

Experiential Marketing (EXPMKT) and Brand Loyalty (BL) in the Telecommunication Industry in Nigeria

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DOI: [10.56201/ijmcs.v8.no3.2024.pg92.109](https://doi.org/10.56201/ijmcs.v8.no3.2024.pg92.109)

Abstract

This study examined the relationship between experiential marketing (EXPMKT) and brand loyalty in the telecommunication industry in Nigeria: A study of selected telecommunication firms in Warri, Delta State, Nigeria. The sampling object used for this work comprises of the employees, supervisors and top managers of staff of MTN, GLO and Airtel offices in Warri, Delta State; this is done in respect of measures of experiential marketing, namely; Sense experiential marketing (SEM), Feel experiential marketing (FEM), Think experiential marketing (TEM), Act experiential marketing (AEM) and Relate experiential marketing (REM) (independent variables) on Brand Loyalty (BL) (dependent variable) and responses from the respondents were collected with the aid of five (5) likert scale questionnaire. A total of seventy-five (75) questionnaires were administered staff of staff of MTN, GLO and Airtel offices in Warri, Delta State. Out of the seventy-five (75) questionnaires, (73)97.33% were retrieved and properly filled while two (2)2.67% were not returned. Thus, the sample to be used for the study will be the total of seventy-three (73) respondents. The research questions were analyzed with the aid of descriptive statistics and correlation matrix. The hypotheses of the study were tested using the multiple regression statistical tools with the aid of SPSS version 23 as the basis of testing hypotheses. The findings revealed that there is significant relationship between SEM and BL ($0.048 < 0.05$), there is a significant positive relationship between FEM and BL ($0.000 < 0.05$); TEM has a significant relationship with BL which is evident with the p-value ($0.0038 > 0.05$); there is a significant positive relationship between AEM and BL ($0.048 < 0.05$), and finally, finding provides support for result H₅ test which indicated that REM has significant relationship with BL ($0.034 < 0.05$). From the findings of the study, it can be concluded that, overall the EXPMKT had a significant effect on the brand loyalty selected telecommunication firms in Warri, Delta State, Nigeria. The study therefore, recommends that telecommunication firms in Nigeria looking to leverage sense EXPMKT to enhance brand loyalty is to invest in creating unique and memorable sensory brand experiences for customers. This could involve designing engaging and interactive retail spaces, organizing experiential events that appeal to multiple senses, and incorporating innovative technologies such as augmented reality or virtual reality to provide customers with immersive brand experiences. By focusing on creating positive sensory experiences that resonate with customers on an emotional level, telecommunication firms can build stronger connections with their target audience and drive greater brand loyalty.

Key Words: *Experiential Marketing, Sense, Feel, Think, Act, Relate and Brand Loyalty.*

Background to the Study

In many industries, including telecommunications, experiential marketing (EXPMKT) is essential. This strategy focuses on immersive and memorable consumer experiences to develop emotional bonds and brand loyalty (BL). In the fast-paced, competitive telecommunications business, where customer experience is key to difference, EXPMKT has become a potent tool for engaging consumers. Telecom EXPMKT goes beyond standard advertising by offering interactive experiences that let customers directly interact with a brand's products and services. The brand may be brought to life through pop-up events, interactive activations, virtual reality experiences, and personalized demonstrations. EXPMKT helps telecom firms engage with customers and leave a lasting impression by using emotions and senses (Abdul, Astrid & Mintarti, 2023).

Numerous studies and surveys have shown that EXPMKT works in telecom. Event Marketer (2021) discovered that 74% of consumers are more inclined to buy things following an engaging event or activation. This shows how EXPMKT can influence telecom consumer behaviour and buying decisions. Digital and social media channels allow EXPMKT initiatives in the telecommunications industry to reach more people and build discussion online. Telecom businesses can expand their experiential activities beyond the event by promoting user-generated content and shareable moments (Abadi, Nursyamsi & Syamsuddin, 2020). Telecom firms are using EXPMKT to stand out, engage customers, and build brand loyalty in this fast-changing industry. Telecom brands may establish trust, brand advocacy, and business growth in a changing market by giving consumers memorable and participatory experiences (Ahmad, 2020).

BL in the telecom business occurs when customers select one telecom brand over another. BL is essential for telecom companies to retain and grow customers in the competitive and fast-changing sector (Ahmad, 2020). Brand loyal customers are more likely to use a telecom provider again, make repeat purchases, and recommend the brand to others. To foster brand loyalty in the telecommunications business, organizations must continually provide quality services, new goods, exceptional customer service, and emotional ties (Ajzen et al., 2018). EXPMKT is a great tool for engaging people and creating memorable brand experiences. In the Nigerian telecommunications industry, where MTN, Airtel, Glo, and 9mobile compete fiercely, EXPMKT strategies are increasingly used to differentiate and build loyal customer bases. Immersive brand encounters engage consumers on a sensory, emotional, or intellectual level in experiential marketing. These engagements go beyond traditional advertising and communication by giving customers personalized, engaging, and hands-on experiences. Create a connection that drives brand loyalty and repeat purchases (Chaffey, Ellis-Chadwick, Mayer & Johnston, 2019). EXPMKT greatly affects Nigerian telecom BL. Positive and memorable brand experiences are more likely to lead to loyal customers who not only use the brand but also promote it on social media, according to research. This can boost client retention, lifetime value, and company profits.

To create unforgettable encounters, EXPMKT engages consumers' senses. Brands may engage consumers via sight, sound, touch, smell, and taste. Hultén, Broweus, and Van Dijk (2019) found that sensory marketing leaves lasting brand impressions. EXPMKT evokes emotions and connects with customers. Evoking positive feelings like joy, excitement, or nostalgia helps marketers connect with their customers. Hollebeek, Shamlan, and Jaakkola (2020) discovered that emotional experiences shape consumer-brand interactions. EXPMKT encourages consumers to think. Brands may inspire new product and service perceptions by offering distinctive and interactive experiences. Kabadayi and Price (2018) examined how EXPMKT affects consumer behaviour and decision-making cognitively. Consumption, social media sharing, and brand recommendation are common outcomes of experiential marketing. Ramaswamy (2019) found EXPMKT increases consumer engagement and conversion. Brand-consumer ties are also promoted by experiential marketing. Brands can boost consumer loyalty and advocacy by personalizing experiences. EXPMKT techniques should highlight relational value, according to Caruana and Ewing (2018). EXPMKT uses sense, feel, think, act, and relate to create immersive, engaging, and memorable experiences.

Brand loyalty is essential in a competitive industry like Nigeria's telecoms sector, where customers have several options. Telecommunication companies can create unique brand experiences that resonate with customers and differentiate their offerings from competitors by using EXPMKT strategies like pop-up events, product demonstrations, interactive contests, and experiential installations (Chang, 2020). Recent studies have shown that EXPMKT boosts brand loyalty in telecommunications and other industries. Ahmad (2020) discovered that EXPMKT improves BL and customer happiness in Nigerian telecommunications. In the competitive Nigerian market, EXPMKT boosts client loyalty and engagement, according to Ogunnaike and Kehinde (2019). Therefore, EXPMKT is crucial to brand loyalty in Nigerian telecommunications. Telecommunication firms may build BL and advocacy by giving customers unique and engaging experiences. EXPMKT can help companies stand out in the competitive Nigerian market as the industry evolves.

Statement of the Problem

EXPMKT relies on emotional connections with customers; hence intuitive emotive measures are needed to quantify its impact. Most organizations use return on investment to estimate EXPMKT costs, but building a consumer experience costs much more than traditional marketing. Despite the expenditures, a corporation must answer why it should continue to invest on this form of marketing to build clear strategies to grow and keep clients. Multiple providers compete for market share and customers in Nigeria's crowded telecommunications industry. EXPMKT tactics have been highlighted as a crucial generator of BL. However, there is little study on EXPMKT and brand loyalty in Nigeria's telecommunications sector. Many studies have stressed the importance of EXPMKT and BL in the telecom business, but little is known about how they affect each other in Nigeria.

In a dynamic and competitive market like Nigeria, EXPMKT is vital to BL in the telecommunications business. Telecommunications firms are progressively emphasizing sense, feel, think, act, and relate to differentiate themselves and generate client loyalty. However, little is known about how these experiential variables (Sense, Feel, Think, Act, and Relate variables) affect

BL in the Nigerian telecommunications market. The problem statement is to determine how sense (sensory experiences), feel (emotional connection), think (cognitive engagement), act (behavioral responses), and relate (social interactions) aspects of EXPMKT affect brand loyalty in the Nigerian telecommunications industry. This study examines how these characteristics affect customer perceptions, attitudes, and actions toward telecom brands to help telecom companies improve customer loyalty and retention. This study seeks to understand the sense, feel, think, act, and relate factors in EXPMKT and their effects on BL in Nigeria's telecommunications industry to help companies build stronger customer relationships.

Review of Related Literature

Conceptual Review

Experiential Marketing(EXPMKT)

Effective EXPMKT, also known as engagement marketing, creates engaging and memorable consumer encounters. Through an authentic experience with a brand, product, or service, this strategy goes beyond traditional advertising. According to Chang, Liao, Chung & Chen (2020), marketers who want to foster deeper connections with their target audience and increase BL are increasingly turning to EXPMKT and its benefits. Customer impressions of EXPMKT are long-lasting. Brands may leave a stronger impact than traditional ads by engaging them in sensory experiences. A pop-up event that lets customers try a new product or enjoy a brand-related activity can build a good brand association (Chen & Lin, 2020). In a digital world where customers are assaulted with ads daily, EXPMKT is a welcome change. Brands may stand out by giving consumers a meaningful method to engage with them. Direct engagement builds trust and credibility since consumers are more inclined to believe in a product or service's benefits after experiencing it (Eslami, 2020). EXPMKT also boosts word-of-mouth and social media. Consumers who admire a company are more inclined to tell their friends and followers, expanding the campaign's reach. EventTrack found that 98% of customers thought sponsored events made them like a product or brand (EventTrack, 2019). This shows that EXPMKT can reach more people and impact purchases. Recent EXPMKT triumph is the "Nike Air Max Graffiti Stores" campaign. Nike opened pop-up stores in major cities in 2019 where customers could create Air Max sneakers with graffiti art. This immersive experience let consumers express their ideas and interact with the brand in a unique and memorable way (Fuentes, 2021). Many participants posted their customized sneakers online and praised Nike for its experience marketing. Thus, EXPMKT helps brands build meaningful relationships and engagement (Fuentes, 2021). Brands can stand out from traditional advertising by giving consumers immersive, interactive, and memorable experiences. EXPMKT will grow in importance as consumers demand authentic and personalized experiences.

Brand Loyalty (BL)

BL refers to a consumer's commitment to purchasing products or services from a particular brand consistently over time, regardless of competitive offerings or changes in the marketplace. It is a crucial aspect of marketing that can lead to repeat purchases, positive word-of-mouth promotion, and long-term customer relationships. Overall, BL is a valuable asset that can contribute to a brand's long-term success and sustainability in the market. Fostering strong relationships with

customers through trust, consistency, and quality can help build and maintain brand loyalty over time. Here are some key details on types BL: Behavioral Loyalty: This type of loyalty is based on the customer's repeated purchase behavior towards a specific brand. Attitudinal Loyalty: Refers to the emotional connection and attachment that a customer has towards a brand (Fuentes, 2021).

Sense EXPMKT and BL

Through immersive and captivating experiences that appeal to customers' senses—taste, smell, touch, sound, and sight—brands want to exceed consumers' expectations in sensory experiential marketing. Brands have the ability to arouse feelings, establish rapport, and create a lasting impression on consumers by integrating various sensory components into their marketing campaigns. Gountas, Gountas, and Qureshi (2018) name a few essential components of sensory EXPMKT as follows:

Visual elements: Visual cues play a crucial role in capturing customers' attention and conveying the brand's message. This can include creative use of colors, imagery, videos, and interactive displays to create a visually stimulating experience.

Auditory elements: Sound can also be a powerful tool in creating memorable experiences. Brands can use music, sound effects, or even silence to evoke certain emotions and enhance the overall sensory experience.

Tactile elements: Touch can create a sense of connection and engagement with the brand. By allowing customers to interact with products through touch or providing tactile experiences, brands can enhance the overall sensory experience.

Olfactory elements: Smell is strongly linked to memory and emotions, making it a powerful tool in marketing. Brands can use scents, such as aromas from products or ambient scents, to create a multisensory experience that leaves a lasting impression.

Gustatory elements: Taste is another sensory dimension that can be leveraged in experiential marketing, especially for food and beverage brands. Brands can offer samples, tastings, or unique flavor experiences to engage customers' sense of taste.

Feel EXPMKT and BL

Feel EXPMKT strives to provoke a spectrum of emotions in consumers to generate memorable and meaningful brand engagements. This marketing aims to make people feel a certain way about a brand or product, increasing brand loyalty, engagement, and sales. EXPMKT may use sensory encounters to evoke emotions, memories, and wants. Music, aromas, textures, and pictures can create an atmosphere or inspire emotions (Hendar, 2017). A perfume brand may establish a pop-up store that immerses clients in a scented, luxury ambiance to inspire refinement and indulgence. Also important in feel EXPMKT is narrative. Brands can construct storylines or settings that provoke specific emotions, enabling consumers connect with them personally. Virtual reality, interactive installations, and live events can build emotional resonance and deepen audience connections. Feel EXPMKT helps brands build emotional connections with consumers, which

boosts brand loyalty, positive associations, and business success (Hollebeek, Shamlan & Jaakkola, 2020).

Act EXPMKT and Brand Loyalty

Act EXPMKT specifically focuses on incorporating interactive activities or events to create a deeper connection between the brand and the consumer. Here are some key details on act EXPMKT according to Hsu, Agyeiwaah, Lynn and Chen (2021):

Interactive Experiences: Act EXPMKT involves creating interactive experiences that allow consumers to actively participate in the brand's story. This can include activities such as product demonstrations, live performances, games, contests, or hands-on workshops.

Emotional Connection: Act ExpMKT facilitates the development of emotional bonds by giving customers a chance to interact directly and personally with the brand. Brand advocacy and loyalty may rise as a result of these emotional ties.

Brand Awareness: For increasing brand awareness, Act EXPMKT is an effective instrument. Brands may generate buzz and raise awareness for their goods and services by delivering unforgettable experiences that stick in the minds of consumers.

Consumer Insights: Brands can learn important information about consumer preferences, behaviours, and attitudes from Act EXPMKT. Through consumer interaction with brands during experiential events, companies can collect feedback and data to improve their marketing tactics.

Word-of-Mouth Marketing: EXPMKT experiences are highly shareable, both online and offline. When consumers have a positive and memorable experience with a brand, they are more likely to share it with their friends and social networks, amplifying the reach of the campaign through word-of-mouth marketing.

Measurable Results: Act EXPMKT campaigns can be measured in terms of attendance, engagement levels, social media mentions, lead generation, and sales conversions. This allows brands to track the effectiveness of their EXPMKT efforts and optimize future campaigns.

Think EXPMKT and Brand Loyalty

Think EXPMKT inspires people to enjoy mind-blowing, emotional experiences. A unique and meaningful marketing experience is the goal (Joseph, Hair, Hult, Ringle & Sarstedt, 2017). Interactive installations, virtual or augmented reality experiences, live events, workshops, and other engaging activities affect consumers' thoughts, feelings, and behaviors in experiential marketing. Offering a remarkable experience helps brands stand out, raise awareness, and connect with their audience. According to Joseph et al. (2017), EXPMKT includes:

Creativity: Think EXPMKT requires creative and innovative ideas that can stimulate the minds and emotions of consumers. Brands need to think outside the box to create experiences that are memorable and impactful.

Engagement: Interactive and participatory experiences are at the core of experiential marketing. Brands should design experiences that actively engage consumers and encourage them to think, feel, and interact with the brand in a meaningful way.

Emotion: Emotions play a crucial role in experiential marketing, and experiential marketing is no exception. Brands should aim to evoke specific emotions in consumers through their experiences, creating a lasting impression and emotional connection with the brand.

Storytelling: Storytelling is a powerful tool in marketing, and experiential marketing often revolves around creating compelling narratives that resonate with consumers. Brands can use storytelling to convey their brand message, values, and identity in a memorable and engaging way.

Relate Experiential Marketing and Brand Loyalty

Aiming to create immersive and unforgettable experiences, experiential marketing is a strategy (Kabadayi & Price, 2018) to engage consumers. By giving customers a tangible opportunity to engage with a brand or product, this kind of marketing goes beyond conventional advertising techniques. Kabadayi et al. (2018) provide the following important information on experiential marketing:

Interactive Experiences: Campaigns by experiential marketing frequently incorporate interactive components like pop-up stores, product trials, and virtual reality encounters. These interactive encounters increase brand recall and foster a closer connection between customers and the company.

Emotional Connection: The reason experiential marketing works so well is that it forges an emotional bond with the customer. Brands can create brand loyalty by appealing to a variety of senses and arousing strong emotions in their audience.

Word-of-Mouth Buzz: Experiential marketing campaigns are highly shareable, leading to increased word-of-mouth buzz and social media exposure. When consumers have a positive experience with a brand, they are more likely to share it with their friends and followers, amplifying the reach of the campaign.

Brand Differentiation: Experiential marketing gives brands an advantage over rivals in a crowded market. Companies can set themselves apart from the competition and cultivate a favourable brand perception among consumers by providing distinctive and unforgettable experiences.

Measurable Results: Experiential marketing initiatives can be evaluated based on business results (such as higher revenue, brand awareness, and consumer loyalty) as well as engagement metrics (like foot traffic, social media mentions, and interactions). This enables marketers to monitor the success of their experiential marketing initiatives and make informed decisions about next promotions.

Targeted Approach: Experiential marketing can be tailored to specific target audiences, allowing brands to create personalized experiences that resonate with their ideal customers. By understanding their audience and designing experiences that cater to their preferences and interests, brands can create more impactful campaigns.

Theoretical Review

Stimulus-Organism-Response Theory

Mehrabian and Russell created the SOR model for environmental psychology, but several scholars have applied it to consumer behavior, information systems, and other fields (Lu, Marjerison& Juergen, 2022). This theoretical framework shows that the effect is a special reaction to a special stimulus, therefore one may estimate the message-communicant match. SOR theory includes stimulus, organism, and reaction (Zainurrafiqi, Putri, Aristin, Sulistiawaty, Hermanto, Muchtar &Rofiki, 2022). Environmental stimuli (S) are indicators that cause a person's internal appraisal (O) and response (R). Using the S-O-R model, Ogunnaike and Kehinde (2019) study how store environment, social factors, and fashion affect impulsive buying behavior mediated by consumer emotional satisfaction and post-purchase effects. Measure customer happiness (organism) to determine impulsive online buying behavior (reaction) impacted by online store agents (stimulus) (Prebensen, Kim, & Uysal, 2016). Stimulus-Organism-Response theory (S-O-R) studies how external stimuli affect people' organs and behavior (Soliha, Aquinia, Hayuningtias& Ramadhan, 2021). This idea states that stimuli cause emotional, cognitive, and physiological responses that influence behavior. S-O-R theory helps marketers understand consumer behaviour and brand loyalty (Syahmardi, Erida, Hayder & Ahmad, 2016). Modern EXPMKTcreates immersive and engaging brand experiences for consumers, aligning with S-O-R theory. EXPMKTcreates encounters that provoke specific emotions, thoughts, and sensory responses to build brand loyalty (Putra, Arifin, &Huftron, 2019).

EXPMKTcan affect people's emotions, attitudes, and perceptions, according to S-O-R theory. EXPMKTcreates memorable, engaging encounters that connect with people. These encounters affect consumer perceptions, emotions, and brand associations, which promote BL. Business success depends on BL in today's competitive market, when consumers have many options. S-O-R theory and EXPMKTcan help brands build emotional relationships with customers, increasing loyalty, advocacy, and repeat purchases. Finally, S-O-R theory helps explain how external stimuli, consumer responses, and internal cognitive processes interact (Shah, Rajper, Ghumro& Mahar, 2018). S-O-R theory can explain how immersive brand experiences can change consumer perceptions, emotions, and behaviors, fostering brand loyalty in experiential marketing. Brands may build enduring relationships with their target audience by creating sensory-rich experiences that appeal to consumers' cognitive and emotional needs. Recent research shows that EXPMKTthat follows S-O-R theory can build consumer loyalty and differentiate brands in a competitive market.

Empirical Review

According to Abdul, Astrid, and Mintarti (2023), EXPMKTand value affect customer loyalty directly and indirectly through customer satisfaction mediation. This is quantitative explanatory research. Consumers who liked and bought Santri Farm products were studied. Data was acquired by sending 160 qualified respondents questionnaires. Data was analyzed using SEM-PLS with Smart PLS Software. This study found that EXPMKTdoes not affect customer loyalty. Experiential Value greatly impacts customer loyalty. Customer loyalty is affected by customer

satisfaction. Also, Customer Satisfaction partially mediates the influence of EXPMKT and Value on Customer Loyalty.

Lu, Marjerison, and Juergen (2022) examined experiential marketing, BL, and customer engagement. Survey results from 200 Shanghai Chanel pop-up store EXPMKT participants were collected. We learn from Schmitt's five categories of experiences that EXPMKT boosts customer engagement and brand loyalty. Our work improves fashion experimental marketing understanding. Practical and theoretical implications are given.

Eslami (2020) examined how brand awareness, image, and perceived quality mediate the effects of brand experience on brand equity and loyalty in Iranian supplemental health insurance clients. Descriptive survey research is the objective and nature of this study. This study's standard questionnaire was tested for reliability using Cronbach's alpha, combined reliability, and factor loadings. Validity was verified by content, convergent, and divergent validity. Eight primary hypotheses and three sub-hypotheses were tested in this study, and all showed that brand experience affects brand image. Brand experience impacts quality perception. Brand awareness is affected by quality perception. Brand image influences brand loyalty. Brand awareness strongly influences BL. BL is influenced by perceived quality. Brand equity is greatly affected by brand. Quality by perceived BL mediates the experience-experience link. Dard. tsyvr brand BL and brand awareness greatly mediated brand loyalty and brand experience.

Creative influence on EXPMKT is empirically tested by Hendar (2017). Study data is collected using purposeful sampling. In Indonesia, 171 body perfume consumers are sampled. Study data is acquired via interview. Respondents are asked open and closed questions to obtain data. Creative EXPMKT to boost brand loyalty is this study's managerial finding.

Syahmardi, Erida, Hayder, and Ahmad (2016) tested experiential marketing's impact on Jambi City's modern retail company. Data from Matahari Hypermart in Jambi City was evaluated and analyzed to understand how EXPMKT affects current retail customer brand loyalty. The sampling method is based on customers and visitors at modern retail Matahari Hypermart from 2014 to 2015. Out of 115 study questionnaires, 115 were answered. The purposive sampling method. Data analysis and interpretation used AMOS 18 SEM software. EXPMKT has a positive effect on brand loyalty (hypothesis 6). The study shows causal links between research model variables. After meeting the assumed conditions and achieving a normal Residual Covariance of <1.96, the proposed model is acceptable. Model Structural Equation Model (SEM) was utilized to evaluate causal links between variables affected by Sense, Feel, Think, Act, Relate, Experiential Marketing, and Brand loyalty that met Goodness of Fit criteria.

Literature Gaps: According to the empirical assessment, all change management studies focused on other sectors and ignored Nigeria's telecommunications business. Results are variable and inconclusive. In addition, there is little study on EXPMKT and BL in Nigeria's telecommunications sector. Many studies have stressed the importance of EXPMKT and BL in the telecom business, but little is known about how they affect each other in Nigeria. These will be information gaps our study seeks to fill.

Research Methodology

Research Design

Study used descriptive survey design. This study sought to link independent variables to organizational success. Descriptive research collects data without altering the environment. This design was suitable since it described a group, phenomenon, or event depending on another variable. It also ensures the sample adequately represents the population.

Research Population

As stated earlier, this research is a field survey of staff from selected telecommunication firms in Warri, Delta State, Nigeria, targeting MTN, GLO, and Airtel offices in Warri from 2023 to 2024. This study includes MTN, GLO, and Airtel employees, supervisors, and top managers in Warri, Delta State. Thus, our respondents and study population were MTN, GLO, and Airtel employees in Warri, Delta State. The table below shows population breakdown;

Name of Company	Location	Number Staff
MTN	Sapele Warri Road, Effurun, Delta State	32
GLO	Sapele Warri Road, Effurun, Delta State	23
AIRTEL	Deco Road, Warri Delta State	20
Total		75

Source: Managements of Selected Telecommunication Firms, 2024.

The total population of the study is 75 which comprises of core and contract staff of MTN, GLO and Airtel offices in Warri, Delta State, Nigeria.

Sampling Method and Sample Size

The sample size is the percentage of the population a study will examine. The survey included 75 MTN, GLO, and Airtel core and contract staff in Warri, Delta State. Since the population is small, the researcher will use it as the sample size. This study uses non-probability sampling because the researcher deliberately selects the sample items. Under non-probability sampling, the researchers choose the particular units of the universe for the sample on the basis that the small mass they select out of a huge one will be typical or representative of the whole.

Research Instrument and Data Collection Technique

Questionnaire is the instrument for data collection in this present study. The questionnaire is divided into two sections (A and B) containing questions on respondents profile and another in closed ended questions pattern. The likert scale of point 5 is used for the closed ended questions. They are as follows:

- 5 = Strongly Agree (SA)
- 4 = Agree (A)
- 3 = Undecided (U)
- 2 = Disagree (D)
- 1 = Strongly Disagree (SD)

Method of Data Analysis

Quantitative data collected was analyzed by the use of descriptive statistics using SPSS version 23 and presented through percentages, means, standard deviations and frequencies. The data was split down into different aspects of EXPMKT on brand loyalty. This offered a systematic and qualitative of the study objectives. Descriptive data was presented using measures of central tendency like mean and standard deviation, which was for by the correlation analysis. The researcher conducted a multiple regression analysis in order to establish the relationship between measures of EXPMKT and brand loyalty in MTN, GLO and Airtel offices in Warri, Delta State, Nigeria. The dependent variable is Brand Loyalty (BL) is influence by the measures of Experiential Marketing, namely; Sense experiential marketing(SEM), Feel experiential marketing(FEM), Think experiential marketing(TEM), Act experiential marketing(AEM) and Relate experiential marketing(REM). The model is specified as follows;

$$BL = f(SEM, FEM, TEM, AEM, REM)$$

$$BL = \beta_0 + \beta_1SEM + \beta_2FEM + \beta_3TEM + \beta_4AEM + \beta_5REM + \epsilon$$

Where;

β_0 = Constant

ϵ = Error term.

Results and Discussion

This section focuses on the presentation and analysis of data and information collected through questionnaires administered to staff of MTN, GLO and Airtel offices in Warri, Delta State, Nigeria as a case study in assessing the relationship between EXPMKT and brand loyalty in selected telecommunication firms in Warri, Delta State. A total of seventy-five (75) questionnaires were administered staff of MTN, GLO and Airtel offices in Warri, Delta State. Out of the seventy-five (75) questionnaires, (73)97.33% were retrieved and properly filled while two (2)2.67% were not returned. Thus, the sample to be used for the study was the total of seventy-three (73) respondents.

Table 4.1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SEM	73	12	20	16.86	2.050
FEM	73	12	20	16.05	1.971
TEM	73	12	20	16.34	2.002
AEM	73	11	20	16.15	1.991
REM	73	11	20	16.18	2.009
BL	73	12	20	16.05	1.971
Valid N (listwise)	73				

Source: SPSS Output, 2024.

Table 4.1 provides the minimum, maximum, mean, and Std. Dev. values of the variables in this study. SEM descriptive data for Warri telecommunication enterprises show a mean of 16.86, a Std. Dev. of 2.050, and an 8-point gap between maximum and minimum values. This suggests that Warri telecommunication enterprises appropriately plan for SEM because their SEM and BL vary greatly. The descriptive statistics for the independent variable show that FEM has a minimum of 12 and a maximum of 20, with a mean of 16.05 and a Std. Dev. of 1.971. This implies that Warri telecommunication firms have a FEM strategy because their FEM varies greatly and their BL

fluctuates. The TEM for Warri telecommunication enterprises show a mean of 16.34, a Std. Dev. of 2.002, and an 8-point difference between maximum and minimum values. TEM in Warri communications enterprises varies greatly, as does BL, indicating that the firms deploy TEM as anticipated. The descriptive statistics for AEM for Warri telecommunication enterprises show a mean of 16.15, a Std. Dev. of 1.991, and a 9-point difference between maximum and minimum values. This means that AEM in Warri communications firms varies greatly, as does BL. The descriptive data for REM for Warri telecommunication enterprises show a mean of 16.18, a Std. Dev. of 2.009, and a 9-point difference between maximum and minimum values. This means that REM in Warri communications firms varies greatly, as does BL. BL descriptive data for Warri telecommunication enterprises show a mean of 16.05, a Std. Dev. of 1.971, and a 9-point difference between maximum and minimum values. This means Warri telecommunication firms' BL fluctuates aggressively over time.

Table 4.2: Correlations

	BL	SEM	FEM	TEM	AEM	REM
Pearson Correlation BL	1.000					
SEM	.252	1.000				
FEM	.658	.425	1.000			
TEM	.434	.489	.530	1.000		
AEM	.265	.390	.511	.440	1.000	
REM	.288	.394	.530	.434	.976	1.000

Source: SPSS Output, 2024.

SEM has a coefficient of ($r=0.252>0.05$) in Table 4.2, indicating a high positive association with BL. This suggests that increasing SEM will improve BL in Warri, Delta State, Nigerian telecommunication enterprises. FEM's coefficient ($r=0.658>0.05$) shows a substantial positive association with BL, indicating that increasing FEM would improve BL in Warri, Delta State, Nigeria's communications enterprises. The coefficient of ($r=0.434>0.05$) shows that TEM has a substantial positive association with BL, meaning that an increase in TEM would improve BL in Warri, Delta State, Nigeria telecommunication enterprises. AEM's coefficient ($r=0.265>0.05$) shows a substantial positive association with BL, indicating that increasing AEM would improve BL in Warri, Delta State, Nigeria's communications enterprises. REM's coefficient ($r=0.288>0.05$) shows a substantial positive association with BL, indicating that increasing REM will improve BL in Warri, Delta State, Nigeria's communications enterprises. The research focuses on EXPMKT to improve BL. The correlation study of all experience marketing KPIs showed positive correlation coefficients. This showed they fit experiential marketing.

Table 4.3: Multiple regression analysis of dimensions of EXPMKT and organizational performance

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.493	1.895		2.899	.005
	SEM	.263	.104	.165	2.529	.048

FEM	.653	.118	.648	5.534	.000
TEM	.271	.114	.172	2.377	.038
AEM	.294	.113	.295	2.602	.048
REM	.180	.081	.182	2.222	.034

a. Dependent Variable: BL

Source: SPSS Output, 2024.

The multiple regression analysis showed how EXPMKT affected BL. In Warri, Delta State, Nigeria, telecommunication enterprises' BL was positively affected by EXPMKT variables SEM, FEM, TEM, AEM, and REM.

P-value 0.048 is significant because it is less than 0.05 (5%). The confidence interval is 95.2% higher than the allowable 95%. Thus, we support the alternate hypothesis and reject the null hypothesis (Ho1) that SEM and BL are unrelated in Warri, Delta State, Nigeria, telecommunication enterprises.. TPB - attitude, subjective norms, and perceived behavioral control – can help marketers create BL strategies by studying them in EXPMKT. This agrees with Abdul, Astrid, and Mintarti (2023), Lu, Marjerison, and Juergen (2022) but contradicts Hendar (2017) Syahmardi, Erida, Hayder and Ahmad (2016) is noteworthy because it is less than 0.05 (5%).

Additionally, the confidence interval is 100% higher than the 95% threshold. Thus, we support the alternate hypothesis and reject the null hypothesis (Ho2) that FEM and BL are significantly related in Warri, Delta State, Nigeria, telecommunication enterprises. Positive and memorable encounters can influence consumers' brand perceptions through experiential marketing. These experiences contribute to positive brand perceptions and BL by creating an emotional connection. An interactive pop-up event or personalised brand experience can boost brand perception and emotion. This agrees with Abdul, Astrid, and Mintarti (2023), Lu, Marjerison, and Juergen (2022), Hendar (2017), and Syahmardi, Erida, Hayder, and Ahmad (2016)

P-value 0.038 is significant because it is less than 0.05 (5%). The confidence interval is 96.2% higher than the allowable 95%. We support the alternate hypothesis and reject the null hypothesis (Ho3), which claims that TEM and BL are not significantly related in Warri, Delta State, Nigeria, telecommunication enterprises. S-O-R theory helps marketers analyze consumer behavior and brand loyalty. Modern EXPMKT creates immersive and engaging brand experiences for consumers, aligning with S-O-R theory. EXPMKT creates events that trigger specific emotions, thoughts, and sensory responses to build BL. This agrees with Abdul, Astrid, and Mintarti (2023), Lu, Marjerison, and Juergen (2022), Hendar (2017), and Syahmardi, Erida, Hayder, and Ahmad (2016)

P-value 0.048 is significant because it is less than 0.05 (5%). Additionally, the confidence interval is 98.7% higher than the allowable 95%. Thus, we support the alternate hypothesis and reject the null hypothesis (Ho4) that AEM and BL are unrelated in Warri, Delta State, Nigeria, telecommunication enterprises. Sharing experiences or engaging with a brand in a social situation can impact customers' norms and opinions, creating a sense of community and belonging that boosts BL. Word-of-mouth and social media sharing of experiential events can elevate subjective

norms and affect consumer behaviour. This agrees with Abdul, Astrid, and Mintarti (2023), Lu, Marjerison, and Juergen (2022), Hendar (2017), and Syahmardi, Erida, Hayder, and Ahmad (2016)

P-value 0.034 is significant because it is less than 0.05 (5%). The confidence interval is 95.8% higher than the allowable 95%. We support the alternate hypothesis and reject the null hypothesis (Ho5), which claims that REM and BL are not significantly related in Warri, Delta State, Nigeria, telecommunication enterprises. Consumers feel more in control of their decisions and behaviors when they can actively participate in brand experiences and customize their interactions. By fostering autonomy and ownership over the brand connection, perceived control can boost BL. This agrees with Abdul, Astrid, and Mintarti (2023), Lu, Marjerison, and Juergen (2022), Hendar (2017), and Syahmardi, Erida, Hayder, and Ahmad (2016).

Table 4.4.1: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.978 ^a	.956	.919	1.513	1.583

a. Predictors: (Constant), AEM, FEM, REM, SEM, TEM

b. Dependent Variable: BL

Source: SPSS Version 23 Output, 2024.

Table 4.4.1: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	130.437	5	26.087	11.390	.000 ^b
	Residual	153.454	67	2.290		
	Total	283.890	72			

a. Dependent Variable: BL

b. Predictors: (Constant), AEM, FEM, REM, SEM, TEM

Source: SPSS Version 23 Output, 2024.

In Model Summary Table 4.4.1, the regression correlation co-efficient (R) is 0.978 (98%) indicating a strong positive link between the dependent variable [BL] and the independent variables [SEM, FEM, TEM, AEM, and REM]. SEM, FEM, TEM, AEM, and REM explain 96% of the variation in dependent variable (BL) with a co-efficient of determination (R²) of 0.956. The model leaves 4% unexplained. The substantial positive association was confirmed by an R² value of 86%. The adjusted R² assesses model fit. The model fits well and describes the dependent variable's relationship to the independent variables in 92 ways. The error term and other factors outside the model make up the remaining 8%. Since the Durbin Watson computed value of 1.583 is less than "2", serial or autocorrelation is proven. Finally, Anova Table 4.4.2 demonstrates the model's overall significance with F (11.390) and p-value 0.000. All independent variables—SEM, FEM, TEM, AEM, and REM—impact the BL, proving that the model is solid.

Conclusion

This study evaluated EXPMKT and BL in Nigeria's telecommunications industry: A study of selected Warri, Delta State enterprises. The sampling object for this study is MTN, GLO, and Airtel employees, supervisors, and top managers in Warri, Delta State, and the measures of EXPMKT used are Sense, Feel, Think, Act, and Relate. Results show significant positive relationships between SEM, FEM, TEM, AEM, and BL ($0.048 < 0.05$, $0.000 < 0.05$, $0.048 < 0.05$, and $0.034 < 0.05$, respectively). According to the study, EXPMKT increased BL in selected telecommunication enterprises in Warri, Delta State, Nigeria.

Recommendations

The study therefore, recommends that;

- i. Nigerian telecom companies intending to use sense EXPMKT to boost BL should invest in unique and memorable sensory brand experiences. This might involve creating interactive retail locations, hosting multisensory events, and using cutting-edge technology like augmented and virtual reality to give customers immersive brand experiences. Telecommunications companies may strengthen client relationships and BL by generating positive sensory experiences that evoke emotion.
- ii. Nigerian telecom companies should use feel EXPMKT to personalize and impress customers. Interactive events, immersive displays, and sensory encounters can leave clients with a lasting impression.
- iii. Personalized and interactive customer experiences are key to EXPMKT for Nigerian telecom companies to build BL. Customers might feel connected through targeted campaigns, events, and experiences. Telecom companies may use smart EXPMKT to engage and connect with customers and establish BL by understanding their target audience's preferences and behaviors.
- iv. Fourth, Nigerian telecom companies should offer individualized and interactive consumer experiences to boost BL through act EXPMKT. Telecommunications companies may enhance client loyalty by adapting marketing campaigns and activities to customer preferences and demands.
- v. Personalizing client experiences is the fifth EXPMKT tip for Nigerian telecom companies to boost BL. Firms may build client loyalty and emotional connections by personalizing marketing efforts and interactions. Data analytics and consumer segmentation can help identify client preferences and wants and provide personalized experiences.

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