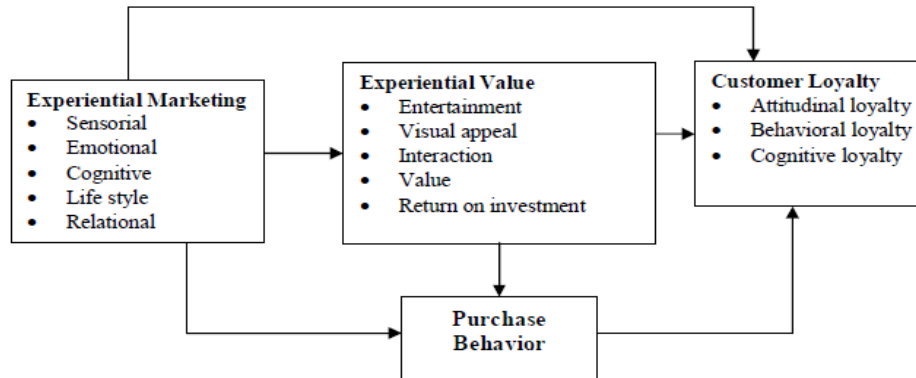
1. To examine the relationship between experiential marketing and customer loyalty.
2. To establish the relationship between experiential marketing and purchase behaviour
3. To determine the relationship between experiential marketing and experiential value.
4. To determine the relationship between experiential marketing, experiential value and customer loyalty.

Section 4: Conceptual Framework

The framework shows the different determinants of customer loyalty. The model shown in the figure below examines the relationship between experiential marketing, experiential value, purchase behaviour and customer loyalty. Experiential marketing plays a big role in communicating the product/service to the consumer in such a way that loyalty is attained. According to Fulbright, Troche,

Skudlarski, Gore & Wexler (2001) experiential marketing is positively related to experiential value. The same was observed by Schmitt (2001) for the relationship between

experiential marketing and purchase behaviour. McLuhan (2008) recognizes experiential value as independent contributors to customer loyalty.



Source: Literature review (Williams, 2006, McCole, 2004, Andrews et al, 2007 and Gentile et al, 2007)

Section 5: Literature Review
Experiential marketing is essentially concerned with the six senses: smell, vision, taste, hearing, touch and balance. Experiential marketing has grown in importance because traditional marketing has largely ignored the notion of act experiences. Experiential marketing is not a fad. It is being implemented in practice, yet is not accounted for in the various philosophies (concepts) of marketing. According to US and European marketing experts, experiential marketing is set to turn most of traditional marketing on its head. A study conducted by Marketing Week (Newzealand Marketing Magazine, 2003) forwarded that 71 per cent of senior executives in the US and UK agreed that the customer experience is the next big battleground. Experiential marketing will rise in importance

because marketing in the twenty-first century is more challenging than ever due to fragmented media, clever and articulated consumers, and the rise of the “free-thinking” consumer. Experiential marketing is about more than a one-off experience. It’s a totally new way of thinking about marketing (Xiangyi, 2006). The crux of experiential marketing is that a marketer should not only be concerned with customer satisfaction. He or she should be (more) concerned with making the consumer emotionally attached to the product/service.

Experiential Marketing and Customer Loyalty

Customer loyalty is defined by Bowen & Chen, 2001 as the degree to which a customer exhibits repeat purchasing behavior from a service provider, possesses a positive

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attitudinal disposition towards the provider and considers using only this provider when a need for this service arises. Experiential marketing represents a fundamental shift from the traditional marketing concept with regards to segmentation. Newzealand Marketing Magazine (2003) reported that "traditional marketing is no longer as effective as it once was . . . in this new world, experiential marketing creates relationships". Again, experiential marketing represents a divergence from the traditional teachings and once again provides evidence that it is time to revitalize, re-think, re-align and refocus both the concept and the function to reflect contemporary practices.

Experiential Marketing & Experiential Value

Consumers today are seeking value, choice, and a great customer experience. Current retailing literature highlights the critical role of service experience and proposes that retailers should: create a theatrical retailing environment, stress fun, excitement and entertainment; and encourage greater customer participation in the retail service experience (Mathwick et al., 2001). Douglas & Craig (2000) broadened the traditional conceptualization of experiential value to incorporate three spheres: extrinsic versus intrinsic value; active versus reactive value; and self- versus other-oriented value. In a shopping context, extrinsic value is acquired from satisfying utilitarian consumption goals such

as saving money, whereas intrinsic value is derived from an enjoyable and playful shopping trip (Caru & Cova, 2007). On the other hand, reactive value refers to a situation when customers appreciate the physical shopping environment or respond positively to service personnel. Active value, in contrast, results from customers' efficient manipulation of the shopping resources to satisfy their functional or affective needs (Kim, 2002).

Experiential Value and Purchase Behaviour

The value that motivates consumption behavior has been attributed to functional, conditional, social, emotional and epistemic utility (Lee & Overby 2004). Despite this broad conceptualization, empirical researchers have traditionally interpreted value more narrowly as the tradeoff between quality and price (Szymanski & Hise 2000). In investigating the price dimension, value researchers have come to recognize that the "price" customers pay can extend far beyond money to include investments of time and effort (Lee & Overby 2004).

Experiential Marketing, Experiential Value and Customer Loyalty

Experiential marketing is one specific marketing tool. It's an idea. A mindset. A focus on creating fresh connections between brands and consumers out in the world where things happen. Connections in the form of experiences that are personally relevant, memorable,

interactive and emotional. Connections that lead to increased sales and brand loyalty. Experiential marketing is a brand strengthening strategy (Robertson & Wilson, 2008). How it is presented creatively is critical, since it needs to be immediately understood and relevant to the customer to have impact. When used effectively and across channels, it can be awfully powerful, since experiential marketing can create memorable, relevant and often valuable experiences. Engaging a customer through an experience is a way of giving dimension, feel and smell to a brand. It can generate strong feelings that the customer takes away and internalizes for years to come (Schmitt, 1999).

Section 6: Methodology

A cross sectional survey was used with the aim of establishing the relationships between experiential marketing, experiential value, purchase behaviour and customer loyalty. The survey was descriptive and analytical in nature.

Data Sources and Data Collection Instruments Primary data was the main source. Data from the field was obtained through the use of self administered questionnaires to the respondents following systematic and established academic procedures. The responses in the questionnaire were anchored on a 5-Likert scale with responses ranging from 1= Strongly Disagree to 5= Strongly Agree.

7: Data Analysis

Table 1: Descriptive Statistics			
	Mean	Std. Deviation	N
Beautifu Design	1.88	1.017	40
Head Quarters OBSNLook	2.08	1.163	40
Bsnl Promo Moves Me	1.72	1.012	40
Good Setup	1.75	1.056	40
Good Products	2.00	1.155	40
Good Customer Service	1.68	.997	40
Exited With Bsnl Staff	1.88	.992	40
Share My Experience With BSNL	1.70	.687	40
Like To Explore Bsnl Products	1.62	.705	40
Bsnl Influences My Life Style	1.40	.591	40

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Bsnl Influences My Life Style	1.40	.591	40
Spread WOM About Bsnl	1.70	.723	40

Table 2: Correlations of Experience [Sensorial/Emotional/Cognitive/Life Style/Rational]

		Beautiful Design	Head Quarters OBSNLook	Bsnl Promo Moves Me	Good Setup	Good Products	Good Customer Service	Exited With Bsnl Staff	Share My Experience With BSNL	Like To Explore Bsnl Products	Bsnl Influences My Life Style	Spread WOM About Bsnl
Beautiful Design	Pearson Correlation	1	.605**	.211	.127	.421**	.410*	.471**	.555*	.633*	.503*	.628*
	Sig. (2-tailed)		.000	.191	.435	.007	.009	.002	.000	.002	.001	.003
	N	40	40	40	40	40	40	40	40	40	40	40
Head Quarters	Pearson Correlation	.605*	1	.552**	-.094	.536**	.539*	.510**	.664*	.552*	.583*	.411*

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OBSN Look	Sig. (2-tailed)	.000		.002	.564	.000	.000	.001	.001	.002	.004	.008
	N	40	40	40	40	40	40	40	40	40	40	40
Bsnl Promo Moves Me	Pearson Correlation	.211	.552**	1	.628**	.189	.322*	.586**	.364*	.330*	.205	.473*
	Sig. (2-tailed)	.191	.002		.003	.242	.043	.000	.021	.037	.205	.002
	N	40	40	40	40	40	40	40	40	40	40	40
Good Setup	Pearson Correlation	.503*	-.094	.628**	1	.128	.503*	.633**	-.018	-.089	.633*	.038
	Sig. (2-tailed)	.001	.564	.003		.431	.001	.002	.913	.584	.002	.818
	N	40	40	40	40	40	40	40	40	40	40	40
Good Products	Pearson Correlation	.421*	.536**	.189	.128	1	.606*	.625**	.659*	.502*	.640*	.551*
	Sig. (2-tailed)	.007	.000	.242	.431		.000	.000	.000	.001	.000	.000
	N	40	40	40	40	40	40	40	40	40	40	40
Good Customer Service	Pearson Correlation	.410*	.539**	.322*	.041	.606**	1	.674**	.689*	.400*	.642*	.600*
	Sig. (2-tailed)	.004	.000	.043	.803	.000		.000	.001	.011	.002	.001
	N	40	40	40	40	40	40	40	40	40	40	40
Exited With Bsnl Staff	Pearson Correlation	.471*	.510**	.586**	-.012	.625**	.674*	1	.822*	.721*	.591*	.710*
	Sig. (2-tailed)	.002	.001	.000	.940	.000	.000		.003	.004	.001	.000
	N	40	40	40	40	40	40	40	40	40	40	40
Share My Experience With BSNL	Pearson Correlation	.555*	.664**	.364*	-.018	.659**	.689*	.822**	1	.618*	.564*	.562*
	Sig. (2-tailed)	.000	.000	.021	.913	.000	.001	.001		.001	.000	.000
	N	40	40	40	40	40	40	40	40	40	40	40

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Like To Explore Bsnl Products	Pearson Correlation	.633*	.552**	.330*	-.089	.502**	.400*	.721**	.618*	1	.535*	.666*
	Sig. (2-tailed)	.000	.000	.037	.584	.001	.011	.001	.003		.004	.001
	N	40	40	40	40	40	40	40	40	40	40	40
Bsnl Influences My Life Style	Pearson Correlation	.503*	.583**	.205	.274	.640**	.642*	.591**	.564*	.535*	1	.478*
	Sig. (2-tailed)	.001	.000	.205	.087	.000	.001	.001	.004	.003		.002
	N	40	40	40	40	40	40	40	40	40	40	40
Spread WOM About Bsnl	Pearson Correlation	.628*	.411**	.473**	.038	.551**	.600*	.710**	.562*	.666*	.478*	1
	Sig. (2-tailed)	.000	.008	.002	.818	.000	.000	.002	.003	.001	.002	
	N	40	40	40	40	40	40	40	40	40	40	40

** . Correlation is significant at the 0.01 level (2-tailed). * . Correlation is significant at the 0.05 level (2-tailed).

Table 3: Correlations of Experiential Value [Entertainment/Visual Appeal/Interaction/Value/Consumer ROI										
		OBSNLets Are Entertaining	Staff Sells With Entertainment	Amused With Bsnl Offers	Store Location Attractive	Design And Display Attractive	Spread Positive WOM	Participate In Surveys Of Bsnl	Prices Are Reasonable	Economical To Use Bsnl Pdots
OBSNLets Are Entertaining	Pearson Correlation	1	.498**	.219	-.268	-.282	-.268	-.268	-.161	-.241
	Sig. (2-tailed)		.001	.174	.095	.078	.095	.095	.322	.134
	N	40	40	40	40	40	40	40	40	40
Staff Sells With	Pearson Correlation	.498**	1	.466**	.018	-.429*	-.407**	-.407**	-.244	-.366*

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Entertainment	Sig. (2-tailed)	.001		.002	.914	.006	.009	.009	.129	.020
	N	40	40	40	40	40	40	40	40	40
Amused With Bsnl Offers	Pearson Correlation	.219	.466**	1	.305	-.136	-.474**	-.474**	-.284	-.426**
	Sig. (2-tailed)	.174	.002		.055	.402	.002	.002	.076	.006
	N	40	40	40	40	40	40	40	40	40
Store Location Attractive	Pearson Correlation	-.268	.018	.305	1	.498*	-.095	-.474**	-.284	-.426**
	Sig. (2-tailed)	.095	.914	.055		.001	.561	.002	.076	.006
	N	40	40	40	40	40	40	40	40	40
Design And Display Attractive	Pearson Correlation	-.282	-.429**	-.136	.498**	1	.466**	-.015	-.299	-.381*
	Sig. (2-tailed)	.078	.006	.402	.001		.002	.926	.060	.015
	N	40	40	40	40	40	40	40	40	40
Spread Positive WOM	Pearson Correlation	-.268	-.407**	-.474**	-.095	.466*	1	-.409**	-.197	.071
	Sig. (2-tailed)	.095	.009	.002	.561	.002		.008	.224	.663
	N	40	40	40	40	40	40	40	40	40
Participate In Surveys Of Bsnl	Pearson Correlation	-.268	-.407**	-.474**	-.474**	-.015	-.409**	1	.240	.379*
	Sig. (2-tailed)	.095	.009	.002	.002	.926	.008		.135	.016
	N	40	40	40	40	40	40	40	40	40
Prices Are Reasonable	Pearson Correlation	-.161	-.244	-.284	-.284	-.299	-.197	.240	1	.367*
	Sig. (2-tailed)	.322	.129	.076	.076	.060	.224	.135		.020
	N	40	40	40	40	40	40	40	40	40

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Economic To Use Bsnl Pdts	Pearson Correlation	-.241	-.366*	-.426**	-.426**	-.381*	.071	.379*	.367*	1
	Sig. (2-tailed)	.134	.020	.006	.006	.015	.663	.016	.020	
	N	40	40	40	40	40	40	40	40	40
** . Correlation is significant at the 0.01 level (2-tailed). * . Correlation is significant at the 0.05 level (2-tailed).										

Table 5: Descriptive Statistics	Mean	Std. Deviation	N
Price Is Imp Factor	3.58	1.430	40
Friends Influence My Choice	2.70	1.667	40
Sales Staff Influence My Choice	10.80	53.888	40
Family Influences Purchase	3.12	1.713	40
Bsnl Enhances My Image	1.85	.700	40
Rely On Expert Opinion	1.78	1.000	40
Search Multiple Info Sources	2.12	1.090	40
Bsnl Offers Competitive Prices	2.45	1.358	40
Bsnl PleasureFul Experience	1.72	.716	40
Bsnl My First Choice	1.40	.545	40
Shopping Is Fun At Bsnl	1.68	.694	40

Table 4: Descriptive Statistics	Mean	Std. Deviation	N
OBSN Lets Are Entertaining	1.92	1.095	40
Staff Sells With Entertainment	1.55	.639	40
Amused With Bsnl Offers	2.00	1.177	40
Store Location Attractive	1.78	.768	40
Design And Display Attractive	1.70	.687	40

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Spread Positive WOM	1.48	.599	40
Participate In Surveys Of Bsnl	1.78	1.074	40
Prices Are Reasonable	2.75	1.532	40
Economical To Use Bsnl Pdts	2.32	1.269	40

Table 6: Correlations of Purchase Behaviour

		Price Is Imp Factor	Friends Influence My Choice	Sales Staff Influence My Choice	Family Influences Purchase	Bsnl Enhance My Image	Rel On Expert Opinion	Search Multiple Info Sources	Bsnl Offers Competitive Prices	Bsnl Pleasure Full Experience	Bsnl My First Choice	Shopping Is Fun At Bsnl
Price Is Imp Factor	Pearson Correlation	1	.337*	-.075	-.009	-.014	-.212	-.162	-.031	.183	-.072	.322*
	Sig. (2-tailed)		.033	.644	.955	.931	.189	.317	.849	.257	.657	.043
	N	40	40	40	40	40	40	40	40	40	40	40
Friends Influence My Choice	Pearson Correlation	.337*	1	-.374*	-.382*	.048	.297	.374*	-.097	.415**	-.231	-.175
	Sig. (2-tailed)	.033		.018	.015	.767	.063	.018	.550	.008	.151	.280
	N	40	40	40	40	40	40	40	40	40	40	40
Sales Staff Influence	Pearson Correlation	-.075	-.374*	1	-.326*	.038	.035	-.020	.184	.059	.176	.067

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My Choice	Sig. (2-tailed)	.644	.018		.040	.816	.829	.902	.255	.717	.279	.679
	N	40	40	40	40	40	40	40	40	40	40	40
Family Influences Purchase	Pearson Correlation	-.009	-.382*	-.326*	1	.443**	-.358*	.252	.229	.154	.137	-.008
	Sig. (2-tailed)	.955	.015	.040		.004	.023	.116	.156	.342	.398	.960
	N	40	40	40	40	40	40	40	40	40	40	40
Bsnl Enhances My Image	Pearson Correlation	-.014	.048	.038	-.443**	1	-.382*	.193	.073	-.289	-.175	-.314*
	Sig. (2-tailed)	.931	.767	.816	.004		.015	.232	.655	.070	.281	.048
	N	40	40	40	40	40	40	40	40	40	40	40
Rely On Expert Opinion	Pearson Correlation	-.212	.297	.035	-.358*	-.382*	1	-.349*	-.188	-.196	-.066	.151
	Sig. (2-tailed)	.189	.063	.829	.023	.015		.027	.245	.225	.686	.353
	N	40	40	40	40	40	40	40	40	40	40	40
Search Multiple Info Sources	Pearson Correlation	-.162	-.374*	-.020	.252	.193	-.349*	1	.048	.078	.129	.191
	Sig. (2-tailed)	.317	.018	.902	.116	.232	.027		.770	.632	.426	.239
	N	40	40	40	40	40	40	40	40	40	40	40
Bsnl Offers Competitive Prices	Pearson Correlation	-.031	-.097	.184	.229	.073	-.188	.048	1	-.326*	.028	-.086
	Sig. (2-tailed)	.849	.550	.255	.156	.655	.245	.770		.040	.865	.599

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	N	40	40	40	40	40	40	40	40	40	40	40
Bsnl Pleasure Full Experience	Pearson Correlation	.183	-.415*	.059	.326*	-.289	-.196	.078	.326*	1	-.382*	.228
	Sig. (2-tailed)	.257	.008	.717	.040	.070	.225	.632	.040		.015	.156
	N	40	40	40	40	40	40	40	40	40	40	40
Bsnl My First Choice	Pearson Correlation	-.072	-.231	.176	.137	-.175	-.066	.129	.028	-.382*	1	-.326*
	Sig. (2-tailed)	.657	.151	.279	.398	.281	.686	.426	.865	.015		.040
	N	40	40	40	40	40	40	40	40	40	40	40
Shopping Is Fun At Bsnl	Pearson Correlation	.322*	-.175	.067	-.008	-.314*	.151	.191	-.086	.228	-.326*	1
	Sig. (2-tailed)	.043	.280	.679	.960	.048	.353	.239	.599	.156	.040	
	N	40	40	40	40	40	40	40	40	40	40	40
*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).												

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Table 7: Descriptive Statistics	Mean	Std. Deviation	N
Always Buy Bsnl	2.00	.877	40
Will To Pay Premium For Bsnl	1.90	.778	40
Bsnl My First Choice	2.08	1.047	40
Continue To Buy Bsnl	2.25	1.104	40
Will Swtich If Problem Occurs	3.20	1.539	40
Will Switch If Prices Hiked	3.18	1.483	40
Will Recommend Bsnl	1.55	.639	40
Bsnl Better Than Others	1.45	.597	40
Repeatedly Buy Bsnl	1.75	.954	40

Table 8: Correlations of Customer Loyalty [Attitudinal Loyalty/Behavioral Loyalty/Cognitive Loyalty]										
		Alwa ys Buy Bsnl	Will To Pay Prem ium For Bsnl	Bsnl My First Choic e	Conti nue To Buy Bsnl	Will Swtic h If Probl em Occu rs	Will Switc h If Price s Hike d	Will Reco mme nd Bsnl	Bsnl Bett er Than Othe rs	Rep eate dly Buy Bsnl
Always Buy Bsnl	Pearson Correlat ion	1	.443 [*]	.112	.106	-.209	.000	.137	-.147	.184
	Sig. (2- tailed)		.004	.493	.515	.196	1.000	.398	.366	.256
	N	40	40	40	40	40	40	40	40	40
Will To Pay Premium	Pearson Correlat ion	.443 ^{**}	1	.346 [*]	.030	.017	.260	.268	.210	-.380 [*]

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For Bsnl	Sig. (2-tailed)	.004		.029	.855	.916	.105	.094	.194	.016
	N	40	40	40	40	40	40	40	40	40
Bsnl My First Choice	Pearson Correlation	.112	.346*	1	-.506*	-.248	-.075	.052	.068	-.109
	Sig. (2-tailed)	.493	.029		.001	.123	.647	.751	.678	.503
	N	40	40	40	40	40	40	40	40	40
Continue To Buy Bsnl	Pearson Correlation	.106	.030	-.506**	1	-.106	.443*	.055	-.175	-.061
	Sig. (2-tailed)	.515	.855	.001		.516	.004	.738	.280	.709
	N	40	40	40	40	40	40	40	40	40
Will Switch If Problem Occurs	Pearson Correlation	-.209	.017	-.248	-.106	1	-.506*	-.506*	.346*	.140
	Sig. (2-tailed)	.196	.916	.123	.516		.001	.001	.029	.390
	N	40	40	40	40	40	40	40	40	40
Will Switch If Prices Hiked	Pearson Correlation	.000	.260	-.075	.443*	-.506*	1	-.349*	-.178	-.095
	Sig. (2-tailed)	1.000	.105	.647	.004	.001		.027	.272	.559
	N	40	40	40	40	40	40	40	40	40
Will Recommend Bsnl	Pearson Correlation	.137	.268	.052	.055	-.506*	-.349*	1	-.382*	-.147
	Sig. (2-tailed)	.398	.094	.751	.738	.001	.027		.015	.364
	N	40	40	40	40	40	40	40	40	40
Bsnl Better Than Others	Pearson Correlation	-.147	.210	.068	-.175	.346*	-.178	-.382*	1	.023
	Sig. (2-tailed)	.366	.194	.678	.280	.029	.272	.015		.890
	N	40	40	40	40	40	40	40	40	40

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Repeatedly Buy Bsnl	Pearson Correlation	.184	-.380*	-.109	-.061	.140	-.095	-.147	.023	1
	Sig. (2-tailed)	.256	.016	.503	.709	.390	.559	.364	.890	
	N	40	40	40	40	40	40	40	40	40
*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).										

Section 8: Findings & Conclusion

If the calculated p-value is less than 0.5, then the Null hypothesis is rejected. If the p-value is greater than 0.5, then null hypothesis is accepted. The p-values of various factors are given in correlation tables viz, [Table 2; Table 3; Table 6 & Table 8].

Experiences of the Customers and Experiential Marketing

In Table 2; Correlations of Experiences of customers in terms of [Sensorial/Emotional/Cognitive/Life Style/Rational] experiences in relation with BSNL are given; it can be noted that the correlation between the factors “Head Quarters Out Look” & “Beautiful Design”; “Good Products” & “Good Customer Service”; “Excited with Staff” & “Good Customer Service”; “Share My Experience with BSNL” & “Excited with BSNL Staff” ; “Like to Explore BSNL Products” & “Share my Experience with BSNL”; “BSNL Influences my Lifestyle” & “Like to Explore BSNL Products”; “Spread WOM about BSNL” & “BSNL Influences

my Lifestyle” are having ($p < 0.05$), indicating the rejection of null hypothesis., stating that all the above mentioned factors are having significant influence on the cherished and memorable customer’s experience.

Experiential Marketing and Experiential Value

In table 3; the correlations of experiential value in terms of visual appeal, interaction, value, consumer ROI are indicated. In Table 3; it can be noted the following factors viz; “Outlets are entertaining” & “Staff sells with entertainment”; “Amused with BSNL offers” & “Staff sells with entertainment”; “Display and design attractive” & “Store location attractive”; “Spread positive WOM” & “Design and display attractive”; “Economical to use BSNL products” & “Prices are reasonable” are having the ($p < 0.05$), which enables us to reject the null hypothesis. Correlation results revealed significant and positive relationships between experiential marketing and experiential value (wherein the majority of the factors had $p < 0.05$). This is indicative of the fact that the more the consumer

is able to experience the concept of the purchase, process of the purchase, thoughts of purchase and driving force of the purchase, that is, from a consumer's senses, feelings, thinking, action and connection, the likelihood that the consumer's consumption behavior will be motivated in regard to functional, conditional, social, emotional and epistemic utility. This implies that a consumers' marketing experience shapes and affects their experience of the value of the products and services.

Experiential Marketing and Purchase Behaviour

In Table 6; correlations of the customer buying behaviour is depicted; Correlation results indicated a significant positive relationship between experiential marketing and purchase behaviour. It can be noted among the following factors, viz, "Friends influence my choice" & "Price is important"; "Sales staff influences my choice" & "Friends influence my choice"; "Family influences my choice" & "Sales staff influences my choice"; "BSNL enhances my image" & "Family influences my purchase"; "Rely on expert opinion" & "BSNL Enhances my image"; "Search Multiple information sources" & "Rely on expert opinion"; "BSNL offers pleasure full experience" & "BSNL offers competitive prices"; "BSNL my first choice" & "BSNL pleasure full experience"; "Shopping is fun at BSNL" & "BSNL my first choice" are having ($p < 0.05$). This is confirmation that customers' sensorial experience,

cognitive experience, life style, relational experience and emotional experience will have a positive effect on purchase behaviour towards BSNL products and services. The results imply that if BSNL had in place experiential marketing strategies to promote the company products, this would have a positive effect on the purchase behaviour of their consumers.

Experiential Marketing, Experiential Value and Customer Loyalty

In Table 8; correlations of the customer Loyalty is depicted; Correlation results indicated a significant positive relationship between experiential marketing and experiential value and experiential value and customer loyalty. It can be noted among the following factors, viz, "willing to pay premium for BSNL" & "Always buy BSNL"; "BSNL my first choice" & "Always buy BSNL"; "Will switch if prices hiked" & "Will switch if problems occur"; "Will recommend BSNL" & "Will switch if prices are hiked"; "BSNL better than others" & "Will recommend BSNL" have ($p < 0.05$). Correlation results indicated a significant and positive relationship between experiential marketing and experiential value and relationship between experiential value and customer loyalty. This implies that, if BSNL carries out more cross-media promotional activity which encourages two way interaction and direct physical immersion into a brand, this will improve consumers' perceived, relativistic preference for

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product attributes or service performances arising from interaction within a consumption setting that facilitates or blocks achievement of consumer goals or purpose. Likewise, this will promote customers to exhibit repeat purchasing behavior from BSNL, possess a positive attitudinal disposition towards BSNL products/services and consider using only the company's products/services when a need for them arises.

Conclusions

In general, the study looked at the relationships between experiential marketing, purchase behaviour, experiential value and customer loyalty at BSNL. From the findings, the relationships between experiential marketing, purchase behaviour, experiential value and customer loyalty were found to be positive and significant. Experiential marketing and experiential value were the most significant predictors.

Section 9: Recommendations

In light of the research findings, the following recommendations are made:

1. According to the findings, experiential marketing and experiential value were found to be the major predictors of customer loyalty. Therefore, the management of BSNL should put a lot of emphasis on the extensive use of experiential marketing and value to grow customer loyalty. This can be carried out by putting in place:
 - a) Attractive layout of BSNL outlets and products,
 - b) Use of captivating promotion drives,
 - c) The promotion drives should arouse inspiration and cause image to associate with the company.
2. According to the findings on the relationships between the study variables and customer loyalty, positive and significant relationships were observed. Therefore, the management of BSNL need to put a lot of attention on the significant relationships as these will have a positive effect on the attitudinal, behavioral and cognitive aspects of customer loyalty.
3. The study used a cross sectional survey design to study the relationships between the study variables and customer loyalty. However, to study the true nature and quality of the relationships between the study variables and customer loyalty, the management of BSNL should conduct a study which is longitudinal in order to ascertain the true nature and quality of customer loyalty.
4. The results of the study point to a number of opportunities for strategy review in regard to experiential marketing, purchase behaviour and experiential value to improve customer loyalty. The management of BSNL should therefore, assess

regularly the performance level of the company in regard to customer loyalty and carry out review of the strategies being used to promote loyalty through experiential marketing and value.

5. From the findings, it was clear that in order to shape customer purchase behaviour, BSNL needed to have
 - a) Attractive commodity prices,
 - b) Have variety, quality products/services and
 - c) At the same time, use opinion leaders to have a positive influence on customer loyalty.

Areas for further study

1. This study concentrated on experiential marketing, purchase behaviour, experiential value and customer loyalty. Future research should attempt to collect data from other telecommunication companies and other sectors to ascertain the findings.
2. The study adopted a cross sectional survey design which studied the state of affairs at BSNL at a point in time. To study the true nature and quality experiential marketing, purchase behaviour, experiential value and customer loyalty, a

longitudinal study is more appropriate.

3. The study sample was restricted to BSNL leaving out the other telecom companies such as, Airtel, Vodafone, Idea, Docomo etc. Future studies on the telecom sector should take into consideration all the players in the telecom sector.
- The study concentrated on Bellary district as the area scope. Further studies carried out on the telecom sector could comprise of a wider area scope including other districts and or regions.

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