Sudan University of Science and Technology
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Experiential Marketing and Brand Usage Intention: The Mediating Role of Brand Engagement and the Moderating Effect of Perceived Risk (A Study on a Sample of Sudanese Transportation Sector Customers)

التسويق الخبراتي ونية استخدام العلامة : الدور الوسيط للإرتباط بالعلامة والأثر المعدل للخطر المدرك (دراسة على عينة من عملاء شركات قطاع النقل السوداني)

Thesis Submitted for the Degree of Doctorate of Philosophy in Business Administration

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Dedication

I dedicate this work to:

To the memory of my parents

To my family

To my friends

Acknowledgements

In the name of Allah, Most beneficent, Most merciful. May the blessing and mercy be upon our prophet Mohamed S.A.W. My thanks to Allah the first and the last.

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Abstract

The brand usage intention represents a continues challenge for service companies. However, previous research efforts have not been sufficient to find out the predictors, intervening and contingencies variables that effect brand usage intention particularly in the mobile taxi. Therefore, this study examined the impact of experiential marketing and brand usage intention through the brand engagement as mediator and perceived risk as moderator. Base on Theory of Planned Behavior and Social Exchange Theory the study developed five main hypotheses. The study used positivism philosophy and the research enquired to be an explanatory where questionnaire was the main source of data collection. The data were collected base on non-probability (convenience sampling) among the customer of mobile taxi booking application companies in Khartoum state and 384 questionnaires were distributed, and the response rate was (86%). The study used Structural Equation Modeling and path analysis to analysis the data. The empirical results show a partial relationship between the dimensions of experiential marketing, brand engagement and brand usage intention. The results also found that some dimensions of brand engagement mediate the relationship between experiential marketing and brand usage intention. The findings reveal that perceived risk weakly moderate the relationship between experiential marketing and brand engagement. Besides these, several theoretical and practical implications, limitations and recommendations for future research are discussed.

المستخلص

تمثل نية استخدم العلامة التجارية تحديا مستمرا لشركات الخدمة. ومع ذلك لم تكن جهود البحوث السابقة كافية لمعرفة التنبؤات والمتغيرات الداخلية والعوامل الظرفية التي تؤثر على نية استخدام العلامة التجارية خاصة في سيارات الاجرة المتنقلة. لذلك اختبرت هذه الدراسة تأثير التسويق التجريبي ونية استخدام العلامة التجارية من خلال الارتباط بالعلامة التجارية كوسيط والخطر المدرك كمعدل، استناداً على نظرية السلوك والمخطط ونظرية التبادل الاجتماعي، تقوم هذه الدراسة بتطوير الفرضيات. استخدم لاستبيان الاداة الرئيسية لجمع البيانات. جمعت هذه البيانات على اساس العينة غير الاحتمالية (اخذ العينات الملائمة) بين عملاء شركات تطبيقات حجز سيارات الاجرة المتنقلة بولاية الخرطوم. حيث كانت عدد الاستبانات التي وزعت 384 استبانة، وبلغت نسبة الاستجابة 86%. ولتحليل البيانات تم استخدام نمذجة المعادلات الهيكلية وتحليل المسار. اظهرت نتائج الدراسة علاقة جزئية بين ابعاد التسويق التجريبي ونية استخدام العلامة التجارية، وجد ايضا ان هنالك توسط في بعض ابعاد الارتباط بالعلامة التجارية في العلاقة بين مكونات التسويق التجريبي ونية استخدام العلامة التجارية. اشارت النتائج ايضا الى ان الخطر المدرك يؤدي الي تعديل العلاقة بين بعض ابعاد التسويق التجريبي وابعاد الارتباط بدرجة ضعيفة. الى جانب ذلك كشفت الدراسة عن العديد من الجوانب النظرية والعملية، كما سلطت الدراسة الضوء على جوانب القصور وقدمت توصيات للبحوث المستقبلية.

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CHAPTER ONE

INTRODUCTION

INTRODUCTION

1.0 Chapter Overview

The purpose of this chapter is to provide an overview of this study and its organization. It begins with the background of the study followed by the problem statement, research questions, research objectives and the significance of the study, In addition the chapter contains a section on operational definitions of the key variables used in this study as well as the outlines of the study organization.

1.1 Background of the study

Transportation plays a vital role in the day-to-day activities of the society (Adewumi, et. al, 2015). The transportation sector is the sector that provides services for transporting people or goods, and it belongs to the industrial sector according to the Global Industrial Classifications (GICS). It contains different sections such as roads transport (roads and railways), air freight, airlines and logistics services. The transportation sector in Sudan is considered one of the main axes in projects' infrastructure which is a major pillar of the economic sector. It is an important element for the success of developmental projects and plans. It also contributes to increasing the National Product by completing various development projects in the field of transportation (maritime, land, air, and river), draw developmental plans and policies and activating coordination between the different transportation modes. The Transportation services also contribute to the requirements of flourishing trade and exchange, which helps in expanding the scope of the market that provides opportunities for local and foreign competition. (Journal of Economic and Trade Cooperation, 2011).

Transportation or internal public transportation in Sudan is a service that provided to facilitate the movement of the citizens within the specified geographical area that includes the city, the locality and state. The quality and adequacy of this service has been affected by some distortions, as it is the case in most cities and capitals, which resulted in many problems that have exacerbated their severity. Actually the transportation sector in Khartoum state in particular suffers from the lack of development. The transportation capabilities in Khartoum state cover only 40% of the actual need of the state with

population of not less than 8 million people, and the number of people who daily use the transportation is about 2.5 million people (Al-Jazeera Net, 2019). Therefore, solutions and alternatives must be found to develop the existing transportation systems, and raising its level to that of the world technological development (Ibrahim, 2019).

Sophisticated and ever-evolving technology enacts many companies use and utilize technology as a mean of delivering innovative and creative new services. Technological developments are widespread in various fields, and one of them is in the field of online transportation. The high demand for fast and efficient transportation modes causes the companies engaged in the sector by providing online transportation services are increasing (Leonnard, et.al, 2017).

The abasement of technology therefore led to emergence of modern types of transportation known as taxi applications, as they contribute to meeting the needs of society , facilitate transportation and carry out daily activities. They also provide easy, cheap, safe and fast service especially with the expansion number in cities (Widjaja, et.al, 2019).

This service began in Sudan in 2014 through the application (Mishwar) for taxi services, and then many companies followed (Tarhal, Karim, Lemon, Al-Falih, Sawa Taxi), which created a competitive market for this service. Among the problems faced Mobile Taxi Booking Application Companies, taxes were imposed on vehicles operating in taxi applications, as part of the government efforts to expand taxation (Al Ain News, 2018).

Indeed mobile taxi booking service, offers multiple options of car shapes to be compatible with all customer needs, and the application also provides different payment methods for customers (cash and electronic payments) With the provision of professional drivers who know the main and secondary roads in Sudan well. Trips are followed through the tracking system (GPS) to ensure quality. Services or trips can be requested through the taxi application, or by calling the call centers provided by these companies (Al-Faleh Taxi, 2019).

Mobile taxi booking usage intention in Sudan became very important because there was a competition in this market, and so it is important for these companies to understand the customer usage intention which will help them to formulate more effective strategies to retain users of this services. According to Foroughi, et.al, (2019) customers who have a good experience of using mobile taxi booking application service and who have positive attitudes towards this service, , may be willing to continue using this service.

The approach of experiences is a new approach in marketing called experiential marketing. This Experiential marketing is important to the experience-focused transportation industry, such as the Mobile taxi booking application (Carreira et. al., 2013). It had become the main stream of marketing strategy in Sudan during the last decade. However, most of the Mobile Taxi Booking Application Companies are using to take the lower-price competition strategy or discounting strategy to attract more consumers. By using experiential marketing, the provider or owner of the service can maintain their relationship with their existing customers and attract potential customers (Zena and Hadisumarto, 2012).

The experience has been considered as a behavior to be reflected in pre-purchase trials indicated direct experience has more influence on attitudes, and intentions. With experience use of product or service, consumers probably become knowledgeable about the brand (Kuo and Nagasawa, 2015). According to that, brand engagement which emphasizes the relationship between customer and brand (Brodie, et.al, 2011; Van Doorn, et .al., 2010), have been viewed to contribute on sales increases, enhanced word-of-mouth (Bijmoltetal.,2010). Beside to that it can lead to sustainable competitive advantage (Rather, 2019).

Consumers who perceive, or experience, risks in association with a product, tend either to delay their purchases, to develop measures for reducing the risk or to consider alternative products/services. Although there is information or mechanisms used by service providers to reduce consumers' perceived risk towards online bookings (Dayour, et.al, 2019).

Online perceived risk is one of the key factors that can make users feel unsure and vulnerable during their online experience and, hence, distract them from purchasing (Chung et al., 2015; Vainikka, 2013). So online consumers' perception of risk is negatively related to good usability and positive image, which are both considered to be experiences of online trust (Shankar, Urban, and Sultan (2002). Perceived risk as consumers' subjectively determined expectations of loss is an important construct in explaining and understanding consumers evaluation, choice and buying behavior (Tuu, et.al, 2011). It is also an important determinant in consumers' behavior towards online purchasing (Ibrahim, et.al, 2014), online consumer perceived risk is a major obstacle for online purchasing (Tian & Ren, 2009). Balladares et al. (2017) posted that perceived risk causes consumers to search for additional information.

Therefore, experiential marketing can facilitate for the customer intention to the usage of a brand and to align their business with environment and change through brand engagement with customers and companies, all these benefits and contributions of experiential marketing encourage for more testing and insights.

Due to the importance of the experiential marketing and the brand usage intention in transportation sector "which leads to motivate to conduct this research" which seeks to examine the relationship between experiential marketing and brand usage intention through the mediating role of brand engagement and the moderating effect of perceived risk

1.2 Statement of the problem

Sudan has a small undeveloped service companies. The owning form of Sudan's services companies comprises of either fully or partially private-owned firms. Companies suffer from the problem of customer withdrawal and the brand usage intention becomes a problem that threatens companies work in the field of services represented by the mobile application taxi companies.

The arguments of the researcher for conducting this research are those previous studies are done in developing countries such as Asian countries, Therefore, this study focuses on the extend of brand usage intent among Sudanese transportation sector in Sudan.

This study investigated the relationship between experiential marketing and brand usage intention, previous studies examined intention from different perspectives such as (purchase intention, behavior intention, future intention, continue usage intention)(Kumar, et.al, 2009; Amoah, et.al, 2016;Mirabi, et.al, 2015; Ramsey, et.al, 2016; Ukpabi, et.al, 2019). However, experiential marketing have been studied with behavioral intention such as (kuo, et.al, 2015; lee, et.al 2016; yazici, et.al, 2016), while (long, et.al. 2013; datta and vasantha, 2015) taken experiential marketing with purchase intention. Also (Subwa, et. 2020) examined experiential marketing with repurchase intention, there are too many researchers have pointed out numerous empirical studies that examined the relationship between experiential marketing with another variables like customer satisfaction, experiential value, customer value, customer loyalty. (Chen& Hsieh, 2010; Maghnati, et.al, 2012; Zena& Hadisumarto, 2012; Danurdara1, et.al, 2017; Sharma, 2017,Wahyono and Nurjanah, 2020), there is small number of known previous studies that examined the direct relationship between experiential marketing and brand usage intention, hence this

study was designed to address the relationships between experiential marketing and brand usage intention.

On the other hand, the components of experiential marketing(sense, feel, think, act, and relate) examined as strategic experiential marketing (Zena & Hadisumarto, 2012; Long**,** et.al, 2013; Pham & Huang, 2015;Pratminingsih, et.al, 2018), while other studies like (Lee, et.al, 2016) proposed experiential marketing dimensions (enjoyment, flow experience, interactivity, social presence).Therefore, this study deals with three dimensions of experiential marketing (social support, social presence, and flow experience) influence brand usage intention. There components of experiential marketing are considered because of their important categories for experiential marketing in online mobile application taxi based on service sector, and this delineation focuses on customer experience within interactive activities between individuals or customers.

Besides examined the relationship between experiential marketing and brand usage intention this study tries to investigate the relationship between experiential marketing and brand engagement. However, there are few previous studies investigated the relationship between experiential marketing and brand engagement such as (Algharabat, et, al,2018) examined the relationship between experiential marketing as social presence with brand engagement. In addition, (Jodie, 2017) showed the relationship between experiential marketing dimensions (cognitive, emotional, pragmatic, sensorial and relational) and brand engagement. Also (Hepola, et.al, 2017) explored the relationship between experiential marketing as sensory brand experience with brand engagement dimensions (cognitive processing, affection, activation).Therefore, there is small number of previous studies investigated the direct relationship between experiential marketing and brand engagement. Therefore, this study examined the relationship between experiential marketing dimensions (social support, social presence, flow experience) and brand engagement dimensions (cognitive processing, affection, activation).

Besides exploring the relationships between experiential marketing and brand engagement, this study will examine the relationships between brand engagement and brand usage intention. Harrigan, et.al, (2017) investigated the relationship between brand engagement dimensions(cognitive processing, affection, activation) with self-brand connection and brand usage intent, while (Algharabat, et.al, 2018) addressed brand engagement with word of mouth and willingness to donate, (Erdoğmuş & Tatar, 2015)

examined the relationship between brand engagement dimensions(cognitive processing, affection, activation) with brand trust and purchase intention, therefore, there is no known previous studies investigated the direct relationship between brand engagement (cognitive processing, affection, activation)and brand usage intention, so this study examined the relationship between brand engagement (cognitive processing, affection, activation) and brand usage intention.

Besides exploring the relationship between brand engagement and brand usage intention, this study will test the mediating role of brand engagement between experiential marketing and brand usage intention. The reason behind testing mediation is trying to understand the mechanism through which the causal variables affect the outcome in other word to describe "Why" and "How "such effects are occurred in the relationship between independent and dependent variables (Kenny, 2014).Moreover, there are many previous studies considered the brand engagement as a mediating variables such as (Chen, et.al, 2020) considered that the mediating role of destination brand engagement components (cognitive processing, affection factor and activation factor)between destination brand authenticity, destination brand self-congruence and revisit intention, recommendation intention, (Kaur, et.al, 2020)examined brand engagement mediates the relationship between brand community identification and brand loyalty, (Algharabat, et.al, 2019) indicated the mediating of brand engagement components(cognitive processing, affection and activation) between consumer involvement, consumer participation, self-expressive brand and brand awareness associations, brand loyalty, perceived quality,(Xi and Hamari, 2020) reflected that the mediating role of brand engagement components (emotional BE, cognitive BE and social BE) between immersion, achievement, social interaction and brand awareness, brand loyalty, (Kumar and Nayak,2019) tested brand engagement mediates between brand psychological ownership, value congruity and brand attachment, brand loyalty, (Algharabat, et.al 2018) showed that the mediating role of brand engagement on relationship between telepresence, social presence, consumer involvement and word of mouth, Willingness to donate, (Harrigan, et.al, 2017) considered that brand engagement as a mediate between consumer involvement and self-brand connection ,brand usage intent, (Hepola, et.al 2017) reflected the brand engagement component (cognitive processing, affection and activation)mediating between personal involvement, sensory brand experience and brand equity. (Erdoğmuş and Tatar, 2015) also showed that the brand

engagement mediate variable (cognitive processing, affection and activation) between social commerce stimuli and brand trust, purchase intention. Based on the above facts researchers didn't take into account the brand engagement as a mediating between experiential marketing and brand usage intention. This study will test the mediating role of brand engagement between experiential marketing and brand usage intention.

Beside the explored the mediating role of brand engagement between experiential marketing and brand usage intention, this study examines the moderating effect of perceived risk between experiential marketing and brand engagement. Most previous studies have considered perceived risk as moderator, for instance, (Wahid, et.al (2018) explored that no moderate of perceived risk between satisfaction and repurchase intention, also (Ismail and Mokhtar, 2016) indicated that no moderate of perceived risk between attitude and actual purchase, (Tuu, et.al, 2011) reflected perceived risk as no moderate between satisfaction and loyalty, (Pérez& García, 2012)considered that the perceived risk doesn't moderate effect between website satisfaction and(purchase intention, website commitment & word-of-mouth intention),while (Chahal, et.al, 2014) showed perceived risk strongly moderate between credit card usage and service experience link, also (Kwok et.al, 2015) considered that the moderating role of perceived risk on relationship between perceived value and purchase intention, the result indicated that the perceived risk partially moderate in the relationship between perceived value and purchase intention. There are no known previous studies investigated the perceived risk dimensions (financial risk, psychological risk and time risk) as a moderator on the relationship between experiential marketing and brand engagement.

Back to what has been reviewed the problem of this study can be formulated as follow: What is the relationship between experiential marketing, brand engagement and brand usage intention? Does perceived risk moderate the relationship between experiential marketing and brand engagement?

1.3 Research Questions

1.What is the relationship between the experiential marketing and brand usage intention?

2. What is the relationship between experiential marketing and brand engagement?

3. What is the relationship between brand engagement and brand usage intention?

4. Does the brand engagement mediate the relationship between experiential marketing and brand usage intention?

5. Does the perceived Risk moderate the relationship between experiential marketing and brand engagement?

6. What is the level of experiential marketing of SudaneseTransportation sector companies?

1.4 Research Objectives

The study attempts to achieve the following objectives:

1. To examine the relationship between experiential marketing and brand usage intention.
2. To test the relationship between experiential marketing and brand engagement.
3. To identify the relationship between brand engagement and brand usage intention.
4. To assess the effect of brand engagement as mediate variable between experiential marketing and brand usage intention.
5. To test Perceived risk moderate the relationship between experiential marketing and brand engagement.
6. To measure the level of experiential marketing in Sudanese Transportation sector companies.

1.5 Significance of the Study

1.5.1 Theoretical Significance: The first sub-section represents the theoretical contribution of this research which can be considered in terms of the following areas of knowledge:

1.To contribute covering of scientific gap ignored by previous studies that measure dimensions of experiential marketing.

2.The study contributes to bridging the knowledge gap ignored by previous studies and the extent of the influence of experiential marketing on the brand usage intention through testing the theory of planned behavior to explain the relationship between them.

3.The contribution is to cover scientific gap to know the extent of the influence of experiential marketing on the brand engagement.

4.The contribution is to cover scientific gap to know the extent of the role of brand engagement on brand usage intention.

5.The contribution of this study is to test brand engagement as mediator variable on the relationship between experiential marketing and brand usage intention through testing social exchange theory.

6.This study can add to the knowledge about how the perceived risk plays a moderating

role between experiential marketing and brand engagement.

1.5.1 Practical Significance:

These practical contributions are as follows:

1. The importance of the study for decision-makers is the extent the subject for companies to provide them and introduce the importance of the influence of experiential marketing on brand usage intention.
2. The results of the study contribute in what will be discussed in the recommendations that related to experiential marketing and brand usage intention and the possible from outputs of the study in the reality of transportation sector companies.
3. The study can draw attention to decision-makers to the importance of brand engagement and its role in explaining the relationship between experiential marketing and brand usage intention in transportation sector companies.
4. The study contribute to know the importance of perceived risk if it moderate the relationship between experiential marketing and brand engagement, so that decision-makers in transportation service companies can take care of it as an internal indicator that leads to correction of relationships.
5. Paying attention to experiential marketing, because its impact on the Transportation sector, which is one of most important sectors to develop economy.

1.6 The Scope of the Study

This study probes on the Sudanese Transportation sector**.** The justification is instituted on firstly: experiential marketing underpinnings and brand usage intention both can easily identified and better implemented in service sector. Secondly the dimensions of experiential marketing underpinnings adopted from transportation sector. Finally, the study chooses transportation sector (Mobile Taxi Booking Application Companies) rather than other sector, because it's of new transportation service for customer in Sudan.

The transportation sector in Sudan is considered one of the main axes in projects' infrastructure which is a major pillar of the economic sector. It is an important element for the success of developmental projects and plans. It also contributes to increasing the National Product by completing various development projects in the field of transportation (maritime, land, air, and river), draw developmental plans and policies and activating coordination between the different transportation modes. The Transportation services also

contribute to the requirements of flourishing trade and exchange, which helps in expanding the scope of the market that provides opportunities for local and foreign competition . (Journal of Economic and Trade Cooperation, 2011).

1.7 Operational Definitions

Experiential Marketing: is defined as the customers' recognition and purchasing of goods or services from a company or brand after they experience activities (social support, social presence, and flow experience) (Pratminingsih, et.al, 2018).

Social support: is defined as the extent to which individual's personal connection is well bonded with others through interactions (Zhang et al., 2014).

Social presence: is defined as the interaction collaborations available through the platform may help customers to develop a social identity and form social bonds with other followers (Zhang, et.al, 2017).

Flow: is defined as the sense of total involvement obtained in an individual's action (Zhang, et.al, 2017).

Brand usage intent: is seen as customer's intention to buy the brand so usage intent can be seen same as purchase intention (Hintikka, 2015).

brand engagement: a consumer's positively valenced brand-related cognitive processing, affection and activation activity during or related to focal customer/brand interactions (Hollebeek, et al. 2014).

Cognitive processing: a consumer's level of brand-related thought processing and elaboration in a particular consumer/brand interaction (Hollebeek et. al, 2014).

Affection: a consumer's degree of positive brand-related affect in a particular consumer/brand interaction (Hollebeek et. al, 2014).

Activation: a consumer's level of energy, effort and time spent on a brand in a particular consumer/brand interaction (Hollebeek et. al, 2014).

Perceived risk: as a consumer perception of the uncertainty and possible negative consequences of a product or service purchase (Daniset.al, 2017).

Financial risk: refers to the probability that a purchase results in loss of money (Wang, et.al, 2018)**.**

Psychological risk: which is related to the mental stress a consumer suffers due to shopping behavior (Ibrahim, et.al 2014)**.**

Time risk: which is related to the waiting time for the receipt of purchases and the potential loss of time (Ibrahim, et.al 2014)**.**

1.7 Organization of the Study chapters:

The research is divided of six chapters, **Chapter One, Introduction:** This chapter outlined, Background of the study, the research problem, research questions, the objectives, the significance, the scope of study. the definition of terms and the organization of the study. **Chapter Two, Literature Review:** presents the theoretical perspectives of experiential marketing, brand usage intention, brand engagement and perceived risk, a detailed literature review. **Chapter three, theoretical framework and hypotheses:** introduced the theoretical framework, conceptual framework and hypotheses of the study. **Chapter four, Research Methodology:** describes the research design and methodology for empirically testing the hypotheses. The methodology includes the unit of analysis, data collection, and statistical techniques. **Chapter five: Data Analysis and findings:** including an analysis of the collected data and testing the hypotheses. **Chapter six, Discussion and conclusions:** including presentations of the results, that provides discussion of research implications, the limitations, and directions for future research.

CHAPTER TWO

LITERATURE REVIEW

LITRATURE REVIEW

2.0Introduction

The literature review sheds light on the areas of experiential marketing, perceived risk, brand engagement and brand usage intention. The discussion of each is conducted by the review of relevant literature that will be used to explain the relationship between experiential marketing, brand engagement, and brand usage intention. It will also explain the mediating role of brand engagement on the relationship between experiential marketing and brand usage intention this in addition to testing the moderating effect of perceived risk on the relationship between experiential marketing and, brand engagement.

2.0Experiential marketing (EM)

This section explains the first concept of this study so experiential marketing which represent the independent variable, including the concept, the definitions and the dimensions of experiential marketing

2.0.1 The Concept and Definition of Experiential marketing (EM)

The concept of experiential marketing was first proposed by Schmitt (1999**)**. He believed that after making some observations or participating in certain events, consumers receive certain stimulations that trigger their motivations to drive purchasing. The term "Experiential Marketing" refers to actual customer experience with the product or service that drive sales and increase brand image and awareness (Adeosun & Ganiyu, 2012). Experiential marketing is becoming very popular in corporate world as a new way to appeal the consumer's attention (Arora &Chatterjee, 2017), which gives customers the opportunity to experience a product first-hand, has increasingly become a focus of interest in recent years. Although most brands can benefit from experiential marketing, the sellers of high-end services and products can benefit the most from it (Arora & Chatterjee, 2017), in addition, helps to create experiences and emotions to the customers (Same & Larimo, 2012). (Liu ,2006) point out experiential marketing allow customers to experience and become directly involved as the main body, creating a kind of unforgettable feeling, satisfy their needs mentally to the greatest extent in order to win customer trust and loyalty.

Also **(**Sheu, et.al, 2009) indicated experiential marketing is a methodology, a concept that

moves beyond the traditional "features- and benefits" marketing, experiential marketing, connects consumers with brands in personality relevant and memorable ways. On the other hand experiential marketing can be seen as a promotional strategy that not only attracts customers, but also gives them direct personal experience of the product and helps to spread awareness via word of mouth (Bughin, et.al, 2010). International Experiential Marketing Association (2012) states that experiential marketing allows customers to engage and interact with brands, products, and services in sensory ways. Kotler (2003) mentioned that there are more and more companies start to develop non rational image and they ask from psychologist and anthropologists to create and improve messages to make deep soul touch for the consumers. Holbrook (2000) believed that when markets enter into the period of experiential marketing, the major focuses will change from product performance to experiences entertainment.

Kartajaya, (2010) argued that experiential marketing is a marketing concept that aims to form loyal customers by touching customer emotions through creating positive experiences and delivering a positive impact on their services and products. While (Yuan & Wu, 2008) explained that experiential marketing is a tactic developed by entrepreneurs so that consumers can experience the various stages that exist in the process of delivering services and also feel the physical environment that exists. Also (Marthurs, 1971) argued that experiential marketing involves the marketing of a product or service through experience and in the process the customer becomes emotionally involved and connected with the object of the experience.

There are many definitions for experiential marketing concept depends on different views. Smilansky, (2009) defined experiential marketing is the process of identifying and satisfying customer needs and aspirations profitably, engaging them through two-way communications that bring brand personalities to life and add value to the target audience. Snakers and Zajdman, (2010) reflects experiential marketing as a new way making the customers living an experience through the creation of emotions. Likewise, You-Ming (2010) defined experiential marketing is a communication method, which mainly raises customers' physical and emotional feelings. (Same &Larimo, 2012) reflects experiential marketing as a process of identifying and satisfying customer needs and aspirations profitably, engaging them through two-way communications that brin

brand personalities to life and add value to the tar-get audience. (Baharuddin & Rambli, 2017) refers experiential marketing unforgettable memory or experience that may became rooted deeply in people's mind. Pratminingsih, et.al, (2018) reverse experiential marketing as the customers' recognition and purchasing of goods or services from a company or brand.

2.1.2 Dimensions of experiential marketing

Table (2.1) Dimensions of experiential marketing (EM)

author / dimension	Sense	Feel	Think	Act	Relate	Social Support	Social Support	Flow experience	Enjoyment	Interactivity	Senses of feeling	learning	being	Doing	Interaction	Pleasure	Community
Putri,et.al, 2020	√	√		√	√												
Angelia&Re zeki, 2020	√	√	√	√													
Karo, 2020	√	√	√	√	√												
Nofiawaty, et.al, 2020	√	√	√	√	√												
Wahyono & Nurjanah, 2020	√	√	√	√	√												
Noor, 2020	√	√	√	√													
Ihtiyar, et.al, 2019	√	√	√	√	√												
Pratminingsi h,et.al, 2018	√	√	√	√	√												
Zhang,et al, 2017						√	√	√									
Shieh & Lai, 2017	√	√	√	√	√												
Stania & Tren ggana, 2016	√	√	√	√	√												
Lee et al, 2016							√	√	√	√							
Yazıcı, et.al, 2016											√	√	√	√			
Kuo & Nagasawa, 2015	√	√	√	√	√												
Datta & Vasantha, 2015	√	√	√	√	√												
Pham &Huang, 2015	√	√	√	√	√												
Long et.al, 2013	√	√	√	√	√												
Maghnati, et, al, 2012	√	√	√	√	√												
Zena& Hadisumarto, 2012	√	√	√	√	√												
Nigam, 2011	√	√	√	√	√												
Chen & Hsieh, 2010	√	√	√	√	√												
Sheu,et.al 2009	√	√	√	√	√												
Chen,et.al, 2008	√														√	√	√
Mark	**20**	**19**	**19**	**19**	**18**	**1**	**2**	**2**	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**

Source: by researcher from the previous studies 2020.

Based on the table (2.1) above, scholars have generally operationalized experiential marketing as a multi-components construct such as (Maghnati, et.al, 2012; Chen & Hsieh, 2010; Kailani & Ciobotar, 2015) for managing customer experiences, brand customer experiences or for experiencing marketing to cause individual customers to acquire unique experiences and develop identification with the product or service such as (Tsaur, et.al, 2006; Shieh and Lai, 2017; Sharma, 2017). Most of the previous studies were tested experiential marketing by the experiential marketing strategic dimensions (sense, feel, think, act, and relate)adopted by (Schmitt,1999).Thus this study proposed three dimension (social support, social presence and flow experience)for experiential marketing construct as adopted by (Zhang, et. al,2017), This approach was ignored, so in this study will adopt this approach because the study will be applied in the transportation sector.

2.1.2.1 Social support:

Social support refers to a person's sensation of being cared for, responded to, and helped by others (Liang et.al, 2011).Also it's is the resultant of an individual's effective involvement and mobilization of their personal networks; it is not only a by-product of their associations (Offer, 2012). Social support represents an individual's perceived available social resources, such as information generated by both formal support groups and informal assisting relationships; it leads people to feel that they are being cared for, loved, and esteemed, and thus obligated to fulfill mutual obligations (Gottlieb and Bergen, 2010).

Social support as a multi-dimensional construct, informational support and emotional support have been considered for interactions in online contexts (Hajli, 2014; Hajli and Sims, 2015; Hajli et al. 2015), informational support refers problem solving assistance in forms of recommendation, advice and knowledge offering, whereas emotional support refers to intrinsic sustentation including encouraging, understanding and empathy (Zhang, 2017).Providing advice and information that could help another individual in the virtual group is referred as informational support (Sheikh, et.al, 2018).Different types of user generated content including knowledge, recommendation and advice are all indicators of informational support (Bai, et.al,2015). Information sharing or posting message in reply to inquiries by users of the group may help to counter the difficulties, particularly honest evaluation of information (Coulson, 2005). On the other hand social support is a psychological perception or physical help an individual or a member of a group or

organization received or responded cared in an organization by others (Crocker and Canevello, 2008). Individual's social needs are aided by their online social interactions and real experiences that satisfy people's social needs(Sheikh, et.al, 2018). Also, receiving social support online brings cordiality among users (Liang et al., 2011).this study has defined social support individual's perception or experience of being cared for, responded to, and by people in one's social group (Zhang, 2014).

2.1.2.2 Social presence

The concept of social presence has evolved from interpersonal communication, specifically from Goffman's (1963) notion of ''co-presence,'' the mutual awareness of and attention to each other in a space.

Social presence concept tries to describe whether the connections built among individuals in cyberspace situation are approximate to real life interaction (Zhang, 2017). (Short et. al, 1976) defined social presence is as the feeling that other actors are jointly involved in communicative interaction.(Kreijns et al, 2004) defined social presence based on the level of illusion of physically being with other people. Social presence has focused on face to face interactions between humans and has compared them to mediated interactions (Biocca and Harms 2002). However, in light of technological evolution, the focus has shifted to the idea that humans increasingly engage in quasi-social relationships with new forms of artificially intelligent beings, such as computers (Biocca and Harms 2002). Social presence refers to the degree to which a medium allows the user to establish a personal connection with other users (Choi, et.al, 2011).

Gummerus, et al., (2012) suggests social presence that the interaction collaborations available through the platform may help customers to develop a social identity and form social bonds with other followers. It's evaluates a user's sense of psychological connections with other users (Gefen, and Straub, 2004). This study defined social presence as the extent to which individual's personal connection is well bonded with others through interactions (Zhang et al., 2014).

2.1.2.3 Flow Experience

Csikszentmihalyi (1975), expressed the concept of flow experience, believes that flow is a comprehensive experience that each individual actively participates in voluntarily without thinking about reward or punishment while focusing on his or her topic of interest or work. The term of "flow" defines a situation in which individuals act with a sense of

concentration, total control and deep involvement (Bilgihan, et al., 2015).

Flow experiences are related to customers' positive behaviors.(Qiu & Benbasat, 2005; Wang, et.al, 2007) It's describes a psychological state, as well as an optimal and enjoyable experience that people reach during their engagement in activities. Also it's describes people's feelings when they are totally involved in an activity (Csikszentmihalyi and Csikszentmihalyi, 1988). (Luo, et. al,2011) identify the importance of flow experiences as a key component of the experiential marketing, as it influences customers' intention.(Novak et al., 2000)point out that almost half of users experienced flow during internet surfing and it has been recommended as a metric of online customer experience. Also Service drivers need to understand the flow drivers to enhance the customer experience (Bilgihan et al., 2015; Kudeshia and Kumar, 2017; McGinnis et al., 2008).

The characteristics of flow experience include:

- a seamless sequence of responses facilitated by machine interactivity;
- intrinsic enjoyment;
- A loss of self-consciousness; and
- Self-reinforcement (Hoffman and Novak, 1996).

This study defined flow experience as the sense of total involvement obtained in an individual's action (Dholakia, et.al, 2004).

2.2 Brand usage intention (BUI)

This part discusses the second concept of study brand usage intention which represents the dependent variable, including the concept, and the definitions of brand usage intention**.**

This study highlighted brand usage intention is seen as customer's intention to buy the brand so usage intention can be as purchase intention (Hintikka, 2015), therefore, several research discuss about customers' purchase intention .It is important to understand customers' purchase intentions because they can usually be used to predict customers' behavior (Hsu, et.al, 2017).

Intention is a conscious plan of action, which specifically requires a behavior and motivation to actuate it (Patch, et.al, 2005). Many studies describe the intentions and generally think they are the best predictors of behavior and fully mediate the impact of attitudes, subjective norms, and perceived behavioral control (Gracia & deMagistris, 2013; Liobikiene, et.al, 2016; Ajzen, 2002). More specifically, intention is accepted as the best

available predictor of human behavior, which is at the heart of the theory of planned behavior framework (Liobikiene, et.al, 2016; Han, et.al, 2010). In addition to the individual has a very high degree of control over the behavior, intention is a sufficient predictor of the individual exerting effort and taking action to achieve the goal (Ajzen, 1991).

Ajzen (2011) defined intention as a person's readiness to perform a given behavior. Intention has three cognitive antecedents (Ajzen, 1991) attitude refers to the individual's evaluation (favorable or unfavorable) of the target behavior; subjective norms capture the opinions of social reference groups regarding whether the individual should engage in the behavior; and perceived behavioral control denotes the perceived ease or difficulty of performing the behavior.

Fishbein & Ajzen, (1975) also defined intention as a person's location on a subjective probability dimension involving a relation between himself and some actions. It has been demonstrated in the theory of planned behavior that, intention is the antecedent of actual purchase behavior (Ajzen, 1991). Based on these theory, (Cheah and Phau 2011) has reiterated that one's behavior is a result of his intention to perform that particular behavior. This study focuses on purchase intention rather than behavior, because intention has wider implications and will often have a positive impact on an individual's actions (Hung et al., 2011). Intention refer to a consumer favors to buy a product or service because he or she needs a particular product or service, or even just by having an attitude towards a particular product (Madahi & Sukati, 2012).

Azjen, (1988) suggests that generally, the stronger a person's intention, the more likely he or she will perform a behavior. The attitude toward a behavior reflects a person's interest in performing a particular behavior, and is determined through behavioral beliefs. These beliefs are derived through a cognitive evaluation of outcomes associated with performing the behavior and the strength of the associations between outcomes and behavior. The evaluation produces either a favorable or unfavorable response to the object, person, thing or event. In contrast to attitudes, subjective norms set a standard for perceived acceptable behavior based on a person's referents, people or groups that influence or motivate a person's behavior through their approval or disapproval. Normative beliefs motivate a person to comply with his or her subjective norms. Hence, methods to instill a belief of what is proper or desired behavior, and increase the

association between desired outcomes and behavior will increase the chances of intended and actual behavior.

Intention is a kind of decision-making that studies the reason to buy a particular brand by consumer (Shah, et. al., 2012). At the same time, strong usage intentions are likely to drive re-use intentions, which is particularly key in the context of mobile application taxi service given the gradual "buying" experience resulting from service features (Jarvenpaa, et al., 2003; Miluzzo, et. al., 2010; Mylonopoulos and Doukidis, 2003). (Keller and Lehmann, 2006) have confirmed that if a consumer has a positive attitude for a brand, it significantly impacts his buying aim and his readiness to pay a premium value. Brand attitude is thought to be a marker of intentions (WuandWang,2011).The attitude of customer toward a brand has a significant effect on its intention, as brand attitude is the most important determinant of intention (Abzari, et.al, 2014).

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Intention to use a brand leads to other marketing outcomes such as satisfaction, loyalty and word-of-mouth (Ellonen et al., 2009; Gruen et al., 2006; Kim et al., 2013; Samson, 2010; Seitz and Aldebasi, 2016). The usage itself-exposes the consumer to several favorable features, which can bolster the feelings and attachment between the consumer and the brand, exerting positive effects such as sense of belongingness and sameness with the brand (Stocchi, et.al, 2019).

Consumers distinguish between their favorite brands and other brands that have similar

product attributes (Harrigan, et.al, 2017).The perceived incremental value that specific brands add to their offerings effects brand usage (Yoo & Donthu, 2001). Those attitudes are also more likely to be favorable which should lead to increased brand usage intention (Harmeling, Moffett, Arnold, & Carlson, 2017). A consumer's intent use one brand over other similar brands demonstrates the inherent value of branding (Yoo & Donthu, 2001). We propose that brand engagement is a predictor of brand usage intent.

2.3 Brand engagement (BE)

This part discusses the third concept of the study brand engagement which represents the mediate variable, including the concept, the definitions and the dimensions of brand engagement.

2.3.1 The Concept and Definition of brand engagement (BE)

the notion of 'engagement' has been attracting increasing interest (Nel, 2017). Engagement is characterized by specific level of cognitive, affective, and behavioral activities in direct brand interactions (Erdoğmuş &Tatar, 2015), therefore, this from perspective definition that the customer brand engagement includes : cognitive, affective and behavioral dimensions Hollebeek's (2011a).Consequently, omission of customer engagement's psychological aspects or behavioral activities would likely provide insufficient insight to properly investigate the concept (Ahn & Back, 2018; Hollebeek, et al., 2014). Although, neither the behavioral activities nor psychological aspects alone reflect the customer engagement in full. True customer engagement should reveal the psychological connection in addition to interactive behavioral participation towards the brand/object (Ahn & Back, 2018;Rather, Hollebeek et al., 2019).That customer-brand interaction as a part of the customer-brand engagement, which signifies the relevance of the relational dimension as well (Hollebeek et al., 2014).Also engagement has been considered as a state, a collection of experiences, and as sums of behavioral manifestations, that bring value to the firm (Brodie et al., 2011;Calder et al., 2009;van Doorn et al., 2010;Pansari and Kumar, 2017). Some studies have emphasized consumer engagement's ties back to some of the major concepts of marketing literature such as the marketing concept and relationship marketing (Sashi, 2012). For example, consumer engagement, similar to the marketing concept, focuses on consumers and their needs to engage with them (Brodie, et al., 2011). Intentional customer brand engagement refers to a customer's interest in spending energy, effort and time on a brand activity (Solem, 2016).

Brand engagement is a new concept in field of marketing which covers a great amount of marketing relationships, it is considered as one of the main drivers for customer's decision making - acquisition of brand's (Azad &Allahyari, 2017). Brand engagement plays an important role in customer–brand relationships (Brodie et al., 2011; Vivek et al., 2012; Hollebeek et al., 2014). This is because it builds on self-relevant psychological connections with the object, such as a brand(Vivek et al., 2012; Sprott et al., 2009; Mollen and Wilson, 2010; Hollebeek et al., 2014), which occurs as an interaction oriented motivational state triggered by the object of engagement (Algesheimer et al., 2005; Demangeot and Broderick, 2016; Patterson et al., 2006; Solem and Pedersen, 2016; Hollebeek et al., 2016). In this study, consumer engagement has been studied in the context of brands (Hollebeek, et.al, 2014; Dwivedi, 2015). Brand engagement is based on interactions and the subsequent interactive experiences between the engagement subject and the engagement object (Hepola,et.al, 2017). According to(Hollebeek et al., 2014)defined customer brand engagement is a consumers' positively valenced brand-related cognitive, emotional and behavioral activity during or related to focal consumer brand interactions. Also (van Doorn, et .al, 2010) defined brand engagement as a customer's behavioral manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers. When the customer moves from being a monetary contributor to a relationship of trust and commitment, and ultimately, to a stage when there is a connection between the customer and the company based on satisfaction and emotions, then we could term that an engaged customer (Aimin and Ahmed, 2018).

2.3.2 Dimensions of brand engagement (BE)

Most of the previous studies, discussed dimensions of brand engagement, number of earlier studies tested three dimensions of brand engagement like (Nel, 2017; Hepola, et.al, 2017; Harrigan, et.al 2017). Moreover, there are many previous studies have deals service brand engagement with multiple dimensions. This table (2.2) provides a brief overview of brand engagement dimensions.

Table (2.2) Dimensions of brand engagement

Dimensions / Author	cognitive processing	affection (emotional)	activation (behavioral)	behavioral brand engagement	cognitive emotional brand engagement	social brand engagement
Chen, et.al, 2020	√	√	√			
Xi & Hamari, 2020	√	√				√
Obilo, et.al, 2019	√	√	√			
Algharabat,et.al, 2019	√	√	√			
Taiminen,et.al, 2019				√	√	
Rather, 2019	√	√	√			
Dessart, et.al, 2019	√	√	√			
Hepola,et.al, 2017	√	√	√			
Nel, 2017	√	√	√			
Harrigan,et.al, 2017	√	√				
Merrilees, 2016	√	√				
Erdoğmuş &Tatar,2015	√	√	√			
Brodie, et.al, 2013	√	√	√			
Mark	**12**	**12**	**9**	**1**	**1**	**1**

Source: by researcher from the previous studies 2020

In the above table (2.2) review of literature that studied brand engagement it can be concluded that brand engagement construct from three dimensions as mentioned above. also most of the previous studies appear in the above table agreed that brand engagement generally construct from three dimensions (cognitive processing, affection and activation)as adopted by (Hollebeek et al. 2014),The previous studies have uses these dimensions because they are the most uses and also focused on online purchase and service sector.

2.3.2.1 Cognitive processing

Cognitive processing represents the degree to which a consumer thinks of the brand when interacting with it(Chen, et.al, 2020). Cognitive processing is refers to a consumer's level of brand-related thought processing and elaboration in a particular consumer/brand interaction(Hepola,et.al,2017).(Nel,2017) defined cognitive processing as brand-related thought processing and evaluation, also refers to the degree of interest the person has or wishes to have in interacting with the focus of their engagement, named conscious attention (Vivek, ei.al, 2014). Individuals cognitively engaged with a brand pay deep attention and are absorbed in their interactions with it (Dessart, et.al, 2019).

2.3.2.2. Affection

The affective dimension of engagement refers to how much people enjoy and feel enthusiastic interacting with the brand (Dessart, et.al, 2019). Affection refers to a consumer's positive emotions related to the brand (Chen, et.al, 2020). (Hollebeek et al., 2014;2016) defined affective is a consumer's degree of positive brand- related affect in a particular consumer/brand interaction. (Chaudhuri and Holbrook, 2001) explained that affection a brand's potential to elicit a positive emotional response in the average consumer as a result of its use, also refers to the zealous reactions and feelings of a person related to using or interacting with the focus of their engagement (So, et.al, 2014;Vivek, ei.al, 2014).

2.3.2.3 Activation

Activation captures the amount of effort, energy, and time the consumer commits to the brand (Chen, et.al, 2020). The activation is a consumer's level of energy, effort and time spent on a brand in a particular consumer/brand interaction (Hollebeek, et. al., 2011; 2014). (Nel, 2017) reverse activation is expressed through a customer's level of energy exerted in interacting with a focal brand. Behavioral engagement transposes in the form of active sharing with, learning from and endorsing the focal brand (Dessart *et al.*, 2016), which is considered by some as akin to word-of-mouth behavior (van Doorn et al., 2010), and denotes a level of activation (Hollebeek et al., 2014).

2.4 Perceived risk (PR)

This part discusses the fourth concept of this study perceived risk which represents the moderate variable, including the concept, the definitions and the dimensions of Perceived risk.

2.4.1 The Concept and Definition of Perceived risk (PR)

Risk is refer to consumers' perception of the insecurity and the significance of participating in an activity (Dowling & Staelin, 1994).Likewise, it's the level of perceived, potentially negative consequences attached to a purchase decision (Wahid N, et.al, 2018).The term perceived risk refer to the individual's subjective belief about potentially negative consequences from his/her decision (Samadi &Nejadi, 2009).

The concept was developed later on by Cunningham (1967) producing one of the first but still valid definitions which states that consumer's pre-purchase perceived risk has two components: the individual's subjective feeling of certainty that the consequences will be

unfavorable and the amount that would be lost if the consequences of an act were not favorable (Bauer, 1960; Cunningham, 1967). These consequences relate to financial loss, time wasted, psychological and other damage which would be incurred if the purchase result was not favorable.

Perceived risk or risk perceptions in the consumer behavior was pioneered by Bauer (1960) who observed that consumers' purchasing decisions involved risk due to uncertain consequences or outcomes. (Dayour, et.al, 2019) explained perceived risk is a consumer's subjective assessment of the negativity of a course of action, contingent upon negative outcomes, and the propensity that those outcomes will occur (Cunningham, 1967). (Conchar, et.al., 2004; Currás-Pérez & Sánchez-García, 2012; Dowling & Staelin, 1994; Grewal, Gotlieb, & Marmorstein, 1994) expressed perceived risk plays a vital role in consumer behavior. Also(Shapiro, et.al, 2018) point out perceived risk plays some role in all purchases due to the uncertainty of an individual product or service purchase. (Dowling & Staelin , 1994) reverse perceived risk that consumer's perceptions of the uncertainty and adverse consequences of buying a product or service.

Researchers have defined perceived risk in various perspectives. For example, Wang, et.al, (2003) defined perceived risk as the uncertainty that consumers face when they cannot foresee the consequences of their online transaction behavior. Featherman and Pavlou (2003) defined perceived risk as the potential for loss in the pursuit of the desired outcome of using an e-service. (Ismail andMokhtar,2016) defined perceived risk is as the uncertainty encountered when customers are unable to predict the implication of their purchase decisions, and whereby customers often make mistakes while maximizing their buying. On other word, perceived risk is the feeling, expectations on unpleasant consequences associated with the variety of risks such as financial, psychological, and time(Stephen & Godwin, 2009). (Boksberger, et. al., 2007; Dowling and Staelin, 1994; Mandel, 2003) defines risk according to the consumer’s perception of uncertainty and the adverse consequences associated with the purchase of a product or a service.

Perceived risk is an important psychological variable in behavioral research and it has a significant influence on individual's attitude and reaction (Leiserowitz, 2006) and determinant in consumers' behavior towards online purchasing (Ibrahim, et.al,2014), (Alcántara-Pilar et al., 2017) point out Perceived risk online as the feeling of insecurity and vulnerability experienced while browsing a website. The impact of uncertainty on

purchasing decisions is even more strongly emphasized in the service sector, because services are intangible, heteronomous, perishable, and simultaneously produced and consumed. As such, service users assume greate rrisks in online purchasing than consumers of tangible goods (Murray & Schlacter, 1990).

Perceived risk has been considered as an influential element in understanding consumer behavior since consumers are more often motivated to avoid mistakes than to maximize utility in purchasing (Mitchell, 1999). People usually do not have sufficient knowledge required to encompass learning of the products, leading to an increased risk perception in complex buying behavior (Mitchell, 1992).For example, purchasing expensive products may result in financial loss, products that are highly expressive in nature may bring about significant psychological or social loss, and unfamiliar products will give rise to uncertainty.

2.4.2 Dimensions of perceived risk (PR)

Following the conceptualization of earlier studies, see Table (2.3), most of the previous studies discussed the perceived risk such as (Yang, et.al,2016; Ibrahim, et.al,2014;HouandZhang,2017), Moreover, there are many previous studies have deals perceived risk with multiple dimensions, this study focuses on Financial, Psychological, and time as key constructs of perceived risk.

Table:(2.3) Dimensions of perceived risk

Dimensions / Author	Financial	Performance	Time	Psychological	Social	Security	Physical	Infrastructure	source	Functional	Emotional	loss	Delivery	Product	Opportunity Cost risk	Privacy
Khan,et.al, 2020	√	√	√		√										√	√
Jun, 2020	√	√	√	√	√		√									
Dayour,et.al, 2019	√	√	√	√	√	√	√	√								
Shapiro,et.al, 2018	√															
Hou & Zhang, 2017										√	√					
Maziriri & Chuchu, 2017	√		√	√	√		√			√						
Garga & Sharma,2017	√		√		√								√	√		
Hussein & Saad, 2016	√					√										√
Yang,et.al, 2016	√	√		√	√											
Ibrahim,et.al, 2014	√		√	√					√			√				
Michael,et.al, 2014	√	√	√	√	√		√									
Chiu, et.al, 2012	√	√											√			√

Samadi & Nejadi, 2009			√	√	√		√			√						
Featherman & Pavlou, 2003	√	√	√	√	√											√
Mark	**10**	**5**	**7**	**7**	**5**	**2**	**4**		**1**	**3**	**1**	**1**	**2**	**1**		**3**

Source: by researcher from the previous studies 2020

Based on the above table (2.3), scholars have generally operationalized perceived risk as a multi-component construct. therefore, in order to develop an integrative perceived risk, this research chooses three dimensions of the perceived risk construct namely, financial risk, Psychological risk and time risk as adopted by (Tuu, et.al,2011; Ibrahim, et.al, 2014), Thus, it is consider as basic dimensions of perceived risk and most of previous studies addressed by adding other dimensions, was selected these dimensions because they are compiled with other variables and they are the most suitable dimensions with this study.

2.4.2.1 Financial risk

Financial risk means the possibility of losing money or not attaining the best possible monetary gain (Garner, 1986).Financial risk related to the probability that a purchase results in loss of money (Wang, et.al, 2018).Also risk refers to the risk that mobile services used to purchase a product will not make the best possible monetary (Featherman and Pavlou, 2003; Forsythe and Shi, 2003; Kim et. al., 2005; Mitchell, 1992; Yang and Zhang, 2009). It refers to online shoppers' assessment of potential financial losses due to the purchase of a product of low quality or potential internet-based fraud (Yang, 2016)and its associated with money (Hou, Y. and Zhang, Z., 2017). Also the potential monetary outlay associated with the initial purchase price as well as the subsequent maintenance cost of the product (Featherman & Pavlou, 2003).

2.4.2.2 Psychological risk

Psychological risk, which is related to the mental stress a consumer suffers due to shopping behavior (Crespo, et al., 2009; Hassan et al., 2006; Lim, 2003).(Yang, et.a, 2016) defined Psychological risk as online shoppers' assessment of potential losses to their self-esteem, peace of mind, or self-ego due to worrying or feeling frustrated or foolish as a result of buying the product (Featherman &Wells, 2010) also it's refers to the probability that a product results in inconsistency with self-image (Chen and He, 2003). (Wang, et.al,2018)and refers to the potential damage of self-image in the process of the product purchase or product (Hou, Y. and Zhang, Z, (2017).Also, reverse to the risk that the selection of mobile services to purchase product will have a negative influence on a peace

of mind or self-perception (Featherman and Pavlou, 2003; Forsythe and Shi, 2003; Kim et al., 2005; Mitchell, 1992; Yang and Zhang, 2009) The risk that selection or performance of the producer will have a negative effect on the consumer's peace of mind or self-perception (Mitchell, 1992). Potential loss of self-esteem (ego loss) from the frustration of not achieving a buying goal (Featherman & Pavlou, 2003).

2.4.2.3 Time risk

Time risk which is related to the waiting time for the receipt of purchases and the potential loss of time due to incorrect purchase decisions and inconvenience during the purchase process (Ibrahim, et.al,2014). time risk refers to online shoppers' assessment of potential losses to time and effort caused by time researching and purchasing the product (Featherman & Wells, 2010), likewise, refers to the probability that a purchase results in loss of time to buy or retain the product (Chen &He, 2003). (Featherman and Pavlou, 2003; Forsythe and Shi, 2003; Kim et al., 2005; Mitchell, 1992; Yang and Zhang, 2009) explained that will not only waste time and efforts, but also lose convenience when making a purchase decision and did not perform his/her expectation. Consumers may lose time when making a bad purchasing decision by wasting time researching and making the purchase, learning how to use a product or service only have to replace it if does not perform to expectations (Featherman & Pavlou, 2003).

2.5 The related study

This part discusses the related study including, the relationship between experiential marketing and brand usage intention, the relationship between experiential marketing and brand engagement, the relationship between brand engagement and brand usage intention, the mediating role of brand engagement, and moderating effect of perceived risk.

2.5.1The relationship between experiential marketing and brand usage intention

Most of the recently studies began to investigate the relationship between the experiential marketing and intention such as investigating the effect of experiential marketing on brand usage intention**.**

According to Subawa, et.al, (2020**)** experiential marketing had a positive and significant effect on repurchase intention. This means that each increase in experiential marketing will increase repurchase intention. Experiential marketing is a way to make customers create experiences for a brand. Experiential marketing is the process of identifying and satisfying consumer needs and beneficial aspirations, engaging consumers through two-

way communication that brings brand personality to life and adds value to the target audience (Smilansky, 2009). Also (Stania & Trenggana, 2016) expressed that the positive relationship between experiential marketing and repurchase intention. The findings of the previous studies such as (Datta &Vasantha, 2015) indicated a significant positive relationship between experiential marketing and purchase intention This is confirmation that dimensions of experiential marketing had a positive effect on purchase intention towards a service. Also (Long, et.al. 2013) investigated the relationship between experiential marketing and purchase intention the results of this study show there is significantly and positively relationship between experiential marketing and purchase intention. This means that experiential marketing can create new values for consumers, it can enhance consumers' perceived benefit of the product, which can facilitate their purchase intention.

Yazıcı, et.al, (2016) showed study on effect of the experiential marketing dimensions (education, escapist, esthetics, and entertainment experiences) on behavioral intention. This means that attitudes reflect the difference between performing an act to get something as opposed to doing it because you love it. Lee, et.al, (2016) conducted study on experiential marketing dimensions (enjoyment, flow experience, interestingly and social presence) influenced on behavioral intention. Flow experiences serve as an important attribute for experiential marketing influencing customer behaviors. Social presence are pictures of service representatives and avatars on the interface, which enhance face-to-face communications (Keeling et al., 2013). (kuo, et.al, 2015) conducted the effect of experiential marketing dimensions (sense, feel, think, act and relate) on behavioral intention. This implies managers should promote more experiential marketing activities to let its consumer to experience the product

2.5.2 The Relationship between experiential marketing and band engagement

A few studies have tested direct relationship between experiential marketing and brand engagement. (Algharabat, et, al, 2018) found one dimension of experiential marketing (social presence) positively impact on customer brand engagement. Social presence can be achieved via demonstrating a sense of human warmth and sociability such as stimulating the imagination of interacting with other humans. (Pongpaew, et.al, 2017) conducted the effect of social presence on band engagement. That the social presence is a strong determinant of trust, customer loyalty, and purchase intention. Also social presence

features provide many benefits; for instance, they are attractive, offer customized information, can simplify information using visual and audio features, are entertaining, and enable real-time interaction.

Jodie and Goodman, (2017) revealed experiential marketing dimensions (cognitive, emotional, pragmatic, sensorial and relational) have more influence on brand engagement. These experiences drive the customer to interact and engage with the brand in this event space. Also these findings possibly reflect the cultural with customers having an established deep, cultural connection with their wine brands and possibly needing more physically interactive experiences to facilitate further brand engagement.

Also (Hepola, et.al, 2017) noted one dimension of experiential marketing (sensory brand experience) a positive impact on customer brand engagement dimensions (cognitive processing, affection, and activation). Because the relationship between experience and engagement is controversial (Hollebeek et al., 2014; Calder et. al, 2009). The strong focus on experiences in the modern marketing (Pine and Gilmore, 1998; Brakus et. al, 2009).

2.5.3 The Relationship between band engagement and brand usage intention

Highly engaged customers may show stronger identification with their admired brands, indicating a propensity to spread positive image of the brands (Algesheimer, et al., 2005). (Chen,et.al,2020) indicated that destination brand engagement dimensions (cognitive processing, affection, activation) positively influence revisit intention and recommendation intention, customer engagement is crucial for loyalty (Bowden, 2009). Customers with high engagement will give high evaluations (Hollebeek et al., 2014).

According to Obilo, et.al, (2019) revealed that brand engagement dimensions (cognitive processing, affection, activation) have positive and direct relationships on brand usage intention and other dependent variable. This means adequately addresses our concerns.

Jodie and Goodman, (2017) conducted a strong relationship between customer brand engagement and brand purchase intention. Indicating that customers could be influenced by an engaging event experience, also facilitation of engagement is important to customers as an engaging event is likely to increase brand purchase intention.

Erdoğmuş & Tatar, (2015) explained that brand engagement with dimensions which leads to brand trust and purchase intention. Purchase intention, whether an individual intends to buy a specific brand, on the other hand, is used as a variable that gives an understanding of actual purchase behavior since, consumer behavior can be predicted from intentions that

correspond directly in terms of action, target and context to that consumer behavior; the results of this study show that the positive impact of brand engagement on purchase intention.

2.5.4The Mediating Role of band engagement in the relationship between experiential marketing and brand usage intention

Brand engagement, which emphasizes the relationship between the customer and the brand (Brodie, Hollebeek, Jurić, & Ilić, 2011; Van Doorn et al., 2010), and has been found to be crucial for successful brand management (Alloza, 2008). Moreover, there are many studies results have found an brand engagement as mediator such as (Chen, et.al, 2020)investigated the mediating effect of destination brand engagement in the relationship between destination brand authenticity and (revisit intention, recommendation intention).the results show that destination brand engagement had partially mediate between destination brand authenticity and (revisit intention, recommendation intention). Kaur, et.al, (2020) conducted the role of brand engagement in the relationship between brand community identification, reward on brand loyalty. That engaged consumers are likely to be more contented as their informational, hedonic, and social needs are met. Consequently, they are expected to develop a favorable attitude towards the brand, so the finding of this study shows that the role of brand community identification, reward on brand loyalty was partially mediate by brand engagement.

Xi and Hamari, (2020) explored the mediating role of brand engagement in the relationship between three independent variables (immersion, achievement, social interaction) and two dependent variables (brand awareness, brand loyalty);the results show that brand engagement acting as a mediator between three independent variables (immersion, achievement, social interaction) and two dependent variables (brand awareness, brand loyalty).

Obilo, et.al, (2019) conducted the role of brand engagement in the relationship between involvement and two dependent variables (self-brand connection and brand usage intent); the finding of this study showed that brand engagement mediate the relationship between involvement and two dependent variables (self-brand connection and brand usage intent). Algharabat, et.al, (2019) examined customer brand engagement as mediate in the relationship between three independent variables (consumer involvement, consumer

participation, self-expressive brand) and three dependent variables (brand awareness, brand loyalty, perceived quality); the result showed that brand engagement partially mediated the link between three independent variables (consumer involvement, consumer participation, self-expressive brand) and three dependent variables (brand awareness, brand loyalty, perceived quality).

Hepola, et.al, (2017) investigated the mediating effect of brand engagement in the relationship between two independent variables (personal involvement, sensory brand experience) and brand equity; the finding of this study showed that brand engagement partial mediates the relationship between two independent variables (personal involvement, sensory brand experience) and brand equity.

Erdoğmuş and Tatar, (2015) conducted the role of brand engagement in the social commerce and two dependent variables (brand trust, purchase intention); the finding of this study shows that the impact of social commerce on two dependent variables (brand trust, purchase intention) is mediated by brand engagement.

2.5. 5The Moderating Role of perceived risk between experiential marketing and band engagement

Risk exists in any purchases due to asymmetrical information (Mishra et al., 1998). Since this happens under uncertainty, it would also affect purchase decision of the consumers (Aaker, 1996), (Boksberger et al., 2007; Conchar et al., 2004; González, et. al., 2006) agree on the significant role of perceived risk plays in influencing consumer behavior ,also(Huang & Oppewal, 2006; Tian & Ren, 2009; Park, Han, & Park, 2013) stated that perceived risk is an important determinant in consumers' behavior towards online purchasing .According to (Mitchell, 1999), consumer behavior in a buying decision is determined by perceived risk because consumers are more often motivated to avoid mistakes than to maximize utility in purchasing. finding of the literature suggests that the perceived risk is playing moderating role between other independent variable and intention ,therefore a little previous studies investigate perceived risk as moderate variable between experiential marketing and brand engagement such as (Rivas, et.al, 2020) conducted sodium warnings and food the moderating role of perceived risk; the results of this study indicated that the participants with higher risk perceptions gave lower importance to brand compared to participants with lower risk perceptions.

Akram, et.al, (2018) conducted technological predictors and behavioral mediators the moderating role of perceived risk; the finding of this study showed perceived risk moderate the relationship between technological predictors and behavioral mediators.(Wahid, et.al, (2018) conducted customer satisfaction and repurchase intention the moderating role of perceived risk; the results of this study showed perceived risk no moderate the relationship between customer satisfaction and repurchase intention. Perceived risk as probable direct influences on purchase intention. This means the higher the customers' risk perception, the weaker the customer satisfaction repurchase intention relationship. (Ismail and Mokhtar ,2016) investigated attitude and actual purchase: the moderating role of perceived risk; the findings of this study indicated that perceived risk didn't moderate the relationship between attitude and actual purchase.

Kwok et.al, (2015) conducted perceived value and purchase intention: the moderating role of perceived risk; the findings of this study indicated that risk is valued because many individuals believe that the society appreciates and rewards the risk-taking behavior

(Muuss and Porton, 1998). Therefore, respondents may have been affected by their perception that risk-taking behavior is rewarded, which increased the value of risk and in return led to higher intentions to purchase environmentally friendly goods. (Chahal, et.al, 2014) conducted credit card usage and service experience link: the moderating role of perceived risk; the findings of this study showed that when a customer is engaged in higher degree of risk activity, time constraint, perceived security and reliability tend to be the critical factors a consumer would consider in his judgment of service quality.

Pérez& García, (2012) conducted satisfaction and loyalty: the moderating role of perceived risk; the findings of this study indicated that services have been associated with a higher level of perceived risk, given the intangibility, simultaneity production-consumption, heterogeneity and direct contact between customer and supplier (Laroche, et.al, 2003; Zeithaml and Bitner, 2000).

Tuu, et.al, (2011) conducted satisfaction-loyalty relationship moderating effects of perceived risk; the results support the stronger relationship between satisfaction-loyalty. While perceived risk was showed negative moderating effect on the satisfaction-loyalty relationship.

Summary of the Chapter

A structured literature review of the research construct in general was undertaken in this chapter to define and conceptualize.

The preliminary part display the foundation and conceptualization of experiential marketing. Also, the chapter illustrates the experiential marketing (social support, social presence, flow experience). The conceptualization of brand usage intention has also been present to reflect the concept. The chapter illustrates the relationship between constructs of the current study. In the final part, the chapter illustrates the moderating role of perceived risk between experiential marketing and brand engagement. The next chapter will focus on theory, conceptual framework, hypotheses development and control variable.

CHAPTER THREE

THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

3-0 Introduction:

This chapter presents the theoretical framework of the study which describes under pinning theories, theoretical framework, hypotheses devolvement and control variable.

3.1 Underpinning theories of the study

A theoretical framework work is a conceptual model of how one theorizes or makes logical sense of the relationship among the several factors that have been identified as important to the problem (Sekeran, 2003). The aim of this is to examine the impact of experiential marketing on brand usage intention, the mediating role of brand engagement and moderating effect of perceived risk on relationship between experiential marketing and brand engagement. The theoretical framework of the study is anchored on the technology acceptance model theory. Experiential marketing concept is discussed in many previous literatures such as (Shobeiri, et.al, 2013; Kailani & Ciobotar, 2015; Sheu, et.al, 2009). The experiential marketing concept in this study is represented as a predictor for intention. In order to elaborate on the relationship between study variables, the research focused on the following theories as elucidated by numerous researchers:

3.2 Theoretical Background

Bacharach (1989) defines theory as a "statement of relationships between units observed or approximated in the empirical world the primary goal for a theory is to answer "how", "when" and "why" questions. The theory expression can be contrasted to a description, which primarily aims at answering "what" questions (Sandberg,2007) theory is the building blocks of hypotheses. Hypotheses and their tests are the foundation of understanding (Schmenner, et. al., 2009).

3.2.1 Theory of planned behavior (TPB)

The TPB is an extension of the Theory of Reasoned Action (TRA), are developed by (Fishbein and Ajzen 1977). In this Theory the individual performance of a particular behavior that too on a priority basis (Verma and Chandra,1998) Azjen (1991) recommend that generally, the stronger a person's intention, the more likely he or she will perform a behavior. Some studies have confirmed that an individual's behavioral intention is significantly and positively influenced by perceived behavioral control to act in a

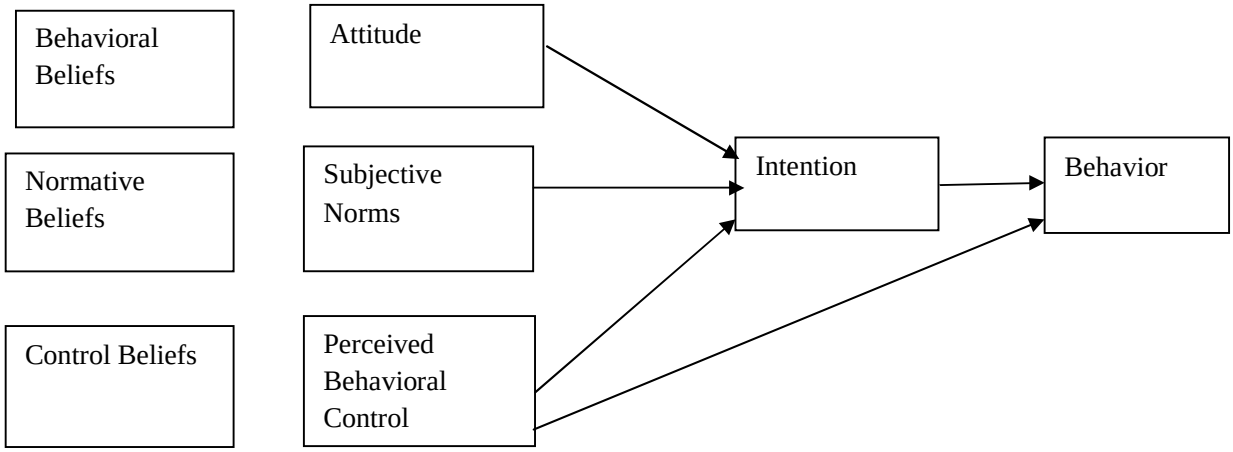
particular way (Baker et al., 2007; Cheng et al., 2006). In addition to the TPB model, Ajzen (1985) argued that the subjective norm, perceived behavioral control, and attitude effects intention, which in turn effects real behavior (Hsu, et.al, 2017).

Furthermore, Ajzen (1991) defined attitude toward the behavior means the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question, subjective norm refers to the perceived social pressure perform or not to the behavior, and the perceived behavioral control means the perceived ease or difficulty of performing the behavior. The attitude toward a behavior reflects a person's interest in performing a particular behavior, and it is determined through behavioral beliefs. These beliefs are derived through a cognitive evaluation of outcomes associated with performing the behavior and the strength of the associations between outcomes and behavior (Chen, et.al, 2008). However, no matter how people arrive at their behavior, normative and control beliefs, their attitudes towards the behavior, their subjective norms and their perceptions of behavioral control follow automatically and consistently from their beliefs.

It is only in this sense that behavior is to be reasoned or planned. Along inline, attitude is said to be the function of an individual's behavioral belief, whereas other determinants of the behavioral intentions, i.e., subjective norm and perceived behavioral control are also attributed to the function of normative and control beliefs respectively (Han, et. al., 2010; Ajzen and Fishbein, 1980).

likewise, a person's subjective norm is determined by his or her normative beliefs, that is, whether important referent individuals approve or disapprove of performing the behavior, weighted by his or her motivation to comply with those referents. A person who believes that certain referents think she should perform a behavior and is motivated to meet expectations of those referents will hold a positive subjective norm. Conversely, a person who believes these referents think she should not perform the behavior will have a negative subjective norm, and a person who is less motivated to comply with those referents will have a relatively neutral subjective norm.

Model (2): Theory of planned behavior



(Ajzen, I, & Fishbein, M, 2003)

3.2.2 Social Exchange Theory:

Social exchange theory (SET) has been standard in the sociology and social psychology literature and is considered to be one of the oldest theories of social behavior (Homans, 1958). Emerson (1981) notes that social exchange involves two persons, each of whom provides some benefits to the other, and contingent upon rewards from the other. Homans (1958) emphasized on social behavior in the exchange process. (Thibaut and Kelley, 1959) discussed how actors in an exchange relationship weigh the benefits of the exchange relation. Emerson's (1962) work related to the concept of power between the actors in an exchange relationship, while Blau (1964) emphasized on social interaction as an exchange process. Blau (1964) noted that social exchanges differ from economic exchanges in that terms of social exchanges are not spelled our per se, but rather left for a given individual to decide. In this social exchange, the only operating premise is that if you do a favor for someone, some reciprocal favor of equal value would be returned.

3.3 Theory and variables

When customers are more experienced than expected they are more likely to use the service, The customer experience is either positive or negative attitude for the service, if the positive attitude generate intention to use the service, In addition, the awareness of the customers towards social impacts that results from family, friends and relatives who have experience as a result of their experience of the service and the readiness for influencing

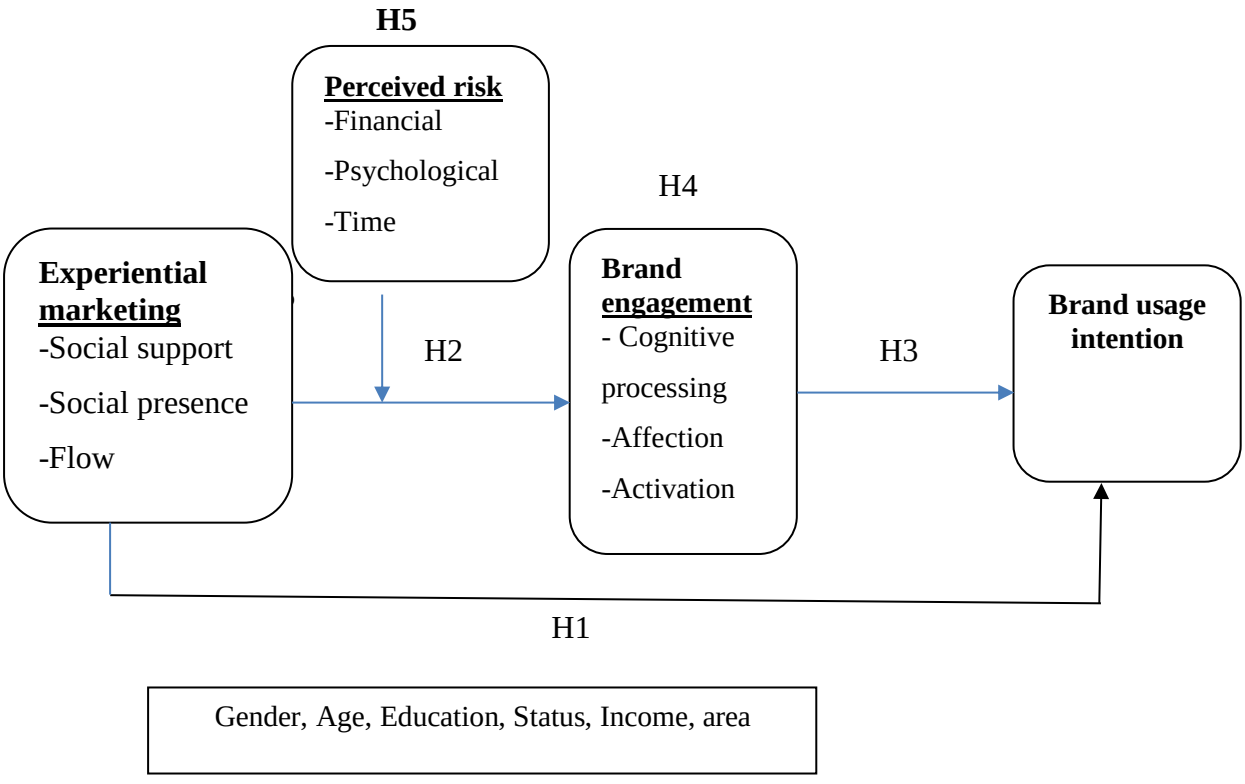
the intention of the customer to use the service.

While social exchange theory, Individuals interact with the service provided by the company, this interaction results from needs of customer, which in turn leads to brand engagement and enhancement of customer satisfaction through exchanged benefits between a company and customer, Social exchange may not be solely on financial deals, but it also includes the benefits and values of the service.

3.4 The conceptual framework of the study

Figure (3.1) below present the conceptual framework for this study which proposes that link of experiential marketing to brand engagement and brand usage intention the theoretical approach of this study proposes that brand engagement mediate the relationship between experiential marketing and brand usage intention and perceived risk as moderating variables in the relationship between experiential marketing and brand engagement.

Figure (3.1) the conceptual framework of the study



3.5 Hypotheses development of the study

In this study, there are five main hypotheses were developed to test the relationship between experiential marketing variables and brand usage intention and with the brand engagement dimension. Moreover, testing the relationship between brand engagement dimensions with brand usage intention. Alongside, test brand engagement as a mediator variable between experiential marketing and brand usage intention. Finally, test the moderating effect of perceived risk between experiential marketing and brand engagement.

3.5.1 The relationship between experiential marketing and brand usage intention.

A lot of research found that experiential marketing has effect on intention, like (Kuo, et.al, 2018) point out the integration of consumers, the experience occurs the latter emphasizes the core of experience marketing, is to create different forms of experience for customers. Also (Datta and Vasantha, 2013), explained experiential marketing highlights the increasing importance of two-way communications, allowing consumers to experience a product for the first time. In addition, experiential tactics can successfully provide a sensory reminder to strengthen brand and product usage, the results revealed a significant positive relationship between experiential marketing and purchase intention.

Long, et.al, (2013) revealed that consumers' experiential marketing significantly and positively relates to purchase intention, While (lee, et.al,2016) states that experiential components influence on behavioral intentions, flow experiences serve as an important attribute for experiential influencing customer behaviors(Chang, 2014), also, social presence are pictures of service representatives and avatars on the interface, which enhance face-to-face communications and experiential components lead to behavioral intentions (Keeling et al., 2013), (yazici et.al, 2016) the findings discovered significantly relationship between experiential marketing related to behavioral intentions, (Kuo, and Nagasawa,2015)point out the experience of product usage also could enhance consumer toward the providers, leading a high level of behavioral intention, indicates a positive relationship between experiential marketing and behavior intention, (Zhang,et.al,2017) taking customer experience in the formulation of the experimental marketing and explained that there is a positive relationship between the customer experience and word- of-mouth intention.

Based on the above discussions the following hypotheses are generated:

H1. There is a positive relationship between experiential marketing and brand usage intent.

H1.1 there is a positive relationship between social support and brand usage intention.

H1.2. there is a positive relationship between social presence and brand usage intention.

H1.3. there is a positive relationship between flow experience brand usage intention.

3.5.2 The relationship between experiential marketing and brand engagement.

The relationship between experiential marketing and brand engagement is little bit in previous studies this refer to little investigations conducted in the close relationship,(e.g., Choi et al., 2011; Fan et al., 2013; Ogonowski et al., 2014) reveled social presence concept that it is a strong determinant of trust, customer loyalty, and purchase intention on line therefore, results demonstrate that social presence plays an important role in fostering customer brand engagement (Pongpaew, et.al, 2017), (Algharabat, et.al, 2018) states that social presence can be achieved via demonstrating a sense of human and sociability such as stimulating the imagination of interacting with other humans, this enhanced consumers' engagement with the brand page, therefore, social presence has appositive impact on customer brand engagement, also sociability and sensitivity, which positively impact on customer brand engagement, therefore, social presence has appositive impact on customer brand engagement. This result also is related to previous studies (Cyr et al., 2007; Kietzmann et al., 2012), (Hepola, et.al, 2017) expressed the relationship between experience and engagement revealed that sensory brand experience a positive impact on all customer brand engagement dimensions (cognitive processing, affection and activation)because the relationship between experience and engagement is controversial (Hollebeek et al, 2014; Calder et al., 2009), (Zhang, et.al 2017) taking customer experience in the formulation of the experimental marketing had a positive significantly related to (community engagement) also in formulation of the brand engagement. Based on the above discussions the following hypotheses are generated:

H2. There is a positive relationship between experiential marketing and brand engagement.

H2.1. there is a positive relationship between social support and cognitive processing.

H2.2. there is a positive relationship between social support and affection.

H2.3. there is a positive relationship between social support and activation.

H2.4. there is a positive relationship between social presence and cognitive processing.

H2.5. there is a positive relationship between social presence and affection.

H2.6. there is a positive relationship between social presence and activation.

H2.7. there is a positive relationship between flow experience and cognitive processing.

H2.8. there is a positive relationship between flow experience and affection.

H2.9. there is a positive relationship between flow experience and activation.

3.5.3 The relationship between brand engagement and brand usage intention.

Review of the previous studies clear that a number of studies linked between brand engagement and brand usage intention. Hollebeek (2011) proposed the hierarchy-of-effects notion of loyalty is especially relevant when engaged consumers' beliefs form attitudes quickly, and attitudes that are more positive lead to an increased brand usage intent, (Harrigan, et.al,2017)showed that the dimensions of customer brand engagement (cognitive processing, affection, activation) were all significant predictors of brand usage intention, the affection had the largest impact on brand usage intention, followed by the activation and cognitive processing. The study reinforces findings by both (Vakratsas and Ambler, 1999) and (Jiang, et.al,2010) that demonstrate the influence of affective involvement on purchase intention, (Grace and O'Cass, 2004) recommended that service companies need to carefully note consumer's emotional responses to market stimuli,(Zhang, et.al, 2017) take community engagement in the formulation of the brand engagement had positive word-of-mouth intention, (Hollebeek et al., 2014) that customer brand engagement exhibits a positive effect on brand usage intent and customer brand engagement exhibits a positive effect on brand loyalty (Leckie, et. al., 2016).

Based on the above discussions the following hypotheses are generated:

H3. There is a positive relationship between brand engagement and brand usage intention.

H3.1. there is a positive relationship between cognitive processing and brand usage intention.

H3.2. there is a positive relationship between affection and brand usage intention.

H3.3. there is a positive relationship between activation and brand usage intention.

3.5.4 The brand engagement mediates the effect between experiential marketing and brand usage intention.

Brand engagement has used as mediator variables, (Xi and Hamari, 2019)found that the positive influence of interaction with gamification dimensions on brand equity, explain that the interaction with achievement-related gamification was more strongly associated with cognitive brand engagement than with other dimensions of brand engagement, also, interaction with social-related was positively associated with affection and social brand engagement, brand engagement (were significant positive associated to brand equity. (Kaur, et.al, 2020) reveled brand engagement mediate the association between brand community identification and brand loyalty, and between reward and brand loyalty, (Kumar and Nayak, 2019) point out brand engagement mediate and complements the role of attitudinal attachment in enhancing brand equity.

Hepola, et.al, (2017) expressed that affection was the most important dimension in determining the overall engagement level, which highlights the central role of emotions, therefore, brand engagement partial mediation in 7the relationship between personal involvement, sensory brand experience and brand equity, (Algharabat, et.al, 2018) results revealed that brand engagement mediate relationship between social presence with other variables and word of mouth, and willingness to donate, (Zhang, et.al, 2017)showed that community engagement in the formulation of the brand engagement fully mediates the relationship between social support and word-of-mouth intention, as well as the relationship between flow and word-of-mouth intention.

Based on the above discussions the following hypotheses are generated:

H4. Brand engagement mediate the relationship between experiential marketing and brand usage intention.

H4.1. cognitive processing mediates the relationship between social support and brand usage intention.

H4.2. cognitive processing mediates the relationship between social presence and brand usage intention.

H4.3. cognitive processing mediates the relationship between flow experience and brand usage intention.

H4.4. affection mediates the relationship between social support and brand usage intention.

H4.5. affection mediates the relationship between social presence and brand usage intention.

H4.6. affection mediates the relationship between flow experience and brand usage intention.

H4.7. activation mediates the relationship between social support and brand usage intention.

H4.8. activation mediates the relationship between social presence and brand usage intention.

H4.9. activation mediates the relationship between flow experience and brand usage intention.

3.5.5 The Moderating effect of perceived risk on the Relationship between experiential marketing and brand engagement.

The most relationship generally has been tested as moderator, Mitchell (1999) described that perceived risk is as the uncertainty encountered when customers are unable to predict the implication of their purchase decisions, and whereby customers often make mistakes while maximizing their buying. (Chiu, et.al, 2012) explore higher perceived online risk is often caused by being unable fully to monitor the seller's behavior or concerns regarding the security of online shopping. (Wahid, et.al, 2018) indicates that perceived risk can impact the relationships between variables in decision-making. Previously, it has been shown that RP moderate the relationship between incongruity and evaluations as well as being related to use intention. (Pérez & García1, 2012) service have been associated with higher level of perceived risk, given the intangibility, heterogeneity and direct contact between customer and supplier. In order to reduce the perceived risk, consumer will develop several behaviors like looking up information, buying well-known brand, according to that there is a moderating effect of perceived risk on the relationship of the variable used to divide the sample into two groups. (Kwok, et.al, 2015) described risk valued because many individuals believe that the society appreciates and rewards the risk-taking, therefore, found higher purchase intention with high risk, (Chahal, et.al, 2014) explained a customer is engaged in high degree of risk activity, time constraint a consumer would consider in his judgment of service quality, therefore, the results indicated that the strong moderating effect of perceived risk on usage and service experience link.

Based on the above discussions the following hypotheses are generated:

H5. Perceived risk moderate the relationship between experiential marketing and brand engagement.

H5.1. there is positive moderating effect of financial risk on the relationship between social support and cognitive processing.

H5.2. there is positive moderating effect of financial risk on the relationship between social presence and affection

H5.3. there is positive moderating effect of financial risk on the relationship between flow experience and activation.

H5.4. there is positive moderating effect Psychological risk on the relationship between social support and cognitive processing.

H5.5. there is positive moderating effect of Psychological risk on the relationship between social presence and affection.

H5.6. there is positive moderating effect of Psychological risk on the relationship between flow experience and activation.

3.6 Control Variables

The study used six control variables that have been identified to have insignificant impact on the effects on intention. Previously, this study indicated that the gender and education of the respondents had an impact on the relationship between variable similar such experiential marketing and behavioral intention (Kuo and Nagasawa, 2015), this result also line with (Zhang, 2017) how contrast gender, age and educational level no effected on word-of-mouth intention, while (Yazıcı, et.al, 2016) examined gender only on relationship between experiential marketing and behavioral intention, (Long, et.al, 2013) also indicated that the gender and age relates to purchase intention.

Summary of Chapter:

This chapter depicted the research framework, which was deriving from the literature review, And theoretical framework and hypothesis development. In addition to relationship between variables of the study and theories.

CHAPTER FOUR

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

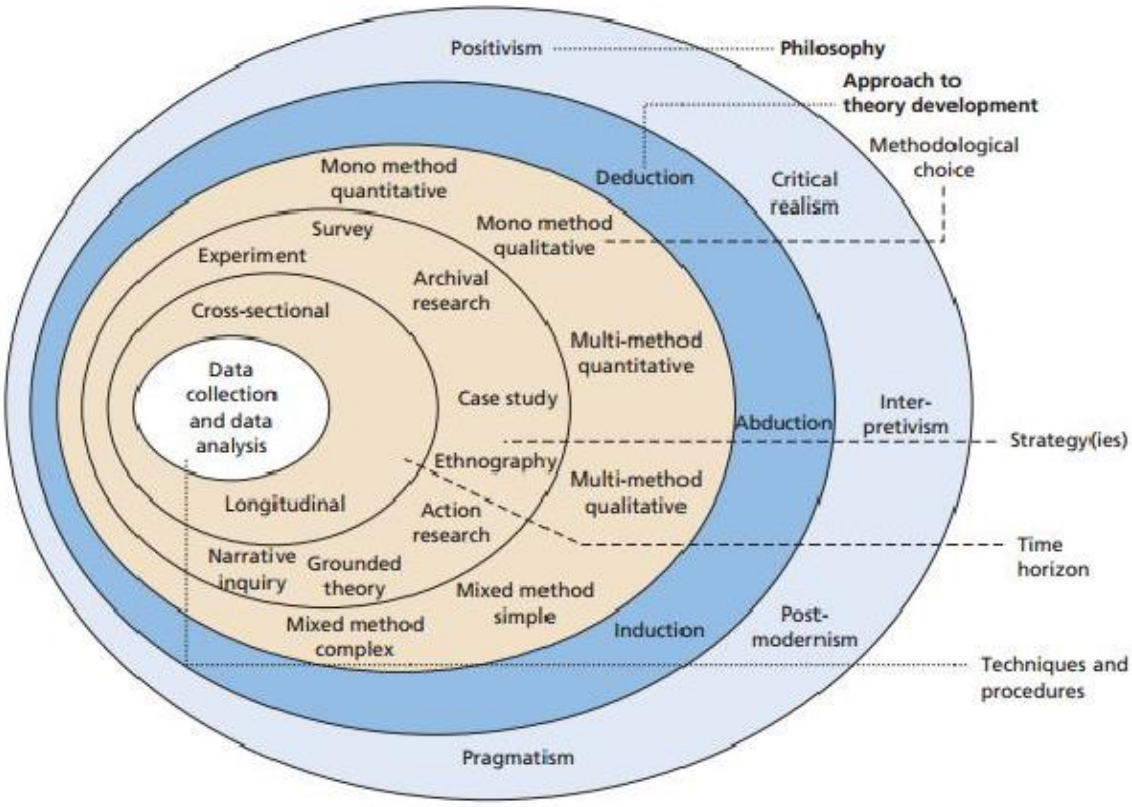
4.0 Introduction

This chapter contains research methodology, Population and sample of the study, designing questionnaire, the measurements of variables, pretest and Data Analysis Techniques.

4.1 Research Philosophy

The research philosophy refers to a system of beliefs and assumptions about the development of knowledge. Although this sounds rather profound, it is precisely what you are doing when embarking on research: developing knowledge in a particular field (Saunders et. al, 2016). Research inquiry is conducted mainly within three broad paradigms namely: Positivism, Inter-pretivism, Post-modernism and Pragmatism (Creswell, 2003).

Figure (4. 1) The research onion



Source: Mark Saunders, Philip Lewis &Adrian Thornhill (2016)

4.1.1 Positivism philosophy

Positivism relates to the philosophical stance of the natural scientist and entails working with an observable social reality to produce law-like generalizations. The label positivism refers to the importance of what is 'posited', i.e. 'given. This emphasizes the positivist focus on strictly scientific empiricist method designed to yield pure data and facts uninfluenced by human interpretation or bias (Saunders et. al, 2016). As a positivist you would also try to remain neutral and detached from research and data in order to avoid influencing your findings (Crotty 1998). This means that you would undertake research, as far as possible, in a value-free way. For positivists, this is a plausible position, because of the measurable, quantifiable data that they collect. They claim to be external to the process of data collection as there is little that can be done to alter the substance of the data collected(Saunders et. al, 2016).

4.1.2 Inter-pretivism philosophy

Inter-pretivism developed as a critique of positivism but from a subjectivist perspective, it emphasizes that humans are different from physical phenomena because they create meanings

4.1.3 Post-modernism

Post-modernism emphasizes the role of language and of power relations, seeking to question accepted ways of thinking and give voice to alternative marginalized views, it historically entangled with the intellectual movement of post structuralism. As the differences in focus between postmodernism and post structuralism are subtle and have become less discernible over time (Saunders et. al, 2016).

4.1.4 Pragmatism

Pragmatism asserts that concepts are only relevant where they support action (Kelemen and Rumens 2008). It strives to reconcile both objectivism and subjectivism, facts and values, accurate and rigorous knowledge and different contextualized experiences. It does this by considering theories, concepts, ideas, hypotheses and research findings not in an abstract form, but in terms of the roles they play as instruments of thought and action (Saunders et. al, 2016).

4.2 Deduction approach

Deductive approach tests existing theory on real life observations and requires a positivist philosophy and quantitative research methods for theory testing (Dooley,2009). It involves the development of a theory that is then subjected to a rigorous test through a series of propositions. Also it had several important characteristics, for example there is the search to explain causal relationships between concepts and variables (Saunders et. al, 2016).

4.3 Quantitative research

Quantitative research is generally associated with positivism, especially when used with predetermined and highly structured data collection techniques, also usually associated with a deductive approach, where the focus is on using data to test theory. Quantitative research examines relationships between variables, design may use a single data collection technique, such as a questionnaire, this is known as a mono method quantitative.

4.4 Data Collection

4.4.1 Primary data collection tool:

The collection of the data will be done using structured questionnaire including closed answers.

4.4.2 Secondary data collection:

The secondary data will be collected using the following:

-Scientific books, references and international journals

- Previous related studies

-Internet web sources.

4.5 Research Population

The service sector in Sudan consists of health, education, freight, transport, roads and bridges, buildings and construction, communications, and other services.

In current study focused on transportation sector (Mobile Taxi Booking Application service companies). The means of transport in Sudan includes land, sea, river and air. The service sector growth rate increased from 2.1% in 2013 to 3.2% in 2014, This led to the emergence of modern types of transportation known as Mobile Taxi Booking Application companies, as they contribute to meeting the needs of society , facilitate transportation and

carry out daily activities. They also provide easy, cheap, safe and fast service. Especially with the expansion number in cities (Widjaja, et.al, 2019). This service began in Sudan in 2014 through the application (Mishwar) for taxi services, and then many companies followed suit to enter the same field (Tarhal, Karim, Lemon, Al-Falih, Soo Taxi), which created a competitive market for these services.

The population for the study is all MobileTaxi Booking Application service users in Sudan who are customers for any Mobile Taxi Booking Application companies service. The sample of this study consists of about 5 companies namely: Terhal, Kareem, Limon, Sawa taxi, and Al-falih. The research employed convenient sample where self-administrated survey was used to distribute 384 questionnaires to the customers in Khartoum state, This study used a non- probability sampling because is more accurate than other types, it also leads to more valuable information related to the community for researcher interested in studying. While convenient sample is used whenever population is large (Sekaran, 2006). The study choose this sector (Mobile Taxi Booking Application service companies**)** rather than other services sector, because it's new transportation service for customer in Sudan with convenient transportation at reasonable prices to reduce the high costs of other means of transport**,** also experiential marketing concentrate on service sector, so the study concerned about the experiential marketing as it is one of the concept in modern marketing.

4.6 The Sample:

Sampling process involves selecting a sufficient number of the right elements that represent the population. (Bougie and Sekeran, 2010) Sampling techniques can be divided into two broad categories, that is, probability and non-probability sampling (Marsden and Wright,2010). Probability sampling is distinguished by the fact that each population element has a known chance of being included in the sample. In contrast to non-probability sampling, the basic principle that distinguishes probability sampling from non-probability sampling is the condition that each element in the population is given a nonzero probability of being selected into the sample (Marsden and Wright, 2010).

Lavrakas (2008 a), acknowledges that non probability sampling is useful in situations where it is difficult to define the population, or in circumstances where little or no interest exists in making inferences of sample to the population. The most familiar motivation for

make use of non-probability sampling is its cost effectiveness and timeliness, that is, it is less expensive and can be implemented quicker than the probability sampling.

Non probability sampling is frequently split into three major categories:

(1) Quota sampling,

(2) Purposive sampling, and

(3) Convenience sampling.

For the purpose of this research the researcher chose **convenience sampling** is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

4.7 Measurements of the Variables:

In the following sub-suctions, the measurements of the variables used in this study are discussed in detail. Measures for all constructs were taken from the existing literature. Moreover, the questionnaire items were adopted from different resources to suit this study.

4.7.1 The Measurement of experiential marketing (EM)

In this study the scale that used to assess the experiential marketing (EM) was adopted from (Zhang, et al,2017), (Chang and Hsu, 2016), Nowak, 2013) which consist of 12 items arranged in three dimensions; (1) social support; (2) social presence; and (3) flow experience, brand engagement is measured as three constructs with a total of 9 items: (1) cognitive processing (2) affection, and (3) activation, derived from by (Nel, 2017; Hepola, et.al, 2017). Brand usage intention are measured a total of 4 items derived from (Yoo and Donthu, 2001; Harrigan, et. al, (2017). perceived risk is measured as three constructs with a total of 12 items adopted from (Ho Huy Tuu, et.al, 2011; Ibrahim, et.al2014).

4.7.1.1.Measurement of social support (IV)

According to (Zhang, et.al, 2014) social support is defined as an individual's perception or experience of being cared for, responded to, and helped by people in one's social group. Are measured four items adopted from (Zhang, et al, 2017) and are evaluating on five- point likert scale

Table (4.1) Measurements of social support IV)

No	Items	Source
1	Some friends listen to me when I talk about the difficulties and ordered when using online Mobile Taxi Booking Application.	Zhang, et al,2017
2	Some of my friends are interested in my problems with Mobile Taxi Booking Application.	
3	When I have difficulties dealing with Mobile Taxi Booking Application, some friends help me why figure out.	
4	Some friends give me suggestions to solve my problems with Mobile Taxi Booking Application.	

4.7.1.2 Measures of social presence (IV):

Social presence is defined as the extent to which individual's personal connection is well bonded with others through interactions(Zhang et al., 2017) Social presence was measured using four items adapted from (Chang and Hsu, 2016; Nowak, 2013).

Table (4.2) measurement of social presence (IV)

No	Items	Source
1	I enjoy good social relations with service provider's Mobile Taxi Booking Application.	
2	Communicating with Mobile Taxi Booking Application gives others good idea about me.	Chang and Hsu, 2016
3	My interactive with Mobile Taxi Booking Application is part of my daily activity.	
4	Mobile Taxi Booking Application is part of my social presence.	
5	My participation in the activities of Mobile Taxi Booking Application makes me feel belonging.	

4.7.1.3 Measure of flow experience (IV)

Flow is the holistic sensation that people feel when they act with total involvement (Zhang, et al, 2014),flow experience was measured using four items adapted from (Zhang, et al, 2017).

Table (4.3) Measurement of flow experience (IV)

No	Items	Source
1	Interacting with Mobile Taxi Booking Application develops my experiences.	Zhang,et.al,2017
2	Interaction with Mobile Taxi Booking Application increases my curiosity.	
3	I enjoy my experience interacting with Mobile Taxi Booking Application.	
4	I am excited in dealing with Mobile Taxi Booking Application with my experience.	

4.7.2 Measures of brand engagement (MV)

4.7.2.1 Measurement of cognitive processing

Cognitive processing is " a consumer's level of brand-related thought processing and elaboration in a particular consumer/brand interaction(Harrigan,et.al,2017) cognitive was measured using two items, five- point likert scale adapted from the work of (Nel, 2017).

Table (4.4) Measurement of cognitive processing (MV)

No	Items	Source
1	I am interested in using a Mobile Taxi Booking Application service.	Nel, 2017
2	I hold the Mobile Taxi Booking Application service frequently.	
3	Using one of Mobile Taxi Booking Application services is interesting to know more about services.	

4.7.2.2 Measures of affection (MEV)

Affection is a consumer's degree of positive brand-related affect in a particular consumer brand interaction (Harrigan,et.al,2017).Affection was measured using four items, five-point likert scale adapted from (Hepola, et.al, 2017).

Table (4.5) measurement of affection (MEV)

No	Items	Source
1	I feel very positive when use Mobile Taxi Booking Application.	Nel, 2017
2	Using the Mobile Taxi Booking Application service makes me feel safe.	
3	I feel happy about Mobile Taxi Booking Application.	
4	Prefer to use service by Mobile Taxi Booking Application.	

4.7.2.3 Measures of activation (MEV)

Activation is a consumer's level of energy, effort and time spent on a brand in a particular consumer brand interaction (Hollebeek, et al., 2014). Activation was measured using three items, five-point likert scale adapted from (Hepola, et.al, 2017).

Table (4.6) Measurement of activation (MEV)

No	Items	Source
1	Using Mobile Taxi Booking Application takes longest time.	
2	I use Mobile Taxi Booking Application more than any other transportation services.	Hepola, et.al, 2017
3	When I need a Mobile Taxi Booking Application service, it is available at any time.	
4	Once I decide to request a transfer, I choose Mobile Taxi Booking Application.	

4.7.3 Measures of brand usage intention (DV)

Brand usage intention is seen as customer's intention to buy the brand so usage intention can be seen same as purchase intent (Hintikka, 2015). Brand usage intention was measured using four items, five- point scales were adopted from (Harrigan,et. al,2017).

Table (4.7) Measurement of brand usage intention (DV)

No	Items	Source
1	Expect to stay with the current Mobile Taxi Booking Application company rather other companies.	Harrigan, et. al, 2017
2	When new Mobile company appears I will use it.	
3	I will pay more attention to Mobile Taxi Booking Application service.	
4	Will recommend my friends to use Mobile Taxi Booking Application.	
5	Should continue to Mobile Taxi Booking Application.	

4.7.4 Measure of perceived risk (MOV)

4.7.4.1 Measurement of financial risk (MOV)

Financial risk refers to the probability that a purchase results in loss of money or other resources **(**Wang, et.al,2018). Financial risk was measured using four items, five- point scales were adopted from (Ibrahim, et.al 2014**).**

Table (4.8) measurement of financial risk (MOV)

No	Items	Source
1	uses Mobile Taxi Booking Application does not make me feel any financial risks.	Ho Huy Tuu, et.al, 2011
2	I don't incur high expenses for Mobile Taxi Booking Application services.	
3	The price of service is considered appropriate with its cost.	
4	I find that service costs will increase if I use another transfer service.	

4.7.4.2 Measurement psychological risk (MOV)

Psychological risk refers to the probability that a product results in inconsistency with self-image (Chen and He, 2003). Psychological risk refers was measured using five items, five-point scales were adopted from (Ibrahim, et.al 2014)

Table (4.9) Measurement of psychological risk (MOV)

No	Items	Source
1	I feel nervous when deciding to use Mobile Taxi Booking Application.	Ho Huy Tuu, et.al, 2011
2	my family feel to refuses use Mobile Taxi Booking Application.	
3	order for Mobile Taxi Booking Application service is unnecessary.	
4	feel uncomfortable when ordering Mobile Taxi Booking Application.	
5	my family doesn't like to use a Mobile Taxi Booking Application.	

4.7.4.3 Measurement of time risk (MOV)

Time risk related to the probability that a purchase results in loss of time to buy or retain the product **(**Wang, et.al, 2018) Time risk was measured using three items, five-point scales were adopted from (Ibrahim, et.al 2014)**.**

Table (**4.10) Measurement of time risk (MOV)**

No	Items	**Source**
1	It took a long time to use Mobile Taxi Booking Application.	Ibrahim, et.al, 2014
2	I am afraid to find the service on time when I order Mobile Taxi Booking Application.	
3	I feel nervous at the time between requesting a Mobile Taxi Booking Application and the time of arrive.	

4.8 Designing and developing questionnaire

According to Tharenou, et. al, (2007) a well-constructed and applied questionnaire should be able to gather data to enable the measurement of the relationship between variables. Two fundamental considerations need to be taken into account to have a properly designed and applied questionnaire. First, it should be clear what the scale (questionnaire) should measure. Secondly, the designing of the measuring instrument should be informed by the application of a theoretical basis to develop the items. The measurement questions (items), which were essential for the study, were based on a five-point Likert-Scale. This study questionnaire will contain five divisions as follow:

1) Respondent data

2) experiential marketing

3) brand engagement

4) perceived risk

5) brand usage intention

Step 2: Formatting questionnaire

This step involve the conversion of the research objectives into information required to obtain the necessary output of the questionnaire, it involves formatting the clearly statements. All the research questions in this study had been converted into the relevant questions and clearly stated. Most of the respondents were familiar with Arabic language. Therefore, the instrument required translation to Arabic language and then to English language again. The study questionnaires distributed to customers. The English version was first developed and then translated into Arabic, and then back-translated into English. The back-translated English version was further checked against the original English version.

Step 3: question warding

This step examines whether the questions are clearly understand to all respondents.

Thus, it is necessary to use simple terminologies to avoid unclear or elusiveness in the meaning. It is important to avoid double –barreled or misleading and confusing

question beside the phrasing and length of question, it is also designed to solicit idea and answers from target respondents. Sample statement was used so that the questionnaire could be easily understood. Answering the questionnaire was estimated to take approximately ten to fifteen minutes

Step 4: Sequence and layout Designs

This step concerns the sequence and flow of the statements for achieving the respondent's cooperation. The instrument should start with easy question flow containing from general to specific question. The sensitive or difficult question must be avoided or not placed at the beginning. Moreover, an attractive layout of the questionnaire is considered for clarity of the items presented.

Step 5: Pre-testing

This step is involved conducting a pilot test on the questionnaire to ensure that the questions meet the researcher‘s expectations with no ambiguities, appropriateness in the length of the questions, and clearing the double-barreled questions. The objective of the pilot test is to eliminate confusing statements and checking the reliability of the variables. Therefore, to determine reliability the (Cronbach‘s, 1951) coefficient alpha will be used separately to assess the reliability of the scales adopted in this study.

Table (4.11) pre-test of variables

Variables	Dimensions	Number of Item	Cronbach’s alpha
Experiential marketing	social support	4	.733
	social presence	5	.805
	flow experience	4	.793
Brand usage intention		5	.663
Brand engagement	cognitive processing	3	.567
	Affection		.854
	Activation	4	.47
Perceived risk	financial risk	4	.718
	psychological risk	4	.818
	time risk	**3**	**.805**

Source: prepared by researcher from data, (2020)

The answers to the questions given by the 43 respondents in selected transportation sector in Khartoum state were agreed to answer the questionnaire as pre-test sample. Then were used to pretest the questionnaire for reliability of the measures. Since the questionnaire of this study is contain many items and sophisticated, this number of respondents is sufficient for pretest of the questionnaire for reliability (Aaker et al., 2007). Consequently, Cronbach’s Alpha coefficient values were calculated for each of the variables of the study because is an adequate test of internal consistency reliability (Sekaran, 2003).

However, when brand engagement dimension (activation) calculated the result reveled Cronbach’s Alpha was week, that respondents were not understand for items.

4.9 Survey Administration

Personal questionnaire is the best way to collect data. The major advantage is that, can collect all the completed responses within a short period of time. Administration questionnaire to large numbers of individuals simultaneously is less expensive and less time consuming interview. The cover letter will attach to the first part of the

questionnaire which explains the objective of the study and ensured the confidentiality of the information a total of (384) personal questionnaires will distribute to respondents.

4.10 Data Analysis Technique

To analyze the data and test the hypotheses, several statistical tools were used. Statistical Package for Social Science (SPSS) AMOS Version 23 was used with the following techniques: 1. Exploratory Factor analysis EFA, "one seeks to describe and summarize data by grouping together variables that are correlated The purpose of performing an EFA on the experiential marketing measurement items is to determine if experiential marketing is indeed made up of eight factors or if there is a more parsimonious way of establishing experiential marketing EFA will use traditional correlation-matrix derived statistics to find the underlying structure As described in the previous section, factors form around correlated data. To measure the degree of inter correlation between the data, two statistical techniques—Bartlett's test of sphericity and Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (MSA)—were applied to the correlation matrix of the data

2. Confirmatory factor analysis: is concerned with the extent to which the observed variables are generated by the underlying latent constructs, and thus the strengths of the regression paths from the latent variables to the observed variables are of primary interest CFA will use SEM-based methods to confirm the nature of the factors found. Additionally, CFA "is a much more sophisticated technique used in the advanced stages of the research process to test a theory about latent processes" and will allow for the testing of the hypotheses (Tabachnick and Fidell, 2007, p. 609) The CFA will begin with an examination of the unidimensionality the components of the model. Once unidimensionality is established, the reliability of each factor will be tested using Cronbach's alpha as its criteria. Reliability will be further tested through construct reliability (CR). 2. Cronbach alpha (1951) alpha which is the most commonly used technique. For the technique using Cronbach's alpha, generally scales achieving an alpha score over 0.7 are considered reliable to measure the internal consistency.

3. Descriptive statistics was used to describe the respondent's characteristics.

4. Person correlation was used to see the degree of correlation between the variables

5. Multiple Liner Regression was used to test the hypothesis.

6. Structural equation modeling SEM is a statistical methodology that takes a

confirmatory approach to the analysis of a structural theory (Byrne 2001). Although SEM does not refer to a single statistical technique and has a variety of functions, this primarily enables a researcher to examine a complex model that comprises multiple causal relationships incorporating both unobserved and observed variables. Hair et al. (2010) demonstrate that the main characteristics of SEM are that it is able (1) to estimate the multiple and interrelated dependence relationships and (2) to represent unobserved concepts which are termed as constructs, latent variables and factors, in these relationships, and (3) to account for measurement error in the estimation process.

Summary of the Chapter

The present chapter contained the philosophy of the study, The measurement of the variables were adopted from previous studies used measurements, The data mainly gathered by questionnaire, furthermore, the data were analyzed BY using a numbers of statistical techniques, Factor analysis, descriptive ,Reliability, Structural Equation Modeling(SEM), Path analysis. The next chapter presents the research findings.

CHAPTER FIVE

DATA ANALYSIS AND FINDINGS

Chapter FIVE

DATA ANALYSIS AND FINDINGS

5.0 Chapter Overview

This chapter presents the analyses of data collected from Sudanese Transportation Sector respondents. The chapter was organized into three sections. The first section Started by describe the descriptive statistics of the sample data then respondent's demographic information, section two the process followed for measurement and validation of various constructs, section three focuses on the results of the path analysis and hypotheses testing.

5.1 Data Cleaning

making data cleaning that deals with detecting and removing errors and inconsistencies from data in order to improve the quality of data. And dealing with Missing data that is common and always expected in the process of collecting and entering data due to lack of concentration and/or the misunderstanding among respondents, and missing information or other invalid data during the entry of data.

5.2 Missing Data

Missing data can cause several problems. The most apparent problem is that there simply won't be enough data points to run the analysis and particularly in structural equation model (SEM). and dealing with **Unengaged responses** that means some responses giving same answer for all the questionnaire it seems to be random answers, in this case use standard deviation to find out any unengaged response this means that any standard deviation of responses less than 0.5 when Likert's five-point scale is used just deleted, therefore, removed (47) questionnaire and (5) not received form a response finally dealing outliers It's very important to check outliers in the dataset.

5.3 Outliers

Outliers can influence the results of analysis. If there is a really high sample size, the need for removing the outliers is wanted. If the analysis running with a smaller dataset, you may want to be less liberal about deleting records However, outliers will influence smaller datasets more than largest ones. However, in this dataset outliers were checked outliers but not making any change because it is seemed logic. There were no any outliers on dataset everything in dataset is logic.

And also skewness & kurtosis observed fairly normal distribution for our of indicator latent factor, and for all other variables (e.g. Gender, age, Education) in terms of

skewness , However , observed mild kurtosis for our variable these kurtosis values ranged benign to 3. While this does violate strict rules of normality, it is within more relaxed rules suggested by (Sposito, 1983) who recommend 3.3 as the upper threshold for normality.

5.4 Response rate

It was well known that most of the customers located in three towns represents the capital of the country (Khartoum, Bahri, and Omdurman) therefore, the population of this study was the customers located in these areas. The researcher employed convenient sample where self-administrated survey was used to distribute 384 questionnaires to the customers across the three towns, given to customer were asked to fill the questionnaire, the overall response rate was 86% this was considered as high rate due to questionnaires given one by one to respondents and in researches used a self–administrated survey (Sekaran, 2003). Those who didn't responded to fill the questionnaire some were mentioned that they were not authorized to fill the questionnaires while others were not transparent in their justifications. Below is Table (5.1) to shows the summary of questionnaire response rate.

Table (5.1): Response rate of questionnaire

Total distributed questionnaires	
Total questionnaires received from respondents	379
Valid questionnaires received from respondents	331
Invalid questionnaires	47
Questionnaires not received	5
Overall response rate	98%
Useable response rate	86%

Source: prepared by researcher from data (2020)

5.5 Profile of the responded customer and respondents

Based on the descriptive statistics using the frequency analysis this part investigates the respondent's profile.

Table (5.2): Respondents Demographic Characteristics

		Frequency	**Percent**
Gender	Male	123	37.0
	Female	209	63.0
	Total	**332**	**100.0**
	less than 30	160	48.2

Age	from 30 to 40	88	26.5
	from 40 to 50	52	15.7
	from 50 to 60	28	8.4
	above than 60	4	1.2
	Total	**332**	**100.0**
Education	High School	30	9.0
	Graduate	192	57.8
	Postgraduate	98	29.5
	Others	12	3.6
	Total	**332**	**100.0**
Status	Married	145	43.7
	not married	174	52.4
	Others	13	3.9
	Total	**332**	**100.0**
Income	less than 2000	76	22.9
	from 2000 to 4000	118	35.5
	from 4000 to 6000	71	21.4
	above than 6000	67	20.2
	Total	**332**	**100.0**
Area	Khartoum	93	28.0
	Bahri	57	17.2
	Omdurman	182	54.8
	Total	**332**	**100.0**
Deal	Yes	332	100.0
Time	less than one year	142	42.8
	form one to two year	140	42.2
	more than three years	50	15.1
	Total	**332**	**100.0**

Source: prepared by researcher from data (2020)

5.6 Respondents demographic characteristics

The table (5.2) show the respondents demographic characteristics in term of gender most of the respondents gender were female the majority as they represent 209 respondents 63%, and male were 123 representing 37%, with regard to respondents' ages (48.2%) were found less than 30, (26.5%) their ages between 30 to 40, (15.7%) their age between 40 to 45, (8.4%) their age between 50 to 60, (1.2%) above than 60 years, Respondents education (57.8%) of the have a graduate, (29.5%) have postgraduate, (9%) have a High School, (3.6%) have Other qualifications, regarding the respondents marital status (52.4%) unmarried, (43.7%) married, (3.9%) Others, regarding the respondents' income (35.5%) between 2000 to 4000, (22.9%) have less than 2000, (21.4%) between 4000 to 6000, (20.2%) above than 6000, regarding the

respondents' area (54.8%) Omdurman, (28%) Khartoum, (17.2%) Bahri, concerning the respondents dealing length time (42.8%) have less than one year, (42.2%) from one to two year, (15.1%) have more than three years.

5.7 Descriptive Statistics

As far as measurement and validation of research instrument is concerned, before evaluating the psychometric properties of various constructs, it become necessary to describe and understand the descriptive statistics of the sample data. Descriptive statistics examines the accuracy of the data entry process; measures the variability of responses and reveals the spread of data points across the sides of the distribution. The understanding of descriptive statistics helps in the interpretation and generalization of research result.

The assessment of descriptive statistics (Table 5.3) reveals that all the variables fall within the predefined the important values.

Table (5.3): Descriptive Statistics

All items in dataset	Mean	Std. Deviation	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
support1	3.72	1.014	-0.804	0.134	0.209	0.267
support2	3.50	1.081	-0.555	0.134	-0.466	0.267
support3	4.02	0.920	-1.209	0.134	1.679	0.267
support4	3.98	0.929	-1.350	0.134	2.250	0.267
presece1	3.61	1.175	-0.530	0.134	-0.656	0.267
presence2	3.48	1.144	-0.478	0.134	-0.590	0.267
presence3	3.27	1.176	-0.154	0.134	-0.918	0.267
presence4	3.43	1.208	-0.348	0.134	-0.887	0.267
presence5	3.35	1.219	-0.308	0.134	-0.920	0.267
flow1	3.67	1.063	-0.591	0.134	-0.366	0.267
flow2	3.40	1.062	-0.391	0.134	-0.599	0.267
flow3	3.69	1.030	-0.619	0.134	-0.212	0.267
flow4	3.65	1.093	-0.619	0.134	-0.260	0.267
cognitv1	3.77	1.000	-0.724	0.134	0.059	0.267
cognitv2	3.65	1.051	-0.646	0.134	-0.291	0.267
cognitv3	3.91	0.965	-0.888	0.134	0.526	0.267
affec1	3.95	0.903	-0.938	0.134	0.983	0.267
affec2	4.18	0.840	-1.249	0.134	2.032	0.267
affec3	4.04	0.861	-0.995	0.134	1.353	0.267

affec4	4.08	0.791	-0.945	0.134	1.564	0.267
activ1	2.67	1.141	0.731	0.134	-0.429	0.267
activ2	3.55	1.111	-0.241	0.134	-1.114	0.267
activ3	3.77	1.087	-0.593	0.134	-0.672	0.267
activ4	3.99	0.923	-0.823	0.134	0.181	0.267
finance1	3.67	1.148	-0.658	0.134	-0.489	0.267
finance2	3.69	1.123	-0.750	0.134	-0.236	0.267
finance3	3.91	1.005	-0.901	0.134	0.373	0.267
finance4	3.56	1.176	-0.411	0.134	-0.869	0.267
psych1	2.28	1.076	1.153	0.134	0.912	0.267
psych2	2.26	1.071	1.101	0.134	0.681	0.267
psych3	2.28	1.056	1.172	0.134	0.981	0.267
psych4	2.21	1.125	1.186	0.134	0.747	0.267
psych5	2.26	1.123	0.990	0.134	0.282	0.267
time1	2.64	1.132	0.681	0.134	-0.371	0.267
time2	3.16	1.191	-0.122	0.134	-1.111	0.267
time3	2.89	1.218	0.243	0.134	-1.057	0.267
intent1	3.76	1.100	-0.743	0.134	-0.078	0.267
intent2	3.55	1.023	-0.421	0.134	-0.507	0.267
intent3	3.80	0.928	-0.600	0.134	0.198	0.267
intent4	4.05	0.882	-1.079	0.134	1.503	0.267
intent5	4.07	0.923	-1.070	0.134	1.116	0.267

***All items were measured on a five-point Likert type scale**
Source: prepared by researcher from data (2020)

5.8 Goodness of measures

This section, reports the results of validity and reliability tests as a means to assess the goodness of measure in this study constructs (Sekaran, 2003). The study used exploratory factor analysis (EFA) and (CFA) confirmatory factor analysis. The following are the detailed information of each

5.9 A discussion on importance of exploratory factor analysis

Through exploratory factor analysis Henson and Robertson (2006) state that it is possible to retain inherent characteristics (i.e. individual variability and covariance's) of an initial or original data set. They also say that it is possible to eliminate any 'noises' arising from either sampling or measurement errors that include existence of any unwarranted information. Thus, exploratory factor analysis can also be viewed as an instrument intended for consideration of those latent variables that are significant in explaining variations. It is useful

when looking at any interrelationships between variables hence offering support in development of new theories (Henson and Roberts, 2006, Matsunaga, 2010). This researcher performs exploratory factor analysis in SPSS to yield a 'clean' pattern matrix. This involved factor extractions as well as generating key outputs, including; Kaiser-Meyer-Olkin (KMO) measure, Communalities, Total Variance Explained (TVE), Goodness-of-fit Test, Pattern Matrix and the Correlation Matrix. This process of generating a 'clean' pattern matrix involves going through several iterations until there were no cross-loading between scale items; which is central to determine discriminant validity.

5.9.1 Exploratory factor analysis for experiential marketing

Using Maximum Likelihood., the summary of results was showed in (Table 5.9) and the SPSS output attached in appendix B3. As shown in Table (5.4) below all the remaining items has more than recommended value of at least 0.45 in measure of sample adequacy (MSA) with (KMO) (above the recommended minimum level of 0.60), and Bartlett's test of sphericity is significant ($p<.01$). Thus, the items are appropriate for factor analysis.

Table (5.4) : KMO and Bartlett's measure of sample adequacy for experiential marketing

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.852
Bartlett's Test of Sphericity	**Approx. Chi-Square**	1656.452
	Df	66
	Sig.	.000

Source: prepared by researcher from data (2020)

(Table 5.4) depicts a good result for KMO and Bartlett's test of 0.85 which is significant (0.00). This result shows that the sample size is adequate for structural equation modeling (Gaskin, 2012, Kenny and McCoach, 2003).

The communalities in (Table 5.5) are equally important in the determination of sample adequacy. They represent the proportion of variance of each variable that are explained by the factors. Therefore, based on condition those variables with high values under communalities are well represented in the common factor space, while variables with low values are not well represented. Thus, to support sample adequacy none of the communalities must be less than 0.30 (Gaskin, 2012). (Table 5.5) shows that extractions are above minimum value of 0.30.

Table (5.5): Communalities for determination of sample adequacy for experiential marketing

	Initial	Extraction
1)Some friends listen to when I talk about the difficulties and ordered when using online Mobile Taxi booking application	1.000	.580
2)Some of my friends are interested in my problems with Mobile Taxi booking app.	1.000	.562
3)When I have difficulties dealing with Mobile Taxi booking app, some friends help me why figure out.	1.000	.550
4)Some friends give me suggestions to solve my problems with Mobile Taxi booking app.	1.000	.556
2)Communicating with Mobile Taxi booking app gives others good idea about me.	1.000	.581
3)My interactive with Mobile Taxi booking app is part of my daily activity.	1.000	.656
4) Mobile Taxi booking app is part of my social presence.	1.000	.742
5)My participation in the activities of Mobile Taxi booking app makes me feel belonging.	1.000	.677
1) Interacting with Mobile Taxi app develops my experiences.	1.000	.692
2) Interaction with Mobile Taxi booking app increases my curiosity.	1.000	.581
3) I enjoy my experience interacting with Mobile Taxi booking app.	1.000	.776
4) I am excited in dealing with Mobile Taxi booking app with my experience.	1.000	.708

Source: prepared by researcher from data (2020)

Total variance explained table confirms sample adequacy as shown in (Table 5.5) where variance of 63.82 per cent is explained after several iterations to determine a clean pattern matrix shown in (Table 5.6), (Gaskin, 2012). The fact that more variance is explained as shown in the 'Cumulative % Variance' column means that the extraction achieved from the data is good.

Table (5.6): Total variance explained for determination of sample adequacy for experiential marketing

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4.888	40.729	40.729	4.888	40.729	40.729	4.088
2	1.769	14.740	55.469	1.769	14.740	55.469	3.786
3	1.003	8.355	63.824	1.003	8.355	63.824	2.884
4	.905	7.540	71.364				
5	.624	5.202	76.566				
6	.517	4.305	80.871				
7	.480	3.999	84.870				
8	.466	3.882	88.752				
9	.447	3.728	92.480				
10	.390	3.251	95.731				
11	.306	2.548	98.280				
12	.206	1.720	100.000				

Source: prepared by researcher from data (2020)

The determination of reliability and dimensionality for substantive sample for experiential marketing

The entire set of 3 latent variables has Cronbach's alpha values above 0.70 (Table 5.6). This means they are internally consistent. In (Table 5.6), under 'Cumulative %' column scale items are unidimensional, meaning that scale items are moving in the same direction.

Table (5.7): reliability and dimensionality for substantive sample for experiential marketing

Cronbach's Alpha Values		
Social support	**Social presence**	**Flow experience**
.732	.825	.846

Source: prepared by researcher from data (2020)

In the wake of exploratory factor analysis, the goodness-of-fit test (Table 5.7) confirms that it is significant which is attributable to a large sample size (Gaskin, 2012).

Table (5.8): Goodness-of-fit test for adequacy for experiential marketing

Goodness-of-fit test		
Chi-square	**Df**	**Sig.**
4711	659	.00

Source: prepared by researcher from data (2020)

5.10 The tests for convergent validity post-measurement validation for experiential marketing

The test for convergent validity seeks to establish whether scale items load highly on their factors in the pattern matrix (Gaskin, 2012). A pattern matrix is the main link between factor analysis in SPSS and confirmatory factor analysis in AMOS.

Table (5.9): The pattern matrix to establish convergent and discriminant validity for experiential marketing

	Component		
	1	**2**	**3**
1) Some friends listen to when I talk about the difficulties and ordered when using online Mobile Taxi booking application.			.790
2) Some of my friends are interested in my problems with Mobile Taxi booking app.			.765
3) When I have difficulties dealing with Mobile Taxi booking app, some friends help me why figure out.			.714
4) Some friends give me suggestions to solve my problems with Mobile Taxi app.			.701
2) Communicating with Mobile Taxi booking app gives others good idea about me.		.661	
3) My interactive with Mobile Taxi booking app is part of my daily activity.		.840	
4) Mobile Taxi booking app is part of my social presence.		.923	
5) My participation in the activities of Mobile Taxi booking app makes me feel belonging.		.739	
1) Interacting with Mobile Taxi booking app develops my experiences.	.909		
2) Interaction with Mobile Taxi app increases my curiosity.	.737		
3) I enjoy my experience interacting with Mobile Taxi booking app.	.856		
4) I am excited in dealing with Mobile Taxi booking app with my experience.	.731		

Source: prepared by researcher from data (2020)

5.10.1 Discriminant validity for experiential marketing

The reason for performing discriminant validity test is to establish that measures that are not in any way related are in real life are also not related in this research (Gaskin, 2012, Kenny, 2013). The intention for this is to be in harmony with theory. This is normally used to check for cross loadings from the pattern matrix (Gaskin, 2012); it is a procedure that is conducted in SPSS through the inspection of that pattern matrix. This can be checked in data output tables; that are the 'pattern matrix' and 'factor correlation matrix'. Whilst on the 'factor correlation matrix' it is important to check for any correlations between factors that are greater than 0.70 (Gaskin, 2012).

Table (5.10) Discriminant validity for experiential marketing

Component	1	2	3
1	1.000	.588	.400
2	.588	1.000	.268
3	.400	.268	1.000

Source: prepared by researcher from data (2020)

The factor correlation matrix shows no alarming correlations – the highest is 0.588 is less than 0.70 (Gaskin, 2012, Kenny et al., 2014).

5.11 Exploratory factor analysis for brand engagement

Using Maximum Likelihood., the summary of results was showed in Table (5.16) and the SPSS output attached in appendix B3. As shown in Table (5.11) below all the remaining items has more than recommended value of at least 0.45 in measure of sample adequacy (MSA) with (KMO) (above the recommended minimum level of 0.60), and Bartlett's test of sphericity is significant (p<.01). Thus, the items are appropriate for factor analysis.

Table (5.11) : KMO and Bartlett's measure of sample adequacy for brand engagement

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.861
Bartlett's Test of Sphericity	**Approx. Chi-Square**	1102.158
	Df	36
	Sig.	.000

Source: prepared by researcher from data (2020)

Table (5.11) depicts a good result for KMO and Bartlett's test of 0.86 which is significant (0.00). This result shows that the sample size is adequate for structural equation modeling (Gaskin, 2012, Kenny and McCoach, 2003).

The communalities in (Table 5.12) are equally important in the determination of sample adequacy. They represent the proportion of variance of each variable that are explained by

the factors. Therefore, based on condition those variables with high values under communalities are well represented in the common factor space, while variables with low values are not well represented. Thus, to support sample adequacy none of the communalities must be less than 0.30 (Gaskin, 2012). (Table 5.12) shows that extractions are above minimum value of 0.30.

Table (5.12): Communalities for determination of sample adequacy for Brand engagement

	Initial	Extraction
1)I am interested in using a Mobile Taxi booking application service	1.000	.770
2)I hold the Mobile Taxi booking app service frequently	1.000	.788
2)I feel very positive when use Mobile Taxi booking app.	1.000	.654
3)Using the Mobile Taxi booking app service makes me feel safe	1.000	.640
4)I feel happy about Mobile Taxi booking app	1.000	.693
1)Prefer to use service by Mobile app Taxi	1.000	.718
2)I use Mobile app Taxi more than any other transportation services	1.000	.636
3)When I need a Mobile app Taxi service, it is available at any time	1.000	.654
4)Once I decide to request a transfer, I choose Mobile Taxi booking app	1.000	.687

Source: prepared by researcher from data (2020)

Total variance explained table confirms sample adequacy as shown in (Table 5.12) where variance of 69.35 per cent is explained after several iterations to determine a clean pattern matrix shown in (Table 5.13) , (Gaskin, 2012). The fact that more variance is explained as shown in the 'Cumulative % Variance' column means that the extraction achieved from the data is good.

Table (5.13): Total variance explained for determination of sample adequacy for brand engagement

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4.171	46.348	46.348	4.171	46.348	46.348	3.528
2	1.153	12.806	59.154	1.153	12.806	59.154	2.674
3	.918	10.197	69.350	.918	10.197	69.350	2.758
4	.645	7.168	76.518				
5	.593	6.592	83.110				
6	.433	4.811	87.921				
7	.393	4.365	92.286				
8	.372	4.133	96.419				
9	.322	3.581	100.000				

Source: prepared by researcher from data (2020)

The determination of reliability and dimensionality for substantive sample for brand engagement

The entire set of 3 latent variables has Cronbach's alpha values above 0.70 except activation equal .68 (Table 5.14). This means they are internally consistent. In (Table 5.14), under 'Cumulative %' column scale items are unidimensional, meaning that scale items are moving in the same direction.

Table (5.14): reliability and dimensionality for substantive sample for brand engagement

Cronbach's Alpha Values		
Cognitive	**Affection**	**Activation**
.757	.835	.683

Source: prepared by researcher from data (2020)

In the wake of exploratory factor analysis, the goodness-of-fit test (Table 5.15) confirms that it is significant which is attributable to a large sample size (Gaskin, 2012).

Table (5.15): Goodness-of-fit test for adequacy for brand engagement

Goodness-of-fit test		
Chi-square	**Df**	**Sig.**
31482	849	.00

Source: prepared by researcher from data (2020)

5.12 The tests for convergent validity post-measurement validation for brand engagement

The test for convergent validity seeks to establish whether scale items load highly on their factors in the pattern matrix (Gaskin, 2012). A pattern matrix is the main link between factor analysis in SPSS and confirmatory factor analysis in AMOS.

Table (5.16): The pattern matrix to establish convergent and discriminant validity for brand engagement

	Component		
	1	2	3
1)I am interested in using a Mobile Taxi booking app service.			.825
2)I hold the Mobile Taxi booking app service frequently.			.884
2)I feel very positive when use Mobile Taxi booking app.	.645		
3)Using the Mobile Taxi booking service makes me feel safe.	.842		
4)I feel happy about Mobile Taxi booking app.	.826		
1)Prefer to use service by Mobile Taxi booking app.	.785		
2)I use Mobile Taxi booking app more than any other transportation services.		.744	
3)When I need a Mobile Taxi booking app service, it is available at any time.		.805	
4)Once I decide to request a transfer, I choose Mobile Taxi booking app.		.775	

Source: prepared by researcher from data (2020)

5.12.1 Discriminant validity for brand engagement

The reason for performing discriminant validity test is to establish that measures that are not in any way related are in real life are also not related in this research (Gaskin, 2012, Kenny, 2013). The intention for this is to be in harmony with theory. This is normally used to check for cross loadings from the pattern matrix (Gaskin, 2012); it is a procedure that is conducted in SPSS through the inspection of that pattern matrix. This can be checked in data output tables; that are the 'pattern matrix' and 'factor correlation matrix'. Whilst on the 'factor correlation matrix' it is important to check for any correlations between factors that are greater than 0.70 (Gaskin, 2012).

Table (5.17): The factor correlation matrix for discriminant validity test brand engagement

Component	1	2	3
1	1.000	.440	.500
2	.440	1.000	.391
3	.500	.391	1.000

Source: prepared by researcher from data (2020)

The factor correlation matrix shows no alarming correlations – the highest is 0.500 is less than 0.70 (Gaskin, 2012, Kenny et al., 2014).

5.13 Exploratory factor analysis for brand usage intention

Using Maximum Likelihood., the summary of results was showed in Table (5.23) and the SPSS output attached in appendix B3. As shown in Table (5.18) below all the remaining items has more than recommended value of at least 0.45 in measure of sample adequacy (MSA) with (KMO) (above the recommended minimum level of 0.60), and Bartlett's test of sphericity is significant (p<.01). Thus, the items are appropriate for factor analysis.

Table (5.18): KMO and Bartlett's measure of sample adequacy for brand usage intention

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.772
Bartlett's Test of Sphericity	**Approx. Chi-Square**	525.729
	Df	6
	Sig.	.000

Source: prepared by researcher from data (2020)

Table (5.18) depicts a good result for KMO and Bartlett's test of 0.77 which is significant (0.00). This result shows that the sample size is adequate for structural equation modelling (Gaskin, 2012, Kenny and McCoach, 2003).

The communalities in (Table 5.19) are equally important in the determination of sample adequacy. They represent the proportion of variance of each variable that are explained by the factors. Therefore, based on condition those variables with high values under

communalities are well represented in the common factor space, while variables with low values are not well represented. Thus, to support sample adequacy none of the communalities must be less than 0.30 (Gaskin, 2012). (Table 5.19) shows that extractions are above minimum value of 0.30.

Table (5.19): Communalities for determination of sample adequacy for brand usage intention

	Initial	Extraction
1)expect to stay with the current Mobile Taxi booking app company rather other companies.	1.000	.380
3)I will pay more attention to Mobile Taxi booking app service.	1.000	.684
4)Will recommend my friends to use Mobile Taxi booking.	1.000	.746
5)Should continue to use Mobile Taxi booking app.	1.000	.791

Source: prepared by researcher from data (2020)

Total variance explained table confirms sample adequacy as shown in (Table 5.20) where variance of 65.04 per cent is explained after several iterations to determine a clean pattern matrix shown in (Table 5.20) , (Gaskin, 2012). The fact that more variance is explained as shown in the 'Cumulative % Variance' column means that the extraction achieved from the data is good.

Table (5.20): Total variance explained for determination of sample adequacy for brand usage intention

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.602	65.043	65.043	2.602	65.043	65.043
2	.729	18.219	83.262			
3	.409	10.215	93.477			
4	.261	6.523	100.000			

Source: prepared by researcher from data (2020)

The determination of reliability and dimensionality for substantive sample for brand usage intention

The entire set of 3 latent variables has Cronbach's alpha values above 0.70 except activation equal .68 (Table 5.21). This means they are internally consistent. In Table (5.21), under 'Cumulative %' column scale items are unidimensional, meaning that scale items are moving in the same direction.

Table (5.21): reliability and dimensionality for substantive sample for brand usage intention

Cronbach's Alpha Values
Brand usage intention
.803

Source: prepared by researcher from data (2020)

In the wake of exploratory factor analysis, the goodness-of-fit test (Table 5.21) confirms that it is significant which is attributable to a large sample size (Gaskin, 2012).

Table (5.22): Goodness-of-fit test for adequacy for brand usage intention

Goodness-of-fit test		
Chi-square	**Df**	**Sig.**
42487	248	.00

Source: prepared by researcher from data (2020)

5.14 The tests for convergent validity post-measurement validation for brand usage intention

The test for convergent validity seeks to establish whether scale items load highly on their factors in the pattern matrix (Gaskin, 2012). A pattern matrix is the main link between factor analysis in SPSS and confirmatory factor analysis in AMOS.

Table (5.23): The pattern matrix to establish convergent and discriminant validity for brand usage intention

1)expect to stay with the current Mobile Taxi booking app company rather other companies	.617
3)I will pay more attention to Mobile Taxi booking app service	.827
4)Will recommend my friends to use Mobile Taxi booking app.	.864
5)Should continue to use Mobile Taxi booking app.	.889

Source: prepared by researcher from data (2020)

5.15 Exploratory factor analysis for perceived risk

Using Maximum Likelihood., the summary of results was showed in Table (5.29) and the SPSS output attached in appendix B3. As shown in Table (5.24) below all the remaining items has more than recommended value of at least 0.45 in measure of sample adequacy (MSA) with (KMO) (above the recommended minimum level of 0.60), and Bartlett's test of sphericity is significant ($p<.01$). Thus, the items are appropriate for factor analysis.

Table (5.24): KMO and Bartlett's measure of sample adequacy for perceived risk

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.841
Bartlett's Test of Sphericity	**Approx. Chi-Square**	1877.799
	Df	66
	Sig.	.000

Source: prepared by researcher from data (2020)

Table (5.24) depicts a good result for KMO and Bartlett's test of 0.84 which is significant (0.00). This result shows that the sample size is adequate for structural equation modeling (Gaskin, 2012, Kenny and McCoach, 2003).

The communalities in (Table 5.25) are equally important in the determination of sample adequacy. They represent the proportion of variance of each variable that are explained by the factors. Therefore, based on condition those variables with high values under communalities are well represented in the common factor space, while variables with low values are not well represented. Thus, to support sample adequacy none of the communalities must be less than 0.30 (Gaskin, 2012). Table (5.25) shows that extractions are above minimum value of 0.30.

Table (5.25): Communalities for determination of sample adequacy for perceived risk

	Initial	Extraction
1)uses Mobile Taxi booking app does not make me feel any financial risks	1.000	.737
2)I don't incur high expenses for Mobile Taxi booking app services	1.000	.785
3)The price of service is considered appropriate with its cost	1.000	.747
4)I find that service costs will increase if I use another transfer service	1.000	.370
1)I feel nervous when deciding to use Mobile Taxi booking app	1.000	.611
2)my family feel to refuses use Mobile Taxi booking app	1.000	.669
3)order for Mobile Taxi booking app service is unnecessary	1.000	.742
4)feel uncomfortable when ordering Mobile Taxi booking app	1.000	.742
5)my family doesn't like to use a mobile Taxi booking app	1.000	.709
1)It took a long time to use Mobile Taxi booking app	1.000	.661
2)I am afraid to find the service on time when I order Mobile Taxi booking app	1.000	.777
3)I feel nervous at the time between requesting a Mobile Taxi booking app and the time of arrive	1.000	.718

Source: prepared by researcher from data (2020)

Total variance explained table confirms sample adequacy as shown in Table (5.26) where variance of 68.89 per cent is explained after several iterations to determine a clean pattern matrix shown in Table (5.26) , (Gaskin, 2012). The fact that more variance is explained as shown in the 'Cumulative % Variance' column means that the extraction achieved from the data is good.

Table (5.26): Total variance explained for determination of sample adequacy for perceived risk

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4.289	35.740	35.740	4.289	35.740	35.740	3.976
2	2.672	22.265	58.005	2.672	22.265	58.005	2.655
3	1.307	10.888	68.893	1.307	10.888	68.893	2.932
4	.740	6.169	75.061				
5	.537	4.476	79.537				
6	.515	4.296	83.833				

7	.436	3.631	87.464				
8	.349	2.910	90.374				
9	.327	2.723	93.096				
10	.308	2.568	95.665				
11	.281	2.342	98.007				
12	.239	1.993	100.000				

Source: prepared by researcher from data (2020)

The determination of reliability and dimensionality for substantive sample

The entire set of 3 latent variables has Cronbach's alpha values above 0.70 except activation equal .68 (table .27). This means they are internally consistent. In Table 5.8, under 'Cumulative %' column scale items are unidimensional, meaning that scale items are moving in the same direction.

Table (5.27): reliability and dimensionality for substantive sample for perceived risk

Cronbach's Alpha Values		
Financial	**Psychological**	**Time**
.813	.888	.798

Source: prepared by researcher from data (2020)

In the wake of exploratory factor analysis, the goodness-of-fit test (Table 5.28) confirms that it is significant which is attributable to a large sample size (Gaskin, 2012).

Table (5.28): Goodness-of-fit test for adequacy for perceived risk

Goodness-of-fit test		
Chi-square	**Df**	**Sig.**
42548	713	.00

Source: prepared by researcher from data (2020)

5.16 The tests for convergent validity post-measurement validation for perceived risk

The test for convergent validity seeks to establish whether scale items load highly on their factors in the pattern matrix (Gaskin, 2012). A pattern matrix is the main link between factor analysis in SPSS and confirmatory factor analysis in AMOS.

Table (5.29): The pattern matrix to establish convergent and discriminant validity for perceived risk

	Component		
	1	**2**	**3**
1)uses Mobile Taxi booking app does not make me feel any financial risks.		.852	
2)I don't incur high expenses for Mobile Taxi booking app service.		.889	
3)The price of service is considered appropriate with its cost.		.870	
4) I find that service costs will increase if I use another transfer service.		.590	
1)I feel nervous when deciding to use Mobile Taxi booking app.	.787		

2)my family feel to refuses use Mobile Taxi booking app	.840		
3)order for Mobile Taxi booking app service is unnecessary	.850		
4)feel uncomfortable when ordering Mobile Taxi booking app	.873		
5)my family doesn't like to use a Mobile Taxi booking app	.781		
1)It took a long time to use Mobile Taxi booking app			.743
2)I am afraid to find the service on time when I order Mobile Taxi booking app			.915
3)I feel nervous at the time between requesting a Mobile Taxi booking app and the time of arrive			.841

Source: prepared by researcher from data (2020)

5.16.1 Discriminant validity for perceived risk

The reason for performing discriminant validity test is to establish that measures that are not in any way related are in real life are also not related in this research (Gaskin, 2012, Kenny, 2013). The intention for this is to be in harmony with theory. This is normally used to check for cross loadings from the pattern matrix (Gaskin, 2012); it is a procedure that is conducted in SPSS through the inspection of that pattern matrix. This can be checked in data output tables; that are the 'pattern matrix' and 'factor correlation matrix'. Whilst on the 'factor correlation matrix' it is important to check for any correlations between factors that are greater than 0.70 (Gaskin, 2012).

Table(5.30): The factor correlation matrix for discriminant validity test for perceived risk

Component	1	2	3
1	1.000	.056	.466
2	.056	1.000	-.066-
3	.466	-.066-	1.000

Source: prepared by researcher from data (2020)

The factor correlation matrix shows no alarming correlations – the highest is 0.466 is less than 0.70 (Gaskin, 2012, Kenny et al., 2014)

.

5.17 confirmatory factor analysis

Once exploratory factor analysis is complete (which yields a 'clean' pattern matrix) the next logical step for this researcher is to undertake confirmatory factor analysis. Confirmatory factor analysis makes it possible to develop a measurement model that is explicit using the factor structure underlying the data (Matsunaga, 2010, Russell et al., 2011). This researcher also utilizes AMOS software package to test for model fit for each latent variable and the entire data set to develop a complete measurement model before moving into structural equation modeling. This is a precursor to the design of the questionnaires.

The measurement model (i.e. confirmatory model) can be developed in AMOS using two approaches. The first approach is manual orientated (Gaskin, 2012). This involves there

searcher applying tools on the interface in AMOS. The second approach (adopted in this research) uses a plug-in called a 'Pattern Matrix Model Builder' (Gaskin, 2012). The procedure involves copying the pattern matrices generated in SPSS (during exploratory factor analysis) and pasting it into the 'Pattern Matrix Model Builder' in AMOS software package. This creates a measurement model diagram. This is then followed by selection of parameters of choice estimates and then running the model. The process of checking for model fit is done after running the measurement model (Kline, 2005, Gaskin, 2012). The model validation process undertaken by this researcher involved use of the correlation and regression weights from the generated output from the measurement model into the 'Validity Master Tab' in the' Stats Tools Package'. This process is important and this researcher it to establish if there was any validity concerns.

5.18 Measurement and Validation

Measurement is a process through which an abstract concept is quantified, classified and interpreted (Carmines and Zeller, 1979; Hinkin and Schriesheim, 1989). It can be defined as a scientific process of assigning some numbers to some of the attributes of an abstract concept (Cronbach, 1955; Nunnally, 1978; Cherryholmes, 1988; Sireci, 1998). The focus of the measurement is on the crucial relationship between the empirically grounded indicators and the underlying unobservable concept (Schmidt et al., 1985, 1991; Cherryholmes, 1988; Schriesheim et al., 1993). The very basic idea of measurement is to obtain a true score for an event or phenomena.

Validation is a process which evaluates the degree to which a measure succeeds in measuring what it intends to measure (Campbell and Fiske, 1959; Schriesheim et al., 1991). It is a process of evaluating the extent to which observed empirical indicators represent the underlying theoretical construct i.e. extent to which the observed score reflected through empirical indicators give the true reflection of theoretical perspective. Although the purpose of validation is to minimize the difference between the observed score of an object and its true score, but it has been usually seen that every instrument contains some degree of error i.e. the observed score differs from the true score. Bagozzi et al. (1991) have affirmed the above argument by quoting that "a measure often reflects not only a theoretical concept of interest but also measurement error". Measurement error is the extent to which an instrument captures some extraneous construct rather than capturing the true meaning of the underlying construct. The extent of measurement error, contained by an instrument, has often been

assessed by looking at the degree of the random error and systematic error (Fiske, 1982; Bagozzi et al., 1991).

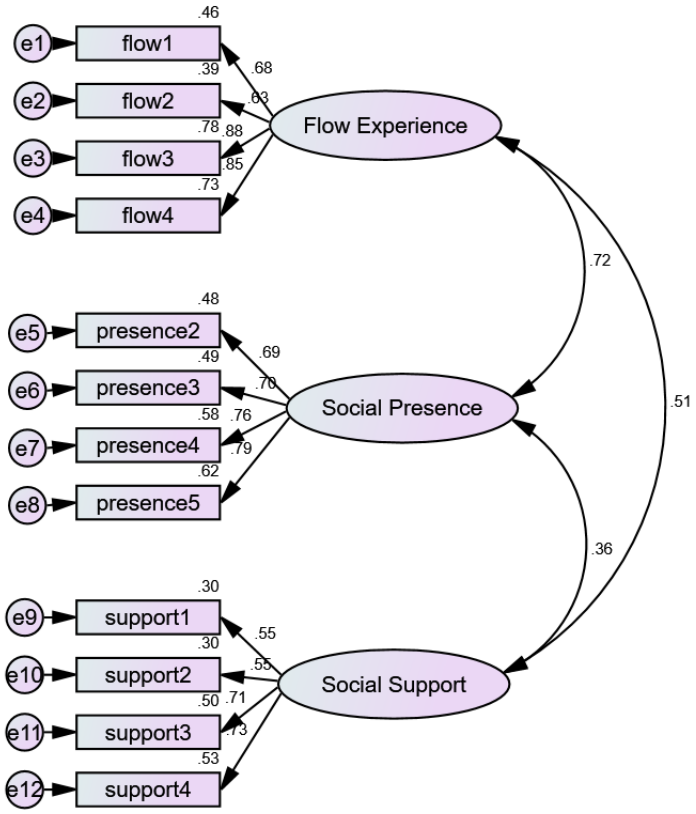
In the context of present study, following criteria (Table 5.31) has been adopted for the measurement and validation of various constructs:

Table (5.31) Criteria

S. No.	Parameter	Criteria
1	Normed Chi-square (ratio of Chi-square to degrees of freedom)	**Less than 3**
2	Goodness-of-Fit Index (GFI)	**At least .90**
3	Adjusted Goodness-of-Fit Index (AGFI)	**At least .90**
4	Normed Fit Index (NFI)	**At least .90**
5	Comparative Fit Index (CFI)	**At least .90**
6	Root Mean Square Residual (RMR)	**Less than .10**
7	Root Mean Square Error of Approximation (RMSEA)	**Less than .08**
8	Standardized Residuals	**Less than 2.5**
9	Standardized factor loadings (SFL)	**At least .50**
10	Average Variance Extracted (AVE)	**At least .50**
11	Composite Reliability (CR)	**At least .70**

5.18.1 Measurement and Validation of experiential marketing

To assess the degree of correspondence between the manifest variables and latent construct of experiential marketing uni-dimensional CFA model (Figure 5.1) has been conceptualized and tested for its psychometric properties. Table (5.32) show CFA result.



Source: prepared by researcher from data (2020)

Figure(5.1) CFA Model for experiential marketing

The structural model of Confirmatory Factor Analysis (CFA) reveals the same measures that can be calculated to determine goodness of fit show in Table (5.32) The result of the unidimensional CFA to **experiential marketing**

Table (5.32): Model Fit Indices of experiential marketing

Measure	Estimate	Threshold	Interpretation
Chi-square	156.686	--	--
Degree of Freedom	51	--	--
Normed Chi-square (Chi-square/ Df)	3.072	Between 1 and 3	Acceptable
CFI	0.935	>0.95	Acceptable
SRMR	0.053	<0.08	Excellent
RMSEA	0.079	<0.06	Acceptable
Pclose	0.000	>0.05	Terrible

Source: prepared by researcher from data (2020)

The convergent validity of the construct of **experiential marketing** has been assessed

through standardized factor loadings, AVE and CR. (Table 5.33) reveals that standardized factor loadings for all items were above the suggested cut-off of 0.50 (Hatcher, 1994), with a minimum of 0.65, and were all significant at 1% level of significance. The AVE meets the criterion of .50. High score of CR (i.e.0.7) confirms the internal consistency of the scale items.

Table (5.33) Psychometric Properties of experiential marketing

	CR	AVE	MSV	MaxR(H)	Flow experience	Social presence	Social Support
Flow experience	0.850	0.591	0.512	0.885	**0.769**		
Social presence	0.825	0.542	0.512	0.831	0.716***	**0.736**	
Social Support	0.731	0.409	0.260	0.750	0.510***	0.361***	**0.640**

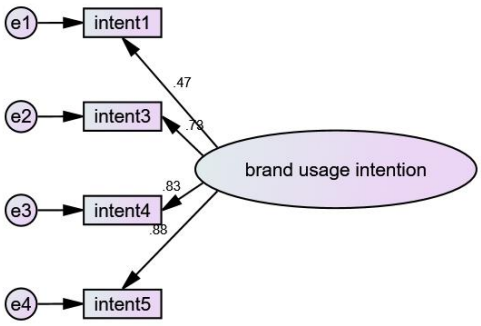
Source: prepared by researcher from data (2020)

Significance of Correlations: †p < 0.100 * p < 0.050 ** p < 0.010 *** p < 0.001

Validity Concerns: Convergent Validity: the AVE for Social Support is less than 0.50.

5.18.2 Measurement and Validation of brand usage intention

To assess the degree of correspondence between the manifest variables and latent construct of experiential marketing uni-dimensional CFA model (Figure 5.2) has been conceptualized and tested for its psychometric properties. Table (5.34) show CFA result.



Source: prepared by researcher from data (2020)

Figure (5.2) CFA Model for brand usage intention

The structural model of Confirmatory Factor Analysis (CFA) reveals the same measures that can be calculated to determine goodness of fit show in Table (5.34) the result of the unidimensional CFA to brand usage intention

Table (5.34) Model Fit Indices of brand usage intention

Measure	Estimate	Threshold	Interpretation
CMIN	1.822	--	--
DF	2	--	--
CMIN/DF	0.911	Between 1 and 3	Excellent
CFI	1.000	>0.95	Excellent
SRMR	0.015	<0.08	Excellent
RMSEA	0.000	<0.06	Excellent
PClose	0.645	>0.05	Excellent

Source: prepared by researcher from data (2020)

The convergent validity of the construct of brand usage intention has been assessed through standardized factor loadings, AVE and CR. (Table 5.36) reveals that standardized factor loadings for all items were above the suggested cut-off of 0.50 (Hatcher, 1994), with a minimum of 0.65, and were all significant at 1% level of significance. The AVE meets the criterion of .50. High score of CR (i.e.0.7) confirms the internal consistency of the scale items.

Table (5.35) Psychometric Properties of brand usage intention

	CR	AVE	MaxR(H)
Brand usage intention	0.827	0.556	0.878

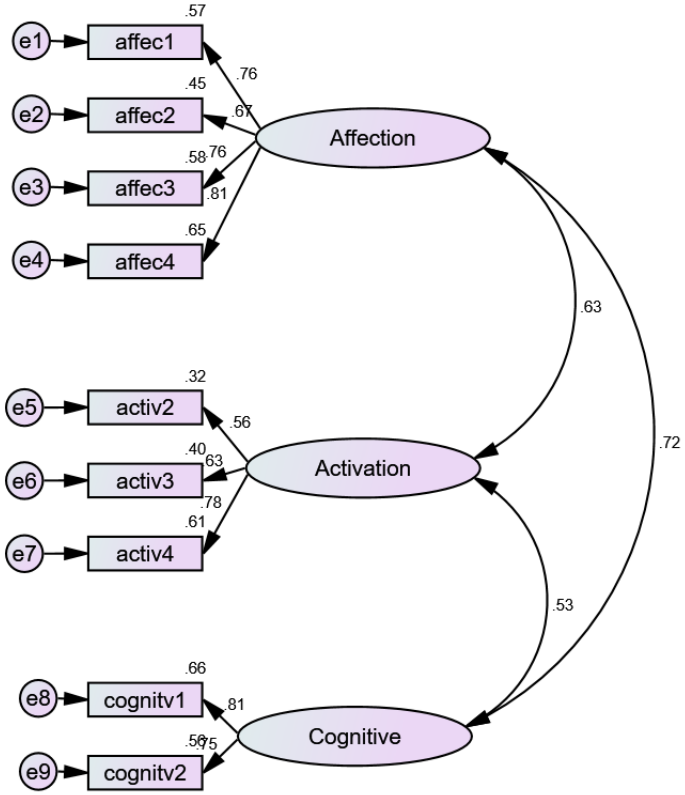
Source: prepared by researcher from data (2020)

Validity Concerns

You only had one latent variable so there is no correlation matrix or MSV. No validity concerns here.

5.18.3 Measurement and Validation of brand engagement

To assess the degree of correspondence between the manifest variables and latent construct of experiential marketing uni-dimensional CFA model (Figure 5.3) has been conceptualized and tested for its psychometric properties. Table (5.36) show CFA result.



Source: prepared by researcher from data (2020)

Figure (5.3) CFA Model for brand engagement

The structural model of Confirmatory Factor Analysis (CFA) reveals the same measures that can be calculated to determine goodness of fit show in Table (5.36) The result of the unidimensional CFA to brand engagement

Table (5.36) Model Fit Indices of brand engagement

Measure	Estimate	Threshold	Interpretation
CMIN	48.840	--	--
DF	24	--	--
CMIN/DF	2.035	Between 1 and 3	Excellent
CFI	0.977	>0.95	Excellent
SRMR	0.037	<0.08	Excellent
RMSEA	0.056	<0.06	Excellent
PClose	0.307	>0.05	Excellent

Source: prepared by researcher from data (2020)

The convergent validity of the construct of brand usage intention has been assessed through standardized factor loadings, AVE and CR. Table (5.39) reveals that standardized factor loadings for all items were above the suggested cut-off of 0.50 (Hatcher, 1994), with a minimum of 0.65, and were all significant at 1% level of significance. The AVE meets the criterion of .50. High score of CR (i.e.0.7) confirms the internal consistency of the scale items.

Table (5.37) Psychometric Properties of brand engagement

	CR	AVE	MSV	MaxR(H)	Affection	Activation	Cognitive
Affection	0.838	0.566	0.514	0.845	**0.752**		
Activation	0.701	0.443	0.392	0.730	0.626***	**0.666**	
Cognitive	0.759	0.612	0.514	0.764	0.717***	0.526***	**0.782**

Source: prepared by researcher from data (2020)

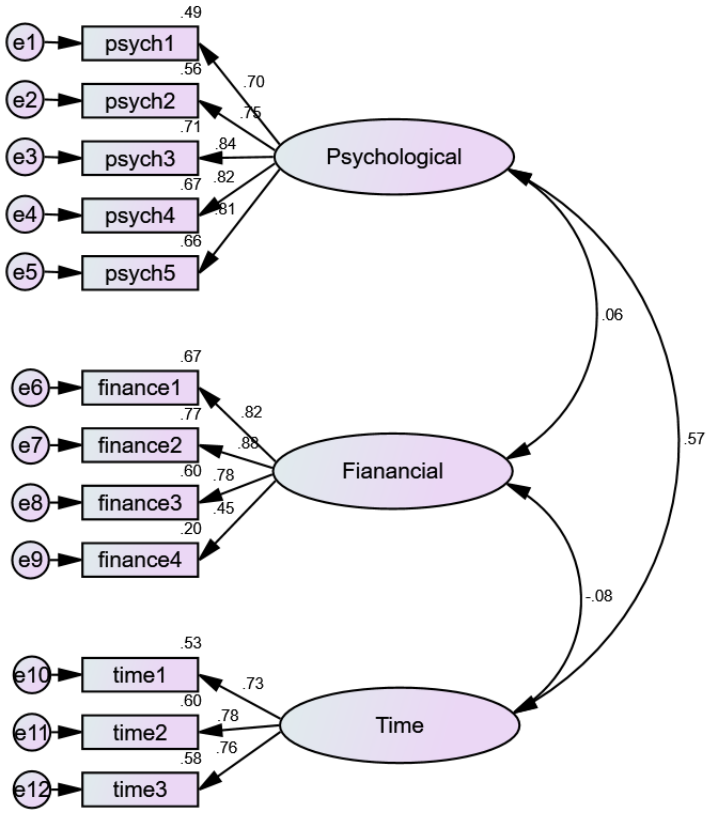
Significance of Correlations:† p < 0.100 * p < 0.050 ** p < 0.010 *** p < 0.001

Validity Concerns

Convergent Validity: the AVE for Activation is less than 0.50.

5.18.4 Measurement and Validation of perceived risk

To assess the degree of correspondence between the manifest variables and latent construct of experiential marketing uni-dimensional CFA model (Figure 5.4) has been conceptualized and tested for its psychometric properties. Table (5.39) show CFA result.



Source: prepared by researcher from data (2020)

Figure (5.4) CFA Model for perceived risk

The structural model of Confirmatory Factor Analysis (CFA) reveals the same measures that can be calculated to determine goodness of fit show in Table (5.36) the result of the unidimensional CFA to **perceived risk**

Table (5.38): Model Fit Indices of perceived risk

Measure	Estimate	Threshold	Interpretation
CMIN	90.332	--	--
DF	51	--	--
CMIN/DF	1.771	Between 1 and 3	Excellent
CFI	0.979	>0.95	Excellent
SRMR	0.045	<0.08	Excellent
RMSEA	0.048	<0.06	Excellent
Pclose	0.549	>0.05	Excellent

Source: prepared by researcher from data (2020)

The convergent validity of the construct of brand usage intention has been assessed through standardized factor loadings, AVE and CR. Table 4.6 reveals that standardized factor loadings for all items were above the suggested cut-off of 0.50 (Hatcher, 1994), with a minimum of 0.65, and were all significant at 1% level of significance. The AVE meets the criterion of .50. High score of CR (i.e.0.7) confirms the internal consistency of the scale items.

Table (5.39): Psychometric Properties of perceived risk

	CR	AVE	MSV	MaxR(H)	Psychological	Fianancial	Time
Psychological	0.889	0.616	0.325	0.896	**0.785**		
Fianancial	0.830	0.563	0.007	0.878	0.056	**0.750**	
Time	0.800	0.571	0.325	0.802	0.570***	-0.083	**0.756**

Source: prepared by researcher from data (2020)

Significance of Correlations:† p < 0.100 * p < 0.050 ** p < 0.010 *** p < 0.001

Validity Concerns

No validity concerns here.

5.19 Descriptive Statistics of Variables

In this section descriptive statistics such as mean and standard deviation was used to describe the characteristics of surveyed to all variables (Independent, dependent, and mediators) under study. Table shows the means and standard deviations.

Table (5.40): Descriptive Statistics to all variables

		Mean	Std. Deviation
Independent variable	Flow experience	3.6002	.87898
	Social presence	3.3840	.96116
	Social Support	3.8050	.73576
Moderator variable	Psychological	2.2566	.90580
	Financial	3.7071	.89193
	Time	2.8986	.99685
Mediator variable	Affection	4.0625	.69529
	Activation	3.7691	.81663
	Cognitive	3.7093	.92007
Dependent variable	Brand usage intention	3.9202	.76238
Note: All variables used a 5-point likert scale (1= strongly disagree, 5= strongly agree)			

Source: prepared by researcher from data (2020)

Note: All variables used a 5-point likert scale (1= strongly disagree, 5= strongly agree)

(Table 5.41) shows the means and standard deviations of all variables in framework: independent variables (social support, social presence, flow experience). The table reveals that the Affection is greater than 4.0 equal (mean=4.0625, standard deviation=.69529), followed by Brand usage intention equal (mean=3.9202, standard deviation=.76238).

5.20 Correlation Analysis

Table (5.42) presents the results of the inter correlation among the variables. The correlation analysis was conducted to see the initial picture of the interrelationships among the variables under the study. Therefore, the importance of conducting correlation analysis is to identify any potential problems associated with multicollinearity (Sekaran, 2000). (Table 5.42) represents the correlation matrix for the constructs operationalized in this study. These bivariate correlations allow for preliminary inspection and information regarding hypothesized relationships. In addition to that, correlation matrix gives information regarding test for the presence of multicollinearity. The table shows that no correlations near 1.0 (or approaching 0.8 or 0.9+) were detected, which indicate that multicollinearity is not a significant problem in this particular data set.

Table(5.41); Person's Correlation Coefficient for All Variables

			Estimate
Psychological	<-->	Fianancial	.056
Psychological	<-->	Time_	.569
Fianancial	<-->	Time_	-.085
Affection	<-->	Activation	.630
Affection	<-->	Cognitive	.708
Activation	<-->	Cognitive	.505
Flow_experience	<-->	Social_presence	.722
Flow_experience	<-->	Social_Support	.512
Social_presence	<-->	Social_Support	.360
Psychological	<-->	Affection	.008
Psychological	<-->	Activation	-.028
Psychological	<-->	Cognitive	.145
Psychological	<-->	brand_usage_intention	.037
Psychological	<-->	Flow_experience	.192
Psychological	<-->	Social_presence	.208
Psychological	<-->	Social_Support	.286
Fianancial	<-->	Affection	.604
Fianancial	<-->	Activation	.533
Fianancial	<-->	Cognitive	.377
Fianancial	<-->	brand_usage_intention	.504
Fianancial	<-->	Flow_experience	.394

			Estimate
Fianancial	<-->	Social_presence	.454
Fianancial	<-->	Social_Support	.307
Time_	<-->	Affection	-.092
Time_	<-->	Activation	-.282
Time_	<-->	Cognitive	.026
Time_	<-->	brand_usage_intention	-.064
Time_	<-->	Flow_experience	.013
Time_	<-->	Social_presence	-.084
Time_	<-->	Social_Support	.148
Affection	<-->	brand_usage_intention	.684
Affection	<-->	Flow_experience	.689
Affection	<-->	Social_presence	.623
Affection	<-->	Social_Support	.380
Activation	<-->	brand_usage_intention	.582
Activation	<-->	Flow_experience	.437
Activation	<-->	Social_presence	.502
Activation	<-->	Social_Support	.183
Cognitive	<-->	brand_usage_intention	.515
Cognitive	<-->	Flow_experience	.743
Cognitive	<-->	Social_presence	.707
Cognitive	<-->	Social_Support	.379
brand_usage_intention	<-->	Flow_experience	.492
brand_usage_intention	<-->	Social_presence	.477
brand_usage_intention	<-->	Social_Support	.223

Source: prepared by researcher from data (2020)

The table shows that no correlations near 1.0 (or approaching 0.8 or 0.9) were detected, which indicate that multicollinearity is not a significant problem in this particular data set. The highest correlations between Cognitive and Flow experience equal .743**.

5.21 Model Fit and hypotheses testing

The fit index statistic tests the consistency between the predicted and observed data matrix by the equation (Keith, T,2006). One of the differences that exist between the SEM technique and regression method is that the former one does not have any single statistical test applicable for evaluation of model predictions "strength" (Hair, J.F., et al,1988). In this regard, Kline (Kline, R.B,1988) believed that there are "dozens of fit indexes described in SEM literature, more than any single model-fitting program reports". However, according to Hair, Black (Hair, J.F., et al,1988) and Garson (Garson, G.D, et al 2007), the chi-square fit index, also known as chi-square discrepancy test, is considered as the most fundamental and common overall fit measure. Thus, in a good model fit the value of chi-square should not be

very significant, i.e., p>0.05 (Hair, J.F., et al,1988). However, one problem usually experienced through this test relates to the rejection probability of the model having direct interaction with the sample size. Moreover, the sensitivity level of chi-square fit index is very high, especially, towards the multivariate normality assumption violations (Garson, G.D, et al 2007).

Many indexes have been introduced and developed to avert or reduce the problems related to the chi-square fit index. Some of the indexes included in the absolute fit indexes are as follows:

a) "**Normal Chi-Square Fit Index" (CMIN/DF):**

Normal chi-square fit index, $\chi 2/df$, serves to adjust the testing of chi-square according to the sample size (Byrne, B.M 2007). A number of researchers take 5 as an adequate fit value, while more conservative researchers believe that chi-square values larger than 2 or 3 are not acceptable (Garson, G.D, et al 2007).

b) "Goodness-of-Fit Index"[30]:

GFI is utilized for gauging the discrepancy level between the estimated or predicted covariance and resulted or observed ones (Jöreskog, K.G,1993).

$$GFI = 1 - [\max[(\chi 2 - df)n, 0 / \max[(\chi null\ 2 - df null)n, 0]]$$

The allowable range for GFI is between 0 and 1, where 1 indicates a perfect fit, which demonstrates that measures equal to or larger than 0.90 signify a 'good' fit (Garson, G.D, et al 2007).

a) Adjusted Goodness-of-Fit Index"(AGFI)(Jöreskog, K.G.,1993):

AGFI is utilized for adjustment of the GFI relating the complexity of the model.

$$AGFI = 1 - [(1 - GFI)\ dnull/]$$

The measuring of AGFI is between 0 and 1, in which 1 or over 1 (AGFI>1.0) signifies a perfect fit, nevertheless, it cannot be bounded below 0, i.e., (AGFI<0). As in the case of GFI, AGFI values equal to or bigger than 0.90 signify a 'good' fit (Garson, G.D, et al 2007).

b) "Root Mean Square Residual" (RMR):

RMR shows the mean squared amount's square root, which distinguishes the sample variances and covariance's from the corresponding predicted variances and covariance's (Hu, L. and P.M. Bentler,1995). The assessment relies on an assumption that considers the model to be correct. The smaller the RMR, the more optimal the fit is [Garson, G.D, et al 2007].

c) "**Root Mean Square Error of Approximation"** (RMSEA) (Steiger, J.H 1990):

RMSEA is employed to gauge the approximation error in the population.

$$RMSEA = [\ (\chi\ 2 - df)/\ (n - 1)df]\ 1/\ 2$$

In cases where the RMSEA value is small, the approximation is believed to be optimal. An approximately 0.05 or smaller value of RMSEA means a more appropriate and closer model fit in connection with the degrees of freedom. Nevertheless, between 0.05 and 0.08 displays the most preferable status and the more optimal fit results (Browne, M.W. and R. Cudeck 1970).

In addition, the following indexes are also included in the incremental fit measures:

a) **"Normed Fit Index or BentlerBonett Index"** (NFI):

Normed Fit Index or BentlerBonett Index or NFI is applicable to contrast and compare the fit of a suggested model against a null model (Bentler, P.M. and D.G. Bonett,1980).

$$NFI = [\chi\ 2/(NullModel)\ \chi\ 2//df(ProposedModel)\ /\ [\chi\ 2/df(NullModel) - 1]$$

This index defines all the observed variables as uncorrelated. The values of NFI range between 0 and 1, where 0.90 signifies an optimal fit (Garson, G.D, et al 2007).

a) **"Tucker Lewis Index or Non-Normed Fit Index"** (TLI or NNFI):

The TLI or NNFI index is used to gauge parsimony, which is applicable through the evaluation and assessment of the degrees of freedom of the suggested model to the degrees of freedom of the null model (Bentler, P.M. and D.G. Bonett,1980) .

$$NFI = [\chi\ 2/(NullModel)\ \chi\ 2//df(ProposedModel)\ /\ [\chi\ 2/df(NullModel) - 1]$$

However, it is not certain whether TLI can vary from 0 to 1. A fit of model is required to possess a TLI that is larger than 0.90 (Bentler, P.M. and D.G. Bonett,1980, Tucker, L.R. and C. Lewis 1970).

b) **"Comparative Fit Index**" (CFI) (**Bentler, P.M.,1998**):

CFI is not only less affected by the sample size, but also based on comparison of the hypothesized model to the null model (Kline, R.B,1998).

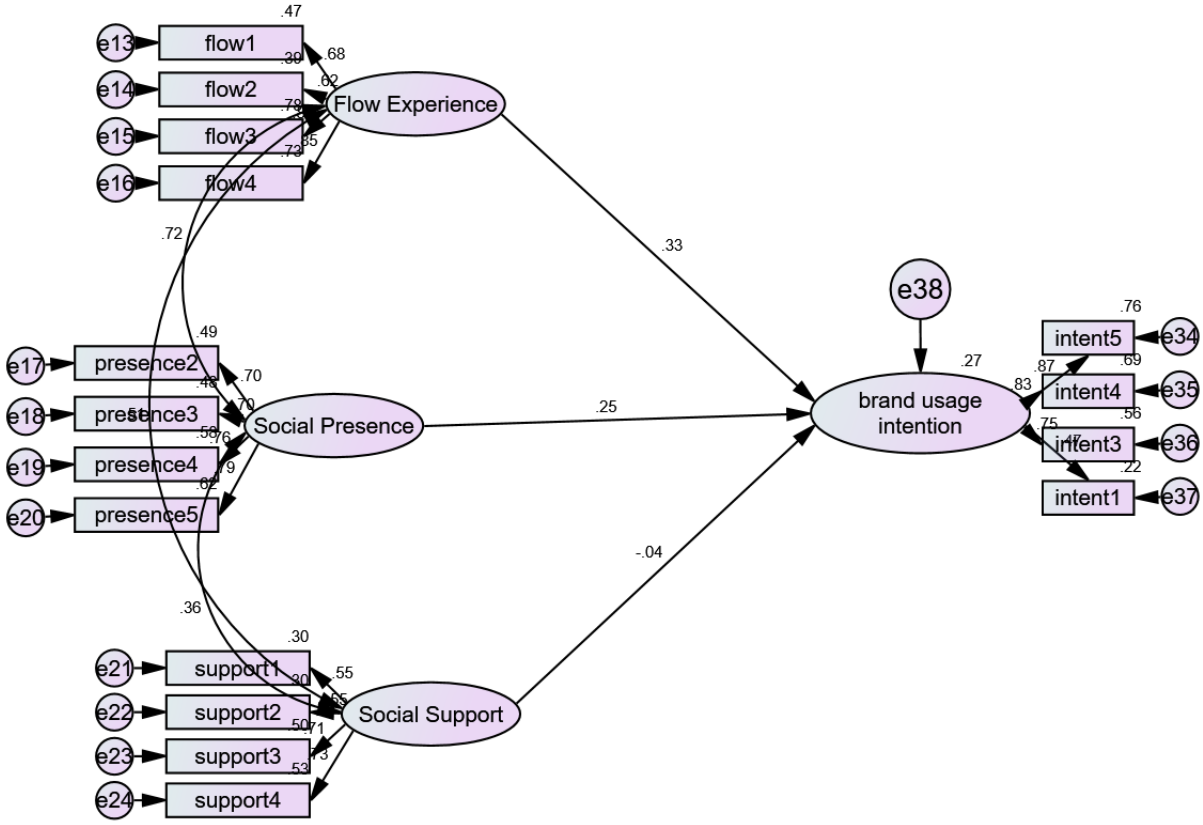
$$CFI = 1 - [\ \max[(\chi\ 2 - df), 0]\ \max[(\chi\ 2 - df), (\chi null\ 2 - dfnull), 0]\ ]$$

The values of CFI range between 0 and 1. However, its values need to be a minimum of 0.90 to be usable for a model fit (Garson, G.D, et al 2007).

5.21.1 Relationship between Experiential Marketing (Multi-dimensional) and brand usage intention

To assess the impact of **experiential Marketing** on **brand usage intention**, structural equation modeling has been employed and a measurement model of these constructs has

been assessed. Figure (5.5) reveals that reflective indicators have been used for the measurement of latent constructs and non-causal relationship has been studied among different constructs, by drawing path.



Source: prepared by researcher from data (2020)

Figures (5.5) Structural model estimation for experiential marketing (IV) & brand usage intention (dv)

The structural model reveals the same value of model fit shown in (Table 43) , all the model fit indices for the structural model were not only significant but remain same as in the measurement model. The low index of R square (i.e. 0.27) justifies the underlying theoretical model.

Dividing the regression weight estimate by the estimate of its standard error gives z = .233/.078 = 2.994. In other words, the regression weight estimate is 2.994 standard errors above zero. Flow experience in the prediction of brand usage intention is significantly different from zero at the 0.01 level.

And also Dividing the regression weight estimate by the estimate of its standard error gives z = .162/.064 = 2.519. In other words, the regression weight estimate is 2.519 standard errors

above zero. Social presence in the prediction of brand usage intention is significantly different from zero at the 0.05 level.

Dividing the regression weight estimate by the estimate of its standard error gives z = -.035/.069 = -.501. In other words, the regression weight estimate is 0.501 standard errors below zero. Social Support in the prediction of brand usage intention is not significantly different from zero at the 0.05 level.

All details are shown in the (Table 5.43). The full AOMS output is displayed in Appendix BA1.

Table (5.42): Model Fit Indices and Path Coefficients of Experiential Marketing (Multi-dimensional) and brand usage intention

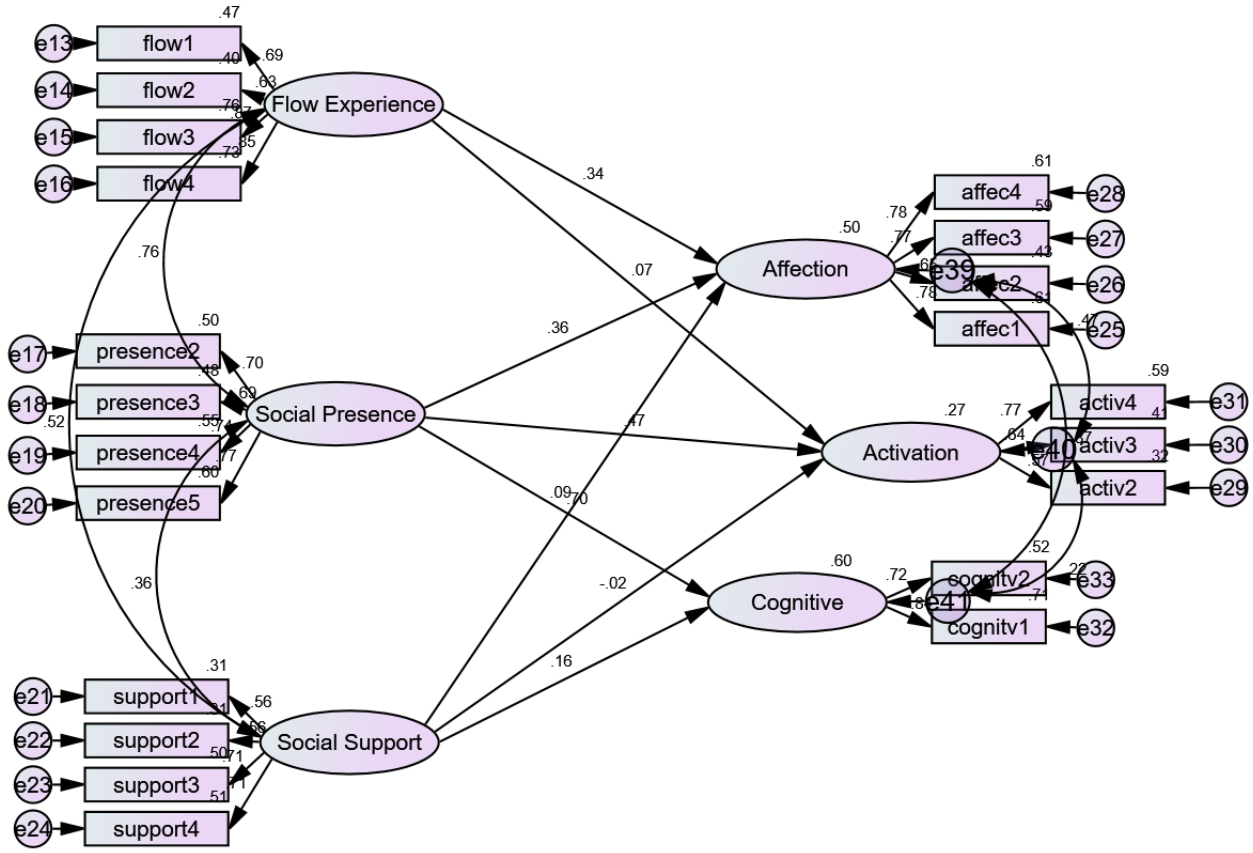
Measure	Estimate	Threshold	Interpretation
CMIN	221.805	--	--
DF	98	--	--
CMIN/DF	2.263	Between 1 and 3	Excellent
CFI	0.945	>0.95	Acceptable
SRMR	0.051	<0.08	Excellent
RMSEA	0.062	<0.06	Acceptable
PClose	0.037	>0.05	Acceptable

			Estimate	S.E.	C.R.	P	Result
brand_usage_intention	<---	Flow_experience	.233	.078	2.994	.003	Support
brand_usage_intention	<---	Social_presence	.162	.064	2.519	.012	Support
brand_usage_intention	<---	Social_Support	-.035	.069	-.501	.616	N S

Source: prepared by researcher from data (2020)
*** Significant at .05 level,NS Not Significant

5.21.2 Relationship between Experiential Marketing (Multi-dimensional) and brand engagement

To assess the impact of **experiential Marketing** on brand engagement, structural equation modeling has been employed and a measurement model of these constructs has been assessed. Figure (5.6) reveals that reflective indicators have been used for the measurement of latent constructs and non-causal relationship has been studied among different constructs, by drawing path.



Source: prepared by researcher from data (2020)

Figures (5.6): Structural model estimation for experiential marketing and brand engagement

The structural model reveals the same value of model fit shown in (Table 5.44) , all the model fit indices for the structural model were not only significant but remain same as in the measurement model. The low index of R square (i.e. 0.50, 0.27 and 0.60) justifies the underlying theoretical model.

Dividing the regression weight estimate by the estimate of its standard error gives z = .330/.099 = 3.331. In other words, the regression weight estimate is 3.331 standard errors above zero. Flow experience in the prediction of Affection is significantly different from zero at the 0.001 level.

Dividing the regression weight estimate by the estimate of its standard error gives z = .369/.102 = 3.627. In other words, the regression weight estimate is 3.627 standard errors above zero. Social presence in the prediction of Activation is significantly different from zero at the 0.001 level.

Dividing the regression weight estimate by the estimate of its standard error gives z =

.736/.077 = 9.621. In other words, the regression weight estimate is 9.621 standard errors above zero. Social presence in the prediction of Cognitive is significantly different from zero at the 0.001 level.

Dividing the regression weight estimate by the estimate of its standard error gives z = .057/.111 = .511. In other words, the regression weight estimate is 0.511 standard errors above zero. Flow experience in the prediction of Activation is not significantly different from zero at the 0.05 level.

Dividing the regression weight estimate by the estimate of its standard error gives z = .317/.082 = 3.861. In other words, the regression weight estimate is 3.861 standard errors above zero. Social presence in the prediction of Affection is significantly different from zero at the 0.001 level.

Dividing the regression weight estimate by the estimate of its standard error gives z = .233/.102 = 2.276. In other words, the regression weight estimate is 2.276 standard errors above zero. Social Support in the prediction of Cognitive is significantly different from zero at the 0.05 level.

Dividing the regression weight estimate by the estimate of its standard error gives z = -.019/.096 = -.196. In other words, the regression weight estimate is 0.196 standard errors below zero. Social Support in the prediction of Activation is not significantly different from zero at the 0.05 level.

Dividing the regression weight estimate by the estimate of its standard error gives z = .106/.086 = 1.236. In other words, the regression weight estimate is 1.236 standard errors above zero. Social Support in the prediction of Affection is not significantly different from zero at the 0.05 level.

All details are shown in the (Table 5.44). The full AOMS output is displayed in Appendix BA1.

Table (5.43): Model F Model Fit Indices and Path Coefficients of Experiential Marketing (Multi-dimensional) and brand usage intention it Indices and Path Coefficients of Experiential Marketing (Multi-dimensional) and brand engagement

Measure	Estimate	Threshold	Interpretation
CMIN	390.389	--	--
DF	175	--	--
CMIN/DF	2.231	Between 1 and 3	Excellent

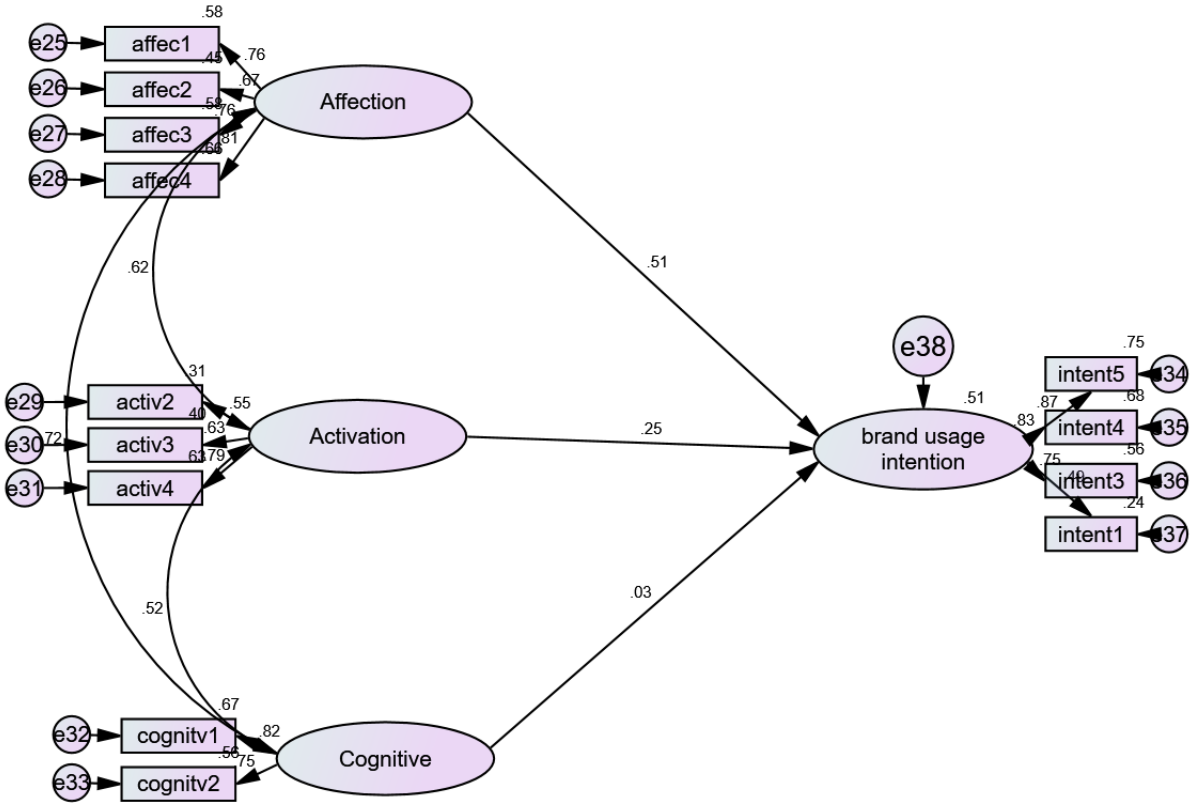
CFI			0.928	>0.95		Acceptable	
SRMR			0.052	<0.08		Excellent	
RMSEA			0.061	<0.06		Acceptable	
PClose			0.014	>0.05		Acceptable	
				Estimate	S.E.	C.R.	P Result
Affection	<---	Flow_experience		.330	.099	3.331	*** Support
Activation	<---	Social_presence		.369	.102	3.627	*** Support
Cognitive	<---	Social_presence		.736	.077	9.621	*** Support
Activation	<---	Flow_experience		.057	.111	.511	.609 N S
Affection	<---	Social_presence		.317	.082	3.861	*** Support
Cognitive	<---	Social_Support		.233	.102	2.276	.023 Support
Activation	<---	Social_Support		-.019	.096	-.196	.845 N S
Affection	<---	Social_Support		.106	.086	1.236	.216 N S
Cognitive	<---	Flow_experience		.559	.114	4.916	*** Support

Source: prepared by researcher from data (2020)

*** Significant at .05 level , NS Not Significant

5.21.3 Relationship between brand engagement (Multi-dimensional) and brand usage intention

To assess the impact of **brand engagement** on **brand usage intention**, structural equation modeling has been employed and a measurement model of these constructs has been assessed. Figure (5.7) reveals that reflective indicators have been used for the measurement of latent constructs and non-causal relationship has been studied among different constructs, by drawing path.



Source: prepared by researcher from data (2020)

Figures (5.7) Structural model estimation for brand engagement & brand usage intention

The structural model reveals the same value of model fit shown in (Table 5.45), all the model fit indices for the structural model were not only significant but remain same as in the measurement model. The low index of R square (i.e. 0.51) justifies the underlying theoretical model.

Dividing the regression weight estimate by the estimate of its standard error gives z = .403/.090 = 4.463. In other words, the regression weight estimate is 4.463 standard errors above zero. Affection in the prediction of brand usage intention is significantly different from zero at the 0.001 level.

Dividing the regression weight estimate by the estimate of its standard error gives z = .218/.076 = 2.864. In other words, the regression weight estimate is 2.864 standard errors above zero. Activation in the prediction of brand_usage_intention is significantly different from zero at the 0.01 level.

Dividing the regression weight estimate by the estimate of its standard error gives z = .018/.061 = .292. In other words, the regression weight estimate is 0.292 standard errors above zero. Cognitive in the prediction of brand_usage_intention is not significantly different from zero at the 0.05 level.

All details are shown in the (Table 5.45). The full AOMS output is displayed in Appendix BA1.

Table (5.44): Model Fit Indices and Path Coefficients of brand engagement (Multi-dimensional) and brand usage intention

Measure	Estimate	Threshold	Interpretation
CMIN	134.566	--	--
DF	59	--	--
CMIN/DF	2.281	Between 1 and 3	Excellent
CFI	0.958	>0.95	Excellent
SRMR	0.048	<0.08	Excellent
RMSEA	0.062	<0.06	Acceptable
PClose	0.072	>0.05	Excellent

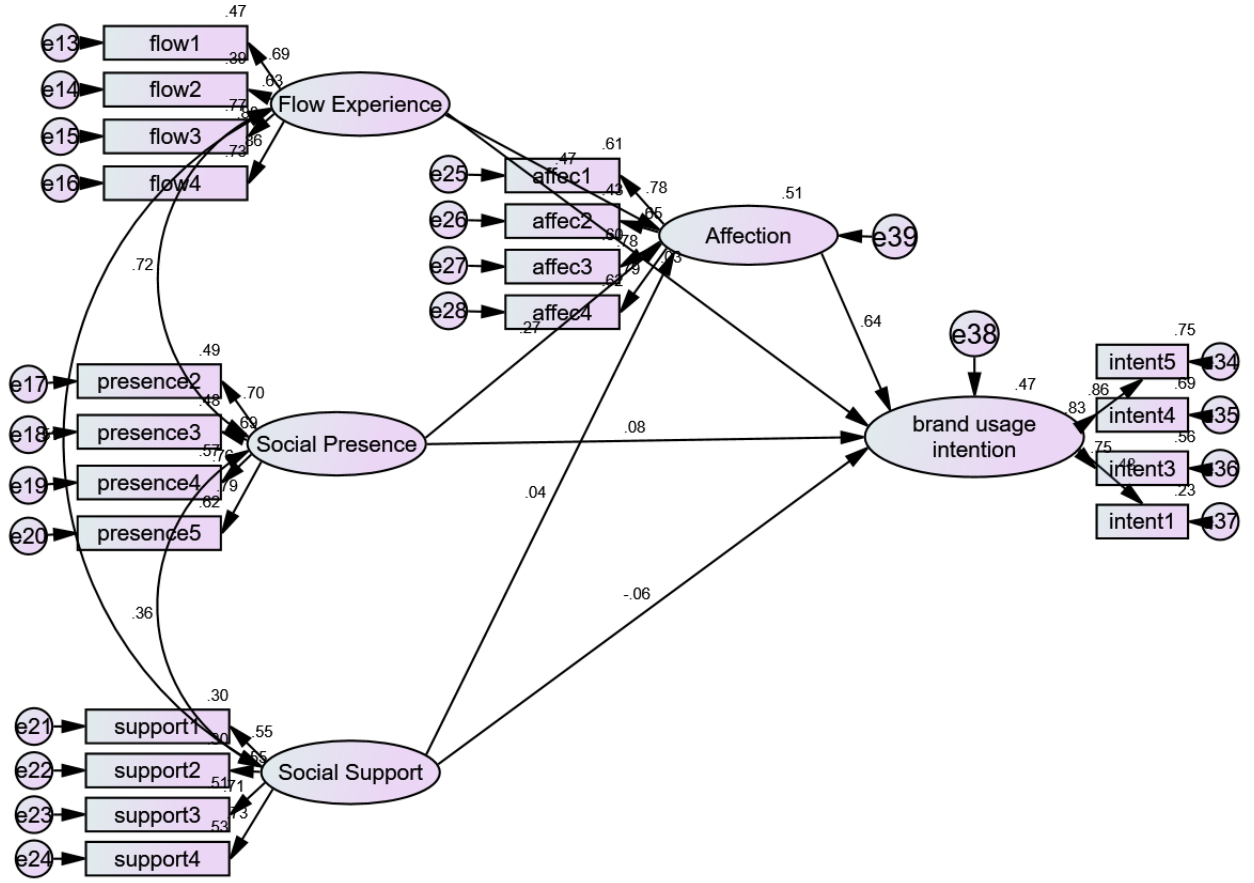
			Estimate	S.E.	C.R.	P	Label
brand_usage_intention	<---	Affection	.403	.090	4.463	***	Support
brand_usage_intention	<---	Activation	.218	.076	2.864	.004	Support
brand_usage_intention	<---	Cognitive	.018	.061	.292	.770	N S

Source: prepared by researcher from data (2020)

*** Significant at .05 level ,NS Not Significant

5.21.4 Mediation of affection on the Relationship between Experiential Marketing (Multi-dimensional) and brand usage intention

To assess the mediate of affection in relationship between experiential Marketing (Multi-dimensional) and brand usage intention, structural equation modeling has been employed and a measurement model of these constructs has been assessed. Figure (5.8) reveals that reflective indicators have been used for the measurement of latent constructs and non-causal relationship has been studied among different constructs, by drawing path.



Source: prepared by researcher from data (2020)

Figure (5.8): The Standardized Path Coefficient for mediations affection

The structural model reveals the same value of model fit shown in (Table 5.45), all the model fit indices for the structural model were not only significant but remain same as in the measurement model. The low index of R square in model one just equal (.51) and middle in model two equal (i.e. .47) justifies the underlying theoretical model.

Table (5.45): The model fit estimates for structural model with the mediator

Measure	Estimate	Threshold	Interpretation
CMIN	353.142	--	--
DF	160	--	--
CMIN/DF	2.207	Between 1 and 3	Excellent
CFI	0.936	>0.95	Acceptable
SRMR	0.052	<0.08	Excellent
RMSEA	0.060	<0.06	Acceptable
PClose	0.023	>0.05	Acceptable

Source: prepared by researcher from data (2020)

The results for direct effects without mediator

Table (5.46) shows the estimates to be extracted to check for direct effects without mediator after establishing model fit. The process is done by observing standardized regression weights and regressions weights in Table. The significant relationships (i.e. based on p-values and the estimates) are extracted to explain the direct effects without mediator as shown in (Table 5.46) These are compared with direct effect results when the mediator is added on.

Table (5.46): The standardized regression weights for path model without mediator

			Estimate	S.E.	C.R.	P	Label
Affection	<---	Flow_experience	.457	.096	4.746	***	par_22
Affection	<---	Social_presence	.238	.077	3.109	.002	par_24
Affection	<---	Social_Support	.055	.085	.648	.517	par_25
brand_usage_intention	<---	Flow_experience	.019	.076	.249	.803	par_19
brand_usage_intention	<---	Social_presence	.053	.060	.873	.383	par_20
brand_usage_intention	<---	Social_Support	-.062	.066	-.940	.347	par_21
brand_usage_intention	<---	Affection	.484	.085	5.708	***	par_23

Source: prepared by researcher from data (2020)

*** Significant at .05 level ** Significant at .01 level NS Not Significant

The mediation tests: indirect effects using the bootstrap approach

The indirect effects using the bootstrap approach (Bollen and Stine, 1990, Preacher and Hayes, 2004, Shrout and Bolger, 2002) it's different from Baron-Kenny (1986) approach. the evidence are shows in the next Table.

Table (5.47) Indirect Effects - Lower Bounds (BC) (Group number 1 - Default model)

	Social_Support	Social_presence	Flow_experience
Affection	.000	.000	.000
brand_usage_intention	-.087	.044	.102

Source: prepared by researcher from data (2020)

Table (5.48) Indirect Effects - Upper Bounds (BC) (Group number 1 - Default model)

	Social_Support	Social_presence	Flow_experience
Affection	.000	.000	.000
brand_usage_intention	.167	.239	.408

Source: prepared by researcher from data (2020)

Table (5.49): The standardized indirect effects-two tailed significance

	Social_Support	Social_presence	Flow_experience
Affection	...	...	...
brand_usage_intention	.612	.003	.001

Source: prepared by researcher from data (2020)

Table (5.46) shows the indirect (mediated) effect of Social Support on brand usage intention

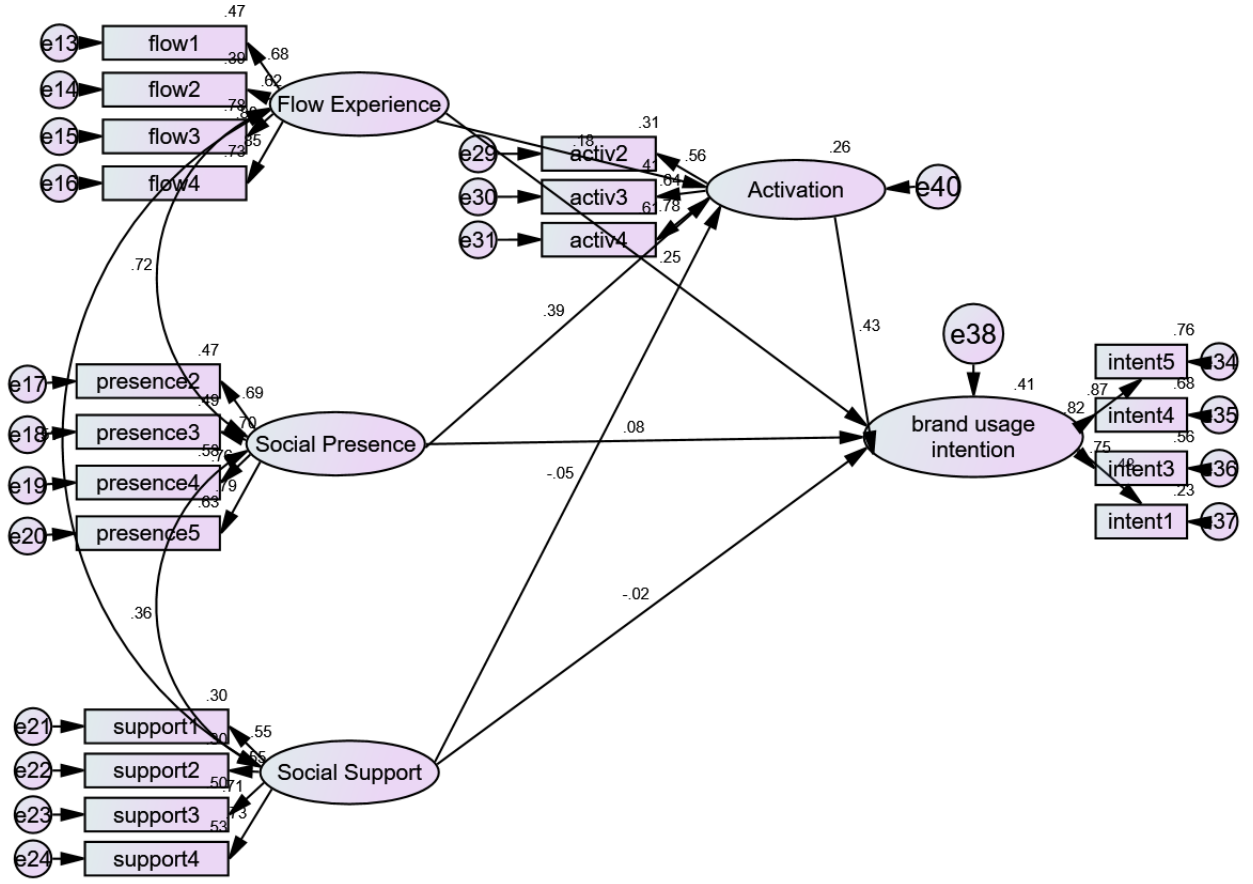
is .027. That is, due to the indirect (mediated) effect of Social Support on brand usage intention, the indirect (mediated) effect of Social_Support on brand_usage_intention is not significantly different from zero at the 0.05 level.

The indirect (mediated) effect of Social_presence on brand_usage_intention is .115. That is, due to the indirect (mediated) effect of Social_presence on brand_usage_intention, the indirect (mediated) effect of Social_presence on brand_usage_intention is significantly different from zero at the 0.01 level.

The indirect (mediated) effect of Flow_experience on brand_usage_intention is .221. That is, due to the indirect (mediated) effect of Flow_experience on brand_usage_intention, The indirect (mediated) effect of Flow_experience on brand_usage_intention is significantly different from zero at the 0.001 level.

5.21.5 Mediation of activation on the Relationship between Experiential Marketing (Multi-dimensional) and brand usage intention

To assess the mediate of activation in relationship between experiential Marketing (Multi-dimensional) and brand usage intention, structural equation modeling has been employed and a measurement model of these constructs has been assessed. Figure (5.9) reveals that reflective indicators have been used for the measurement of latent constructs and non-causal relationship has been studied among different constructs, by drawing path.



Source: prepared by researcher from data (2020)

Figure (5.9): The Standardized Path Coefficient for mediations activation

The structural model reveals the same value of model fit shown in (Table 5.50) , all the model fit indices for the structural model were not only significant but remain same as in the measurement model. The low index of R square in model one just equal (.51) and middle in model two equal (i.e. .47) justifies the underlying theoretical model.

Table (5.50): The model fit estimates for structural model with the mediator

Measure	Estimate	Threshold	Interpretation
CMIN	288.712	--	--
DF	142	--	--
CMIN/DF	2.033	Between 1 and 3	Excellent
CFI	0.942	>0.95	Acceptable
SRMR	0.050	<0.08	Excellent
RMSEA	0.056	<0.06	Excellent
PClose	0.144	>0.05	Excellent

Source: prepared by researcher from data (2020)

The results for direct effects without mediator

Table (5.51) shows the estimates to be extracted to check for direct effects without mediator after establishing model fit. The process is done by observing standardized regression weights and regressions weights in table (5.51). The significant relationships (i.e. based on p-values and the estimates) are extracted to explain the direct effects without mediator as shown in Table (5.51) these are compared with direct effect results when the mediator is added on.

Table (5.51): The standardized regression weights for path model without mediator

			Estimate	S.E.	C.R.	P	Label
Activation	<---	Social_presence	.309	.092	3.366	***	par_21
Activation	<---	Flow_experience	.150	.100	1.502	.133	par_23
Activation	<---	Social_Support	-.057	.094	-.605	.545	par_24
brand_usage_intention	<---	Flow_experience	.185	.074	2.498	.013	par_18
brand_usage_intention	<---	Social_presence	.053	.065	.822	.411	par_19
brand_usage_intention	<---	Social_Support	-.015	.067	-.219	.826	par_20
brand_usage_intention	<---	Activation	.367	.082	4.480	***	par_22

Source: prepared by researcher from data (2020)

*** Significant at .05 level ** Significant at .01 level NS Not Significant

The mediation tests: indirect effects using the bootstrap approach

The indirect effects using the bootstrap approach (Bollen and Stine, 1990, Preacher and Hayes, 2004, Shrout and Bolger, 2002) it's different from Baron-Kenny (1986) approach. the evidence are shows in the next Table.

Table (5.52): Indirect Effects - Lower Bounds (BC) (Group number 1 - Default model)

	Social_Support	Social_presence	Flow_experience
Activation	.000	.000	.000
brand_usage_intention	-.102	.052	-.014

Source: prepared by researcher from data (2020)

Table (5.53): Indirect Effects - Upper Bounds (BC) (Group number 1 - Default model)

	Social_Support	Social_presence	Flow_experience
Activation	.000	.000	.000
brand_usage_intention	.056	.239	.174

Source: prepared by researcher from data (2020)

Table (5.54): The standardized indirect effects-two tailed significance Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	Social_Support	Social_presence	Flow_experience
Activation	...	...	...
brand_usage_intention	.495	.000	.107

Source: prepared by researcher from data (2020)

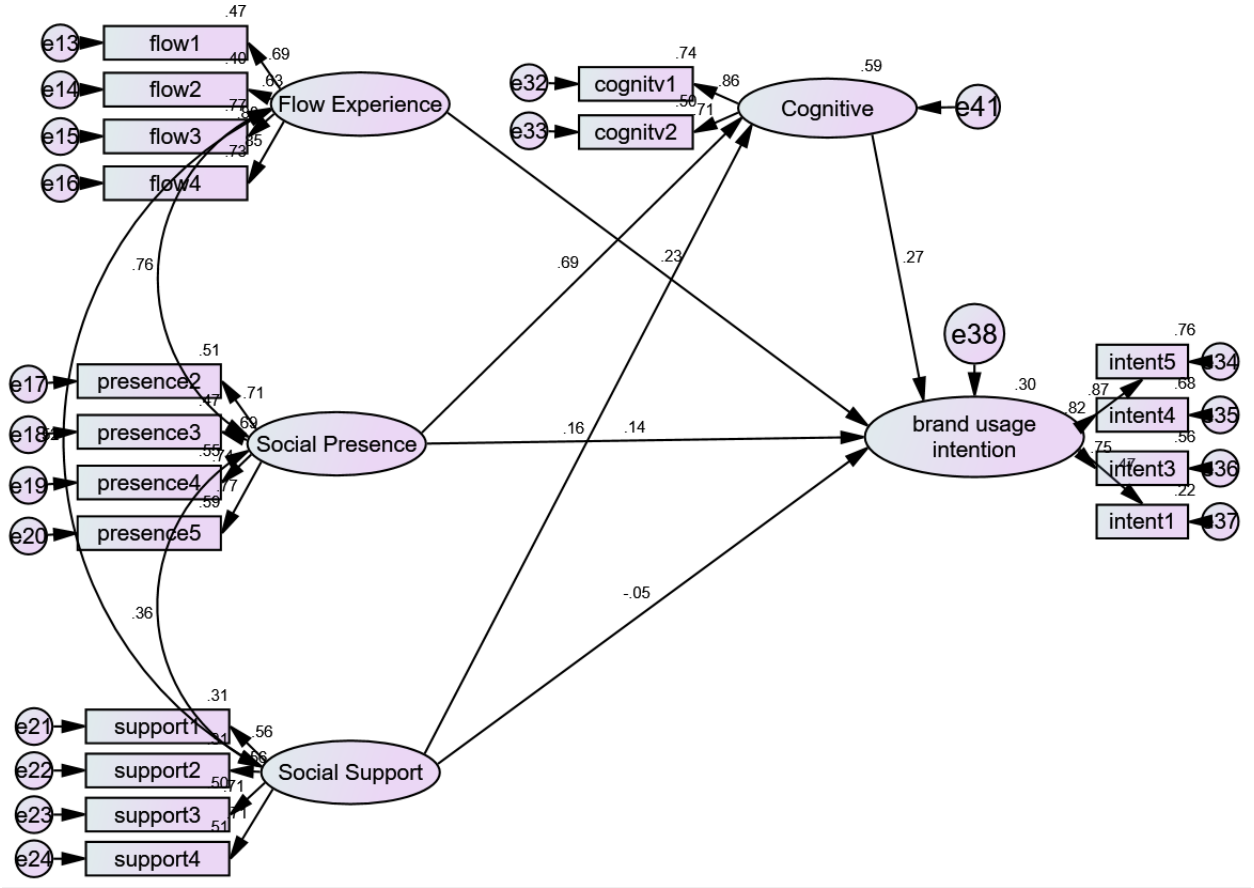
Table (5.51) shows The indirect (mediated) effect of Social_Support on brand_usage_intention is not significantly different from zero at the 0.05 level.

While , The indirect (mediated) effect of Social_presence on brand_usage_intention is significantly different from zero at the 0.001 level.

The indirect (mediated) effect of Flow_experience on brand_usage_intention is not significantly different from zero at the 0.05 level.

5.21.6 Mediation of cognitive on the Relationship between Experiential Marketing (Multi-dimensional) and brand usage intention

To assess the mediate of cognitive in relationship between experiential Marketing (Multi-dimensional) and brand usage intention, structural equation modeling has been employed and a measurement model of these constructs has been assessed. (Figure 5.10) reveals that reflective indicators have been used for the measurement of latent constructs and non-causal relationship has been studied among different constructs, by drawing path.



Source: prepared by researcher from data (2020)

Figure (5.10): The Standardized Path Coefficient for mediations cognitive processing

The structural model reveals the same value of model fit shown in Table (5.55), all the model fit indices for the structural model were not only significant but remain same as in the measurement model. The low index of R square in model one just equal (.51) and middle in model two equal (i.e. .47) justifies the underlying theoretical model.

Table (5.55): The model fit estimates for structural model with the mediator

Measure	Estimate	Threshold	Interpretation
CMIN	304.191	--	--
DF	126	--	--
CMIN/DF	2.414	Between 1 and 3	Excellent
CFI	0.932	>0.95	Acceptable
SRMR	0.055	<0.08	Excellent
RMSEA	0.065	<0.06	Acceptable
PClose	0.004	>0.05	Terrible

Source: prepared by researcher from data (2020)

The results for direct effects without mediator

Table (5.56) shows the estimates to be extracted to check for direct effects without mediator after establishing model fit. The process is done by observing standardized regression weights and regressions weights in Table (5.56). The significant relationships (i.e. based on p-values and the estimates) are extracted to explain the direct effects without mediator as shown in Table (5.56).These are compared with direct effect results when the mediator is added on.

Table (5.56): The standardized regression weights for path model without mediator

			Estimate	S.E.	C.R.	P	Label
Cognitive	<---	Social_presence	.378	.093	4.058	***	par_20
Cognitive	<---	Social_Support	.017	.105	.163	.871	par_22
Cognitive	<---	Flow_experience	.563	.115	4.913	***	par_23
brand_usage_intention	<---	Flow_experience	.145	.084	1.728	.084	par_17
brand_usage_intention	<---	Social_presence	.102	.068	1.503	.133	par_18
brand_usage_intention	<---	Social_Support	-.038	.068	-.554	.580	par_19
brand_usage_intention	<---	Cognitive	.156	.070	2.214	.027	par_21

*** Significant at .05 level ** Significant at .01 level NS Not Significant

Source: prepared by researcher from data (2020)

The mediation tests: indirect effects using the bootstrap approach

The indirect effects using the bootstrap approach (Bollen and Stine, 1990, Preacher and Hayes, 2004, Shrout and Bolger, 2002) it's different from Baron-Kenny (1986) approach. the evidence are shows in the next Table.

Table (5.57): Indirect Effects - Lower Bounds (BC) (Group number 1 - Default model)

	Social_Support	Social_presence	Flow_experience
Cognitive	.000	.000	.000
brand_usage_intention	-.043	.008	.009

Source: prepared by researcher from data (2020)

Table (5.58): Indirect Effects - Upper Bounds (BC) (Group number 1 - Default model)

	Social_Support	Social_presence	Flow_experience
Cognitive	.000	.000	.000
brand_usage_intention	.060	.167	.251

Source: prepared by researcher from data (2020)

Table (5.59): The standardized indirect effects-two tailed significance

Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	Social_Support	Social_presence	Flow_experience
Cognitive	...	...	...
brand_usage_intention	.834	.017	.022

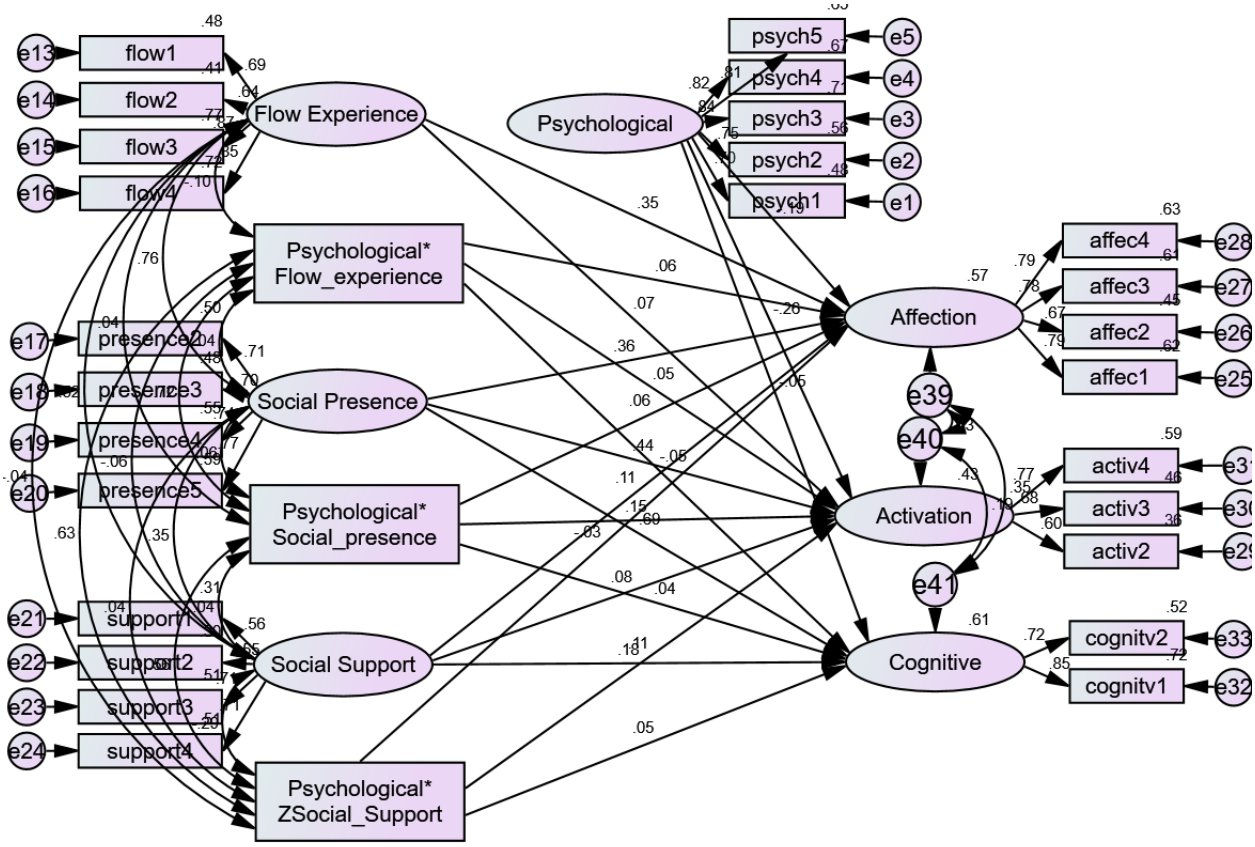
Source: prepared by researcher from data (2020)

Table (5.56) shows the indirect (mediated) effect of Social_Support on brand_usage_intention is significantly different from zero at the 0.05 level.

The indirect (mediated) effect of Social_presence on brand_usage_intention is significantly different from zero at the 0.05 level.

5.21.7 The moderation influence of psychological risk on experiential Marketing (Multi-dimensional) and brand engagement

The antecedent experiential Marketing and endogenous variable **brand engagement** are moderated by a psychological. The interaction-moderation effect is tested using path analysis. Figure (5.11) reveals that reflective indicators have been used for the measurement of latent constructs and non-causal relationship has been studied among different constructs, by drawing path.



Source: prepared by researcher from data (2020)

Figure (5.11): The Standardized Path Coefficient for moderation psychological

The results for model fit tests in (Table 5.55) are as follows; chi-square (1.33) with a pvalue (0.36) is non-significant; the SRMR (0.01), CFI (0.93), TLI (0.91), and the RMSEA (0.02) with pclose (0.65) confirm model fit is satisfied.

Table (5.60): Model fit for psychological risk as moderate variable

Measure	Estimate	Threshold	Interpretation
CMIN	397.026	--	--
DF	227	--	--
CMIN/DF	1.749	Between 1 and 3	Excellent
CFI	0.954	>0.95	Excellent
SRMR	0.048	<0.08	Excellent
RMSEA	0.048	<0.06	Excellent
Pclose	0.690	>0.05	Excellent

Source: prepared by researcher from data (2020)

A Psychological risk has a significant effect on the relationship between **experiential marketing (Multi-dimensional) and brand engagement.** The unstandardized estimates from the regression analysis are inputted into the 2-Way Interaction Tab in the Stats Tools Package to plot (Gaskin, 2012).

Table (5.61): Regression Weights: (Group number 1 - Default model)

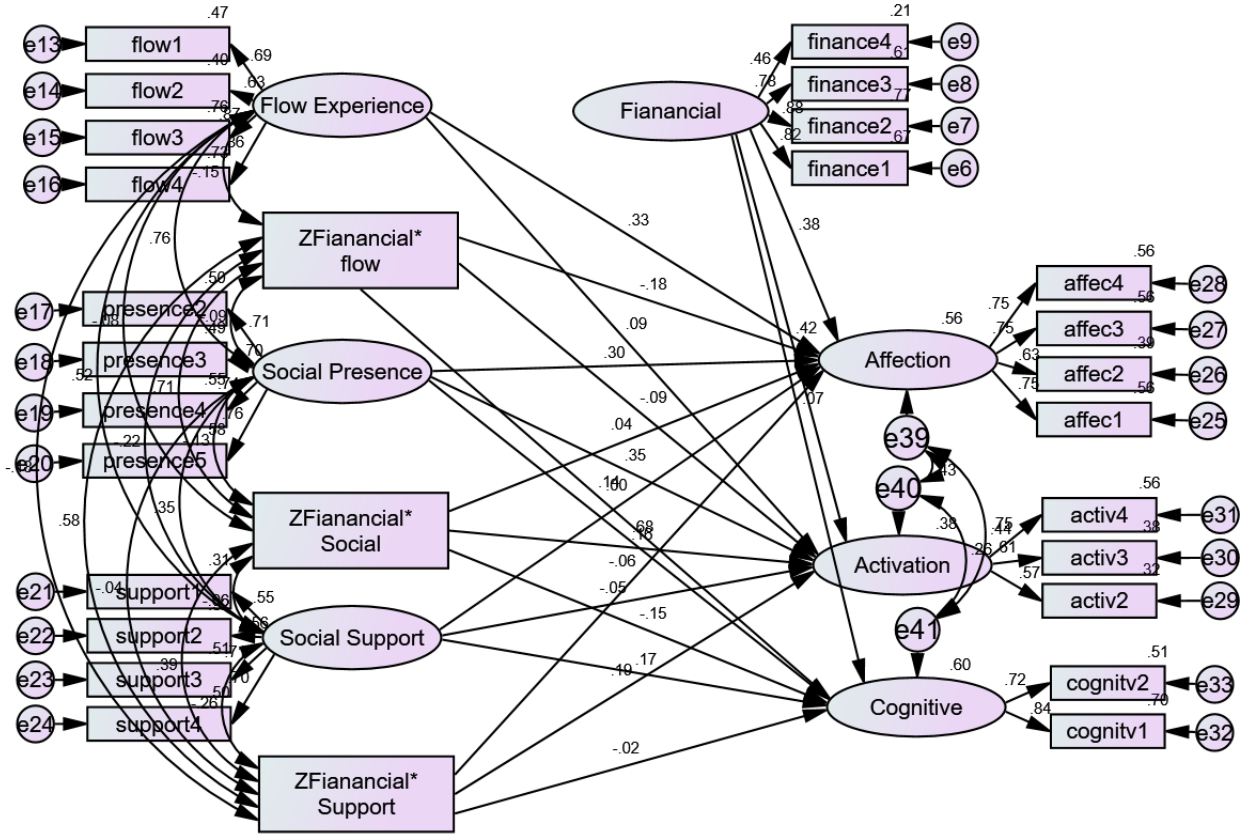
			Estimate	S.E.	C.R.	P
Affection	<---	Flow_experience	.341	.102	3.325	***
Activation	<---	Social_presence	.371	.103	3.622	***
Cognitive	<---	Social_presence	.731	.077	9.447	***
Activation	<---	Flow_experience	.067	.116	.578	.563
Affection	<---	Social_presence	.321	.083	3.866	***
Cognitive	<---	Social_Support	.277	.119	2.333	.020
Activation	<---	Social_Support	.091	.112	.813	.416
Affection	<---	Social_Support	.144	.099	1.458	.145
Affection	<---	Psychological	-.181	.054	-3.377	***
Activation	<---	Psychological	-.231	.064	-3.596	***
Cognitive	<---	Psychological	-.054	.067	-.810	.418
Affection	<---	Psychological_Flow_experience	.039	.053	.737	.461
Affection	<---	Psychological_Social_presence	.043	.046	.930	.353
Affection	<---	Psychological_ZSocial_Support	-.020	.047	-.422	.673
Activation	<---	Psychological_Flow_experience	.035	.061	.573	.567
Activation	<---	Psychological_Social_presence	.094	.053	1.776	.076
Activation	<---	Psychological_ZSocial_Support	.070	.055	1.268	.205
Cognitive	<---	Psychological_Flow_experience	-.042	.064	-.657	.511
Cognitive	<---	Psychological_Social_presence	.034	.059	.573	.566
Cognitive	<---	Psychological_ZSocial_Support	.043	.060	.714	.475

Source: prepared by researcher from data (2020)

The output in table (5.61) shows that a psychological risk dampens the negative relationship between experiential marketing and brand usage intention. This shows that when there is low experiential Marketing (support) with a low psychological risk are more vulnerable to brand usage intention.

5.21.8 The impact of financial risk on experiential Marketing (Multi-dimensional) and brand engagement

The antecedent experiential Marketing and endogenous variable **brand engagement** are moderated by a financial. The interaction-moderation effect is tested using path analysis. Figure (5.12) reveals that reflective indicators have been used for the measurement of latent constructs and non-causal relationship has been studied among different constructs, by drawing path.



Source: prepared by researcher from data (2020)

Figure (5.12): The Standardized Path Coefficient for moderation financial

The results for model fit tests in Table (5.62) are as follows; chi-square (1.33) with a pvalue (0.36) is non-significant; the SRMR (0.01), CFI (0.93), TLI (0.91), and the RMSEA (0.02) with pclose (0.65) confirm model fit is satisfied.

Table (5. 62): Model fit for financial risk as moderate variable

Measure	Estimate	Threshold	Interpretation
CMIN	586.531	--	--
DF	309	--	--
CMIN/DF	1.898	Between 1 and 3	Excellent
CFI	0.933	>0.95	Acceptable
SRMR	0.051	<0.08	Excellent
RMSEA	0.052	<0.06	Excellent
PClose	0.290	>0.05	Excellent

Source: prepared by researcher from data (2020)

A financial risk has a significant effect on the relationship between experiential marketing (Multi-dimensional) and brand engagement distributive justice and emotional exhaustion. The unstandardized estimates from the regression analysis are inputted into the 2-Way Interaction Table (5.62) in the Stats Tools Package to plot (Gaskin, 2012).

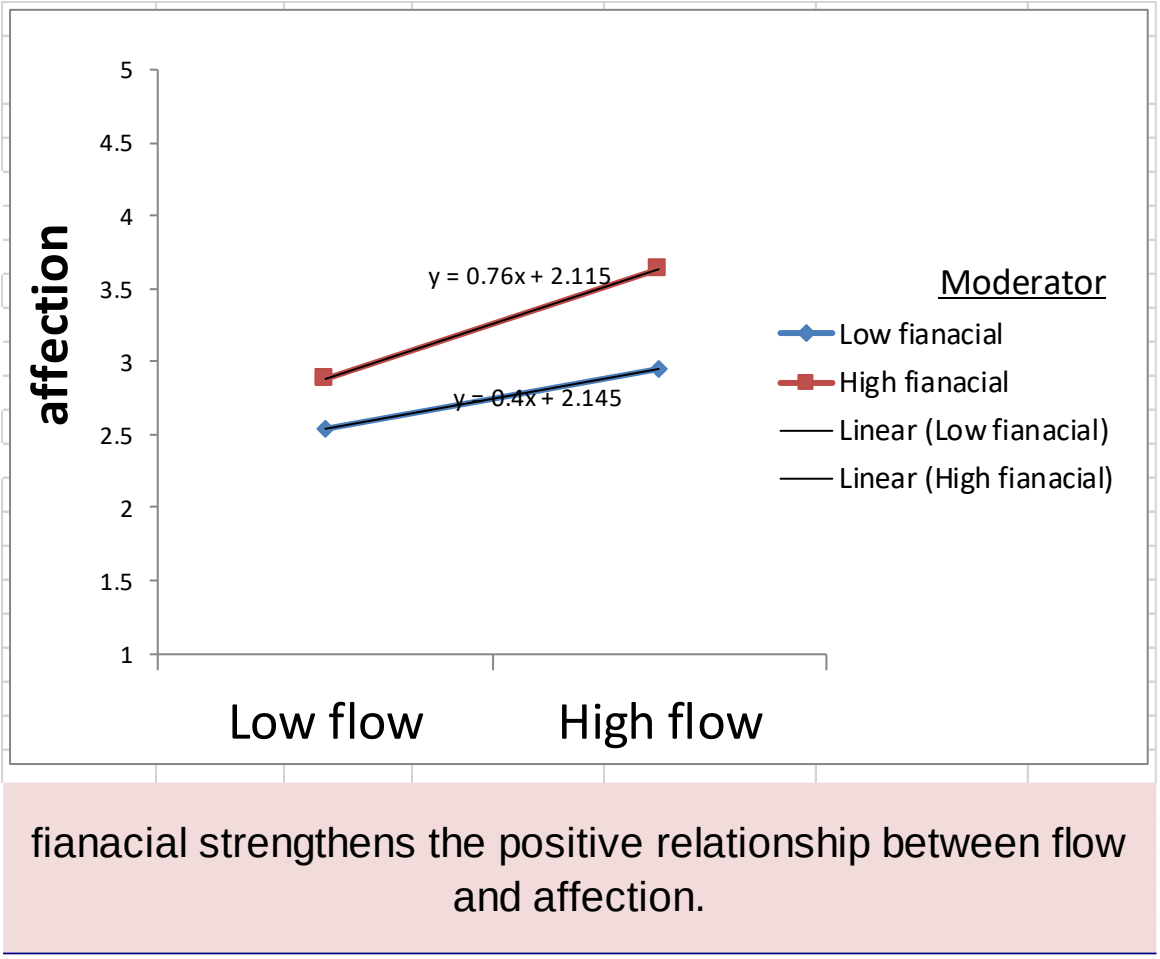
Table (5.63): Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Affection	<---	Flow_experience	.290	.091	3.168	.002	par_22
Activation	<---	Social_presence	.253	.101	2.517	.012	par_23
Cognitive	<---	Social_presence	.718	.082	8.753	***	par_24
Activation	<---	Flow_experience	.072	.109	.660	.510	par_25
Affection	<---	Social_presence	.225	.080	2.810	.005	par_26
Cognitive	<---	Social_Support	.260	.113	2.297	.022	par_27
Activation	<---	Social_Support	-.058	.100	-.578	.563	par_28
Affection	<---	Social_Support	-.010	.082	-.120	.904	par_29
Cognitive	<---	ZFianancial_Support	-.010	.040	-.263	.793	par_45
Cognitive	<---	ZFianancial_Social	-.10r8	.053	-2.031	.042	par_46
Cognitive	<---	ZFianancial_flow	.085	.055	1.543	.123	par_47
Activation	<---	ZFianancial_Support	.090	.036	2.480	.013	par_48
Activation	<---	ZFianancial_Social	.084	.047	1.797	.072	par_49
Activation	<---	ZFianancial_flow	-.039	.048	-.810	.418	par_50
Affection	<---	ZFianancial_Support	-.029	.029	-1.014	.311	par_51
Affection	<---	ZFianancial_Social	.023	.038	.606	.545	par_52
Affection	<---	ZFianancial_flow	-.090	.040	-2.258	.024	par_53
Affection	<---	Fianancial	.255	.043	5.897	***	par_54
Activation	<---	Fianancial	.273	.054	5.033	***	par_55
Cognitive	<---	Fianancial	.011	.058	.187	.852	par_56

Source: prepared by researcher from data (2020)

The output in Table (5.63) shows that a financial risk dampens the negative relationship between experiential marketing and brand usage intention. When financial risk is low and brand engagement is low the interaction is dampens.

Figure (5.13): moderating effect of financial between flow and affection

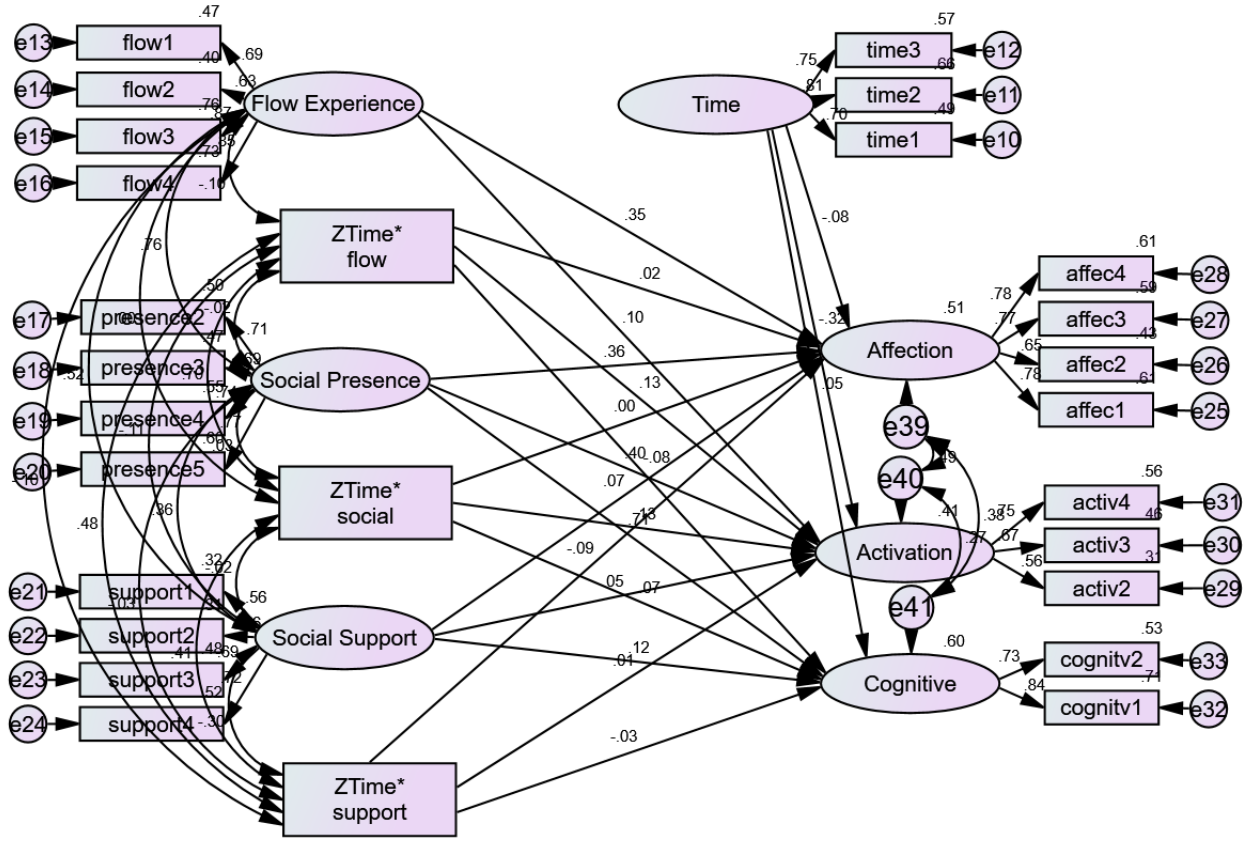


fianacial strengthens the positive relationship between flow and affection.

Source: prepared by researcher from data (2020)

5.21.9 The moderation effect of time risk on experiential Marketing (Multi-dimensional) and brand engagement

The antecedent experiential marketing and endogenous variable **brand engagement** are moderated by a time. The interaction-moderation effect is tested using path analysis. Figure (5.14) reveals that reflective indicators have been used for the measurement of latent constructs and non-causal relationship has been studied among different constructs, by drawing path.



Source: prepared by researcher from data (2020)

Figure (5.14): The Standardized Path Coefficient for moderation

The results for model fit tests in (Table 5.64) are as follows; chi-square (1.33) with a pvalue (0.36) is non-significant; the SRMR (0.01), CFI (0.93), TLI (0.91), and the RMSEA (0.02) with pclose (0.65) confirm model fit is satisfied.

Table (5.64): Model fit for time as moderate variable

Measure	Estimate	Threshold	Interpretation
CMIN	549.209	--	--
DF	283	--	--
CMIN/DF	1.941	Between 1 and 3	Excellent
CFI	0.929	>0.95	Acceptable
SRMR	0.048	<0.08	Excellent
RMSEA	0.053	<0.06	Excellent
PClose	0.202	>0.05	Excellent

Source: prepared by researcher from data (2020)

A time risk has a significant effect on the relationship between experiential Marketing (Multi-dimensional) and brand engagement. The unstandardized estimates from the regression analysis are inputted into the 2-Way Interaction Tab in the Stats Tools Package to plot (Gaskin, 2012).

Table (5.65): Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
Affection	<---	Flow_experience	.341	.099	3.445	***
Activation	<---	Social_presence	.296	.095	3.119	.002
Cognitive	<---	Social_presence	.750	.079	9.485	***
Activation	<---	Flow_experience	.092	.104	.885	.376
Affection	<---	Social_presence	.307	.083	3.688	***
Cognitive	<---	Social_Support	.167	.113	1.476	.140
Activation	<---	Social_Support	.068	.098	.700	.484
Affection	<---	Social_Support	.082	.091	.896	.370
Cognitive	<---	ZTimeee_support	-.028	.047	-.593	.553
Cognitive	<---	ZTimeee_social	.052	.054	.965	.335
Cognitive	<---	ZTimeee_flow	-.063	.055	-1.145	.252
Activation	<---	ZTimeee_support	.009	.039	.222	.824
Activation	<---	ZTimeee_social	.078	.046	1.701	.089
Activation	<---	ZTimeee_flow	.074	.047	1.565	.118
Affection	<---	ZTimeee_support	-.053	.036	-1.475	.140
Affection	<---	ZTimeee_social	.001	.042	.021	.983
Affection	<---	ZTimeee_flow	.012	.044	.262	.793
Affection	<---	Time_	-.062	.050	-1.235	.217
Activation	<---	Time_	-.246	.058	-4.202	***
Cognitive	<---	Time_	.077	.064	1.198	.231

Source: prepared by researcher from data (2020)

The output that a time dampens the negative relationship between experiential marketing and brand engagement. This shows when the time is low and brand engagement is low the interaction effect is dampens.

Table(5.66): Summary of Hypotheses Testing Results

Statement of hypothesis:	Remark
H1:experiential marketing has positive influence on brand usage intention	**Partial support**
H1a:flow experience has positive influence on brand usage intention	Support
H2b:social presence has positive influence on brand usage intention	Support
H3c:social support has positive influence on brand usage intention	No support
H2: experiential marketing has positive influence on brand engagement	**Partial support**
H1a:social support has positive influence on cognitive processing	Support
H2b: social support has positive influence on affection	No support
H3c: social support has positive influence on activation	No support
H4d: social presence has positive influence on cognitive processing	Support
H5e: social presence has positive influence on affection	Support
H6f: social presence has positive influence on activation	Support
H7g: flow experience has positive influence on cognitive processing	Support
H8h: flow experience has positive influence on affection	Support
H9i: flow experience has positive influence on activation	No support
H3: brand engagement has positive influence on brand usage intention	**Partial support**
H1a:cognitive processing has positive influence on brand usage intention	No support
H2b:affection has positive influence on brand usage intention	Support
H3c:activation has positive influence on brand usage intention	Support
H4:the mediate of brand engagement in relationship between experiential marketing and brand usage intention	**Partial mediate**
H1a:the mediate of cognitive processing in relationship between social support and brand usage intention	Mediate
H2b:the mediate of cognitive processing in relationship between social presence and brand usage intention	Mediate
Hc3:the mediate of cognitive processing in relationship between flow experience and brand usage intention	Mediate
H4d: the mediate of affection in relationship between social support and brand usage intention	No mediate
H5d: the mediate of affection in relationship between social presence and brand usage intention	Mediate

H6e: the mediate of affection in relationship between flow experience and brand usage intention	Mediate
H7f: the mediate of activation in relationship between social support and brand usage intention	No mediate
H8g: the mediate of activation in relationship between social presence and brand usage intention	Mediate
H9h: the mediate of activation in relationship between flow experience and brand usage intention	No mediate
H1:the moderate of perceived risk in relationship between experiential marketing and brand engagement	**Partial moderate**
H1a:the moderate of **financial** in the relationship between social support and cognitive processing	No moderate
H2b: the moderate of financial risk in the relationship between social support and affection	No moderate
H3c: the moderate of financial risk in the relationship between social support and activation	Moderate
H4d:the moderate of financial risk in the relationship between social presence and cognitive processing	Moderate
H5e:the moderate of financial risk in the relationship between social presence and affection	No moderate
H6f:the moderate of financial risk in the relationship between social presence and activation	No moderate
H7g:the moderate of financial risk in the relationship between flow experience and cognitive processing	No moderate
H8h:the moderate of financial risk in the relationship between flow experience and affection	Strengthens
H9i:the moderate of financial risk in the relationship between flow experience and activation	No moderate
H10a: the moderate of **psychological risk** in the relationship between social support and cognitive processing	No moderate
H11b: the moderate of psychological risk in the relationship between social support and affection	No moderate
H12c: the moderate of psychological risk in the relationship between social support and activation	No moderate
H13d: the moderate of psychological risk in the relationship between social presence and cognitive processing	No moderate

H14e: the moderate of psychological risk in the relationship between social presence and affection	No moderate
H15f: the moderate of psychological risk in the relationship between social presence and activation	No moderate
H16g: the moderate of psychological risk in the relationship between flow experience and cognitive processing	No moderate
H17h: the moderate of psychological risk in the relationship between flow experience and affection	No moderate
H18i: the moderate of psychological risk in the relationship between flow experience and activation	No moderate
H19a: the moderate of **time risk** in the relationship between social support and cognitive processing	No moderate
H20b: the moderate of time risk in the relationship between social support and affection	No moderate
H21c: the moderate of time risk in the relationship between social support and activation	No moderate
H22d: the moderate of time risk in the relationship between social presence and cognitive processing	No moderate
H23e: the moderate of time risk in the relationship between social presence and affection	No moderate
H24f: the moderate of time risk in the relationship between social presence and activation	No moderate
H25g: the moderate of time risk in the relationship between flow experience and cognitive processing	No moderate
H26h: the moderate of time risk in the relationship between flow experience and affection	No moderate
H27i: the moderate of time risk in the relationship between flow experience and activation	No moderate

Summary of the chapter:

The above discussion on data analysis taking about process of data analysis followed for measurement and validation of various constructs. Started by describe the descriptive statistics of the sample data then respondent's demographic information, section two the measurement and validation process of constructs, section three the results of the path analysis and hypotheses testing. The proposed research discussion and conclusion designed is the focus of the next chapter.

CHAPTER SIX

DISCUSSION AND CONCLUSION

DISCUSSION AND CONCLUSION

6.0 Chapter Overview

This chapter is for discussion and conclusion that come consistency with data analysis and findings, so it contains research recapitulation, major research outcomes, the implications of the research. Next, limitations and directions for future research. Finally, an overall conclusion of the research.

6.1 Recapitulation of the Research Findings

This study aims to investigate and examine the impact of experiential marketing dimensions on brand usage intention, the impact of experiential marketing on brand engagement, the impact of brand engagement on brand usage intention, and the mediating role of brand engagement between experiential marketing and brand usage intention drivers besides the moderating impact of perceived risk variables on the relationship between experiential marketing and brand usage intention in the Mobile Taxi Booking application service in Sudan. The descriptive analytical methodology was followed to examine four main hypotheses, and answer the four research questions:

1. To which extent the relationship among all study variables are positive?
2. What is the relationship between experiential marketing and brand usage intention?
3. What is the relationship between experiential marketing and brand engagement?
4. What is the relationship between brand engagement and brand usage intention?
5. Does brand engagement mediate the relationship between experiential marketing and brand usage intention?
6. Does perceived risk moderate the relationship between experiential marketing and brand engagement?
7. What is the level of experiential marketing of Sudanese Transportation sector ?

According to the literature review, the research matched the variables to be converged on and to involve three dimensions of experiential marketing namely (social support, social presence, flow experience), and proportion of brand usage intention, Beside three dimensions of brand engagement (cognitive processing, affection, activation),there are three dimensions of perceived risk (perceived financial risk, perceived psychological risk,

perceived time risk) were used in this study.

The data for this research was collected using a questionnaire survey applied on the online mobile taxi booking application service companies working in Sudan which are about 5 companies. The sampling technique used for selecting data of this research was (convenient random) data collection was carried out through a structured questionnaire survey addressed to the all customers of mobile taxi booking application. The valid response rate achieved from the survey was 86% which was assumed to be satisfying the research intents. To locate whether non- response bias was present in the research early respondents were compared with late respondents along all the descriptive response items in the survey. Exploratory factor analysis for experiential marketing dimension (social presence) excluded one item of this dimension, which is (customer does not have good social relations with online Mobile Taxi Booking service providers),the exploratory factor analysis was also excluded one item from brand engagement (cognitive processing),which is (the customer isn't interested to know more about the Mobile Taxi Booking Application service). Exploratory factor analysis also excluded one item from brand usage intention, which is (when a new Mobile Taxi Booking Application company appears, the customer does not intend to use it).

Descriptive analysis was also conducted for the variables of the study: experiential marketing, brand usage intention, brand engagement and perceived risk the results outlined that the Sudanese Transportation sector have average level of experiential marketing (the mean of three dimensions was greater than the median from score on 5-likert Scale).

Cognitive processing achieved highest score the brand engagement dimensions followed by affection, while activation was less than the median score which indicates that the level of Sudanese Transportation sector activation is weak. The results also indicate is that the level of brand usage intention of Sudanese service sector was greater than the median from score on 5-likert Scale. to that the level of brand usage intention was above average.

The results of Person's correlation shows that no correlations near 1.0 (or approaching 0.8 or 0.9) were detected, which indicate that multi collinearity is not a significant problem in this particular data set. The highest correlations between cognitive and flow experience equal .

Moreover, (Multiple Group Analysis) in AMOS 25 and the outcomes pointed out that there was no significant difference between the gender ,age and education filed the rest of

research variables, this means there is no control variable. So, it can be understood that non-response bias was not a serious problem in this research.

For that, the path analysis in Structural Equation Modeling (SEM) analysis was used to test the hypotheses of the study. The first hypothesis predicts that there is a positive relationship between experiential marketing and brand usage intention. The results showed that two dimensions of experiential marketing namely flow experience and social presence have a positive effect on brand usage intention, while social support show no effect on brand usage intention.

The second hypotheses in this study predict that the three dimensions of experiential marketing (social support, social presence and flow experience) have a positive relationship with the three dimensions of brand engagement (cognitive processing, affection and activation). The results outlined that two dimensions of experiential marketing namely social support and flow experience have a positive effect on cognitive processing, while social presence have a positive effect on cognitive processing, affection and activation, Social support show no effect on affection and activation, While social presence have a positive effect on affection and activation.

The third hypothesis predicts that brand engagement (cognitive processing, affection and activation) have positive effect on brand usage intention. The results show that the two dimensions of brand engagement (affection and activation) have a positive effect on the brand usage intention, while (cognitive processing) had no positive effect on brand usage intention.

The fourth hypothesis predicts that three dimensions of brand engagement (cognitive processing, affection and activation) mediate the relationship between one dimension of experiential marketing (social presence) and brand usage intention. The results proven that flow experience effects on brand usage intention through affection, while it had no effect on social support through affection. Also the results confirmed that social support and flow experience have no effect on brand usage intention through activation, but had effect on social support and flow experience through cognitive processing.

Fifth hypothesis predicts that perceived risk (Psychological risk, financial risk, and time risk) moderate the relationship between the three dimensions experiential marketing (social support, social presence and flow experience) and brand engagement (cognitive

processing , affection and activation. The results indicate that Psychological risk had no moderating effect on the relationship between experiential marketing dimensions and brand engagement dimensions. Also the results confirmed that time risk had no moderating effect on the relationship between experiential marketing dimensions and brand engagement dimensions. In addition the result showed that financial risk had a moderating effect on the relationship between social support and activation, also financial risk moderating effects on the relationship between social presence and cognitive processing, likewise, financial risk moderating effects on the relationship between flow experience and affection. Furthermore the results showed that financial risk had no moderating effect on the relationship between two dimensions of experiential marketing (social support and flow experience) and cognitive processing, also the financial risk had no moderating effect on the relationship between two dimensions of experiential marketing (social presence and flow experience) and activation, also the financial risk had no moderating effect on the relationship between two dimensions of experiential marketing (social support and social presence) and affection.

The result out lined that the Sudanese transportation sector have an average level of experiential marketing dimensions (social support1,2,3,4) higher level than social presence and flow experience (mean=3.72,3.50, 4.02,3.98;Std=1.014,1.081, 0.920,0.929) this agree with (Zhang, et.al, 2017) and (lee, et.al, 2016) that means experiential marketing is applied on the online.

6.2 Discussion

This section focused on the discussion of the study findings. The discussion is mainly based on previous studies; the discussion included control variable, the relationship between experiential marketing and brand usage intention, experiential marketing and brand engagement, brand engagement and brand usage intention and the moderating role of perceived risk.

6.2.1 control variables

The study used six control variables (gender, age, education, status, income, area), the result indicated that control variable shave insignificant impact on the effects on intention. The most previous studies indicated have no effect of control variables on intention This study agreed with (Thuy and Hong, 2019) examined gender and age of the respondents have no effect on usage intention, (Ukpabi, et.al, 2019) examined education, status,

income of the respondents have no effect on continuous usage intention, similar such (Ojiaku and Osarenkhoe, 2018) tested gender and age of the respondent shave no effect on continuance intention,(Verma and Chandra,2017) indicated gender, age, education of the respondents have no effect on visit intention, (Kuo and Nagasawa, 2015) indicated that the gender and education of the respondents had no an impact on the relationship between variable experiential marketing and behavioral intention, this result also line of (Zhang, 2017) how contrast gender, age and educational level no effected on word-of-mouth intention, (Yazıcı, et.al, 2016) examined gender only on relationship between experiential marketing and behavioral intention, also (Long, et.al, 2013) indicated that the gender and age relates to purchase intention.

6.2.2 The relationship between experiential marketing and brand usage intention.

The study aimed to investigate the relationship between experiential marketing process (social support, social presence, and flow experience) and brand usage intention.

The result revealed that two dimensions of experiential marketing process which are social presence and flow experience have a positive significant relation with the brand usage intention, due to that customer interaction with Mobile Taxi Booking Application service increases his experience and is excited to use it. This study disagreed with (Jahn and Kunz ,2012) in that the social presence seems to have insignificant direct influence of word-of-mouth intention, this result related to a major difference that concentrated on intention about communities, while it is in accordance with (Zhang, et.al, 2017) similar in its use the Internet.

On the hand, (Lee,et.al,2016) indicated flow experience had significant relation with behavior intention, flow experiences serve as an important attribute for experiential marketing (Luo, et.al.,2011), influencing customer behavior s (Chang, 2014).

The results also revealed that social support had insignificant relation with brand usage intention that is lack of listening and attention by friends for difficulties faced the customer to use Mobile Taxi Booking Application, this result confirmed that mobile taxi booking application could attain customer experience through the alignment of brand usage intention. Our findings differ from the results of previous studies as (Zhang,et.al,2017) social support exerted direct significant and positive impacts on word-of-mouth intention, this result is similar to the result reached by (Zhang ,et.al,2014) used (social support, social presence ,and flow) as mediating, so customers are similar in needs, which lead to the same

perceptions and experiences, (Datta, et.al 2015), which shows that relationship between experiential marketing (customers' sensorial experience, cognitive experience, lifestyle, relational experience and emotional experience) and purchase intention, it agree with this study applied to online travel website users.

Our findings agree with the findings of (Yazıcı, et.al,2016) in the dimensions of experiential marketing but use another concept but the same meaning (hedonic and utilitarian attitudes) that means (esthetics), feeling (entertainment), learning (education), and doing (escapist) positively and significantly affect behavioral intentions indirectly, therefore, this finding had revealed positive attitudes closely related with intentions consumer to use Mobile Taxi Booking Application service, (Long, 2013) found experiential marketing process (sense, feel, think, act, and relate experiences) can motivate purchase. This result is significant and positive relationship with purchase intention, that is, purchase intention is an indicator of consumers taking actions of purchase, in other words, purchase intention is influenced by consumers' product evaluation.

6.2.3 Relationship between experiential marketing (social support, social presence, and flow experience) and brand engagement (cognitive processing, affection and activation)

Going in the same direction the results pointed out the experiential marketing positively associates with brand engagement. Social support had a positive and significant effect on cognitive processing, therefore, some of the customer's friends offer suggestions for solving problems with mobile taxi booking app, so it's interesting, while social support insignificantly effects on (activation and affection), caused by the lack of customer's friends interest and takes longer of time to request Mobile Taxi Booking Application service unhappy.

Along with this line the results show a positive relationship between social presence and (cognitive processing affection, and activation,) because, customer interaction with Mobile Taxi Booking Application is interesting and use it more than other transportation services, and available at any time. This result probably came because previous research (Heerink, et al., 2008; Lii, 2009; Shin and Choo, 2011) argued that social presence is related to the sense of illusion and feelings of presence of other human beings. This result is consistent with (Algharabat,

social presence, one of the experiential marketing dimensions had positively impact of customer brand engagement (affection and cognitive), also with (Cyr,et.al,2007; Kietzmann,et.al,2012) which asserts the positive relationship between social presence and the activation and cognitive aspects of the engagement (i.e. usefulness and enjoyment), However,(Zhang, et.al, 2017) it can be explained that social presence could elevate customers' engagement level with online brand communities, which in turn indirectly facilitates the word-of-mouth communication. Furthermore the study found that flow experience had a positive and significant effect on brand engagement (affection, cognitive processing), customer experience of Mobile Taxi Booking Application service makes him interested in knowing more and dealing with its service, However, (flow experience) in significant effect on the (activation), because, the customer's in experience of Mobile Taxi Booking Application service takes longer to choose the service, (Hepola, et.al, 2017) showed that sensory brand experience one of the experiential marketing dimension exhibited a positive impact on brand engagement (cognitive processing, affection and activation) both of them related to online service (non-profit organizations and social media).

6.2.4 Relationship between brand engagement (cognitive processing, affection and activation) and brand usage intention

This study found that cognitive processing has insignificant effect on brand usage intention, the customer deals with Mobile taxi Booking Application and will continue to deal with it, even if another company appears, this study disagrees with (Harrigan,et.al, 2017) whereas cognitive processing significant predictors of brand usage intention.

Furthermore the result indicates that affection and activation are significant and supported for brand usage intention, when uses other transportation service he/she feels positive about it, in the services context, brand engagement enhances brand evaluations, trust, and loyalty (So, King, & Sparks, 2014).This result is going with same line of previous studies like (Harrigan,et.al, 2017) affection (emotion), and activation (behavioral) dimensions of brand engagement were significant predictors of brand usage intention, also this result corresponds to what reached by(Zhang, et.al, 2017) whereas, community engagement further elevated members' positive word-of-mouth intention, also (Hollebeek,et.al,2014) showed that customer brand engagement exhibits a positive effect on brand usage intention. As Hollebeek (2011) indicates the hierarchy-of-effects notion to loyalty is

especially relevant when engaged consumers' beliefs form attitudes quickly, and attitudes are more positive to lead an increased brand usage intention.

6.2.5 The mediating role of brand engagement between experiential marketing and brand usage intention

The mediating role of brand engagement (cognitive processing, affection, activation) between experiential marketing (social support, social presence, and flow experience) and brand usage intention. The results found that cognitive processing has full mediation effect on the relationship between experiential marketing dimension (social support, social presence and flow experience) and brand usage intention, found that customer uses Mobile Taxi Booking Application frequently, these make his friends help him in discovering the difficulties and causes, also, the use of the service gives a good idea about him and his interaction with the service makes him continue to use it, (Alalwan, et. al., 2017a; Avnet and Higgins, 2006a, 2006b; Pham and Avnet, 2009; Schau, et. al., 2009) can be explained that engagement is a promising concept, which is expected to enhance the power of consumer behavior outcomes such as brand loyalty, this result is consistent with (Algharabat,et.al, 2018) shows strong mediating effect of customer brand engagement in the relationship between social presence and other dependent variable, this result also agrees with justification mentioned by (Harrigan,etal,2017) findings clearly showed brand engagement as mediate the relationship between other independent variables and brand usage intention, because, all these previous studies agree with this study concentrate on the e-service.

Furthermore the finding suggested that affection has not mediate the relationship between social support and brand usage intention, that friends didn't listen to customer difficulties so he/she didn't intend to use a new company for mobile taxi booking app, while affection has mediate the relationship between (social presence, flow experience), lead to customer's preference for mobile taxi booking app service enables him to establish good relationships with the service providers and continue with them, and customer feels positive and he enjoys his experience in Mobile Taxi Booking Application, so friends are recommended to use it, this result is accordance with (Dwivedi, 2015; Thakur, 2016). This result also agreed with (Harrigan,et.al,2017) findings clearly show brand engagement as mediate the relationship between other independent variables and brand usage intention.

Continue with above results activation has no mediation effect on the relationship between

(social support, social presence) and brand usage intention, because, the customer takes longer time when ordering Mobile Taxi Booking Application, and his friends do not give him suggestions, so there is no attention will be paid to the service, and the customer didn't use Mobile Taxi Booking Application more than any other transportation services, so he is not excited in dealing with his experience to the service, this result disagreed with (Hollebeek et al. 2014), while activation mediate the relationship between experiential marketing (social presence) and brand usage intention, when the customer decides to request a transfer service, he chooses Mobile Taxi Booking App, his communication with the service is considered part of his social presence, (Hollebeek et al. 2014) found that the activation is one of the dimensions of brand engagement emerged as the second strongest dimension, also accordance with (Dwivedi 2015). this result also consistant with previous studies that focused on online application.

As general this result aligned with the (Kaur, et.al, 2020) found brand engagement without dimensions mediate the relationship between brand community identification and brand loyalty, and also mediate between reward and brand loyalty, this study accordance the conducted by using convenience sampling. (Kumar and Nayak, 2019) pointed out that the mediating role played by brand attachment in reinforcing brand loyalty in formulation of brand engagement complements the role of attitudinal attachment in enhancing brand equity, this results similar (Xi and Hamari, 2019) brand engagement (emotional, cognitive and social brand engagement) mediate interaction with gamification features dimensions and brand equity.

6.2.6 **The moderating effect between experiential marketing and brand engagement**

In this interaction effect the general results showed that perceived risk has partial moderate the relationship between experiential marketing and brand engagement.

The results showed that financial risk had no moderating effect on the relationship between social support and (cognitive processing, affection), the customer's feeling financial risks when use Mobile Taxi Booking Application, because he was not aware about difficulties faced,(Tuu, et.al, 2011) that supported by a significant negative effect of the interaction between perceived risk and satisfaction on loyalty, also they find that the positive effect of satisfaction on loyalty would be weak when perceived risk increases, but financial risk moderate the relationship between social support and activation, that the customer didn't incur high expenses to the Mobile Taxi Booking Application service, also, financial risk

moderate the relationship between social presence and cognitive processing, the price of Mobile Taxi Booking Application service is suitable with its cost which makes it interact with it, the result approve with previous studies (Chahal, et al, 2014) indicated that perceived risk significantly moderates the relationship between usage and service experience in the various business and service units operating in Gandhi Nagar area of Jammu city.

But financial risk didn't moderate the relationship between experiential marketing (social presence) and brand engagement (activation affection,), because, the cost of mobile taxi booking app will increase so he uses another transfer service, financial risk does not moderate the relationship between experiential marketing (flow experience) and brand engagement (cognitive processing, activation), the customer bears high expenses for service of mobile taxi booking app taxi, so he wasn't interacted with his experience and didn't care to repeat its use, financial risk moderate the relationship between flow experience and affection, the price of the service didn't arise by the customer compared with other transportation, so it is preferable to deal with it, that confirmed with (Akram,et.al,2018) have examined the effect of perceived risk on the satisfaction and continuance intention linkage in the online taxi filing found that perceived risk moderate effect on continuance intention,

This result revealed that psychological risk had not moderate the relationship between experiential marketing (flow experience) and brand engagement (affection, activation, cognitive processing),the customer feels uncomfortable when ordering a Mobile Taxi Booking Application service that made him/her not interact with it because it wasn't available at any time, psychological risk had no moderate the relationship between experiential marketing (social presence) and brand engagement (affection, activation and cognitive processing),experience of Mobile Taxi Booking Application service is not necessary for customer because it wasn't interact with the service , and didn't feel positive about it, they prefer to use other transport services, psychological risk had not moderate the relationship between experiential marketing (social support) and brand engagement (affection, activation and cognitive processing), the customer feels nervous when he makes the decision about using Mobile Taxi Booking Application ,his friends didn't care about his problems with the service so they didn't interact with them, When requesting a transfer he chooses another transfer service. In order to reduce the perceived risk, consumers will

develop several behaviors like looking up information, being loyal to a brand or buying well-known brands. On the one hand, companies must reduce the level of perceived risk and, also they must improve the level of satisfaction (Pérez andGarcía, 2012).

While, time risk didn't moderate the relationship between experiential marketing (social support) and brand engagement (cognitive processing, activation), time risk didn't moderate the relationship between experiential marketing (social support) brand engagement (affection), the customer takes a long time when using a Mobile Taxi Booking Application service, so his friends didn't listen to the difficulties that they face, don't interest him and didn't feel positive when used, time risk has not moderate the relationship between experiential marketing (social presence) and brand engagement (cognitive processing, activation, affection), the customer is afraid to find the service in a timely manner when ordering a Mobile Taxi Booking Application , so he is not interest to know more service and doesn't prefer to deal with them, time risk didn't moderate the relationship between experiential marketing (flow experience) and brand engagement (cognitive processing, activation, affection), the customer feels nervous at the time between the request of Mobile Taxi Booking Application service and time of arrival, so his interaction with them to grow his experience, this study agree with (Kwok,e.al,2015) risk had no moderate on purchase intentions, risk is valued because many individuals believe that the society appreciates and rewards the risk-taking behavior (Muuss & Porton, 1998), (Wahid N., et.al, 2018) have found a negative relationship between perceived risk and customer satisfaction to repurchase intention in bottled water in Nigeria. (Ismail and Mokhtar, 2016) have found perceived risk did not moderate the relationship between attitude and actual purchase in level in herbal products in Malaysia.

6.3. Implications of the research

This section contains two sub-sections the theoretical implications and practical implications of research findings which are discussed below:

6.3.1. Theoretical implications

Based on calls of address gaps in theory about of planned behavior TPB, the aim of this study was to test a theory of planned behavior (TPB) and social exchange theory (SET) that it's essential to improve understanding of these constructs of TPB and their influences on intention, while SET and their influences on engagement.

The second contribution the study has enrich the literature of scientific research by revealing a set of relations between its variables, as it has tested a model related to experiential marketing and brand usage intention on a sample of Sudanese transportation sector. The theoretical importance of this study comes through knowledge the impact that experiential marketing contributes and the brand usage intention for Sudanese transportation sector and identifying the study variables. Accordingly, the results showed that there is significant effect relationship between the dimensions of experiential marketing (social presence and experience flow) and brand usage intention, while there is no significant effect relationship between experiential marketing (social support) and brand usage intention.

The third contribution the proposed conceptual framework of the study with a numbers of gaps have been tested accepted without modification which imply that construct and relationship are built on a solid theoretical background.

The forth contribution, the propose conceptual framework of the study with numbers of gaps have been tested accepted without modification which imply that construct and relationship are built on a solid theoretical back ground. Also the variables of the study which was being measured in previous studies.

The fifth theoretical contributions of this study investigate the mediating role of brand engagement on the relationship between experiential marketing and brand usage intention is partial mediation, also the moderating role of perceived risk on the relationship between experiential marketing and brand engagement is partial mediation.

The sixth theoretical contribution lies in testing the perceived risk between experiential marketing and brand engagement, the results showed that the perceived risk partial mediation the relationship between experiential marketing and brand engagement, because most previous studies it among other variable such as customer satisfaction, perceived value, attitude with intention, and it was not tested between experiential marketing and brand engagement.

6.3.2 Managerial implication

The study supported the evidence that experiential marketing and brand engagement are led to brand usage intention.

For the results of this research have proven that experiential marketing, (social presence

and flow experience) have positive effect on brand usage intention. The research findings affirmed that experiential marketing (social support) has a positive and significant effect on cognitive processing. particularly, brand engagement (affection and activation) which positively affects brand usage intention, therefore, when uses other transportation services he/she feels positive about it, Regarding the result which reached by this study two dimensions of experiential marketing have positive influence on brand usage intention. This study discovered mediation effect of brand engagement on the relationship between experiential marketing and brand usage intention.

The results also revealed that the moderating effect of perceived risk (financial) on the relationship between flow experience and affection was strengthened moderate, Another observation, the results of the moderating effect on perceived risk (psychological and time) on the relationship between experiential marketing (social support, social presence and flow experience) and brand engagement (cognitive processing, affection and activation) was not supported, attention must be paid to extent the customers awareness any type of risk is higher, and therefore this must be taken into company, because it effects on the relationship between experiential marketing and brand engagement.

The results of this study may be useful to practitioners in service companies specially when its results are taken in goodness, where it is possible to value from its results in knowing more factors that make up experiential marketing from the reality of application in these companies that affect in brand usage intention for transportation companies, thus studying these factors constitute opportunities to help in companies under study.

The concept of experiential marketing is a modern concept in Sudanese environment, subjecting it gives clear importance within the scientific frame work advanced marketing methods in acquiring new knowledge and gaining a competitive advantage should be given companies that seek to interest in them.

The need to pay attention to experiential marketing in the environment of transportation companies and their role in achieving brand engagement which in turn leads to usage intention and gain a sustainable advantage.

6.4 Limitation

Several limitations were inherited in the present study that restrict the generalization of the findings and opens directions of the future research. The following limitation remains based on literature review, research methods, data collection, and statistical analysis.

First this study is based on a single transportation sector, i.e. the Mobile Taxi Booking Application service companies in Khartoum state.

The second the Mobile Taxi Booking Application service is a new service in Sudan, so customer awareness is limited. Therefore, needs to develop new measurements more than theory test, which will be reflected in the results.

Third limitation, is that brand usage intention used without any dimensions considered.

6.5 Suggestion for Future research

First may consider multiple transportation or service sectors to support the generalize ability of these results.

The second can identify potential mediator. may consider some other mediating variables in the relationship between experiential marketing process and brand usage intention.

Third could look at the brand usage intention as multiple dimensions

6.6 The conclusion of the Study

The purpose of this research was to develop understanding of the linkage between experiential marketing (social support, social presence, flow experience) and brand usage intention, and testing the mediation effect of brand engagement beside the moderating role of perceived risk. To achieve this objective, it was necessary first to hypothesis theses causal relationships and second to empirically examine the relationships through empirical study. The research model of this thesis was developed both from the literature review and the interview study conducted. The study was applied among Sudanese transportation sector companies in Khartoum state. Methodological issues were also addressed. The empirical study, afterwards, examined the research hypotheses. For the examination, the questionnaire survey was conducted research model and hypotheses were tested with Structural Equation Modeling(SEM) and path analysis. The results of this study revealed that Mobile Taxi Booking Application service companies in Sudan implemented , this study found that experiential marketing have (partial support) significance effect on brand engagement and brand usage intention. In addition, the study further tested the theory of planned behavior and social exchange theory.

In Aggregative , the study outlined several objectives, which it hoped effectively to accomplish. the study provides a numbers of theoretical and practical implications.

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Appendix

بسم الله الرحمذ الرحيم

جامعة السودان للعلوم والتكنولوجيا

كليـة الدراسـات العليـا

قسم إدارة الأعمال

إستبانة بحث لنيل درجة دكتوارة الفلسفة فى إدارة الأعمال

بحث بعنوان:

الدور الوسيط للارتباط بالعلامة في العلاقة بين التسويق الخبراتي ونية استخدام العلامة الدور المعدل الخطر المدرك

"عينة الدراسة قطاع المؤسسات الخدمية"

(شركات تطبيق الأون لاين تاكسي)

الدارسة: مشتهى الفاضل يحيى

المشرف: د .صديق بلل إبراهيم

المشرف المعاون: د. عبد السلام آدم

السيد /.....

المحترم

السلام عليكم ورحمة الله وبركاته

أهديكم أطيب التحيات وبعد

الموضوع: استبانة بحث مقدم لنيل درجة الدكتوراه

أحيطكم علما بأنني الان بصدد إجراء بحث علمي لنيل درجة دكتوراه الفلسفة في إدارة الأعمال والتي تتناول:"الدور الوسيط للارتباط بالعلامة في العلاقة بين التسويق الخبراتي ونية استخدام العلامة الدور المعدل الخطر المدرك".

تهدف هذه الاستبانة إلى التعرف على آرائكم حول الموضوع أعلاه. وعليه أتطلع تعاونكم في ملأ هذه الاستبانة كاملة واضعين في الاعتبار أن دقة اجابتكم لها أثر كبير في اثراء هذه الدراسة.

وأود أن أكد لكم أن البيانات المقدمة من قبلكم ستحاط بالسرية الكاملة وتستخدم فقط لأغراض البحث، آملة أن تحظى هذه الاستبانة بعنايتكم واهتمامكم. مع خالص شكري وتقدري لتعاونكم للمساهمة في تعزيز البحث العلمي.

الدارسة: مشتهى الفاضل يحيى

ت/0912751865

المشرف: د. صديق بلل إبراهيم

ت/ 091279719

المشرف المعاون: د. عبد السلام آدم حامد

الجزء الأول: البيانات الشخصية

ضع علامة (√) أمام الخيار الذي يعبر عن رأيك

1/النوع:

ذكر	أنثى

2/العمر:

أقل من 30سنة	من30 وأقل من 40سنة	40 وأقل من 50سنة	50 وأقل من60 سنة	60سنة فأكثر

3/المؤهل العلمي:

ثانوي	جامعي	فوق الجامعي	أخرى

4/الحالة الإجتماعية:

متزوج	غير متزوج	أخرى

5/ الدخل:

أقل من 2000	من2000 وأقل 4000	4000وأقل من 6000	6000 فأكثر

6/المنطقة الجغرافية(السكن):

الخرطوم	أمدرمان	بحري

الجزء الثاني: معلومات عن شركات موبايل تاكسي التي تتعامل معها:

5/ هل تتعامل مع شركات موبايل تاكسي:

☐ نعم ☐ لا

7/إذا كانت الإجابة نعم حدد الشركة التي تتعامل معها:

ترحال ☐ ليمون ☐ الفالح ☐ كريم ☐ سوا تاكسي ☐ أخرى ☐

9/ تعاملت مع شركات موبايل تاكسي منذ:

أقل من سنة ☐ سنه وأقل من سنتين ☐ سنتين فأكثر ☐

الجزء الثالث: هذه الأسئلة تقيس أبعاد (المتغير المستقل) التسويق الخبراتي:

يرجى وضع علامة(√) أمام العبارة التي تناسبك

أولا: الدعم الإجتماعي Social Support

رقم الفقرة	الفقرة	أوافق بشدة	أوافق	محايد	غير موافق	غير موافق بشدة
1-	يستمع بعض الأصدقاءعندما أتحدث عن الصعوبات التي أمر بها عند إستخدام موبايل تاكسي.					
2-	بعض الأصدقاء يعرب عن إهتمامهم بمشاكلي التي تواجهني مع موبايل تاكسي.					
3-	عندما تواجهني صعوبات في التعامل مع موبايل تاكسي يساعدني بعض الأصدقاء في إكتشاف الأسباب .					
4-	يقدم بعض الأصدقاء إقتراحات لحل المشكلات التي تواجهني مع موبايل تاكسي.					

ثانياً: الحضور الإجتماعي Social Presence

رقم الفقرة	الفقرة	أوافق بشدة	أوافق	محايد	غير موافق	غير موافق بشدة
1-	أحظى بعلاقات إجتماعية جيدة مع مقدمي خدمة موبايل تاكسي.					
2-	التواصل مع خدمة موبايل تاكسي يعطي الأخرين فكره جيدة عني					
3-	يعتبرتفاعلي مع موبايل تاكسي جزء من نشاطي اليومي.					
4-	يشكل موبايل تاكسي جزء من حضوري الإجتماعي.					
5-	مشاركاتي في نشاطات موبايل تاكسي تشعرني بالإنتماء .					

ثالثاً: تدفق الخبرة Flow Experience

رقم الفقرة	الفقرة	أوافق بشدة	أوافق	محايد	غير موافق	غير موافق بشدة
-1	التفاعل مع موبايل تاكسي ينمي خبراتي.					
-2	تفاعلي مع موبايل تاكسي يزيد من فضولي.					
-3	أستمتع بخبراتي في التفاعل مع موبايل تاكسي.					
-4	أتحمس في التعامل مع موبايل تاكسي بخبراتي.					

الجزء الرابع: هذهالأسئلة تقيس آبعاد (المتغير الوسيط) الإرتباط بالعلامة Brand Engagement

أولاً: المعالجة المعرفية/الإدراكية cognitive processing

رقم الفقرة	الفقرة	أوافق بشدة	أوافق	محايد	غير موافق	غير موافق بشدة
-1	إستخدام أحد خدمات موبايل تاكسي يثير إهتمامي.					
-2	أتمسك بخدمات موبايل تاكسي من كثرة تكرار إستخدامي لها					
-3	إستخدام أحد خدمات موبايل تاكسي يثير إهتمامي لمعرفة المزيد من خدماتها.					

ثانياً: التأثير Affection

رقم الفقرة	الفقرة	أوافق بشدة	أوافق	محايد	غير موافق	غير موافق بشدة
-1	أشعر بإيجابية كبيرة عندما أستخدم خدمة موبايل تاكسي.					
-2	إستخدام خدمات موبايل تاكسي تشعرني بالطمانينة.					
-3	أشعر بسعادة تجاه خدمات موبايل تاكسي.					
-4	أفضل التعامل بالخدمات التى تقدمها موبايل تاكسي.					

ثالثاً: التفعيل Activation

رقم الفقرة	الفقرة	أوافق بشدة	أوافق	محايد	غير موافق	غير موافق بشدة
-1	أستغرق كثير من الوقت في إستخدام موبايل تاكسي مقارنة بخدمات النقل الأخرى.					
-2	أستخدامي لموبايل تاكسي أكثر من إستخدامي لخدمات النقل الأخرى.					
-3	عندما احتاج لخدمة موبايل تاكسي أجدها متاحة في اي وقت.					

الجزء الخامس: هذهالأسئلة تقيس آبعاد (المتغير المعدل) الخطر المدرك Perceived risk

أولاً: الخطر المالي Financial Risk

رقم الفقرة	الفقرة	أوافق بشدة	أوافق	محايد	غير موافق	غير موافق بشدة
-1	أشعر بمخاطر مالية عالية عندما أواجه خدمات موبايل تاكسي					
-2	تتضمن خدمات موبايل تاكسي نفقات عالية جداً.					
-3	سعر الخدمة يعتبر مناسب مع تكلفتها .					
-4	أجد أن تكاليف الخدمة سترتفع إذا قمت بأستخدام خدمه نقل أخرى.					

ثانياً: الخطر النفسي Psychological Risk

رقم الفقرة	الفقرة	أوافق بشدة	أوافق	محايد	غير موافق	غير موافق بشدة
-1	أشعر بالتوتر عندإتخاذ قرار إستخدام موبايل تاكسي					
-2	أشعر بأن عائلتي يرفضون إستخدام موبايل تاكسي					
-3	تعتبر طلب خدمة موبايل تاكسي كتجربة غير ضرورية					
-4	أشعر بعدم الإرتياح عند طلب خدمة موبايل تاكسي					
-5	أشعر بأن عائلتي لايحبذون إستخدام موبايل تاكسي					

ثالثآ: الخطر الزمني Time Risk

رقم الفقرة	الفقرة	أوافق بشدة	أوافق	محايد	غير موافق	غير موافق بشدة
-1	أستغرق وقت طويل عند إستخدامي موبايل تاكسي					
-2	أتخوف من عدم إيجاد الخدمة في الوقت المناسب عندما أطلب موبايل تاكسي					
-3	أشعر بالتوتر في الزمن مابين طلب موبايل تاكسي وبين وقت وصوله					

الجزء السادس: هذهالأسئلة تقيس آبعاد (المتغير التابع) نية إستخدام العلامة (Brand Usage Intent)

رقم الفقرة	الفقرة	أوافق بشدة	أوافق	محايد	غير موافق	غير موافق بشدة
-1	أتوقع أن أبقى مع شركة موبايل تاكسي الحالية خلاف الشركات الأخرى.					
-2	عند ظهور شركة موبايل تاكسي جديدة سأنوي أستخدامها.					
-3	سأعطي إهتمام أكثر بخدمة موبايل تاكسي.					
-4	أسأوصي أصدقائي بأستخدام خدمة موبايل تاكسي.					
-5	سوف أستمر في إستخدام موبايل تاكسي.					

Part one: personnel information:

Please mark (√) in front of a phrase that suits you

1. **Sex**: ☐ Male ☐ Female

2. **Age**:

Less than 30	30 – 40	40 - 50	50 - 60	More than 60

3.**Academic Qualification**:

Secondary	Graduate	Post- graduate	Others

4.**Status**:

Married	No married	Others

5.**Income**:

Less than 2000	2000 – 4000	4000 - 6000	More than 6000

6. **Area**:

Khartoum	Bahri	Omdurman

Part two information for companies:

1. Do you deal with mobile app Taxi companies?

1) Yes ☐ 2) No ☐

2. If you can answer yes, please which it.

1) Tirhal ☐ 2) Lemon ☐ 3) Alfaleh ☐ 4) Kareem ☐

5) Sawa taxi ☐ 6) Others ☐

3. **Deale with company since**:

1) Less than year ☐ 2) year less than two years ☐ 3) more than two years ☐

Part three items of variables:

Here we assess the degree of experiential marketing (social support, social presence, and flow experience). Please tick (√) in appropriate responsible box according to the best of your knowledge, using the scale below.

Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
1	2	3	4	5

Social support

No	**Items**	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
1	Some friends listen to me when I talk about the difficulties and ordered when using online mobile app taxi.					
2	Some of my friends are interested in my problems with mobile app taxi.					
3	When I have difficulties dealing with mobile app taxi, some friends help me why figure out.					
4	Some friends give me suggestions to solve my problems with mobile app taxi.					
Social presence						
1	I enjoy good social relations with service provider's mobile app taxi.					
2	Communicating with mobile app taxi gives others good idea about me.					
3	My interactive with mobile app taxi is part of my daily activity.					
4	Mobile app Taxi is part of my social presence.					
5	My participation in the activities of mobile taxi makes me feel belonging.					

Flow experience						
1	Interacting with mobileapp taxi develops my experiences.					
2	Interaction with mobile app Taxi increases my curiosity.					
3	I enjoy my experience interacting with Mobile app Taxi.					
4	I am excited in dealing with mobile app taxi with my experience					

Part four brand engagement: In this part we measure the degree of brand <u>engagement (cognitive processing, affection, and activation)</u> Cognitive processing

No	**Item**	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
1	I am interested in using a mobile app taxi service.					
2	I hold the Mobile app Taxi service frequently.					
3	Using one of mobile taxi services is interesting to know more about services.					
Affection						
1	I feel very positive when use Mobile app Taxi.					
2	Using the Mobile Taxi service makes me feel safe.					
3	I feel happy about Mobile app Taxi.					
4	Prefer to use service by Mobile app Taxi.					
Activation						
1	Using mobile app taxi takes longest time.					

2	I use Mobile app Taxi more than any other transportation services					
3	When I need a Mobile app Taxi service, it is available at any time.					
4	Once I decide to request a transfer, I choose Mobile Taxi.					

Part five: perceived Risk: here we measure the perceived Risk (financial, psychological, and time)

Financial risk

No	**Item**	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
1	Uses Mobile app Taxi does not make me feel any financial risks.					
2	I don't incur high expenses for Mobile app Taxi services.					
3	The price of service is considered appropriate with its cost.					
4	I find that service costs will increase if I use another transfer service.					
Psychological risk						
1	I feel nervous when deciding to use Mobile app Taxi.					
2	My family feel to refuses use Mobile app Taxi.					
3	order for Mobile app Taxi service is unnecessary					
4	feel uncomfortable when ordering Mobile app Taxi					
5	my family doesn't like to use a mobile app taxi					
Time risk						

1	It took a long time to use Mobile app Taxi.					
2	I am afraid to find the service on time when I order Mobile app Taxi.					
3	I feel nervous at the time between requesting a mobile app taxi and the time of arrive.					

Part six: brand usage intention: here we measure the brand usage intention

Brand usage intention

No	**Item**	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
1	Expect to stay with the current Mobile app Taxi company rather other companies.					
2	When new mobile company appears I will use it.					
3	I will pay more attention to Mobile app Taxi service.					
4	Will recommend my friends to use Mobile Taxi.					
5	Should continue to use Mobile Taxi.					

Statistics									
		Age	Education	Gender	Status	Income	Aera	deal	Time
N	Valid	332	332	332	332	332	332	332	332
	Missing	0	0	0	0	0	0	0	0

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	160	48.2	48.2	48.2
	2	88	26.5	26.5	74.7
	3	52	15.7	15.7	90.4
	4	28	8.4	8.4	98.8
	5	4	1.2	1.2	100.0
	Total	332	100.0	100.0	

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	30	9.0	9.0	9.0
	2	192	57.8	57.8	66.9
	3	98	29.5	29.5	96.4
	4	12	3.6	3.6	100.0
	Total	332	100.0	100.0	

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	123	37.0	37.0	37.0
	2	209	63.0	63.0	100.0
	Total	332	100.0	100.0	

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	145	43.7	43.7	43.7
	2	174	52.4	52.4	96.1
	3	13	3.9	3.9	100.0
	Total	332	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	76	22.9	22.9	22.9
	2	118	35.5	35.5	58.4
	3	71	21.4	21.4	79.8
	4	67	20.2	20.2	100.0
	Total	332	100.0	100.0	

Descriptive Statistics

Aera

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	93	28.0	28.0	28.0
	2	57	17.2	17.2	45.2
	3	182	54.8	54.8	100.0
	Total	332	100.0	100.0	

Deal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	332	100.0	100.0	100.0

Time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	140	42.2	42.2	42.2
	2	140	42.2	42.2	84.3
	3	50	15.1	15.1	99.4
	4	1	.3	.3	99.7
	6	1	.3	.3	100.0
	Total	332	100.0	100.0	

All items in dataset	*Mean*	*Std. Deviation*	*Skewness*	*Std. Error of Skewness*	*Kurtosis*	*Std. Error of Kurtosis*
support1	*3.72*	*1.014*	*-0.804*	*0.134*	*0.209*	*0.267*
support2	*3.50*	*1.081*	*-0.555*	*0.134*	*-0.466*	*0.267*
support3	*4.02*	*0.920*	*-1.209*	*0.134*	*1.679*	*0.267*
support4	*3.98*	*0.929*	*-1.350*	*0.134*	*2.250*	*0.267*
presece1	*3.61*	*1.175*	*-0.530*	*0.134*	*-0.656*	*0.267*
presence2	*3.48*	*1.144*	*-0.478*	*0.134*	*-0.590*	*0.267*
presence3	*3.27*	*1.176*	*-0.154*	*0.134*	*-0.918*	*0.267*
presence4	*3.43*	*1.208*	*-0.348*	*0.134*	*-0.887*	*0.267*
presence5	*3.35*	*1.219*	*-0.308*	*0.134*	*-0.920*	*0.267*
flow1	*3.67*	*1.063*	*-0.591*	*0.134*	*-0.366*	*0.267*
flow2	*3.40*	*1.062*	*-0.391*	*0.134*	*-0.599*	*0.267*
flow3	*3.69*	*1.030*	*-0.619*	*0.134*	*-0.212*	*0.267*
flow4	*3.65*	*1.093*	*-0.619*	*0.134*	*-0.260*	*0.267*
cognitv1	*3.77*	*1.000*	*-0.724*	*0.134*	*0.059*	*0.267*
cognitv2	*3.65*	*1.051*	*-0.646*	*0.134*	*-0.291*	*0.267*
cognitv3	*3.91*	*0.965*	*-0.888*	*0.134*	*0.526*	*0.267*
affec1	*3.95*	*0.903*	*-0.938*	*0.134*	*0.983*	*0.267*
affec2	*4.18*	*0.840*	*-1.249*	*0.134*	*2.032*	*0.267*
affec3	*4.04*	*0.861*	*-0.995*	*0.134*	*1.353*	*0.267*
affec4	*4.08*	*0.791*	*-0.945*	*0.134*	*1.564*	*0.267*
activ1	*2.67*	*1.141*	*0.731*	*0.134*	*-0.429*	*0.267*
activ2	*3.55*	*1.111*	*-0.241*	*0.134*	*-1.114*	*0.267*
activ3	*3.77*	*1.087*	*-0.593*	*0.134*	*-0.672*	*0.267*
activ4	*3.99*	*0.923*	*-0.823*	*0.134*	*0.181*	*0.267*
finance1	*3.67*	*1.148*	*-0.658*	*0.134*	*-0.489*	*0.267*
finance2	*3.69*	*1.123*	*-0.750*	*0.134*	*-0.236*	*0.267*
finance3	*3.91*	*1.005*	*-0.901*	*0.134*	*0.373*	*0.267*

finance4	*3.56*	*1.176*	*-0.411*	*0.134*	*-0.869*	*0.267*
psych1	*2.28*	*1.076*	*1.153*	*0.134*	*0.912*	*0.267*
psych2	*2.26*	*1.071*	*1.101*	*0.134*	*0.681*	*0.267*
psych3	*2.28*	*1.056*	*1.172*	*0.134*	*0.981*	*0.267*
psych4	*2.21*	*1.125*	*1.186*	*0.134*	*0.747*	*0.267*
psych5	*2.26*	*1.123*	*0.990*	*0.134*	*0.282*	*0.267*
time1	*2.64*	*1.132*	*0.681*	*0.134*	*-0.371*	*0.267*
time2	*3.16*	*1.191*	*-0.122*	*0.134*	*-1.111*	*0.267*
time3	*2.89*	*1.218*	*0.243*	*0.134*	*-1.057*	*0.267*
intent1	*3.76*	*1.100*	*-0.743*	*0.134*	*-0.078*	*0.267*
intent2	*3.55*	*1.023*	*-0.421*	*0.134*	*-0.507*	*0.267*
intent3	*3.80*	*0.928*	*-0.600*	*0.134*	*0.198*	*0.267*
intent4	*4.05*	*0.882*	*-1.079*	*0.134*	*1.503*	*0.267*
intent5	*4.07*	*0.923*	*-1.070*	*0.134*	*1.116*	*0.267*

All items were measured on a five-point Likert type scale

Correlation Matrix[a]						
		intent1	intent2	intent3	intent4	intent5
Correlation	intent1	1.000	.069	.364	.361	.422
	intent2	.069	1.000	.319	.265	.227
	intent3	.364	.319	1.000	.614	.641
	intent4	.361	.265	.614	1.000	.734
	intent5	.422	.227	.641	.734	1.000
Sig. (1-tailed)	intent1		.104	.000	.000	.000
	intent2	.104		.000	.000	.000
	intent3	.000	.000		.000	.000
	intent4	.000	.000	.000		.000
	intent5	.000	.000	.000	.000	
a. Determinant = .179						

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.779
Bartlett's Test of Sphericity	Approx. Chi-Square	565.069
	Df	10
	Sig.	.000

Communalities		
	Initial	Extractio n
intent1	1.000	.345
intent2	1.000	.181
intent3	1.000	.695
intent4	1.000	.737
intent5	1.000	.766
Extraction Method: Principal Component Analysis.		

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.724	54.473	54.473	2.724	54.473	54.473
2	.947	18.933	73.407			
3	.672	13.432	86.839			
4	.399	7.976	94.815			
5	.259	5.185	100.000			
Extraction Method: Principal Component Analysis.						

Component Matrix[a]	
	Component
	1
intent1	.587
intent2	
intent3	.834
intent4	.858
intent5	.875
Extraction Method: Principal Component Analysis a. 1 components extracted.	

Reproduced Correlations						
		intent1	intent2	intent3	intent4	intent5
Reproduced Correlation	intent1	.345[a]	.250	.490	.504	.514
	intent2	.250	.181[a]	.355	.365	.372
	intent3	.490	.355	.695[a]	.716	.730
	intent4	.504	.365	.716	.737[a]	.751
	intent5	.514	.372	.730	.751	.766[a]
Residual[b]	intent1		-.180-	-.125-	-.143-	-.092-
	intent2	-.180-		-.036-	-.099-	-.146-
	intent3	-.125-	-.036-		-.102-	-.089-
	intent4	-.143-	-.099-	-.102-		-.017-
	intent5	-.092-	-.146-	-.089-	-.017-	
Extraction Method: Principal Component Analysis.						
a. Reproduced communalities						
b. Residuals are computed between observed and reproduced correlations. There are 8 (80.0%) nonredundant residuals with absolute values greater than 0.05.						

Rotated Component Matrix[a]
a. Only one component was extracted. The solution cannot be rotated.

Correlation Matrix[a]					
		intent1	intent3	intent4	intent5
Correlation	intent1	1.000	.364	.361	.422
	intent3	.364	1.000	.614	.641
	intent4	.361	.614	1.000	.734
	intent5	.422	.641	.734	1.000
Sig. (1-tailed)	intent1		.000	.000	.000
	intent3	.000		.000	.000
	intent4	.000	.000		.000
	intent5	.000	.000	.000	
a. Determinant = .202					

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.772
Bartlett's Test of Sphericity	Approx. Chi-Square	525.729
	Df	6
	Sig.	.000

Communalities		
	Initial	Extraction
intent1	1.000	.380
intent3	1.000	.684
intent4	1.000	.746
intent5	1.000	.791
Extraction Method: Principal Component Analysis.		

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.602	65.043	65.043	2.602	65.043	65.043
2	.729	18.219	83.262			
3	.409	10.215	93.477			
4	.261	6.523	100.000			
Extraction Method: Principal Component Analysis.						

Component Matrix[a]	
	Component
	1
intent1	.617
intent3	.827
intent4	.864
intent5	.889
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Reproduced Correlations					
		intent1	intent3	intent4	intent5
Reproduced Correlation	intent1	.380[a]	.510	.533	.549
	intent3	.510	.684[a]	.714	.736
	intent4	.533	.714	.746[a]	.768
	intent5	.549	.736	.768	.791[a]
Residual[b]	intent1		-.146-	-.172-	-.127-
	intent3	-.146-		-.101-	-.095-
	intent4	-.172-	-.101-		-.034-
	intent5	-.127-	-.095-	-.034-	
Extraction Method: Principal Component Analysis.					
a. Reproduced communalities					

b. Residuals are computed between observed and reproduced correlations. There are 5 (83.0%) nonredundant residuals with absolute values greater
than 0.05.

Rotated Component Matrix[a]
a. Only one component was extracted. The solution cannot be rotated.

tion Matrix[a]

		support1	support2	support3	support4	presece1	presence2	presence3	presence4	presence5	flow1	flow2	flow3	flo
ion	support1	1.000	.536	.336	.341	.151	.097	.092	.147	.109	.194	.268	.198	.2
	support2	.536	1.000	.328	.331	.254	.142	.130	.185	.204	.208	.243	.237	.2
	support3	.336	.328	1.000	.580	.158	.150	.113	.170	.205	.219	.246	.312	.2
	support4	.341	.331	.580	1.000	.276	.182	.206	.184	.299	.199	.304	.345	.3
	presece1	.151	.254	.158	.276	1.000	.493	.392	.368	.397	.390	.329	.428	.3
	presence2	.097	.142	.150	.182	.493	1.000	.495	.486	.544	.371	.370	.478	.4
	presence3	.092	.130	.113	.206	.392	.495	1.000	.588	.506	.356	.382	.387	.4
	presence4	.147	.185	.170	.184	.368	.486	.588	1.000	.621	.336	.330	.414	.4
	presence5	.109	.204	.205	.299	.397	.544	.506	.621	1.000	.422	.405	.484	.5
	flow1	.194	.208	.219	.199	.390	.371	.356	.336	.422	1.000	.560	.612	.5
	flow2	.268	.243	.246	.304	.329	.370	.382	.330	.405	.560	1.000	.516	.4
	flow3	.198	.237	.312	.345	.428	.478	.387	.414	.484	.612	.516	1.000	.7
	flow4	.217	.264	.289	.330	.369	.483	.411	.438	.526	.525	.496	.775	1.
ailed)	support1		.000	.000	.000	.003	.040	.048	.004	.024	.000	.000	.000	.0

	support2	.000		.000	.000	.000	.005	.009	.000	.000	.000	.000	.000	.0
	support3	.000	.000		.000	.002	.003	.020	.001	.000	.000	.000	.000	.0
	support4	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.0
	presece1	.003	.000	.002	.000		.000	.000	.000	.000	.000	.000	.000	.0
	presence2	.040	.005	.003	.000	.000		.000	.000	.000	.000	.000	.000	.0
	presence3	.048	.009	.020	.000	.000	.000		.000	.000	.000	.000	.000	.0
	presence4	.004	.000	.001	.000	.000	.000	.000		.000	.000	.000	.000	.0
	presence5	.024	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.0
	flow1	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.0
	flow2	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.0
	flow3	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.0
	flow4	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	

minant = .004

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.860
Bartlett's Test of Sphericity	Approx. Chi-Square	1798.198
	Df	78
	Sig.	.000

Communalities		
	Initial	Extractio n
support1	1.000	.583
support2	1.000	.574
support3	1.000	.548
support4	1.000	.555
presece1	1.000	.425
presence2	1.000	.603
presence3	1.000	.638
presence4	1.000	.700
presence5	1.000	.648
flow1	1.000	.685
flow2	1.000	.577
flow3	1.000	.777
flow4	1.000	.702
Extraction Method: Principal Component Analysis.		

Total Variance Explained							
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.224	40.186	40.186	5.224	40.186	40.186	4.200
2	1.779	13.682	53.868	1.779	13.682	53.868	4.298
3	1.011	7.776	61.644	1.011	7.776	61.644	2.963
4	.908	6.988	68.632				
5	.723	5.563	74.194				
6	.621	4.774	78.969				
7	.496	3.814	82.783				
8	.476	3.658	86.442				
9	.465	3.576	90.018				
10	.430	3.307	93.324				
11	.369	2.842	96.166				
12	.293	2.257	98.423				
13	.205	1.577	100.000				
Extraction Method: Principal Component Analysis.							
a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.							

Component Matrix[a]			
	Component		
	1	2	3
support1		.644	
support2		.574	
support3		.588	
support4	.516	.528	
presece1	.622		
presence2	.680		
presence3	.645		
presence4	.669		
presence5	.733		
flow1	.687		
flow2	.681		
flow3	.792		
flow4	.783		
Extraction Method: Principal Component Analysis.			
a. 3 components extracted.			

Correlations

		support1	support2	support3	support4	presece1	presence2	presence3	presence4	presence5	flow1	flow2	flow3
orrelation	support1	.583[a]	.571	.552	.551	.182	.072	.073	.124	.146	.135	.224	.207
	support2	.571	.574[a]	.537	.550	.238	.147	.159	.215	.223	.142	.232	.224
	support3	.552	.537	.548[a]	.544	.211	.114	.093	.132	.183	.251	.317	.3
	support4	.551	.550	.544	.555[a]	.272	.193	.183	.227	.264	.265	.333	.3
	presece1	.182	.238	.211	.272	.425[a]	.489	.492	.514	.519	.366	.368	.4
	presence2	.072	.147	.114	.193	.489	.603[a]	.609	.625	.621	.414	.394	.4
	presence3	.073	.159	.093	.183	.492	.609	.638[a]	.664	.630	.325	.321	.4
	presence4	.124	.215	.132	.227	.514	.625	.664	.700[a]	.653	.300	.311	.3
	presence5	.146	.223	.183	.264	.519	.621	.630	.653	.648[a]	.427	.419	.5
	flow1	.135	.142	.251	.265	.366	.414	.325	.300	.427	.685[a]	.618	.7
	flow2	.224	.232	.317	.333	.368	.394	.321	.311	.419	.618	.577[a]	.6
	flow3	.207	.224	.319	.344	.439	.488	.405	.390	.511	.722	.666	.77
	flow4	.215	.239	.313	.346	.448	.500	.431	.423	.526	.675	.629	.7
	support1		-.035-	-.216-	-.210-	-.031-	.025	.019	.023	-.038-	.059	.044	-.00
	support2	-.035-		-.209-	-.220-	.016	-.006-	-.029-	-.031-	-.019-	.066	.011	.0
	support3	-.216-	-.209-		.036	-.054-	.036	.019	.037	.022	-.031-	-.070-	-.00
	support4	-.210-	-.220-	.036		.003	-.012-	.023	-.043-	.035	-.066-	-.029-	.0
	presece1	-.031-	.016	-.054-	.003		.004	-.100-	-.146-	-.122-	.024	-.039-	-.01
	presence2	.025	-.006-	.036	-.012-	.004		-.114-	-.138-	-.077-	-.044-	-.024-	-.01
	presence3	.019	-.029-	.019	.023	-.100-	-.114-		-.076-	-.124-	.031	.061	-.01
	presence4	.023	-.031-	.037	-.043-	-.146-	-.138-	-.076-		-.033-	.035	.019	.0
	presence5	-.038-	-.019-	.022	.035	-.122-	-.077-	-.124-	-.033-		-.004-	-.014-	-.02
	flow1	.059	.066	-.031-	-.066-	.024	-.044-	.031	.035	-.004-		-.058-	-.11
	flow2	.044	.011	-.070-	-.029-	-.039-	-.024-	.061	.019	-.014-	-.058-		-.15

	flow3	-.009-	.013	-.007-	.001	-.011-	-.010-	-.018-	.023	-.026-	-.111-	-.150-	
	flow4	.002	.025	-.025-	-.016-	-.079-	-.017-	-.020-	.014	.001	-.150-	-.134-	.0

thod: Principal Component Analysis.

communalities

e computed between observed and reproduced correlations. There are 24 (30.0%) nonredundant residuals with absolute values greater than 0.05.

Component Correlation Matrix

Component	1	2	3
1	1.000	.601	.286
2	.601	1.000	.405
3	.286	.405	1.000

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

Pattern Matrix[a]			
	Component		
	1	2	3
support1			.796
support2			.773
support3			.705
support4			.694
presece1	.530		
presence2	.705		
presence3	.840		
presence4	.905		
presence5	.725		
flow1		.894	
flow2		.736	
flow3		.855	
flow4		.739	
Extraction Method: Principal Component Analysis. Rotation Method: Promax with Kaiser Normalization.[a]			
a. Rotation converged in 5 iterations.			

Structure Matrix			
	Component		
	1	2	3
support1			.758
support2			.750
support3			.731
support4			.738
presece1	.632		
presence2	.767	.533	
presence3	.796		
presence4	.830		
presence5	.799	.558	
flow1		.822	
flow2		.757	
flow3	.556	.881	
flow4	.584	.830	
Extraction Method: Principal Component Analysis. Rotation Method: Promax with Kaiser Normalization			