



Sudan University of Science and Technology

College of Graduate Studies

**Impact of Experiential Marketing on Customer's Loyalty:
Mediating Effect of Customer's Experiential Value**

(Sudanese Telecom Service Study)

الدور الوسيط للقيمة التجريبية للعميل بين التسويق الخبراتي و ولاء العميل

(دراسة في خدمات الإتصالات بالسودان)

**A thesis submitted in partial fulfillment of the requirements
for the MSc. in Total Quality Management and Excellence**

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DEDICATIONS

These study results are dedicated to my family, specially my wife for the support and the patience she has shown during my hard working time and the long hours that I stay out of the home.

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ABSTRACT

Telecom industry is the fastest growing sector, as it has huge economic and social contribution. Therefore it really matters for a telecom operator to examine how customers experience the service in terms of value to maintain excellent customer relations. This study examines the impact of experiential marketing on customer's experiential value, experiential marketing on customer's behavioural and attitudinal loyalty, customer's experiential value on customer's behavioural and attitudinal loyalty, and the mediating effect of customer's experiential value between experiential marketing and customer's behavioural and attitudinal loyalty in the telecom industry in Sudan. Four main hypotheses were developed in regards to the relation between experiential marketing, customer's experiential value, and loyalty. 600 self-administered questionnaires were distributed in four companies and four universities targeting employees, post graduates, and students. The response rate was 83%. Collected data was analysed using SPSS and AMOS v23. EFA and CFA requirements were achieved for the model fit. Results have shown that experiential marketing dimensions induce customer value and loyalty. Among those dimensions, feel perception was having the vigorous effect on quality, emotional, and price values sequentially. Marketers can use the outcome of this study to develop value for their customers or assess their customer perception with regards to the value been delivered. Also, managers can get a deep understanding about their customer experiences. Other industries can benefit from the developed model such as hospitality, food, and automobile to prioritize their investments to enhance their customer's value.

Keywords: Experiential Marketing, Experiential Value, Customer's Loyalty

المستخلص

قطاع الاتصالات هو القطاع الأسرع و الأضخم نمواً من حيثُ الإسهام الإقتصادي والاجتماعي, لذا فإن تجربة العملاء تمثل أهمية قصوي لضمان ديمومة التعامل بين العملاء و المشغلين. إستكشفت الدراسة تأثير التسويق الخبراتي كمحفز للقيمة التجريبية للعميل و ولاءه من حيث السلوك و المواقف في قطاع الاتصالات بالسودان. طُورت أربع فرضيات رئيسية لتُمثل العلاقات بين التسويق الخبراتي و القيمة التجريبية للزبون و ولاءه. تم توزيع 600 إستبانة تُملاء بواسطة العميل علي أربع شركات و أربع جامعات أُستهدف فيها الموظفين وطلاب الدراسات العليا, و الطلاب, حيث بلغ معدل الإستجابة 83%. تم تحليل البيانات المتحصلة بإستخدام SPSS و AMOS الإصدار 23. بعد تحقيق متطلبات التحليل العاملي الإستكشافي و التأكيدي نتج نموذج الدراسة المعدل لفحص الفرضيات. وقد أظهرت نتائج التحليل أن أبعاد التسويق الخبراتي تحفز القيمة التجريبية للعميل و ولاءه. و من بين تلك الأبعاد كان للإدراك الشعوري التأثير الأقوي على قيمة الجودة و القيمة العاطفية, و قيمة السعر, حيث يمكن لمدراء التسويق إستخدام نتائج هذه الدراسة في تطوير القيمة للعملاء أو تقييم إدراك عملائها فيما يتعلق بالقيمة التي يقدمونها, كما يمكنهم الحصول على فهم أعمق عن تجارب العملاء. كما يمكن للصناعات في المجالات الأخرى مثل الضيافة و الأغذية و السيارات الإستفادة من النموذج المطور لتحديد أولويات إستثماراتهم لخلق قيمة أكبر لعملائهم و من ثم الحصول علي نتائج أفضل.

الكلمات المفتاحية: التسويق الخبراتي, القيمة التجريبية للعميل, ولاء العميل.

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LIST OF ABBREVIATIONS

GSMA	Global System Mobile Association
SIM	Subscriber Identity Module
ICT	Information and Communication Technology
CVD	Customer Value Determination
PERVAL	Customer Perceived Value
WOM	Word of Mouth
VOC	Voice of the Customer
IV	Independent Variable
DV	Dependent Variable
KPI	Key performance Indicator
SP	Sense Perception
FP	Feel Perception
TP	Think Perception
AP	Act Perception
RP	Relate Perception
FVP	Functional Value Price
FVQ	Functional Value Quality
FVI	Functional Value Innovation
EV	Emotional Value
SV	Social Value
CAL	Customer's Attitudinal Loyalty
CBL	Customer's Behavioral Loyalty
CL	Customer's Loyalty
SPSS	Statistical Package for Social Science
KMO	Kaiser-Meyer-Olkin Measure of Sampling Adequacy
DF	Degree of Freedom
AMOS	Analysis of Moment Structures
SEM	Structural Equation Modeling
ExPros	Experience Provider
EFA	Exploratory Factor Analysis
CFA	Confirmatory Factor Analysis
RMSEA	Root Mean Square Error of Approximation
CMIN	Chi- Square minimum
CIF	Comparative Fit Index
GFI	Goodness of Fit index
AGFI	Adjusted Goodness of Fit index
MSV	Maximum Shared Variance
AVE	Variance Extracted
ASV	Average Shared Variance
CR	Critical ratio
SAYGA	Trading company in Food Industries
Cofftea	Trading company for distributing coffee and tea in Sudan
EBS	Electronic Banking Services Provider in Sudan

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Telecom industry represents the most important part of infrastructure and future services for building an economy in direct and indirect contribution. The Global System for Mobile Association GSMA (2015) reported that telecom industry employed 13 million in 2014 rising to over 15 million by 2020, and largely contributes to global funding in the form of general taxation by approximate 410 billion globally. In 2014 2.6 billion smartphones were sold and expected to rise to 5.6 billion by 2020. Mobile devices were available for individuals around the late 1980s, and it continued to be the most attractive business area that is expected to deliver more interesting values for both community and economy.

GSMA (2014) reported that individual mobile users reached 6.3 billion and even additional one billion subscribers will be joining by 2020 as per GSMA (2015) prediction. And this is due to the rapid technology development driven by increasing demand for connectivity usage which is expected to grow up to ten folds by 2019 as per GSMA (2015) prediction and this growth is relevant to the need in adjacent market services that made available through smartphones such as mobile money, Uber, and Bnb services. As telecom is one of the most growing and profitable service sectors it stays attractive to competition, resulting in service quality degradation and revenue slowdown for those who are not coping with the changing customer needs and wants. Competitors have different strategies to attract customers, price warring is the most common strategy used in competition as entrance strategy. Dahlgren (2011) is a loyalty researcher mentioned that loyalty associated with low prices and discount are very short term and lead to failing financial results. Operators came to know that price warring strategy will bring the wrong customer which are typically known as offer seekers, and they are very low revenue generating customers, (Goldstein *et al*, cited in Dahlgren 2011) mentioned that linking operational, marketing and customer-focus ideas into a single picture, which can be used for strategic planning and service development, which is based on the combination for (product/service quality, innovation value, emotional value, and social value) utilizing such capabilities can result in a unique flourishing culture that drives product/service to the top in market attracting the right customers, customers who can perceive value and generate revenues.

Once customers perceive value they start interacting with each other and talk positively about the value they perceived, attracting customers from other providers which result in customer growth, growth for a segment that understand about value exchange and aims for a long term relation. Operators who fail to create this trustful relation will see minor declining in their customer's growth with a major profit declining, those are the profitable customers switched to other operators because they see some value greater than what they get with their old operator, their old operator will consider them as service switching customers but it's a switching for customers which are critical to business. Mobile service switching is known as customer churn; customer churning is one of the most telecom operator's business killers.

GSMA has defined mobile churn by: "Churn represents the proportion of SIM [Subscriber Identity Module] connections that are disconnected by an operator for various reasons over a given period of time". This metric is expressed monthly and is calculated by dividing gross disconnections by average total connections at the end of the period. Churn measure is used to demonstrate the stickiness of customers to their service provider, in other words, it reflects the customer's loyalty for that provider.

GSMA has intelligence department to research in mobile usage information and customer's behaviour to generate recommendations and predictions to help telecom service providers improve their business, GSMA (Aug-2014) reported that Americas churn trend has changed from 2.5% to 2.8% gradually, Europe was steady at 2.75%, and Asia was jumping from 3.6% to 4.0% at 2012 and back again in 2013 to less than 3.4%. Mobile user churn reduction was set as a key objective for achieving customer's loyalty. The churn reduction strategies are named "customers' retention programs, through value revision and development to create more bonds between customers and providers.

In order to develop sustainable loyalty among customers, it's important to find out what drive customers to become more loyal in a particular market, by understanding covered factors that drive customer's loyalty to help organizations to develop enhanced customer retention programs to achieve a sustainable business performance results. Since early 1990 loyalty was shown to be one of the fundamentals for organizations profitability as per Reichheld (1990). Reichheld argued that traditional companies' management might respond to low revenue growth by hiring more salesmen, increase

commissions to raise selling, lowering price for new customers, or add new products. For example, more inexperienced salesmen are low productivity and cost adding, and even might bring the wrong kind of customers to business. Reichheld (1990) also mentioned traditional thinking to decrease costs is to re-engineer processes, or even lay off workforce; such kind of actions often lead to frustration, lowers customer's service quality leading to add more cost on long term, another approach that is totally miss leading is to think the corporate main objective is to maximize shareholder's value at the price of lower value for customers and employees, while this can damage the whole business. Reichheld (1990) also mentioned the true corporate mission is to create tangible and intangible value for all the three business constitutes (clients, employees, and shareholders) in order to develop loyalty for all of them to guarantee business continual success.

Bishop, (1984) argued business success totally relays on value exchange between businesses partners, customer's experiential value obsessed marketers and its defined as right quality at the right price. Customer's experiential value was clearly seen as a multidimensional construct as per (Sweeney and Soutar, cited in Gianfranco 2008) identified four interrelated dimensions of consumer's perceived value (functional value (Quality and price), emotional value, and social value). The phenomena proposed by Schmitt (1997) in his words "I am proposing that this phenomenon [the omnipresence of information technology, the supremacy of the brand, and the ubiquity of communications and entertainment] represent an early sign to entering new approach to marketing if not business as whole, which represents a marketing management driven by experience, and within a short time this approach will replace the traditional approach to marketing and business", might help to uncover the underpinning dimensions for the customer perceived value.

Schmitt's proposal was mainly concentrating on value development, as he mentioned marketing messages that include experiential clues are found to be more effective than messages that carry purely functional clues. He was concerned about the traditional marketing approach that considers the customer as rational, he proposed to think of customers as rational and emotional, by providing an unforgettable moment for the customer by producing event like activities for the customer targeting customer's (sense, feel, think, act, and relate) perceptions in order to make customers think of the values that could be feasible for them from a specific provider.

Various studies such as (Bilgihan *et al.* 2013; Fredman *et al.*, 2007; Mathwick *et al.* cited in Gurel 2014) have investigated experiential value and found positive effect of customer experience on desired customer behaviours such as (Satisfaction, Loyalty and recommendation) these studies were conducted to understand what factors can influence customer's behavioural activities; the current study will look into loyalty from different perspective utilizing the "iceberg Model suggested by Freud (1900) topographical model that mentioned: 10 percent of human actions which could be seen to others as behaviours, while 90 percent of human actions comes from unseen underlying thought, feelings, emotions, culture...psychological status which represents the attitude, accordingly loyalty can be classified into behavioral and attitudinal, as this classification was found positively supported by previous studies such as Babin *et al.* (2005). The current study will concentrate on both behavioural and attitudinal parts which were clearly expressed by the "Experiential Marketing" theory proposed by Schmitt (1997). Experiential marketing has evolved the view of customers from rational to become rational and emotional. Accordingly, experience economy emerges from indirect impact of customer experience on customer satisfaction, loyalty, commitment and recommendation, which will all be translated into profit growth and cost savings on customer's support and acquisition.

Telecom industry in Sudan is considered as one of the most important economy contributors, as it provides around 11% from total national income and provides the infrastructure for the indirect businesses as per the minister of ICT 2016. Sudan mobile customers are distributed among three operators. The central bank of Sudan reported in Jun 2016 that inflation for March: 11.7%, April: 12.85%, May: 13.98%, and June: 14.31%. Indicating huge raise in operators operational and capital costs that make maintaining excellent quality, good price, and contributing in corporate social activities more difficult. In Feb 2016 the CEO of one operator claimed that the policy used for customers to access internet service is not fair, as customers gain unlimited access to the service after they finish the quota sold to them, while customers with remaining quota suffer from service slowness and unavailability as resources utilized by customers already consumed their quota, therefore, they need to change the internet access policy by eliminating customers already finished their quota in order to keep room of resource for customers with remaining quota. This change stirred customer's irritation and they start switching to other operators. The access policy change means the prune for

unprofitable customers, the kind of customers that doesn't understand about value exchange, when this kind of customers switch to another operator the situation become more difficult for the port in operator, as they start consuming resources without generating a considerable revenue that financially can support the operator to expand the service. Once this happens, profitable customers will get frustrated as they perceive low value while the service resources become unavailable and utilized by the new port in customers. Profitable customers don't accept poor service quality and service turbulence, they start to evaluate the switching options. Losing such kind of customers can make the situation, even more, worse for operators yet utilizing low pricing strategies to compete in the consideration of such inflation.

Operators assessing their performance from customer's point of view and act upon deficiencies can achieve more promising results, this is required to understand and evaluate how their customer's experience the service and develop an optimized value for the customer in order to create more bonds to the business.

1.2 Statement of the Problem

The international telecommunication union (ITU) April-2016 reported that mobile data usage increased the availability for new service and technologies such as internet of things (IoT), Long term evolution (LTE), fifth generation of mobile 5G, and adjacent markets, consumer experience is improving and there are opportunities to provide more innovative and economical services, but 88% of new technologies and services are implemented in the developed countries. There are no studies investigated how consumers in Sudanese experience the telecom service, this study will investigate the constructs in Sudan within the telecom industry.

Customer's loyalty is a key to business when it comes to profit generation and cost saving when serving customers, a wide range of studies conducted in developed countries such (e.g. Ying-Yuh, Taiwan, 2015, hospitality study in Vietnam) investigated the relationship between experiential marketing and customer's satisfaction, also Farshad, Kwek, and Amir, (2012) investigated the relationship between experiential marketing and customer's experiential value in the smart phone industry. However, Satisfaction and customer's value were studied but they will not be able to reflect the customer's behaviours in term of repeated purchases, purchase

intention, recommendation, and word of mouth, but customer's loyalty would make it easier to measure in term of customer's behavioural and attitudinal response, which both can lead to profit directly or indirectly for operators. This study will investigate the constructs of experiential marketing in relation to customer's loyalty, which can be measured in term of profit and cost, rather than relying on customer's satisfaction or value, which are more subjective and hard to measure.

This study will investigate the innovation value as a part of customer's functional value as customer's value been defined by Sweeney and Soutar, (2001) including (functional price value, functional quality value, emotional value, and social value) is too old and need to be reviewed. According to Schmitt, (1997) he was arguing that the phenomena of technology evolution, superiority of brand, and the availability of telecommunication in a wide range of alternatives, this phenomena can lead to the need for new customer's value investigation such as innovation and other values, following Sanchez-Fernandez and Iniesta-Bonillo, (2007) as they called for further academic researches to investigate customer's value.

In general problem can be stated as follows: impact of experiential marketing on customer's loyalty has not been examined in under developing countries, experiential marketing dimensions has only been examined in relation customer's satisfaction in developed countries, but not examined in relation to customer's loyalty, customer's experiential value as defined now is too old and need to be reviewed to include values such as innovation value.

1.3 Research Questions

- Does experiential marketing induce customer's experiential value?
- Does experiential marketing induce customer's loyalty?
- Does customer's experiential value induce loyalty?
- Does customer's experiential value mediate experiential marketing and customer's loyalty?

1.4 Research Objectives

This study is conducted to achieve below objectives:

- To examine the impact of experiential marketing on customer's experiential value.
- To examine the impact of experiential marketing on customer's loyalty
- To examine the impact of customer's experiential value on customer's loyalty
- To examine if customer's experiential value mediate the relation between experiential marketing and customer's loyalty.

1.5 Significance of the Study

The study has theoretical contribution in three main areas, First: most previous studies were conducted in developing countries where entertainment and experience plays a significant role in business, conducting such study in under developing countries can help to understand the cultural differences between developed and under developing countries, as most of the technologies and service innovation were implemented in developed countries. Second: The study will bring light on how experiential marketing can improve loyalty, as most experience studies were examining the relation between satisfaction and experiential marketing, however, satisfaction is a healthy business indicator, but loyalty will be more accurate and can be measured hand to hand with profit and business growth. Third: Customer's value development is a key objective in business, one of the main study objectives it to examine the relation between experiential marketing and functional innovation value, as value dimensions identified were outdated and doesn't represent new progressing customer value such as innovation value, the study will validate innovation and help to explore other customer's value that is not considered before.

The study is also practically significant, as telecom operators defines customer satisfaction and loyalty as important strategic goals, experiential marketing events and activities are loyalty and satisfaction predictors and they were found improving purchasing decision because of the emotional stimuli, customers think about value they can perceive and the possibility for purchasing is increased. Accordingly, the study can bring the followings to the practice for operators:

- Operators can prioritize their investment to improve customer's loyalty based on how customers see value.
- The theoretical model can help operators to assess customer perceived value
- Operates can develop new customer value to create extra bonds between business and customers through an entertaining customer experience.

1.6 Operationalization Definition of Key Terms

This section provides details about how key terms are operationally defined, as per table 1.1 illustrating.

Table 1.1 Operationalization definition of key term

Term	Definition	Source
Experiential Marketing	Considering customers as rational and emotional at purchasing through Sense, Feel, Think, Act, and Relate Perceptions	Schmitt (1997)
Sense Perception	Refers to costumers' five senses (sight, sound, touch, test, and smell).	Schmitt (1997)
Feel Perception	Refers to customers' internal feelings and emotions that range from mildly positive moods linked to a brand to strong emotions of joy and pride when the consumer interacts with the brand	Schmitt (1997)
Think Perception	Refers to the intellect to delivering cognitively, problem-solving experiences that engage customer's creativity	Schmitt (1997)
Relate Perception	Refers to create experiences such as taking into account the individuals' desires for being a part of the social context.	Schmitt (1997)
Act Perception	Targeting the physical behaviors, lifestyles, and interactions	Schmitt (1997)
Customers' Experiential Value	The customer's overall assessment of the utility of a product or service founded on perceptions of what is received and what is given.	Zeithaml (1988)
Functional Value Price	The utility driver from the product due to its perceived short term and long term cost.	Sweeney and Soutar (2001)
Functional Value Quality	The utility derived from the perceived quality and expected quality and performance of the product.	Sweeney and Soutar (2001)
Functional Value Innovation	New or significant improves of service concept that taken into practice.	Ying-Yuh (2015)
Emotional Value	The utility derived from the feelings and affective that a product generate.	Sweeney and Soutar (2001)
Social Value	(Acceptability) The utility derived from products' ability to enhance self-concepts.	Sweeney and Soutar (2001)
Customers' Loyalty	Refers to the customers' sense of belonging or identification with the employees, services or products or a company, these feelings have a direct impact on customer behavior.	Cheng (2011)
Customers' Behavioral Loyalty	Refers to the consumers' probability of repurchase and future purchasing behaviour or intention .	Norman (2010)
Customers' Attitudinal Loyalty	Refers to consumers' psychological disposition towards the same brand and involves the measurement of consumer attitude.	Norman (2010)

1.7 Organization of the Study

Chapter one is the introduction chapter introducing the topics and constructs under the study and introduces constructs from literature point of view and the current economic situation in Sudan, statement of the problem, research questions, research objectives, and significance of the study. Chapter two explains concepts and relation between conceptual constructs and related studies. Chapter three explains the theoretical framework and methodology, instrument for data collection, pilot and final tests, and data analysis procedures. Chapter four explains the process followed for data analysis, results and findings. Chapter five provides the conclusion, discussion, and finally the implication for practice, future studies recommendations, and research limitation and delimitation.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter focus on providing detailed historical view on how academicians and scientists defined experiential marketing, customer experiential value and customer's loyalty and the related current available literature for the concepts of constructs under the study. Also, related previous studies findings and future research recommendation were explored.

2.2 Concept of Experiential Marketing

The concept of experience and experiential marketing was discussed first by Maslow (1964) in his book (religions, values, and peak experience) as a broad concept identified by the individual emotions developed from consumption for a product or service. Work done by Holbrook and Hirschman (1982) followed Maslow's approach in more details, they developed the experiential aspects of consumption which was consisting of two parts the (environmental inputs) that focus on the tangible and intangible value of the product that consumer can experience. The second part was the (consumer inputs) that focus on hedonic and cognitive utilities.

(Arnould and Price, cited in Schmitt 2011) has identified that different consumers perceive extraordinary experience with different outcomes, one year later Carbone and Haeckel (1994) mentioned the organization's clue must include a beneficial and emotional clue to provide a better experience. Same as previous researchers also, Pine and Gilmore (1998) explained the experience economy as the profit could be generated from charging the customers for the experience they get, they identified the experience as personal customer's perception in the mind of individuals who has been engaged on physical, emotional, intellectual or spiritual.

Schmitt (1997) followed the same approach for the previous researchers, he criticized the traditional marketing approach to customer that considered them as only rationales, Schmitt's proposal was built around the consideration of customers as rationales and emotional, he defined five dimensions for the approach which he named experiential marketing that consists of (Sense perception, Feel perception, Think Perception, Act perception, and Relate perception). Same as Schmitt (Dube and LeBel, cited in Nigam 2012) have identified four similar pleasure dimensions such emotional,

intellectual, physical, and social pleasures. Poulsson and Kale (2004) distinguished the commercial experience that includes (novelty, surprise, learning, and engagement), their work was basically based on what Pine, Gilmore, and Schmitt have identified.

Boswijk, Thijssen, and Peelen (2005) also defined a new perspective on experience economy they name it Meaningful experience, they were criticizing the experience staging process proposed by Pine and Gilmore they said experience has to be in the everyday world of business on the personal and societal context, that links personal, social, cultural, and economic experience and bring them to practice this practice aim to translate the experience into a meaningful life for the consumer. They described the process of creating a meaningful experience is the sense and emotions for the consumer.

Work done by Tarssanen (2007) proposed the experience pyramid that consist of five dimensions from bottom to top that includes (Motivation level (interest), Physical level (Sense perception), Intellectual level (learning), Emotional level (experience), and Mental level (transformation)) the foundation for the pyramid is based on (individuality, authenticity, story, multi-sensory perception, contrast, and interaction).

In 2008 (Gentile *et al.* cited in Schmitt 2011) distinguished six experiential dimensions also build around Schmitt's concept including Sensorial dimension (sight, hearing, touch, taste, and smell experiences and their ability to stimulate aesthetic pleasure, excitement, satisfaction and sense of beauty), Emotional dimension includes (moods, feelings, and emotional experiences that contribute in as effective relation with the company, its brand, and products), Cognitive dimension includes (experiences that related to thinking and conscious mental processes for getting customers to use their creativity or problem solving so they can revise their assumptions about a service or a product), Pragmatic dimension includes (experiences observed from the practical act of doing something and the usability for the service or the product), Lifestyle dimension includes (experiences resulting from the perception of values and personal beliefs), Relation dimension: includes (experiences that emerge from a social contexts and relationship that occur during the normal consumption as part of a real or imagined community or to affirm social identity).

Same as previous academicians exploring experience Verhoef et al. (2009) defined a conceptual model for customer experience creation which consist of (social environment, service interface, atmosphere, assortment, price, and brand) they mentioned that the outcome of customer experience is moderated by two main factors the surrounding situation such as (location, culture, economic, competition) and the consumer's goals such as (experiential, task, socio-demographic, price sensitivity, involvement, innovativeness) and mainly the customer experience consists of cognitive, affective, social, and physical.

(Brakus et al cited in Schmitt 2011) work was based on brand experience, in part on the same five modules distinguished by Schmitt, (1997). They viewed the modules not only as strategic devices but also as internal and behavioural outcomes, and they defined the brand experiences as “subjective, internal consumer response (sensation, feelings, and cognitions) as well as behavioural responses that can be evoked by brand-related stimuli which are part of brand design and identity, packaging, communications, and environments”. They developed a scale to measure experiences and explored its dimensionality. Their finding was based on four dimensions could be validated in qualitative and quantitative research which are sensory, affective, intellectual, and behavioral experiences.

Table 2.1 shows the items for the brand experience scale which is consisting of 12 items. Psychometrically, the scale was internally consistent and consistent across samples. The scale has also passed the reliability tests such as test reliability, criterion validity, and discriminant validity including (brand evaluations, brand involvement, brand attachment, customer delight, and brand personality). As table 2.1 illustrates

Table 2.1 Brand Experience Scale

SENSORY	This brand makes a strong impression on my visual sense or other senses
	I find this brand interesting in a sensory way
	This brand does not appeal to my sense
AFFECTIVE	This brand includes feelings and sentiments
	I do not have strong emotions for this brand
	This brand is an emotional
BEHAVIORAL	I engage in physical actions and behaviors when I use this brand
	This brand results in bodily experience
	This brand is not action oriented
INTELLECTUAL	I engage in a lot of thinking when I encounter this brand
	This brand does not make me think
	This brand stimulates my curiosity and problem-solving

Source: Brakus, J. J., B. H. Schmitt and L. Zarantonello (2009)

Zarantonello and Schmitt (2011) used brand experience scale to distinguish the individual differences among consumers and to profile them. They used cluster analysis, there were five clusters emerged: “hedonistic consumers,” “action-oriented consumers,” “holistic consumers,” “inner-directed consumers,” and “utilitarian consumers”. Schmitt (2011) argued there is a consensus that the concept of experiences as multi-dimensional construct including sensory-affective, cognitive-intellectual, and behavior and action-oriented components. Moreover, because experiences are evoked by environmental signs, social and relational elements are also important aspects of experiences. From a research perspective, it is important to examine the impact of experiences not only in the aggregate but additionally, dimensions of experiences must be examined in terms of how they relate to certain outcome variables. And from a practical perspective, it is key to identifying the most appropriate positioning of the brand along various experience dimensions as per Schmitt, (2011).

Agapito et al (2013) proposed the use of sensory as stimuli with a proper design for the product and the components for human factors to achieve long-term consumer satisfaction and loyalty.

Most of the work done on customer experience and experiential marketing was built around the same idea that considers customers as rational and emotional. This

concept was clearly stated by Schmitt (1997- 2010), he stressed upon the marketing of experience same as other experts such as Pine, Gilmore, and Michael Wolf (1998-1999). Schmitt sees that as the future for marketing. He proposed that the phenomena [the omnipresence of information technology, the supremacy of the brand, and the ubiquity of communications and entertainment] is representing an early sign to a new approach to marketing if not to whole business, which represents a marketing management driven by experience, and within a short time this approach will replace the traditional approach to marketing and business. Schmitt was exactly concerned about traditional marketing approach that considers only feature and benefits, in the traditional model consumers are thought to go through a considered decision-making process where each of the features is seen to convey a specific benefit, Schmitt sees this is too limited a way from viewing the purchase decision with excessive emphasis on the rational and logical elements of decision, and no consideration for the emotional and irrational aspect involved in the purchase.

Schmitt's framework was built upon two elements that consist of Strategic Experience Model which is call (SEM) and the experience producers ExPros. Schmitt identified five different types of experiences those are the constructs for the SEM which are defined as below:

SENSE it includes the sensual and tangible aspects of a product or the experience that results from the five senses of sight, sound, scent, taste, and touch. Sense experiences are particularly used to differentiate a product or service, to motivate potential customers, and create a sense of value in the mind of the consumers, (Schmitt, cited in Nigam, 2012).

FEEL is devoted to inducing effect (i.e. the creation of moods and emotions) that adhere to the company and brand. Clearly, positive or negative feelings toward a product or service will influence the extent to which it is consumed. (Schmitt, cited in Nigam, 2012).

THINK the objective of think marketing is to encourage customers to engage in elaborative and creative thinking that may result in a re-evaluation of the company and products. (Schmitt, cited in Nigam, 2012).

ACT is oriented towards the creation of experiences through behavior on the part of the customer, either privately or in the company of others. The goal is to change long-term behavior and habits in favor of the particular product or service. (Schmitt, cited in Nigam, 2012).

RELATE expands beyond the individual's private sensations, feelings, cognitions and actions by relating the individual self to the broader social and cultural context reflected in a brand. (Schmitt, cited in Nigam, 2012).

The five different types of experiences SEMs are conveyed to individuals from experience providers Expros through:

- Communications advertising, external and internal company communications, public relations campaigns, visual and verbal identity and signage, including names, logos, colors, etc. (Schmitt, cited in Nigam, 2012).
- Product presence, including design, packaging, and display. (Schmitt, cited in Nigam, 2012).
- Co-branding, involving event marketing, sponsorships, alliances and partnerships, licensing, product placement in movies ...etc. (Schmitt, cited in Nigam, 2012).
- Spatial environments which include the external and internal design of corporate offices, sales outlets, consumer, and trade fair spaces, websites...etc. (Schmitt, cited in Nigam, 2012).
- People, including salespeople, company representatives, customer service providers, call center operators, etc. (Schmitt, cited in Nigam, 2012).

The interaction between SEMs with ExPros generates what Schmitt calls “Experiential Grid” as illustrated below. As table 2.2 illustrates Experiential Grid

Table 2.2 Experiential Grid

		Expros						
SEM		Communications	Identities	Products	Co-branding	Environment	Websites	People
	Sense							
	Feel							
	Think							
	Relate							
	Act							

Source: B. Schmitt 1999, Experiential Marketing, Journal of marketing management

2.3 Concept of Customer's Experiential Value

Customer's value is seen as a key to long-term success for any kind of business, (Albrecht, cited in Sweeney, J.C., Soutar 2001) he arguing that "the only thing that matters in the new world of quality is delivering customer value." Despite this emphasis, no much research has addressed the value construct itself and there is no well-accepted value dimension, even in the retail environment in which customers evaluate products before purchase. Woodruff (1997) stated that most organizations aiming improvement try internal changes such as restructuring, introduction of quality management or process re-engineering, but next major source for competitive advantage likely will come from a more outward orientation towards customers, as indicated by the many calls for organizations to compete on superior customer value delivery. Jones and Sasser (1995), pointed sometimes satisfaction data do not correlate highly with organizational performance, as indicated by customers who say they are satisfied but buy elsewhere. Also, Woodruff (1997), pointed that even when organization initially find a strong relationship between satisfaction scores and performance that relationship may decline over time. This can occur when customer satisfaction measurement does track changes in customers need and want, or even when a substituting product is present in market. Usually small businesses appear on market and grow by satisfying needs and want that is not considered by dominant brands, usually dominant brands are busy expanding their market without considering the competition from small business which is a situation now happening for telecom equipment vendors such as Ericsson, Nokia Siemens, Alcatel Lucent as dominant

telecom vendor and the growth happening on Facebook, LinkedIn, Uber, bnb, and WhatsApp as example for businesses that became worth more than operators and vendors.

Woodruff (1997), pointed that although it's necessary to compete in today's industries, quality may no longer provide a clear source of competitive advantage. (Butz and Goodstein, cited in Woodruff 1997) mentioned more and more managers start to believe that product innovation and quality are no longer providing the basis for a competitive edge. Also (Band et al, cited in Woodruff 1997) mentioned there are no shortages of calls for the organization to adjust their strategy toward superior customer value delivery.

(Burns and Woodruff, cited in Woodruff 1997) mentioned that it's seen clearly there are existing gaps between the practice and the concept of continuous improvement, if organizations are to become better at competing on superior customer value delivery, they will need a corresponding set of "tools of customer value". Using these tools, tomorrow's organizations will have to become much better at matching internal quality management capabilities with an external strategic focus that is consistent with how customers see value. Also (Schmitt, 1999) argued marketing messages that include experiential clues are found to be more effective than messages that carry purely functional clues.

One approach to defining customer value almost shared by academicians: According to (Zeithaml, cited in Ekrem 2007), perceived value is customer's overall assessment of the utility of a product or service founded on perceptions of what is received and what is given. These are a well-known conceptualization of value is a trade-off between quality and price, (Cravens *et al.* cited in Ekrem 2007) they named it money conceptualization. So these two constituents have a various influence on perceived value if a balance exists between quality and price. According to (Porter, cited in Ekrem, 2007), perceived value might be thought as superior value to the buyer with the view of product quality and particular specialties. (Bolton and Drew, cited in Ekrem 2007), pointed that seeing value as a trade-off between quality and price is too basic.

Customers recognize the reality of value that providers bring to them when they experience the service or the product, accordingly understanding what factors create customer value is an obviously important concern in marketing to create a competitive advantage. Perceived value is seen strongly associated with customer satisfaction, loyalty and trust as per (Lee *et al.* 2002), (Parasuraman and Grewal 2000), and (Yang and Peterson, cited in Ekrem, 2007). According to (Hartnett cited in Ekrem 2007) if a company contents its customers wants, it can be said that this company is supplying a value that gets it in a much powerful status in the long-term. (Burden, cited in Ekrem, 2007) asserted that thriving companies offers their product and service towards two customer's forms: those with stress on value and those for whom time urgency is matter. Xenophon [c. 427-355 BC], the earliest published economist, observed that value comes from the interaction of a product with a consumer, and not the product itself he argued "A flute, for example, is wealth to one who is competent to play it, but to an incompetent person, it is no better than useless stones".(Xenophon, 1923, p. 10). This definition has one straightforward meaning: products and services have to be offered to the right customers otherwise value will not be perceived, and there will be no guarantee for business growth, loyalty, and profitability. Because customers are value driven it's a must for telecom operators to figure out perceived value concept and have to learn where they should center their interest to prosper this.

According to (Grewal *et al.*, cited in Ekrem 2007), perceived value might be separated into two parts: acquisition and transaction value. (Grewal *et al.* cited in Ekrem 2007) specified that acquisition value is the net benefits which obtained from the product or service, the transactional value is the perceived psychological content obtaining from a good treatment. In their study acquisition value is measured with three items and transactional value with nine items. In other researchers, (Woodruff, cited in Ekrem 2007) proposed that customer may want a specific value (desired value) and may appreciate a product or service when trying it (received value). So customers may perceive value differently at the cycle of buying a product or service and during or after its use. Woodruff's created a model named value hierarchy model (Lee *et al.*, cited in Ekrem 2007) according to Woodruff's Customer value determinant CVD theory, which suggested that customer demand hierarchy contains the objective layer, the consequence layer, and the attribute layer, the customer value hierarchy is shown in figure 2.1 illustrates



Source: Woodruff, R. (1997), Customer Value

Figure 2.1 Woodruff's Customer value hierarchy model 1997.

Woodruff pointed that from the bottom of the customer value hierarchy, customers firstly consider the attributes and availability of products. At the second layer, customers begin to make expectations according to these attributes. At the top layer, customers form expectations about the realization of their aim. Schmitt (2011) in his book Experience marketing foundation and the trend he argued that it's the twenty-first century and many developed societies are entering the experience economy, and the highest value economic offering is the experiences. In the experience economy, businesses stage memorable experiences for customers, which are entertaining and/or educational in nature. Also like what Schmitt thought (Pine and Gilmore, cited in B. Schmitt 2011) they all argued that economic value at societal level has progressed through three stages (the commodity economy, the manufacturing economy, and the service economy) and that we are entering the stage of the experience economy. (Sweeney and Soutar, cited in Gianfranco 2008) identified four interrelated dimensions of consumer's perceived value:

Emotions value the utility derived from the feelings and affective states that a product generates.

Social value (acceptability) the utility derived from product's ability to enhance self-concepts.

Functional value (price/value for money) the utility driver from the product due to its perceived short term and long term cost.

Functional value (performance/quality): the utility derived from the perceived quality and expected quality and performance of the product.

Sanchez-Fernandez and Iniesta-Bonillo (2007) called for more academic researchers “to clarify the nature of the multi-dimensional constructs (customer perceived value) and its constituent dimensions, and to develop a comprehensive and effective measurement scale for the concept”. (Lemke *et al*, cited in Schmitt 2011) they mentioned that value lies in the experience of consumption and it could be viewed as an interactive and relativistic such as personal, comparative, and situational preference experience.

Accordingly, researchers have distinguished between utilitarian (Functional) and hedonic (Experiential) value such as (Gentile *et al*, cited in B. Schmitt 2011). (Babin *et al*, cited in B. Schmitt 2011) have developed a scale to measure the two value as outcomes of shopping activities; and the major finding that Utilitarian value is resulting from work completion, and it's the Hedonic value which is resulting from fun and entertainment. (Voss *et al*, cited in Schmitt 2011) have constructed a scale for measuring the utilitarian and hedonic dimensions of attitudes towards product categories and brands. The scale includes ten seven-point semantic differential items, five of them was referring to utilitarian attitudes and the other five referring to the hedonic attitudes. The Utilitarian items are: effective/ineffective, helpful/unhelpful, functional/ not functional, necessary/ unnecessary, and practical/impractical. The hedonic items are fun/not fun, exciting/dull, delightful/not delightful, thrilling/ not thrilling and enjoyable/unenjoyable.

Innovation value (TEKES, Cited in Ying-Yuh 2015) have defined the Service Innovation as ‘new or significant improves of service concept that taken into practice’. Service innovation is important as it's positively inducing customer's perception.

Schmitt Oct (2012) talked about marketing innovation on event organized by business weekly Taipei he mentioned that innovation is not only about technological, it's also in marketing, the technological part could be the hardcore but marketing innovation is the soft part of innovation, he took Starbucks café as an example of marketing innovation he pointed that technical innovation in Starbucks is very little in compare to the marketing part, as they succeed to create Starbucks store, an atmosphere

of where consumers can meet friends, by bringing people together and create a social network, hold business meetings, feel comfortable and relaxed, and it's all about customers coming together.

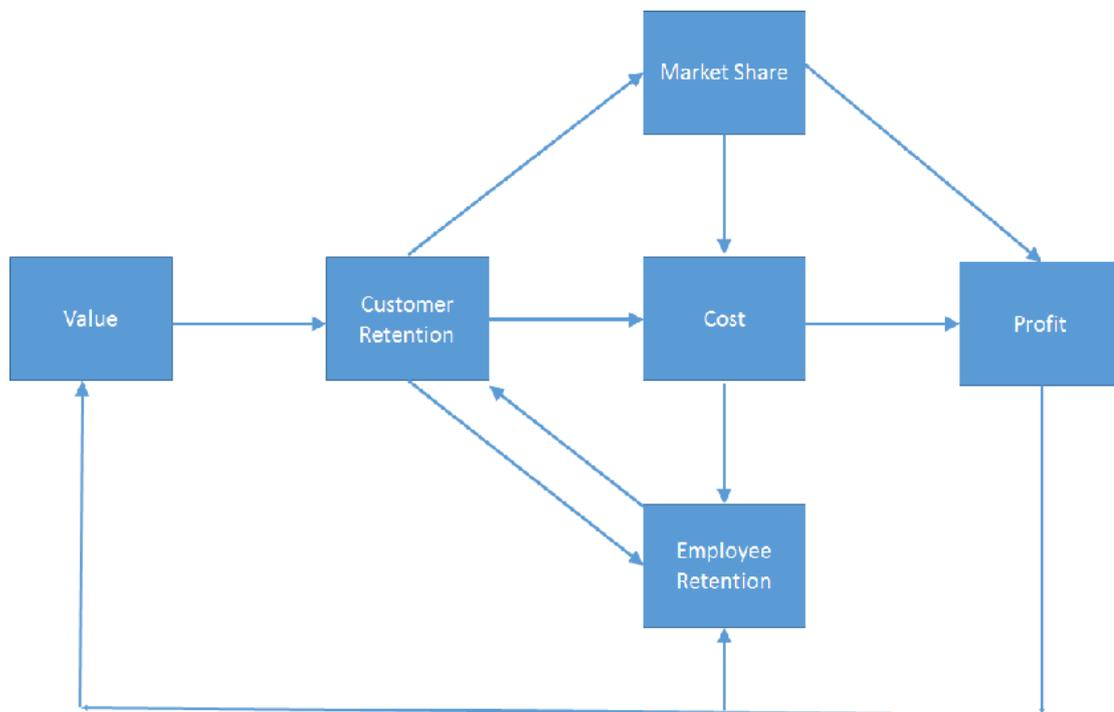
Vijay Govindarajan (2009), talked about execution of innovation, he mentioned that innovation is not creativity it's about commercialization the creative ideas, he pointed that innovation has two parts one is the creative idea and second is the execution of that creative idea, and that is sequentially 1 % to 99% weighted for the idea and the idea execution, then execution will need resources from the core and new business where a conflict may arise and makes execution for the creative ideas more difficult, which can lead to innovation failure, he pointed also results for core business is built on 99% of knowledge, but innovation is built on 99% of assumptions which is not been tested before, that makes prediction very hard, also he pointed that innovation process starts with learning first then profits comes second, also he recommended to have innovation goes hand in hand with strategy, then special budget need to be allocated, and allocate special and shared teams, he emphasised on this as innovation will be the reason for the future profits when current core business became obsolete. He defined Innovation as nonroutine activities with uncertain results, performed to create future business activities. (Kotler and Armstrong, cited in Ying-Yuh 2015) mentioned, "To maintain a competitive advantage, creating special and innovative customer value is necessary".

From previous theories, three main dimensions of customer's value are selected to examine their mediation effect between experiential marketing dimensions and customer's loyalty. They are the functional value, the emotional value, and the social value. The Functional value will have three sup-components (Price, Quality, and Innovation), innovation value considered as sub-component of functional value because all theories defined it to be as service upgrade or it has to be converted into a functional value, other emotional and social values remain the same as defined by (Sweeney and Soutar, cited in Gianfranco 2008).

2.4 Concept of Customer's Loyalty

(Oliver, cited in Cheng 2011) mentioned that the concept of loyalty is a hot topic for studies, as it was shown as a fundamental driver for organizations profitability. Reichheld, (1993) argued that since the 70s the number of studies that focus on satisfaction is declining and this is due to the belief that pursuing customer loyalty is a more critical for business. (Reynolds and Arnold, cited in Cheng 2011) agree that customer loyalty has become essential to business operation. (Reichheld, Markey Jr, Hopton, 1996) they studied a wide array of industries and found that only 5% point of the shift in customer retention consistently results in 25-100% profit swing. This was leading to some other questions such as; how does retention drives such swing in profit? What drives customer retention? Why does companies with high customer retention; also has employee and investor retention? Researchers found value creation process is the core of any successful organization enabling its existence, value creation is for all constitutes of business (customers, employees, and investors) this will lead to customer repurchase, employee belonging, and pride, investor reinvest in the business to keep it growing.

Reichheld, (1993), argued many managers mistakenly believe that the sole mission of the company is to provide value to investors. The true mission is to create value for three key constituencies: customers, employees, and investors. Without this no, one including stakeholders will profit in long run. Reichheld, (1993) proposed a loyalty based management model, his process for the new management system focus on customer and employee retention to enhance profitability for investors and goes beyond the typical customer satisfaction surveys. The success of such strategy is based on the realization that satisfied customers are not necessarily loyal. In a loyalty-based strategy, the goal of marketing is to manage towards “zero defection”, which then can be measured in terms of cash flow due to the link between loyalty, value, and profits. To manage loyalty effectively, marketers must view it within the context of the firm's mission. Furthermore, Reichheld, (1993), has developed a tested model along with the required theory to manage business through loyalty he named it “loyalty –based management system” as shown in figure 2.2



Source: Reichheld, (1993) “Loyally-Based Management

Figure 2.2 Loyalty –Based Management System

In this model, he talked about main four basic tools to manage loyalty. First, to have an accurate measurement tool for loyalty which is based on retention economics, second, targeting the right customers is a key to business success, third, defection analysis to find out what can make customers non-loyal and what are their key issue and respond to this requests immediately, fourth, revising customer’s value proposition to ensure that an up-to-date a superior value is delivered to customers.

Loyalty found to be as single or multi-dimensions, according to a research from (Bove *et al.* cited in Norman 2010), it’s found that both attitudinal loyalty and behavioral loyalty dimensions are considered to be both critical for businesses. Attitudinal loyalty explains a consumer’s identification with a specific service provider and preference of a product or service over the alternative providers (Jones and Taylor, cited in Cheng 2011) when customers are behaviorally loyal, they intend to repurchase the same brand and create a relationship with their specific service provider. (Andreasen and Lindestad, cited in Cheng 2011).

There are many researchers separated loyalty into Attitudinal and behavioral, such as (Carpenter et al, cited in Cheng 2011), they treated attitudinal loyalty as an antecedent of behavioral loyalty, but some of them are not, such as (Labeaga, *et al.*

cited in Cheng 2011) they argue that the corporate image improves behavioral loyalty significantly. (Reynolds and Beatty, cited in Cheng 2011) find that satisfaction effecting behavioral loyalty directly. (Day, cited in Cheng 2011) mentioned that behavioral loyalty as a result of chance or other factors, and not necessarily caused by attitudinal loyalty. (Chaudhuri and Holbrook, cited in Dahlgren 2011) mentioned that attitudinal and behavioral loyalty impacts market share, they believe that the relationship of attitudinal and behavioral loyalty is interrelated and not cause-effect, these studies integrate the multi-dimensional concept into a single construct consisting of repurchase intention, recommendation intention, customer's retention and price tolerance. Researchers normally combining them into a single dependent variable to determine factors that affect loyalty. But it was obvious that behavioral loyalty can be translated into actual purchasing behavior, while attitudinal loyalty will not ensure that customers are purchasing from a brand when they are attitudinally loyal, but they will, through the word-of-mouth create a positive image of a business to others prospects. This may not directly bring profit, but indirectly will create a positive result. Therefore behavioral loyalty would be a fundamental element while attitudinal would be the psychological element of loyalty. A conceptual definition according to (Jones and Sasser, cited in Cheng 2011) customer loyalty is a customer's sense of belonging or identification with the employees, services or products of a company, these feelings have a direct impact on customer behavior. According to (Zeithmal *et al*, cited in Cheng 2011) described loyalty as multi-dimensional construct consist of purchase intention, recommendations, price tolerance, word of mouth, complaint behavior, and propensity to leave.

As mentioned in previous chapter customer's retention programs are developed to reduce churning behaviour, a crucial KPI to business is the customer's retention rate; (Dwyer, cited in Hans 2005) the retention rate is the probability that an individual customer will remain loyal to the supplier for the next period, provided that customer has bought from that vendor on each previous purchase. (Jones and Sasser, cited in Dahlgren 2011) mentioned Retention rate can be inferred drawing on empirically confirmed determinants of loyalty, such as customer satisfaction, switching barrier, variety-seeking behavior, and attractiveness of alternatives.

2.5 Related studies on relationship between experiential marketing and customer's experiential value

Maghnati *et al.* (2012) studied the relationship between Experiential Marketing and Customer's experiential Value in Smart Phone Industry. The research confirmed significant positive relationships of sense experience, feel experience, act experience, relate an experience, and think experience with experiential value.

Yi-Hsiang Hsiao, (2015), examined the relationship between Experience Marketing and Experiential Value on Word of Mouth, concluding his study finding in experiential marketing has significant positive effect on experiential value, experiential marketing has significant positive effect on the WOM transmission, experiential value has significant positive effect on the WOM transmission, and experiential value also mediates the relationships between experiential marketing and WOM transmission.

As per Schmitt (1999), suggesting experiential marketing should provide Sensory, Emotional, Cognitive, Behavioural, and relational value that replace functional values.

2.6 Related studies on relationship between experiential marketing and customer's loyalty

Guirong and Jian, (2010) studied the relationship between Experiential marketing and Customer's loyalty in the supermarket. They concluded that emotional experience, thinking experience, action experience and interaction experience impact positively the customer emotional Loyalty while emotional experience, thinking experience and action experience impact positively the customer behavioral loyalty. Besides, there is a positive relationship between the emotional loyalty and behavioral loyalty.

Chao, (2015) studied the relationship between Experiential Marketing and Customer's Loyalty in a fitness club. The results indicated that during the running of fitness clubs, the subjective perception of the customers on brand image and customer satisfaction is of great importance. In addition, results from the study also indicate that experimental marketing has a positive effect on brand image. As a result, experimental marketing plays an important role in establishing a brand image for fitness clubs.

Wu & Tseng, (2015) studied the relationship between experiential marketing and customer's satisfaction and loyalty, results have shown perceptions of experiential marketing differed significantly on some demographic variable, experiential marketing was positively related to customer satisfaction and customer loyalty, customer satisfaction, and customer loyalty were positively related, and experiential marketing was a significant predictor of customer satisfaction and customer loyalty.

2.7 Related studies on relationship between experiential value and customer's loyalty

Lajevardi, *et al.* (2014) studied the relationship between the perceived value and purchase intention in Iranian restaurants, findings indicate that perceived quality, reputation, and overall perceived value have a positive significant effect on behavioral intentions.

Zhuang *et al* (2010) studied the relationship between perceived value on Behavior Intention and they concluded that: the study suggests mixed evidence about the impacts of perceived utility on buying intentions. The present study suggests that more work needs to be conducted to examine the impacts of acquisition and transaction utility on consumers' shopping evaluation and behavioral response.

So Ra Park, (2012) examined the relationship between customer's experiential value and behavioral intention. One significant finding of the research was that both intrinsic customer experiential value and extrinsic customer experiential value strongly influenced behavioral intention. This finding signifies that intrinsic value such as playfulness or aesthetics can influence future intention to purchase.

Studies such as (e.g. Bilgiham *et al.*; 2013; Keng *et al*, 2007; Mathwick *et al.*, 2002; Reinus & Fredman, 2007; Shieh & Cheng, cited in Gurel 2014) have investigated experiential value and found positive effect of customer experience on desired customer behaviours such as (Satisfaction, Loyalty and recommendation).

According to Reichheld (1990) he mentioned that organizations aiming loyal customers must deliver superior value to all constituents of the business system (Customers, Employees, and Investors). Also, Reichheld, (1993), mentioned customers are loyal because they get the best value, not because a company does the best job in promoting its product or service. Therefore, if a company really wants to keep

customers loyal, it must be willing to monitor and revise the fundamental value proposition that brought customers into the system in the first place. For example, if a customer purchased a product or service, then after a while his/her name and ID will remain the same, but maybe desires and interests have been changed since product or service was purchased; therefore revising value proposition is important to keep valid customer relation. Revising the value proposition is ultimately linked with defect analysis. If accompany honestly invests in finding out why defections occur, defecting customers will tell the organization exactly where its value proposition is deficient, this kind of interaction is named the voice of the customer VOC, through this channel organizations will collect customer deficiencies, demand and needs change, a feedback and innovation channel.

CHAPTER THREE

THEORETICAL FRAMEWORK AND

RESEARCH METHODOLOGY

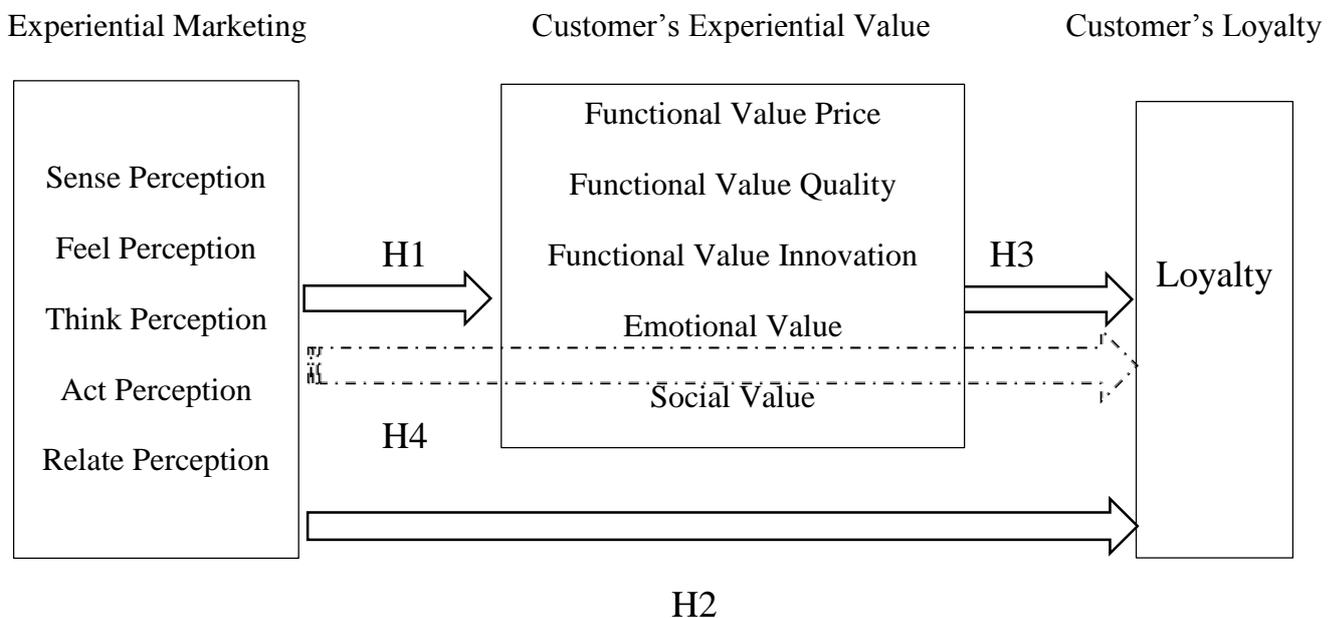
3.1 Introduction

This chapter contains details about variables used to develop the theoretical framework, hypotheses, research methodology, population and sample drawn for the study, instrument, data collection, pilot and final test, and procedures followed for data analysis.

3.2 Theoretical Framework

The study examines the relation between experiential marketing and customer's loyalty mediating role of customer's experiential value, the theoretical framework was developed according to literature and theories available regarding each construct. Experiential marketing is the independent variable with five dimensions (Sense Perception, Feel Perception, Think Perception, Act Perception, and Relate Perception), dependent variable include dimensions of loyalty (Behavioural Loyalty, and Attitudinal Loyalty), and the mediator customer's experiential value variables include also five dimensions (Functional value price, Functional value quality, functional value innovation, emotional value, and social value), and. Figure 3.1 illustrates the theoretical framework proposed for the study.

Figure 3.1 Theoretical Framework



Source: prepared by researcher 2016

3.3 Development of Hypotheses

According to the provided literature in chapter two and previous studies findings mentioned in relation to the constructs under the study four main hypotheses were developed following the flow illustrated in the framework section to examine the hypotheses within Sudan circumstances in telecom industry. Same as Ying-Yuh Huang, 2015 he examined the impact of experiential marketing on customer's satisfaction in the existence customer's experiential value as mediating role in the hospitality industry. H1 is the parent hypothesis between experiential marketing and customer's experiential value with twenty-five sub-hypotheses, H2 parent hypothesis for the relation between experiential marketing and customer's loyalty with ten sub-hypotheses, H3 parent hypothesis comes with also ten sub-hypotheses representing the relation between experiential customer's value and customer's loyalty, and lastly H4 parent hypothesis comes with fifty sub-hypotheses for the mediator between experiential marketing and customer's loyalty, below is a detailed description for each hypotheses along with its sub-hypotheses.

H1: Experiential Marketing induces customer's experiential Value

1. H1a1: Sense Perception induce Functional Value Price
2. H1a2: Sense Perception induce Functional Value Quality
3. H1a3: Sense Perception induce Functional Value Innovation
4. H1a4: Sense Perception induce Emotional Value
5. H1a5: Sense Perception induce Social Value
6. H1b1: Feel Perception induce Functional Value Price
7. H1b2: Feel Perception induce Functional Value Quality
8. H1b3: Feel Perception induce Functional Value Innovation
9. H1b4: Feel Perception induce Emotional Value
10. H1b5: Feel Perception induce Social Value
11. H1c1: Think Perception induce Functional Value Price
12. H1c2: Think Perception induce Functional Value Quality
13. H1c3: Think Perception induce Functional Value Innovation

14. H1c4: Think Perception induce Emotional Value
 15. H1c5: Think Perception induce Social Value
 16. H1d1: Act Perception induce Functional Value Price
 17. H1d2: Act Perception induce Functional Value Quality
 18. H1d3: Act Perception induce Functional Value Innovation
 19. H1d4: Act Perception induce Emotional Value
 20. H1d5: Act Perception induce Social Value
 21. H1e1: Relate Perception induce Functional Value Price
 22. H1e2: Relate Perception induce Functional Value Quality
 23. H1e3: Relate Perception induce Functional Value Innovation
 24. H1e4: Relate Perception induce Emotional Value
 25. H1e5: Relate Perception induce Social Value
- H2: Experiential marketing induces Customer's Loyalty
26. H2a1: Sense Perception induce Customer's Behavioural Loyalty
 27. H2a2: Sense Perception induce Customer's Attitudinal Loyalty
 28. H2b1: Feel Perception induce Customer's Behavioural Loyalty
 29. H2b2: Feel Perception induce Customer's Attitudinal Loyalty
 30. H2c1: Think Perception induce Customer's Behavioural Loyalty
 31. H2c2: Think Perception induce Customer's Attitudinal Loyalty
 32. H2d1: Act Perception induce Customer's Behavioural Loyalty
 33. H2d2: Act Perception induce Customer's Attitudinal Loyalty
 34. H2e1: Relate Perception induce Customer's Behavioural Loyalty
 35. H2e2: Relate Perception induce Customer's Attitudinal Loyalty
- H3: Experiential Customer's value induce customer's loyalty
36. H3a1: Functional Value Price induces Customer's Behavioural Loyalty
 37. H3a2: Functional Value Price induces Customer's Attitudinal Loyalty
 38. H3b1: Functional Value Quality induces Customer's Behavioural Loyalty

39. H3b2: Functional Value Quality induces Customer's Attitudinal Loyalty
 40. H3c1: Functional Value Innovation induces Customer's Behavioural Loyalty
 41. H3c2: Functional Value Innovation induces Customer's Attitudinal Loyalty
 42. H3d1: Emotional Value induces customer's Behavioural Loyalty
 43. H3d2: Emotional Value induces customer's Attitudinal Loyalty
 44. H3e1: Social Value induces Customer's Behavioural Loyalty
 45. H3e2: Social Value induces Customer's Attitudinal Loyalty
- H4: Experiential Customer's value Mediates experiential marketing and loyalty
46. H4a1: Functional value price mediates Sense perception and Customer's attitudinal loyalty
 47. H4a2: Functional value price mediates Sense perception and Customer's Behavioural loyalty
 48. H4a3: Functional value quality mediates Sense perception and Customer's attitudinal loyalty
 49. H4a4: Functional value quality mediates Sense perception and Customer's Behavioural loyalty
 50. H4a5: Functional value Innovation mediates Sense perception and Customer's attitudinal loyalty
 51. H4a6: Functional value Innovation mediates Sense perception and Customer's Behavioural loyalty
 52. H4a7: Emotional Value mediates Sense perception and Customer's attitudinal loyalty
 53. H4a8: Emotional Value mediates Sense perception and Customer's Behavioural loyalty
 54. H4a9: Social Value mediates Sense perception and Customer's attitudinal loyalty
 55. H4a10: Social Value mediates Sense perception and Customer's Behavioural loyalty
 56. H4b1: Functional value price mediates Feel perception and Customer's attitudinal loyalty
 57. H4b2: Functional value price mediates Feel perception and Customer's Behavioural loyalty

58. H4b3: Functional value quality mediates Feel perception and Customer's attitudinal loyalty
59. H4b4: Functional value quality mediates Feel perception and Customer's Behavioural loyalty
60. H4b5: Functional value Innovation mediates Feel perception and Customer's attitudinal loyalty
61. H4b6: Functional value Innovation mediates Feel perception and Customer's Behavioural loyalty
62. H4b7: Emotional Value mediates Feel perception and Customer's attitudinal loyalty
63. H4b8: Emotional Value mediates Feel perception and Customer's Behavioural loyalty
64. H4b9: Social Value mediates Feel perception and Customer's attitudinal loyalty
65. H4b10: Social Value mediates Feel perception and Customer's Behavioural loyalty
66. H4c1: Functional value price mediates Think perception and Customer's attitudinal loyalty
67. H4c2: Functional value price mediates Think perception and Customer's Behavioural loyalty
68. H4c3: Functional value quality mediates Think perception and Customer's attitudinal loyalty
69. H4c4: Functional value quality mediates Think perception and Customer's Behavioural loyalty
70. H4c5: Functional value Innovation mediates Think perception and Customer's attitudinal loyalty
71. H4c6: Functional value Innovation mediates Think perception and Customer's Behavioural loyalty
72. H4c7: Emotional Value mediates Think perception and Customer's attitudinal loyalty
73. H4c8: Emotional Value mediates Think perception and Customer's Behavioural loyalty
74. H4c9: Social Value mediates Think perception and Customer's attitudinal loyalty

75. H4c10: Social Value mediates Think perception and Customer's Behavioural loyalty
76. H4d1: Functional value price mediates Act perception and Customer's attitudinal loyalty
77. H4d2: Functional value price mediates Act perception and Customer's Behavioural loyalty
78. H4d3: Functional value quality mediates Act perception and Customer's attitudinal loyalty
79. H4d4: Functional value quality mediates Act perception and Customer's Behavioural loyalty
80. H4d5: Functional value Innovation mediates Act perception and Customer's attitudinal loyalty
81. H4d6: Functional value Innovation mediates Act perception and Customer's Behavioural loyalty
82. H4d7: Emotional Value mediates Act perception and Customer's attitudinal loyalty
83. H4d8: Emotional Value mediates Act perception and Customer's Behavioural loyalty
84. H4d9: Social Value mediates Act perception and Customer's attitudinal loyalty
85. H4d10: Social Value mediates Act perception and Customer's Behavioural loyalty
86. H4e1: Functional value price mediates Relate perception and Customer's attitudinal loyalty
87. H4e2: Functional value price mediates Relate perception and Customer's Behavioural loyalty
88. H4e3: Functional value quality mediates Relate perception and Customer's attitudinal loyalty
89. H4e4: Functional value quality mediates Relate perception and Customer's Behavioural loyalty
90. H4e5: Functional value Innovation mediates Relate perception and Customer's attitudinal loyalty
91. H4e6: Functional value Innovation mediates Relate perception and Customer's Behavioural loyalty

92. H4e7: Emotional Value mediates positively Relate perception and Customer's attitudinal loyalty
93. H4e8: Emotional Value mediates Relate perception and Customer's Behavioural loyalty
94. H4e9: Social Value mediates Relate perception and Customer's attitudinal loyalty
95. H4e10: Social Value mediates Relate perception and Customer's Behavioural loyalty

3.4 Research Methodology

The descriptive analytical quantitative approach was followed to provide the extent of the correlational relationship between the experiential marketing, experiential value and customer's loyalty dimensions.

The study provides an extensive examination on how Sudanese mobile customers perceive the service from each operator in Sudan, population for the study is all mobile users in Sudan who are customers for any telecom service operators, which estimated in Jun-2016 to be around 27,000,000 subscribers as reported by Dr. Tahini Abdalla ICT minister dated Nov-2015. Mobile users are distributed among three service providers the first operator entered telecom market around 1997, the second operator entered 2006, and the third operator entered 2006 as well. Dr. Ezzeldin Kamil NTC Director General in 2012 reported that telecom sector in Sudan registered 70% growth in subscription between 1995 and 2012 with mobile penetration rate approaching 80% and 80% coverage for residential areas.

Purposive judgment sampling technique using non-probability sampling was adapted. (Snowball and convenient) sampling was used to exclude customers who have a policy to use a specific service provider such as employees work for all the three Operators in order to avoid biased subjectivity, as employees for this operators are expected to use only their Operator's SIM card. Snowball technique was used to reach organizations such as SAYGA, Taxation camber, Cofftea Company, EBS Company, and universities teaching staff, this criterion will ensure a wide range of income and occupation will be included within the sample selected, as they are also expected to have more understanding about the topic under the study. The questionnaires

distributed using convenient sampling was only 7% from overall sample, while snowball sampling covered 93%.

(Krejcie and Morgan, cited in Sekaran 2003) have created a table for determining sample size with a respective population that recommends for a population exceed or equal to 1000000 will need a sample size of 384, also Uma Sekaran, P295, (2003) mentioned that “a sample size larger than 30 and less than 500 are appropriate for most researchers. Accordingly, sample size selected for this research was 600, this amount was selected to avoid outlier behaviour expected and un proper use of questionnaire filling information.

3.5 Instrument

Construct measurement was prepared according to the final dimensions considered to be taken as construct in the study. Experiential marketing considering the five dimensions (Feel Perception, Sense Perception, Think perception, Act Perception, and Relate Perception). Expressions to measure those dimensions were identified by Schmitt, 1997 as illustrated in table 3.1

Table 3.1 Experiential Marketing Measurement

Dimensions	Definition	Expressions for Measurement	Reference
Sense	Relates to the consumers' senses (sight, sound, touch, test, and smell)	Sense of freshness Visual attention Manners of staff Image design Touch stimulation	Schmitt 1997
Feel	Relates to the customers' inner feelings and emotions ranging from mildly positive moods linked to a brand to strong emotions of joy/ pride.	Friendliness Care Sincerity Reliability	
Think	Relates to the intellect in order to deliver cognitivy, problem-solving experiences that engage customer's creativity	Problem-solving Engage creativity Enjoyableness Surprise Curiosity Delight	
Act	Targeting the physical behaviors, lifestyles, and interactions	Alternative way of doing things Lifestyles interactions Physical experience Approaches to change behaviors	
Relate	Create experiences by taking into account individuals' desires to be a part of the social context	Cultural/ subcultural connection Age group	

Source: prepared by researcher 2016

Customer's experiential value selected measurement relay on the scales provided by (Sweeney and Soutar, cited in Gianfranco 2008) for Price, Emotional, and Social values, while Quality Value expressions provided by (Brady & Cronion, Gianfranco 2008) (Zeithaml Parasuraman Belly, Gianfranco 2008) found to be more

accurate and aligned with most up to date service quality definitions. Table 3.2 illustrates expressions used to measure experiential customer's value dimensions.

Table 3.2 Experiential Customer's Value Measurement

Measurement for construct Customer's experiential value			
Dimensions	Definition	Expressions for Measurement	Reference
Functional value Price	the utility driver from the product due to its perceived short term and long term cost	Reasonably priced Offers value for money Good product for the price Would be economical	(Sweeney and Soutar, cited in Gianfranco 2008)
Functional value Quality	the utility derived from the perceived quality and expected quality or performance	Reliability Need and want Timely response Feel secure Courtesy Competence Accessibility	(Brady & Cronion, 2001) (Zeithaml Parasuraman Belly, 1988)
Functional value Innovation	new or significant improve of service concept that taken into practice	New and different service Listening to customer's suggestion to develop new service Modern equipment Systematic and convenient services	(TEKES 2005) (Amza Virgil Dan & Brtianu Costantin 2008) mansury & Love, 2008
Emotional value	The utility derived from the feelings and affective states that a product generates.	Enjoyable Make user want to use it Feel relax when to use it Feel good when use it Give pleasure	(Sweeney and Soutar, cited in Gianfranco 2008)
Social value	(acceptability): the utility derived from product's ability to enhance self-concepts	Help to feel acceptable Improve the way user is perceived Make a good impression on other people Give social approval	(Sweeney and Soutar, cited in Gianfranco 2008)

Source: prepared by researcher 2016

Customer's loyalty measurement relay on up to date available scales provided by (Russell-Bennett, 2007, Andreasen and Lindestad, 1998) for behavioral loyalty and (Jones and Taylor, 2007, Kummar and Reinartz, 2006) for attitudinal loyalty. Table 3.3 illustrates customer's loyalty expressions for measurement.

Table 3.3 Customer's Loyalty Measurement

Measurement for construct customer's Loyalty			
Dimensions	Definition	Expressions for Measurement	Reference
Behavioural loyalty	means consumers' repurchase behaviour or intention of specific brand	Repurchase intention Commitment Price tolerance Relationship Retention	Russell-Bennett, 2007 Andreasen and Lindestad, 1998
Attitudinal loyalty	means consumers' sense of specific product or service	Word-of-mouth Recommend Preference of brand	Jones and Taylor, 2007 Kummar and Reinartz, 2006

Source: prepared by researcher 2016

Construct terms measurement was used to develop a self-administered questionnaire with a Likert seven-point scale ranges from Strongly-Agree and Strongly-Disagree plus the option for not sure or not-applicable to avoid confusion between factors that not-applicable and balanced responses. The questionnaire was developed into two languages (English and Arabic versions) both versions were back to back translated, double climbing translation and face validity was conducted with a telecom service provider market research manager and one specialist researcher within the telecom industry, also a judgment committee from Sudan University consist of two Ph.D. holders and three master degree gave their recommendation for wording, removal/addition for questions to ensure construct measurement accuracy and elements used in each dimension. After modification was done and the final agreement was reached with supervisor and the committee, the questionnaire was printed for the pilot test. Judgment Committee list attached in Appendix A.

3.6 Pilot Test

A pilot test was conducted on 1/5/2016, Thirty-six (36) questionnaires were distributed and collected by the researcher at Sudan University targeting graduates and post graduates students, to measure wording difficulties and if questions were properly set and representing the construct elements. Pilot test reliability results have shown very good Cronbach's Alfa value as in table 3.4, as a measurement for the repeatability. After discussing results with advisor and supervisor some changes in wording was done and agreed on final questionnaire version to perform a final test on 15/5/2016. . English questionnaire sample attached in Appendix B and Arabic questionnaire sample attached in Appendix C.

Table 3.4 Cronbach's Alpha PILOT TEST

Variable name	Cronbach's Alpha
Sense Perception	.740
Feel Perception	.887
Think Perception	.869
Act Perception	.771
Relate Perception	.815
Functional Value Price	.887
Functional Value Quality	.876
Functional Value Innovation	.834
Emotional Value	.888
Social Value	.937
Behavioral Loyalty	.709
Attitudinal Loyalty	.809

Source: prepared by researcher 2016

3.7 Final Test

After Final questionnaire version was approved, 600 questionnaires were printed and distributed by hand to respondents or handed to the researcher's social network to hand it on behalf of him to respondents on 20/5/2016 as follows: 7% questionnaires were distributed randomly using convenient sample to students in Neelain University, 94% were returned filled. 33% of questionnaires were distributed randomly in Sudan University to post graduate student using snowball sampling, 69% were returned filled. 8% of questionnaires were distributed through snowball technique in Tagana University for teaching staff and students, 88% was returned filled, 3% of questionnaires were distributed at Cofftea company using snowball sampling, 100% were returned filled, 8% of questionnaires were distributed at Taxation chamber using snowball sampling, 54% were returned filled, 2% of questionnaires were distributed at EBS company using snowball sampling, 100% were returned filled, 23% of questionnaires were distributed at SAYGA company using snowball sampling, 83% were returned filled, 3% of questionnaires were distributed to Mwasafat Quality center using snowball sampling, 100% were returned filled, 3% of questionnaires were distributed at Gezira University teaching staff using snowball sampling, 100% were returned filled, 8% of questionnaires were distributed at Bayan University using snowball sampling, 100% were returned filled, 2% Neelain University Information Technology teaching staff, 100% were returned filled. Two weeks from distribution date 7th of Jun-2016 a total of 503 questionnaires were collected with overall response rate 83%.

3.8 Data Analysis

The data collection technique selected for this research is a questionnaire that allows the researcher to collect quantitative data. The tools SPSS and AMOS version 23 will be used to analyze collected data. Then data will be coded and entered to SPSS. Part of data screening process is missing data analysis which will be carried to determine cases with more than 8% missing values and eliminate them, remaining missing values will be imputed with median/mode/mean considering the type of collected variable. Unengaged responses and outlier will be excluded as well. Also, anomaly case detection process will be executed to exclude anomaly behavior. Remaining cases that are having valid responses will be used as a clean dataset. Qualifications for measures and threshold will be part of the analysis process such as reliability (Cronbach's alpha), exploratory factor analysis EFA, KMO, convergent and discriminant validity, confirmatory factor analysis CFA, Model invariance, common latent factor CLF, Structure equation model SEM Model Fit, and hypotheses significance, all mentioned process are discussed in a brief as below:

- Reliability refers to the consistency of the item-level errors within a single factor. Reliability means just what it sounds like a "reliable" set of variables will consistently load on the same factor. The way to test reliability in an EFA is to compute Cronbach's alpha for each factor. Cronbach's alpha should be above 0.7.
- Exploratory Factor Analysis (EFA) is a statistical approach to determine the correlation among the variables in a dataset, it provides the grouping of variables based on strong correlations, and it prepares the factors to be used in structural equation Modeling (SEM).
- KMO refer to the appropriateness of data adequacy, marvelous is > 0.9 , 0.7 is middling, and 0.5 is considered miserable.
- Communalities is the extent to which an item correlates with all other items, higher communalities are better, if the correlation is in the range from 0.0 to 0.4 then this low values should be removed.
- Factor structure, refer to the inter-correlations among the variable being tested in the EFA, a clean factor loading pattern matrix. Convergent and discriminant validity are the evidence for high loading within factors, and no major cross

loadings between factors, primary loading should at least 0.2 larger than secondary loading factor.

- Convergent validity means that the variables within a single factor are highly correlated. This is evident by the factor loadings. Sufficient/significant loadings depend on the sample size of the dataset. Regardless of sample size, it is best to have loadings greater than 0.500 and averaging out to greater than 0.700 for each factor.
- Factor loading should be greater than 0.4. Any item crosses loading with another factor should be removed. Variance explained should be greater than 50%.
- Discriminant validity refers to the extent to which factors are distinct and uncorrelated. Variables should relate more strongly to their own factor. Variables should load significantly only on one factor. If "cross-loadings" do exist (variable loads on multiple factors), then the cross-loadings should differ by more than 0.2. Confirmatory factor analysis (CFA) is to determine the factor structure of the dataset and to confirm factor structure extracted in the (EFA).
- Validity and Reliability measures: Average Variance Extracted (AVE), Maximum Shared Variance (MSV), and Average Shared Variance (ASV). $AVE > 0.5$, $MSV < AVE$, $ASV < AVE$.
- Structural equation modeling (SEM) serves purposes similar to multiple regression, but in a more powerful way which takes into account the modeling of interactions, nonlinearities, correlated independents, measurement error, correlated error terms, multiple latent independents each measured by multiple indicators, and one or more latent dependents also each with multiple indicators. SEM may be used as a more powerful alternative to multiple regression, path analysis, factor analysis, time series analysis, and analysis of covariance. SEM is an umbrella concept for analysis such as mediation and moderation.
- Model fit refers to how well the proposed model accounts for the correlations between variables in the dataset. If it's accounting for all the major correlations inherent in the dataset then it will have good fit; if not, then there is a significant "discrepancy" between the correlations proposed and the correlations

observed, and thus it's a poor model fit, then proposed model does not fit the observed or "estimated" model. Recommendations are as follows:

- Model fit refers to how well-proposed model is. Metrics thresholds determine the goodness of fit as reported by (Hu and Bentler, cited in Hooper 2008) are:
 - Chi-square/DF < 3, CFI > .95, GFI > 0.95, AGFI > 0.8, RMSEA < 0.5, and P-Value > 0.05.
- Hypotheses test thresholds:
 - Model fit parameters stay within recommended range
 - Variance above 0.025
 - P value must be < 0.5 = **. P-value < 0.001 = ***
 - Critical ratio (CR) ± 1.96 for two tail test 95% confidence level

3.9 Summary

This chapter explains the development of hypotheses, theoretical framework, measurement, research methodology, data collection and analysis procedures. The next chapter will explain the data analysis in details in addition to the research findings.

CHAPTER FOUR

FINDINGS

4.1 Introduction

This chapter provides details about the sample used including response rate, demographic characteristic of sample, results of analysis, test of hypotheses, and lastly findings for the study.

4.2 Response Rate

A total of 600 questionnaires were distributed to the respondents, 503 questionnaires were returned filled with an overall response rate of 83%. Table 4.1 presents a summary for response rate and usable sample.

Table 4.1 Respondents Response Rate

Total Questionnaires delivered to respondents	600
Received filled Questionnaires	503
Overall response Rate	83 %
Partially filled and missing more than 8% of values)	32
Unengaged respondents	70
Anomaly case	1
Remaining usable questionnaires	400

Source: prepared by researcher 2016

4.3 Demographic Characteristic of Respondents

Table 4.2 contains demographic characteristics of respondent's in the following order, gender distribution was male biased as males were the majority as they represent 253 respondents 63.2%, and females were 147 representing 36.8%. Respondents age group was as follows for ages less than 25 were 135 representing one-third of the sample 33.7%, following ages between 25-35 were 175 represents which is the majority of respondents 43.8%, then ages between 36-45 was 76 representing 19%, then ages between 46-55 was 12 representing 3%, and lastly ages 55 and above was 2 representing 0.5%. Respondents, marital status was distributed as follows unmarried were 265 were the majority representing 66.2%, married were 128 represents 32%, and lastly others were 7 representing 1.8%. Regarding education level, graduates were 279 which is the majority representing 69.7%, following post graduates 108 represents 27%, and lastly were undergraduates 13 representing 3.3%. Occupation distribution among sample was as follows employees were 237 comes on top representing 59.2%, students come second 127 representing 31.9%, then managers were 17 representing 4.2%, and before

last other was 7 representing 1.7%, and lastly, come house-wife which were 2 representing 0.5%. Majority of respondents income was less than 1000 SDG represents 122 (30.4%), following income between 1001-2000 SDG were 100 respondents representing 25%, then income between 2001-3000 SDG were 48 representing 12%, then between 3001-4000 SDG were 38 representing 9.5%, higher income between 4001-5000 SDG were 47 representing 11.8%, and lastly income greater than 5001 SDG were 45 representing 11.3%.

Table 4.2 General Characteristics of the Respondents

Gender	Male	253	63.2%
	Female	147	36.8%
Total		400	100%
Age	Less than 25	135	33.7%
	25-35	175	43.8%
	36-45	76	19%
	46-55	12	3%
	Greater than 55	2	0.5%
Total		400	100%
Marital Status	Unmarried	265	66.2%
	Married	128	32%
	Other	7	1.8%
Total		400	100%
Education Level	Undergraduate	13	3.3%
	Graduate	279	69.7%
	Post graduate	108	27%
Total		400	100%
Occupation	Self-Employment	10	2.5%
	Student	127	31.9%
	Employee	237	59.2%
	Manager	17	4.2%
	House-wife	2	0.5%
	Other	7	1.7%
Total		400	100%
Income	Less than1000	122	30.4%
	1001-2000	100	25%
	2001-3000	48	12%
	3001-4000	38	9.5%
	4001-5000	47	11.8%
	Greater than 5001	45	11.3%
Total		400	100%

Source: prepared by researcher 2016

4.4 Results of Analysis

Exploratory factor analysis (EFA) was carried to determine correlation among variables using maximum likelihood method extraction and Promax rotation method, this approach was followed to allow the produced pattern matrix to be used for confirmatory factor analysis (CFA) and structured equation model (SEM) in AMOS. This process is used till a cleaner pattern matrix was produced, as a result for the EFA the variable items (Sense_3, Sense_4, Think_3, Act_1, Act_2, Act_3, Act_4, Func_Innov_2, Emotional_val_4, Emotional_val_5, Behav_loyal_1, Behav_loyal_2, Behav_loyal_4, Attit_loyal_4, and Attit_loyal_5) were deleted due to their low loadings, as shown in appendix D illustrates remaining variables items in each factor in the pattern matrix. Factor merge appeared for Think-Perception with Act-Perception one item, a new name was Think Perception (TP). Functional-Value-Quality with Functional-Value-Innovation three item, the new name was Functional Value Quality. Behavioural-Loyalty one item with Attitudinal-Loyalty, a new name was loyalty. This merge reduced factors from 12 factors to only 9 factors. The pattern matrix achieved a marvelous value for KMO and Bartlett's test which was greater than 0.9 as shown in appendix E. All factors achieved good values for Cronbach's Alpha which was more than 0.7, as table 4.3 illustrates.

Table 4.3 Cronbach's Alpha for Scale dimensions after EFA

Variable name	Cronbach's Alpha
Sense Perception	.721
Feel Perception	.838
Think Perception & Act	.826
Relate Perception	.786
Functional Value Price	.915
Functional Value Quality & Innovation	.888
Emotional Value	.855
Social Value	.880
attitudinal and behavioral loyalty	.823

Source: prepared by researcher 2016

Table 4.4 Illustrates central tendency and dispersion measures that indicating standard deviation for all factors between 0.73 and 1.63 that interpreted as good volatility for the respondent answers. Also, the mean value was above average for the Likert scale seven-point which is 3.5. Functional quality value scored 5.47 indicating most answers were between agreeing and somewhat agree, which mean acceptable quality was maintained by some operators, then feel perception with score 4.59, then loyalty score was 4.53, followed by think perception with score 4.466, then functional value price with score 4.46, then sense perception with score 4.43, then emotional value 4.4, which mean mobile users in Sudan perceive the these stimuli's between somewhat agree and neither agree or disagree, and before last relate perception with score 3.94, followed lastly by social value with score 3.3 below the mean. Both last stimuli's are between neither agree nor disagree and somewhat disagree. Which means customers are not perceiving these values.

Table 4.4 Central Tendency and dispersion

Dimension	Mean	Std. Deviation
Sense Perception	4.4389	.87822
Feel Perception	4.5917	.94982
Think Perception	4.4662	1.08272
Relate Perception	3.9416	.73947
Functional Value Price	4.4617	1.63200
Functional Value Quality	5.4789	1.20280
Emotional Value	4.4059	1.13001
Social Value	3.3115	.94881
Loyalty	4.5356	1.00122

Source: prepared by researcher 2016

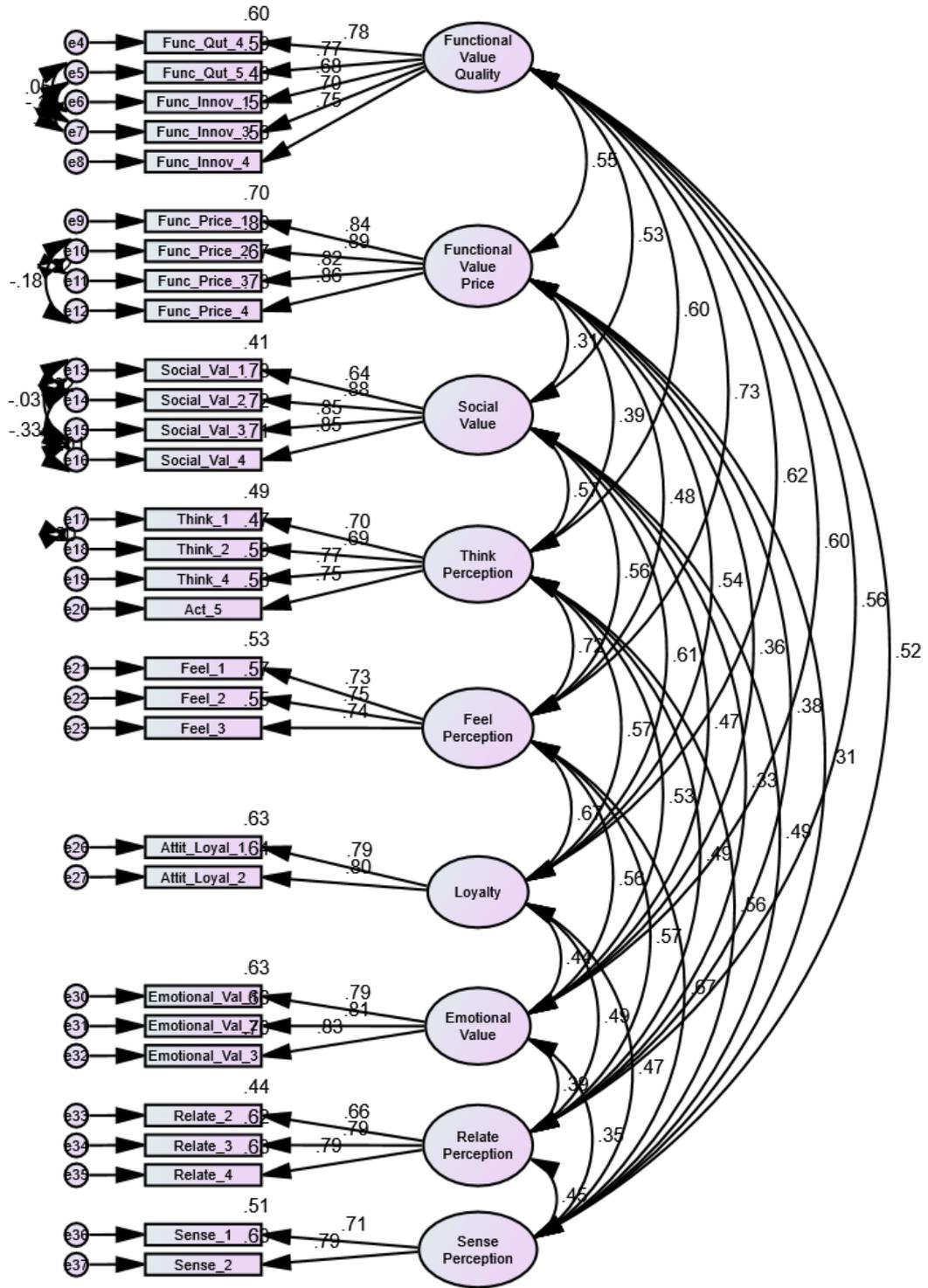
Table 4.5 Illustrates Person’s Correlation between factors showing values between 0.34 and 0.82, which indicates that there is no weak correlation between items that less than 0.3. This gives the prediction of the strong relation between variables under study.

Table 4.5 Person’s Correlations

	Sense Perception	Feel Perception	Think Perception	Relate Perception	Functional Value Price	Functional Value Quality	Emotional Value	Social Value	Loyalty
Sense Perception	1								
Feel Perception	.781**	1							
Think Perception	.675**	.820**	1						
Relate Perception	.555**	.671**	.581**	1					
Functional Value Price	.369**	.542**	.439**	.434**	1				
Functional Value Quality	.616**	.817**	.691**	.647**	.604**	1			
Emotional Value	.434**	.639**	.613**	.457**	.397**	.676**	1		
Social Value	.566**	.630**	.643**	.382**	.340**	.585**	.524**	1	
Loyalty	.587**	.775**	.677**	.586**	.608**	.712**	.517**	.688*	1

Source: prepared by researcher 2016

Then confirmatory factor analysis (CFA) was carried using AMOS Version 23. As a CFA result items: (Feel_4, Feel_5, Func_Qual_1, Func_Qual_2, Func_Qual_3, Attit_Loyal_3, and Behav_Loyal_3) were deleted due to their low standardized regression weight (less than .650), figure 4.1 illustrates CFA result.



Source: prepared by researcher 2016

Figure 4.1 CFA Diagram

Table 4.6 illustrates reliability measures such as Cronbach's, convergent and discriminant validity after CFA is conducted that shows values for Composite Reliability (Cronbach's Alpha) above 0.700, Average Variance Extracted (AVE) greater than 0.5, Maximum Shared Variance (MSV) less than AVE, and Average Shared Variance (ASV) less than AVE., which also means its consistent with thresholds values.

Table 4.6 Reliability for Scale dimensions after CFA

Variable name	Cronbach's Alpha	No. of Items after CFA	AVE > 0.5	MSV < AVE	ASV < AVE
Sense Perception	.745	2	0.568	0.446	0.239
Feel Perception	.782	3	0.548	0.529	0.391
Think Perception & Act	.826	4	0.526	0.517	0.316
Relate Perception	.786	3	0.560	0.329	0.218
Functional Value Price	.915	4	0.727	0.303	0.180
Functional Value Quality & Innovation	.858	5	0.543	0.529	0.350
Emotional Value	.855	3	0.364	0.222	0.663
Social Value	.880	4	0.657	0.375	0.246
Loyalty	.773	2	0.634	0.449	0.222

Source: prepared by researcher 2016

Correlations between items for AMOS output has values not exceeding 0.727 which is also below threshold 0.85 as Table 4.7 illustrates AMOS output

Table 4.7 correlations between items AMOS

Relation	Estimate
Functional Value Quality <--> Functional_\Value Price	.550
Functional Value Quality <--> Social Value	.532
Functional Value Quality <--> Think Perception	.601
Functional Value Quality <--> Feel Perception	.727
Functional Value Quality <--> Loyalty	.616
Functional Value Quality <--> Emotional Value	.603
Functional Value Quality <--> Relate Perception	.563
Functional Value Quality <--> Sense Perception	.517
Functional Value Price <--> Social Value	.313
Functional Value Price <--> Think Perception	.388
Functional Value Price <--> Feel Perception	.483
Functional Value Price <--> Loyalty	.539
Functional Value Price <--> Emotional Value	.356
Functional Value Price <--> Relate Perception	.379
Functional Value Price <--> Sense Perception	.312
Social Value <--> Think Perception	.574
Social Value <--> Feel Perception	.562
Social Value <--> Loyalty	.612
Social Value <--> Emotional Value	.473
Social Value <--> Relate Perception	.331
Social Value <--> Sense Perception	.485
Think Perception <--> Feel Perception	.719
Think Perception <--> Loyalty	.573
Think Perception <--> Emotional Value	.533
Think Perception <--> Relate Perception	.492
Think Perception <--> Sense Perception	.560
Feel Perception <--> Loyalty	.670
Feel Perception <--> Emotional Value	.558
Feel Perception <--> Relate Perception	.574
Feel Perception <--> Sense Perception	.668
Loyalty <--> Emotional Value	.437
Loyalty <--> Relate Perception	.493
Loyalty <--> Sense Perception	.472
Emotional Value <--> Relate Perception	.389
Emotional Value <--> Sense Perception	.353
Relate Perception <--> Sense Perception	.454

Source: prepared by researcher 2016

4.4.1 Modified Model

The application for confirmatory factor analysis (CFA) resulted in modifying the theoretical framework and produced the modified model, as factors were reduced from twelve to nine factors. Experiential marketing reduced from five factors to four as the act perception was merged with think perception. The mediator (Customer's experiential value) was reduced from five factors to four, as functional value innovation was merged with functional value quality, and finally, loyalty was also reduced from two factors to one factor merging behavioral and attitudinal loyalty. CFA results achieved the structured equation model (SEM), as parameters comply with recommendation for $RMSEA < 0.05$, $CFI > 0.95$, $AGFI > 0.8$, $CMIN/DF < 3$, and $PCLOSE > 0.05$. Indicating good model fit illustrated in table 4.8, which are quite reasonable values for the modified model.

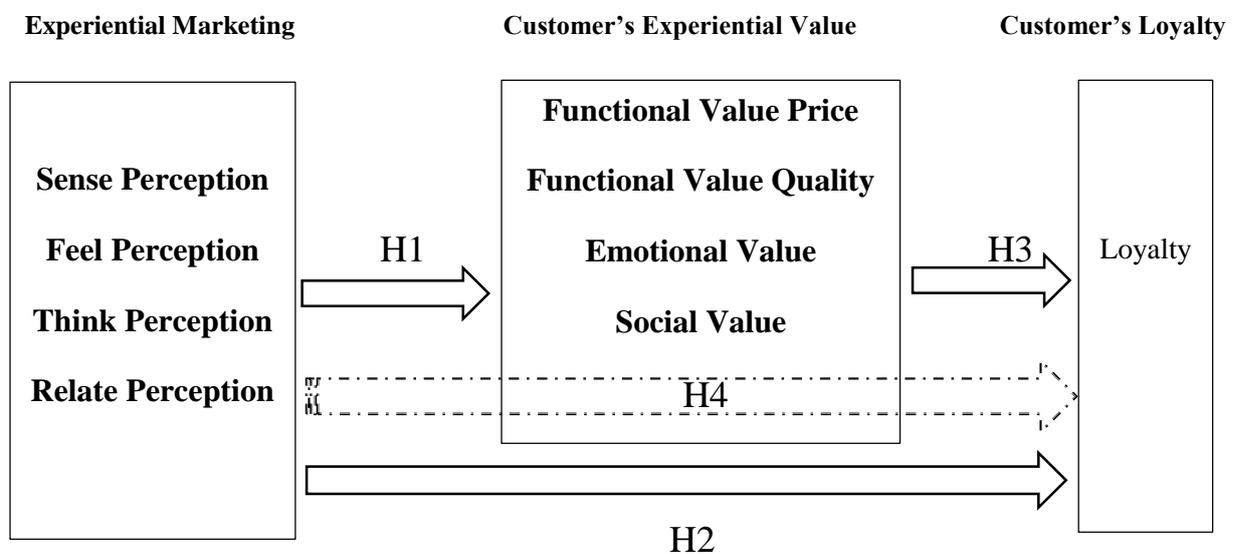
Table: 4.8 Modified Model Fit

CMIN/DF	P	GFI	NFI	CFI	RMSEA	PCLOSE
.813	.444	.999	.904	1.000	.000	.713

Source: prepared by researcher 2016

Figure 4.2 illustrates the modified model. Resulting in same four main hypotheses and sub-hypotheses reduced to only forty.

Figure: 4.2 Modified Model



Source: prepared by researcher 2016

4.4.2 Restatement of Hypotheses

Due to the produced modified framework hypotheses need to be restated as factors were reduced using exploratory factor analysis and confirmatory factor analysis in the existence for a healthy model fit, same four main hypotheses were existing but sub-hypotheses were reduced from ninety five to only forty sub-hypotheses distributed as follows: from experiential marketing to customer's experiential value there were sixteen sub-hypotheses from the parent hypothesis H1, then there were four sub-hypotheses from experiential marketing to customer's loyalty from the parent hypothesis H2, other four sub-hypotheses for customer's experiential value to loyalty from the parent hypothesis H3, and lastly there were other sixteen sub-hypotheses for the mediation effect from the hypothesis H4. Below is the detailed description for the total forty sub-hypotheses:

H1: Experiential Marketing induces customer's experiential Value

1. H1a1: Sense Perception induce Functional Value Price
2. H1a2: Sense Perception induce Functional Value Quality
3. H1a3: Sense Perception induce Emotional Value
4. H1a4: Sense Perception induce Social Value
5. H1b1: Feel Perception induce Functional Value Price
6. H1b2: Feel Perception induce Functional Value Quality
7. H1b3: Feel Perception induce Emotional Value
8. H1b4: Feel Perception induce Social Value
9. H1c1: Think Perception induce Functional Value Price
10. H1c2: Think Perception induce Functional Value Quality
11. H1c3: Think Perception induce Emotional Value
12. H1c4: Think Perception induce Social Value
13. H1d1: Relate Perception induce Functional Value Price
14. H1d2: Relate Perception induce Functional Value Quality
15. H1d3: Relate Perception induce Emotional Value

16. H1d4: Relate Perception induce Social Value

H2: Experiential marketing induces Customer's Loyalty

17. H2a: Sense Perception induce Customer's Loyalty

18. H2b: Feel Perception induce Customer's Loyalty

19. H2c: Think Perception induce Customer's Loyalty

20. H2d: Relate Perception induce Customer's Loyalty

H3: Experiential Customer's value induce customer's loyalty

21. H3a: Functional Value Price induces Customer's Loyalty

22. H3b: Functional Value Quality induces Customer's Loyalty

23. H3c: Emotional Value induces customer's Loyalty

24. H3d: Social Value induces Customer's Loyalty

H4: Experiential Customer's value Mediates experiential marketing and loyalty

25. H4a1: Functional value price mediates Sense perception and Customer's loyalty

26. H4a2: Functional value quality mediates Sense perception and Customer's loyalty

27. H4a3: Emotional Value mediates Sense perception and Customer's loyalty

28. H4a4: Social Value mediates Sense perception and Customer's loyalty

29. H4b1: Functional value price mediates Feel perception and Customer's loyalty

30. H4b2: Functional value quality mediates Feel perception and Customer's loyalty

31. H4b3: Emotional Value mediates Feel perception and Customer's loyalty

32. H4b4: Social Value mediates Feel perception and Customer's loyalty

33. H4c1: Functional value price mediates Think perception and Customer's loyalty

34. H4c2: Functional value quality mediates Think perception and Customer's loyalty

35. H4c3: Emotional Value mediates Think perception and Customer's loyalty

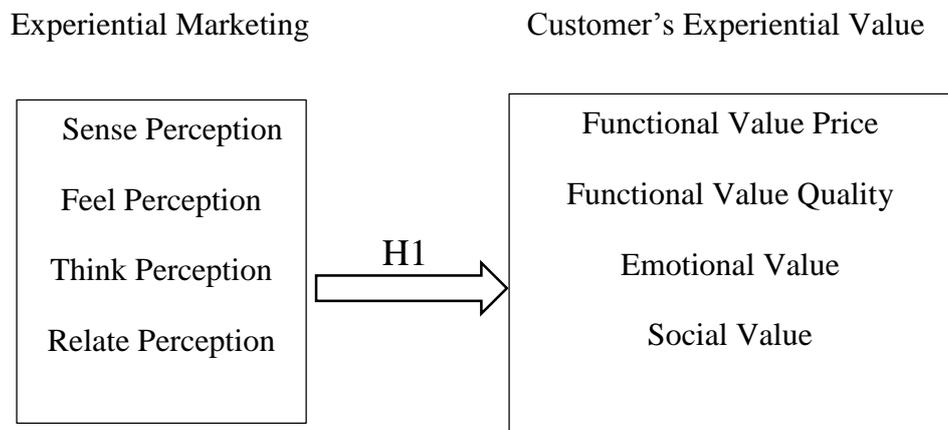
36. H4c4: Social Value mediates Think perception and Customer's loyalty

37. H4d1: Functional value price mediates Relate perception and Customer's loyalty
38. H4d2: Functional value quality mediates Relate perception and Customer's loyalty
39. H4d3: Emotional Value mediates Relate perception and Customer's loyalty
40. H4d4: Social Value mediates Relate perception and Customer's loyalty

4.5 Test of Hypotheses and Findings

Restated hypotheses were tested using path analysis for the modified model. Sixteen sub-hypotheses results provide the answers to the research questions: Does experiential marketing induce customer's experiential value? Represented by the parent hypothesis H1: Experiential Marketing induces customer's experiential Value, results are as illustrated in figure 4.3 followed by sub-hypothesis test results:

Figure: 4.3 H1 and sub-hypothesis



Source: prepared by researcher 2016

H1a: Sense Perception -----> Customer Value

H1a1: Sense Perception ----> Functional value price, test result shows that hypothesis was supported with 0.028 p-value and Estimate= -0.274 and CR= -2.199 negative induction.

H1a2: Sense Perception ----→ Functional value quality, test result shows that hypothesis was not supported

H1a3: Sense Perception ----→ Emotional value, test result shows that hypothesis was supported with 0.01 p-value and Estimate= -0.253 and CR= -3.283 negative induction.

H1a4: Sense Perception ----→ Social value, test result shows that hypothesis was supported with 0.006 p-value and Estimate= 0.177 and CR= 2.764 positive induction.

H1b: Feel Perception -----→ Customer Value

H1b1: Feel Perception ----→ Functional value Price, test result shows that hypothesis was supported with *** p-value and Estimate= 0.988 and CR= 6.299 positive induction

H1b2: Feel Perception ----→ Functional value Quality, test result shows that hypothesis was supported with *** p-value and Estimate= 0.9 and CR= 11.650 positive induction.

H1b3: Feel Perception ----→ Emotional value, test result shows that hypothesis was supported with *** p-value and Estimate= 0.626 and CR= 6.442 positive induction

H1b4: Feel Perception ----→ Social value, test result shows that hypothesis was supported with 0.001 p-value and Estimate= 0.261 and CR= 3.239 positive induction

H1c: Think Perception -----→ Customer Value

H1c1: Think Perception ----→ Functional value Price, test result shows that hypothesis was not supported

H1c2: Think Perception ----→ Functional value Quality, test result shows that hypothesis was not supported

H1c3: Think Perception ----→ Emotional value, was supported with *** p-value and Estimate= 0.300 and CR= 4.402 positive induction.

H1c4: Think Perception ----→ Social value was supported with *** p-value and Estimate= 0.332 and CR= 5.869 positive induction.

H1d: Relate Perception -----→ Customer Value

H1d1: Relate Perception ----→ Functional value price was supported with 0.035 p-value and Estimate= 0.302 and CR=2.434 positive induction.

H1d2: Relate Perception ----→ Functional value quality was supported with *** p-value and Estimate= 0.295 and CR= 4.822 positive induction.

H1d3: Relate Perception ----→ Emotional value, test result shows that hypothesis was not supported

H1d4: Relate Perception ----→ Social value, test result shows that hypothesis was supported with 0.035 P-Value and Estimate= -0.135 and CR= -2.109 negative induction.

Table 4.9 illustrates H1 status summary

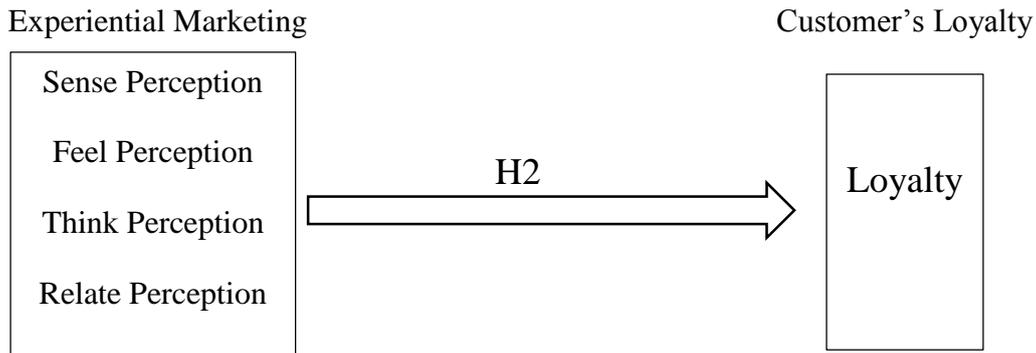
Table 4.9 H1 hypotheses summary

Customer value		Experiential marketing	Estimate	S.E.	C.R.	P-value	Status
Social Value	<---	Relate Perception	-.135	.064	-2.109	.035	Supported
Emotional Value	<---	Think Perception	.300	.068	4.402	***	Supported
Social Value	<---	Think Perception	.332	.057	5.869	***	Supported
Emotional Value	<---	Feel Perception	.626	.097	6.442	***	Supported
Emotional Value	<---	Sense Perception	-.253	.077	-3.283	.001	Supported
Social Value	<---	Sense Perception	.177	.064	2.764	.006	Supported
Functional Value Price	<---	Sense Perception	-.274	.124	-2.199	.028	Supported
Functional Value Price	<---	Feel Perception	.988	.157	6.299	***	Supported
Functional Value Price	<---	Relate Perception	.302	.124	2.434	.015	Supported
Functional Value Quality	<---	Sense Perception	-.103	.061	-1.678	.093	Not supported
Functional Value Quality	<---	Feel Perception	.900	.077	11.650	***	Supported
Functional Value Price	<---	Think Perception	-.018	.110	-.166	.868	Not supported
Functional Value Quality	<---	Think Perception	.060	.054	1.097	.272	Not supported
Social Value	<---	Feel Perception	.261	.081	3.239	.001	Supported
Emotional Value	<---	Relate Perception	.070	.077	.916	.360	Not supported
Functional Value Quality	<---	Relate Perception	.295	.061	4.822	***	Supported

Source: prepared by researcher 2016

Four sub-hypotheses results provide the answer for the research questions: Does experiential marketing induce customer's loyalty? Which represents the parent hypothesis H2: Experiential marketing induce Customer's Loyalty, results are as illustrated in figure 4.4 followed by hypothesis test result

Figure: 4.4 H2 and sub-hypothesis



Source: prepared by researcher 2016

H2a: Sense Perception ---→ Loyalty

H2a: Sense Perception ----→ Loyalty, test result shows that hypothesis was not supported

H2b: Feel Perception ---→ Loyalty

H2b: Feel Perception ----→ Loyalty, test result shows that hypothesis was supported with *** p-value and Estimate= 0.683 and CR= 9.5 positive induction.

H2c: Think Perception ---→ Loyalty

H2c: Think Perception ----→ Loyalty, test result shows that hypothesis was supported with 0.023 p-value and Estimate= 0.115 and CR= 2.27 positive induction.

H2d: Relate Perception ---→ Loyalty

H2d: Relate Perception ----→ Loyalty, test result shows that hypothesis was supported with 0.005 p-value and Estimate= 0.159 and CR= 2.788 positive induction.

Table 4.10 illustrates H2 status summary.

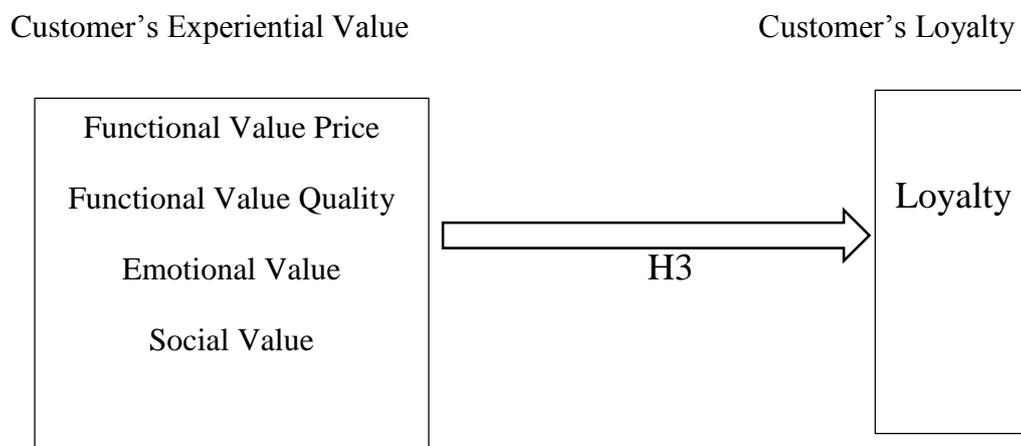
Table 4.10 H2 Hypotheses summary

Loyalty		Experiential Marketing	Estimate	S.E.	C.R.	P	Status
Loyalty	<---	Relate Perception	.159	.057	2.788	.005	Supported
Loyalty	<---	Feel Perception	.683	.072	9.500	***	Supported
Loyalty	<---	Sense Perception	-.077	.057	-1.350	.177	Not supported
Loyalty	<---	Think Perception	.115	.050	2.270	.023	Supported

Source: prepared by researcher 2016

Four sub-hypotheses provide the answer for the research questions: Does customer's experiential value induce customer's loyalty? Through test result of hypothesis H3: Experiential Customer's value induce positively customer's loyalty as illustrated in figure 4.5 followed by hypothesis test result:

Figure: 4.5 H3 and sub-hypothesis



Source: prepared by researcher 2016

H3a: Functional Value Price ---→ Loyalty

H3a: Functional Value Price ----→ Loyalty, test result shows that hypothesis was supported with *** p-value and Estimate= 0.177 and CR= 8.044 positive induction

H3b: Functional Value Quality ---→ Loyalty

H3b: Functional Value Quality ----→ Loyalty, test result shows that hypothesis was supported with *** p-value and Estimate= 0.257 and CR= 6.508 positive induction.

H3c: Emotional Value ---→ Loyalty

H3c: Emotional Value ----→ Loyalty, test result shows that hypothesis was not supported

H3d: Social Value ---→ Loyalty

H3d: Social Value ----→ Loyalty, test result shows that hypothesis was supported with *** p-value and Estimate= 0.447 and CR= 11.703 positive induction.

Table 4.11 illustrates H3 hypotheses summary results.

Table 4.11 H3 Hypotheses summary

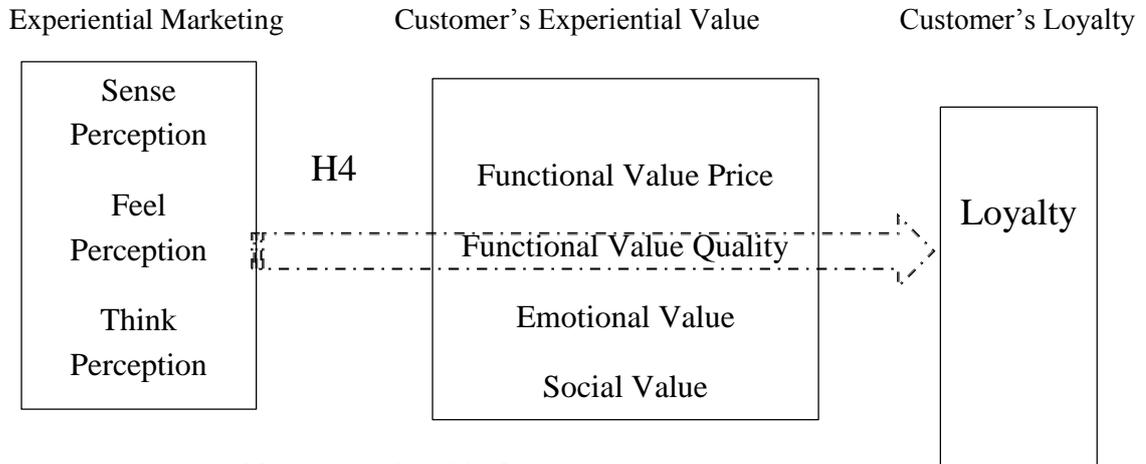
Loyalty		Customer Value	Estimate	S.E.	C.R.	P	Status
Loyalty	<---	Functional Value Quality	.257	.040	6.508	***	Supported
Loyalty	<---	Functional Value Price	.177	.022	8.044	***	Supported
Loyalty	<---	Emotional Value	-.025	.035	-.714	.475	Not supported
Loyalty	<---	Social Value	.447	.038	11.703	***	Supported

Source: prepared by researcher 2016

The mediation effect of customer's experiential value was examined by sixteen sub-hypotheses to answer the research question: Does customer's experiential value mediates experiential marketing and customer's loyalty? Which represents the parent

hypothesis H4: Experiential Customer's value Mediates experiential marketing and loyalty, as illustrated followed by hypothesis test result:

Figure: 4.6 H4 and sub-hypothesis



Source: prepared by researcher 2016

To examine mediation effect for customer's experiential value between Experiential marketing dimensions and loyalty two approaches were followed to explain the mediation effect of customer's experiential value:

The first approach, AxB user defined estimate to check the significance for the mediation. This approach provides detailed information as shown in results as below:

H4a: Sense perception ---< [Customer Value] >--- Loyalty

H4a1: Functional value price mediates Negatively Sense perception and Customer's loyalty: fully mediated.

H4a2: Functional value quality has no mediation effect between Sense perception and Customer's loyalty

H4a3: Emotional Value mediates Negatively Sense perception and Customer's loyalty: fully mediated.

H4a4: Social Value mediates positively Sense perception and Customer's loyalty: full mediated.

H4b: Feel perception --- <[Customer Value]> --- Loyalty

H4b1: Functional value price has no mediation effect between Feel perception and Customer's loyalty

H4b2: Functional value quality has no mediation effect between Feel perception and Customer's loyalty

H4b3: Emotional Value mediates Negatively Feel perception and Customer's loyalty: partially mediated.

H4b4: Social Value mediates positively Feel perception and Customer's loyalty: partially mediated.

H4c: Think perception ---< [Customer Value]> --- Loyalty

H4c1: Functional value price has no mediation effect between Think perception and Customer's loyalty

H4c2: Functional value quality has no mediation effect between Think perception and Customer's loyalty

H4c3: Emotional Value mediates Negatively Think perception and Customer's loyalty: partially mediated.

H4c4: Social Value mediates positively Think perception and Customer's loyalty: partially mediated.

H4d: Relate perception --- <[Customer Value] >--- Loyalty

H4d1: Functional value price mediates positively Relate perception and Customer's loyalty: partially mediated.

H4d2: Functional value quality has no mediation effect between Relate perception and Customer's loyalty.

H4d3: Emotional Value has no mediation effect between Relate perception and Customer's loyalty.

H4d4: Social Value mediates Negatively Relate perception and Customer's loyalty: partially mediated.

Table 4.12 illustrates the relationship and compare the relation when it's direct and when the mediator was in place.

Table 4.12 H4 Hypotheses summary test results for mediating effect between experiential marketing and loyalty

Experiential Marketing	Customer Experiential Value	Loyalty	Direct Status	Mediator Effect						
				Estimate	Lower	Upper	P	Status	Meditation status	
Sense Perception	FVP	Loyalty	Not supported	-.041	-.077	-.014	.013	Supported	Fully Mediate	
	FVQ			-.003	-.020	.003	.336	Not Supported	No Mediation	
	EV			-.070	-.130	-.013	.044	Supported	Fully Mediate	
	SV			.068	.028	.120	.005	Supported	Fully Mediate	
Feel Perception	FVP		Supported	Supported	.148	.101	.209	.001	Supported	Partially mediate
	FVQ				.029	-.044	.103	.517	Not Supported	No Mediation
	EV				-.049	-.094	-.012	.032	Supported	Partially Mediate
	SV				.100	.045	.167	.004	Supported	Partially Mediate
Think Perception	FVP		Supported	Supported	-.003	-.033	.025	.833	Not Supported	No Mediation
	FVQ				.002	-.002	.014	.328	Not Supported	No Mediation
	EV				-.023	-.052	-.005	.028	Supported	Partially Mediate
	SV				.127	.084	.181	.000	Supported	Partially Mediate
Relate Perception	FVP	Supported	Supported	.045	.015	.084	.011	Supported	Partially Mediate	
	FVQ			.009	-.014	.039	.451	Not Supported	No Mediation	
	EV			-.006	-.024	.002	.236	Not Supported	No mediation	
	SV			-.051	-.097	-.010	.036	Supported	Partially Mediate	

Source: prepared by researcher 2016

The second approach, AMOS output for standardized direct and the indirect effect was checked showing a positive full effect for customer's experiential value on Sense Perception, positive partial effect on Feel Perception, positive partial effect on Think Perception, negative partial effect on relate Perception. Tables 4.13 and 4.14 illustrates the direct and indirect effect of each dimension.

Table 4.13 Standardized Direct Effects (Group number 1 - Default model)

	Sense Perception	Feel Perception	Think Perception	Relate Perception	Social Value	Emotional Value	Functional Value Quality	Functional Value Price
Social Value	.164	.261	.379	-.105	.000	.000	.000	.000
Emotional Value	-.197	.526	.288	.046	.000	.000	.000	.000
Functional Value Quality	-.075	.712	.054	.182	.000	.000	.000	.000
Functional Value Price	-.147	.575	-.012	.137	.000	.000	.000	.000
Loyalty	-.105	.432	.013	.119	.363	-.088	.038	.245

Source: prepared by researcher 2016

Table 4.14 Standardized Indirect Effects (Group number 1 - Default model)

	Sense Perception	Feel Perception	Think Perception	Relate Perception	Social Value	Emotional Value	Functional Value Quality	Functional Value Price
Social Value	.000	.000	.000	.000	.000	.000	.000	.000
Emotional Value	.000	.000	.000	.000	.000	.000	.000	.000
Functional Value Quality	.000	.000	.000	.000	.000	.000	.000	.000
Functional Value Price	.000	.000	.000	.000	.000	.000	.000	.000
Loyalty	.038	.217	.111	-.002	.000	.000	.000	.000

Source: prepared by researcher 2016

Hypotheses were also tested over the demographic data by applying multiple group difference test based on Gender, Income, and Age, for gender there was no three *** or two ** star z-score seen, but for Income (Low & High groups) there was only

one two ** star z-score between Relate Perception and Emotional Value indicating that relate perception induce negative Emotional Value for High-income group. Low income represents 55.5% and high income represents 44.5% of total sample size. Table 4.15 illustrates the relation for Income group difference.

Table 4.15 Income groups difference

Relation			Low-Income		High-Income		z-score
			Estimate	P	Estimate	P	
Emotional Value	<- --	Relate Perception	0.184	0.077	-0.115	0.298	-1.969**

Source: prepared by researcher 2016

Also, Age-group was divided into two group youth and other, the youth group was the majority of sample 310 out of 400 representing 77.5% for ages less than 35 years. There were two ** stars z-score, It was found that relate perception induce negatively emotional value for age groups above 35, the second difference was social value for youth was highly positive inducing loyalty than age groups above 35 years, as table 4.16 illustrates.

Table 4.16 Ages group difference

Relation			Age youth		Age other		z-score
			Estimate	P	Estimate	P	
Loyalty	<- --	Social Value	0.419	0.000	0.209	0.016	-2.169**
Emotional Value	<- --	Relate Perception	0.152	0.083	-0.254	0.123	-2.18**

Source: prepared by researcher 2016

Controls were also applied to test hypotheses support in the effect of controls such as education, occupation, and age, only one supported relation was found between occupation and emotional value, indicating that occupation positively induces emotional value, as table 4.17 illustrates

Table 4.17 controls effect

Relation		Estimate	SE	CR	P	Status	
Emotional Value	<---	Occupation	.131	.063	2.077	.038	Supported

Source: prepared by researcher 2016

The general view of customer's on how they perceive value and the extent of their loyalty to their preferred operators was also examined using the modified model, results indicate that there is no supported loyalty relation for all the three operators, while one operator was perceived as high priced products service provider, with *** p-value at CR= - 4.169 at 99% confidence level, this perception is highly induced negative price value perception. The second operator was having two issues in social value and quality value perception at a confidence level of 95% with sequential CR value -2.342, CR value -2.880 and this induces negative perception for social and quality value.

4.6 Summary

In summary for the first hypothesis, it was found that the highest impact for experiential marketing dimensions on customer's experiential value in telecom industry comes from Feel Perception because of its high correlation and positive effect on quality, emotional, price, and social value sequentially, Think perception comes second, because of its high correlation and positive effect on social, and emotional values sequentially, Sense Perception comes before last and impacts emotional and price value negatively while it impacts social value positively, Relate Perceptions highest positive impact comes on quality, and price value, while negatively impacts social value.

The second hypothesis for impact of experiential marketing on customer's loyalty Feel Perception comes on top followed by Relate perception and lastly Think perception and they all positively impact customer's loyalty.

The third hypothesis for the impact of customer's experiential value on customer's loyalty Social Value accounts as a top important dimension of Customer's experiential value inducing customer's loyalty, Price value comes second, and quality comes last.

Customer's experiential value fully mediated the relation between Sense Perception and loyalty, while other dimensions of experiential marketing have been mediated partially. Next chapter contains the broad summary of finding, conclusion, discussion, implications, and limitation.

CHAPTER FIVE

DISCUSSION AND CONCLUSION

5.1 Chapter Overview

Following the previous chapter from the data analysis a conclusion emerged from research findings followed by discussion of results in the light of prior researches. The implication of findings for management and theory are developed. Next, an overall conclusion of the study is made. Finally, limitations for the researches were identified.

5.2 Recapitulation of the Study Finding

This study aims to investigate and examine the impact of experiential marketing dimensions on customer's loyalty, the impact of experiential marketing on customer's experiential value, the impact of customer's experiential value on customer's loyalty and the mediating role of customer's experiential value between experiential marketing and customer's loyalty in the telecom industry in Sudan. The descriptive analytical methodology was followed to examine four main hypothesis, and answer the four research questions:

- Does experiential marketing induce customer's experiential value?
- Does experiential marketing induce customer's loyalty?
- Does customer's experiential value induce loyalty?
- Does customer's experiential value mediate experiential marketing and customer's loyalty?

600 self-administrated questionnaires were distributed among four companies and four universities targeting employees, postgraduates, graduates, and students, the response rate was 83%. Collected data was analyzed using SPSS V23 and AMOS v23, the result of analysis shown that all experiential marketing dimensions induce customer's value, among those dimensions feeling, was having the vigorous effect on Quality, Emotional, and Price values. Also result have shown that experiential marketing dimensions induce customer's loyalty except sense was not. Customer's experiential value dimensions also found inducing customer's loyalty and the vigorous effect comes for social value. Customer's experiential value was able to mediate the relation between experiential marketing and customer's loyalty. Marketers can use the outcome of this study to develop value for their customers or assess their customers' perception with regards to the value delivered. Also, managers can get a deep

understanding of customer experience. Other industries can also benefit from the developed model such as hospitality, food, and automobile to assess customer's value.

5.3 Discussion

This study has explored the relationship between experiential marketing dimensions and customer's loyalty through customer's experiential value in the telecom industry in Sudan. The impact of experiential marketing taking into account all five dimensions (Sense, Feel, Thin, Act, and Relate Perception). Act perception was merged with Think Perception, and this is because of the similarities between expressions used for measurement. Customer's experiential value dimensions considered in the study were (Functional Price Value, Functional Quality value, Functional Innovation value, Emotional value, and Social value), but while exploratory factor analysis EFA the innovation and quality value were merged together, this might be also happening because of customers sees them all the same, while this might be different in another cultural environment. Both behavioral and attitudinal loyalty were considered as loyalty dimensions, but also exploratory factor analysis EFA and confirmatory factor analysis CFA has necessitated deleting three items from behavioral loyalty and remaining one item was also merged with attitudinal loyalty.

Hypotheses test results discussion and result comparison with prior researches results will be shown in this section following the sequence for hypotheses H1, H2, H3, and H4.

H1: Experiential Marketing induces positively customer's experiential Value

The relationship between experiential marketing and customer's experiential value was represented by sixteen sub-hypotheses, twelve hypotheses were supported indicating (Feel Perception, and Think Perception) both have a positive relation. Feel Perception was the top on impacting Customer's experiential value, these results were similar to results for Farshad Maghnati, 2012, and Ying-Yuh Huang, 2015. Sense Perception was positively inducing Social Value, while negatively induce both Functional value Price and Emotional Value. Relate Perception was positively inducing Functional value Quality and Price, while negatively induce social value. While four hypotheses (sense, and think perceptions) were not supported with functional value quality. Think perception and functional value price, and relate perception with

emotional value, all these four relations found to be not supported. Think Perception results shows unsupported hypothesis same as Ying-Yuh Huang, (2015).

H2: Experiential marketing induces Customer's Loyalty

The relationship between experiential marketing and loyalty was represented by four sub-hypotheses three out of them were positively supported (Feel, Relate, and Think perceptions). Again feel comes on the top of dimensions impacting loyalty followed by relate then think perception. Same as results for Yi-Hsiang Hsiao, (2015), Guirong, and Jian, (2010), Chao, (2015). Relate Perception indicates some difference for demographic variable age, same as results for Wu & Tseng, (2015). While Sense perception was not supported with loyalty.

H3: Experiential Customer's value induce customer's loyalty

The relation between experiential customer's value and customer's loyalty was represented by four sub-hypotheses three out of them were positively supported (Social, Price, and Quality Values). Social comes on the top of dimensions impacting loyalty followed by Price then Quality Value. Same as results for Yi-Hsiang Hsiao, (2015), and Lajevardi (2014). While Emotional Value was not supported with loyalty.

H4: Experiential Customer's value Mediates experiential marketing and loyalty

The mediation effect was represented by sixteen sub-hypotheses, three only were found have full mediation effect (Functional Value Price, Emotional Value, and Social Value) mediated the relation between Sense Perception and loyalty positively, while there was no effect of mediation from Functional Value Quality.

Feel perception was partially mediated by (Functional Value Price, Emotional Value, and Social Value), while there was no effect of mediation from Functional Value Quality.

Think perception was partially mediated by (Emotional Value, and Social Value), while there was no effect of mediation from Functional Value Price, and Functional Value Quality.

Relate perception was partially mediated by (Functional Value Price, and Social Value), while there was no effect of mediation from Emotional Value, and Functional Value Quality.

Other market indicators were measured form collected data such as telecom service usage in Sudan the Dual SIM and Tri SIM users were also collected to measure customer loyalty, and it was found that Dual-SIM users represent 69% of telecom customers, and Tri-SIM users were representing 17%, while single SIM users were only representing 14%, this results make it very hard to rely on traditional loyalty measures such as retention rate.

Collected information has shown that market share for the three operators was as follows 43.6%, 29.6%, and 26.8 sequentially, these results were very near from percentages reported by Dr. Yahiya Abdalla NTC general manager 2016.

Results show no valid customer's behavioral loyalty, and loyalty can only be for value such as social, quality, and price values. The top impact comes from social followed by price value. Chapter four provides detailed information about customer's perception of value in the telecom market in Sudan 2016.

5.4 Implication for Practice

Implication for practice was drawn from findings discussed in section six chapter four, below is a prioritized list based on coefficient score for each dimension in the model:

- Operators need to have a clear strategy for applying experiential marketing concept due to its high impact on customer's experiential value.
- Because customers are value driven, then operators need to concentrate on balancing customer value based on how customers prioritize those values.
- Operators that been perceived as high price need to get attached to their customers and provide the needed evidence to clarify and change that perception.
- Operators that been perceived as low quality need to work on that till they achieve an acceptable quality performance for their customers, and also they need to be attached to their customers.

- Operators that been perceived as low social value need to investigate on who they could bring that value to their customers and explore what other possibilities rather than experiential marketing activities can satisfy their customers' needs and wants with regards to the social value.

5.5 Directions for Future Studies

This study was conducted in Khartoum region without considering the other regions into account, to include cultural differences and social norm, therefore several suggestions for the future studies were drawn as follows:

First, it's suggested to conduct the same study in different regions to support the generalizability of findings. Second, it's suggested to conduct the same study for other industries such as food, hospitality, automobile, and services providers as well. Third future studies can also bring justification if they also get unsupported hypothesis for the think perception as this is the second study to find unsupported think perception relation with value. And Forth is value development, what mentioned by Schmitt "I am proposing that this phenomena [the omnipresence of information technology, the supremacy of the brand, and the ubiquity of communications and entertainment] represent an early sign to entering new approach to marketing if not business as whole, which represents a marketing management driven by experience, and within a short time this approach will replace the traditional approach to marketing and business". This words has a lot to be reaped from, as for the moment information technology has permeated in a wide range of industrial produce and there is a security gap seen here, a good example is the integration for communication into automobile industry and internet of things (IoT), the opportunity here is the creation of security value. Future researcher can investigate for other new values could be created for customers.

5.6 Conclusion

In conclusion from practical point of view the outcomes for this study will help operators aiming sustainable business performance results to develop marketing strategies that can fit their customer needs and wants utilizing the experiential marketing activities to develop customer's experiential value, also the modified model can help in assessing the performance for an operator with regards to the value delivered to the customers. Customers also can benefit when operators succeed to create

unforgettable experiences for them as they will always get the superior value that satisfies their needs and wants.

This study provides academic understanding on the cultural level for the under developing countries on how they perceive experiential marketing event and activities in the telecom industry, also the study provides information on how experiential marketing is linked to the customer's loyalty as loyalty is measurable and key objective for business, at the same time the study will help future researchers to investigate for other values rather than functional, emotional, and social.

5.7 Limitations

Although this study has achieved its main objective, but there are some limitations that need to be considered when dealing with its implications.

First, the best way to reach random sample for telecom customers is the phone survey, but due to the sophistication of terms used for measurement, the self-administrated questionnaire was selected which means purposive sample was adopted, this can lead to generalizability issue for the study findings.

Secondly, the study was conducted in Khartoum area without considering the regional areas, there might be some kind of bias, as telecom providers give more care for Khartoum as it represents around 80% of customers.

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Appendix A. Questionnaire judgment committee:

ID	Name		Academic Degree
1	Siddig Balal		Ph.D. Associated Professor
2	Hassan Ali		Ph.D. Assistant Professor
3	Abubaker Mohamed		Lecturer
4	Abdelsalam Adam		Lecturer
5	Emad Eisa		Lecturer

Appendix B. English version of Questionnaire:



Sudan University of Science and Technology

College of Graduate Studies



A supplementary research questionnaire for M.Sc. in Managing Quality & Excellence

Telecom industry study 2016

Title:

Impact of Experiential Marketing on Customer's Loyalty: Mediating Effect of Customer's Experiential Value

Telecom Service Study in Sudan

This questionnaire is designed to study the impact of Experiential Marketing on customer's Experiential Value (Functional, Emotional, and Social) and Customer's Loyalty in the telecom industry in Sudan, in order to develop value for customer's, so telecom service providers can maintain better customer's loyalty. This study will help to identify weaknesses and gaps, the provided information will be treated as confidential and only for scientific research purposes.

Please put (✓) sign next to the option that suits your case.

Section-1: Personal Information

Gender: Male () Female ()

Marital status: single () Married () other ()

Age Group: Less than 25 26-35 () 36-45 () 46-55 () 55+ ()

Occupation: Self-Employment () Student () Employee () Manager () House Wife ()

Other (Please Mention.....)

Education level: Undergraduate () Graduate () Post Graduate ()

Monthly Income: Less than 1000 () 1001-2000 () 2001-3000 ()

3001-4000 () 4001-5000 () 5001+ ()

SIM Cards in use and preferred operator: please put (√) sign to indicate your basic preferred and secondary SIM Card in addition to each SIM Card age.

SIM Cards	SIM Age	Basic SIM (preferred)	Secondary SIM
Operator-A			
Operator-B			
Operator-C			

Section-2: please put (√) sign as how you perceive your favorite telecom service provider, scale ranges from strongly agree to strongly disagree

Q-1 Sense Perception	Strongly Agree	Agree	Somewhat Agree	Neither Agree or disagree	Somewhat disagree	Disagree	Strongly disagree
My preferred operator shops have an attractive visual attention							
My preferred operator shops are beautiful							
My preferred operator shops have a fresh air environment							

My preferred operator shops play a comfortable relaxing background music							
Q-2 Feel Perception	Strongly Agree	Agree	Somewhat Agree	Neither Agree or disagree	Somewhat disagree	Disagree	Strongly disagree
I feel comfortable with my preferred operator							
I feel proud when I talk about my preferred operator							
I feel that my preferred operator is trying to delight his customers							
I feel that my preferred operator make me trusting him							
I feel that my preferred operator employees treat me kindly							
Q-3 Think Perception	Strongly Agree	Agree	Somewhat Agree	Neither Agree or disagree	Somewhat disagree	Disagree	Strongly disagree
My preferred operator stimulates my curiosity							
My preferred operator surprises me with his offered service							
My preferred operator solves services issues in a good way							
My preferred operator stimulates my thinking capabilities							
Q-4 Act Perception	Strongly Agree	Agree	Somewhat Agree	Neither Agree or disagree	Somewhat disagree	Disagree	Strongly disagree
My preferred operator has alternative offered services							
My preferred operator provides suitable offers a wide range of lifestyles							
My preferred operator interacts with his customers positively							
My preferred operator offers the possibility to test his products to make real customer experience							
My preferred operator offers positive changes to his products that improve my lifestyle							
Q-5 Relate Perception	Strongly Agree	Agree	Somewhat Agree	Neither Agree or disagree	Somewhat disagree	Disagree	Strongly disagree

My preferred operator products suites my community culture							
My preferred operator products connect me to my community							
My preferred operator products suites my age							
My preferred operator products suites my understanding							
My preferred operator products improve my capabilities							
Q-6.1 Functional Value (Pricing)	Strongly Agree	Agree	Somewhat Agree	Neither Agree or disagree	Somewhat disagree	Disagree	Strongly disagree
My preferred operator products are reasonably priced							
My preferred operator products are good for the price							
My preferred operator products have good return that deserves the price							
My preferred operator products are economical							
Q-6.2 Functional Value (Quality)	Strongly Agree	Agree	Somewhat Agree	Neither Agree or disagree	Somewhat disagree	Disagree	Strongly disagree
My preferred operator products are designed based on standards specifications							
My preferred operator products are quality products							
My preferred operator has accessible service centers							
My preferred operator is highly responsive to solve service-related issues							
My preferred operator understands my needs and wants							
Q-6.3 Functional Value (Innovation)	Strongly Agree	Agree	Somewhat Agree	Neither Agree or disagree	Somewhat disagree	Disagree	Strongly disagree
My preferred operator products are totally up to date							
My preferred operator listens to customers comments to improve service							

My preferred operator uses modern equipment to deliver service							
My preferred operator follows systematic and convenient procedures to deliver services							
Q-7 Emotional Value	Strongly Agree	Agree	Somewhat Agree	Neither Agree or disagree	Somewhat disagree	Disagree	Strongly disagree
My preferred operator advertisements are entertaining							
My preferred operator advertisement make me feel happy							
My preferred operator makes me emotionally interacting							
My preferred operator offers make me excited to try it							
My preferred operator offers make me desired to use it							
Q-8 Social Value	Strongly Agree	Agree	Somewhat Agree	Neither Agree or disagree	Somewhat disagree	Disagree	Strongly disagree
My preferred operator products make me feel acceptable to others							
My preferred operator products improve the way I'm perceived							
My preferred operator makes a good impression on me to others							
My preferred operator products give me social approval							
Q-9.1 Behavioral Loyalty	Strongly Agree	Agree	Somewhat Agree	Neither Agree or disagree	Somewhat disagree	Disagree	Strongly disagree
Most likely I subscribe to my preferred operator offers							
I always renew my subscription with my preferred operator							
I bought products from my preferred operator many times before							
I buy products from my preferred operator intentionally							
Q-9.2 Attitudinal Loyalty	Strongly Agree	Agree	Somewhat Agree	Neither Agree or disagree	Somewhat disagree	Disagree	Strongly disagree
I will say positive things to other people about my preferred operator							
I advise others to buy from my preferred operator							
I encourage my family and friends to buy from my preferred operator							

I will keep using my preferred operator products even if competitors offered same product at low price							
I established good relation with my preferred operator							

Thank you for your time and support

Source: prepared by researcher 2016

Appendix C. Arabic version of questionnaire



Sudan University of Science and Technology

College of Graduate Studies

إستبانة بحث تكميلي لنيل درجة الماجستير في إداره الجودة الشاملة والإمتياز

بعنوان:

أثر التسويق الخبراتي علي ولاء العميل :الدور الوسيط للقيمة التجريبية للعميل

دراسة في خدمات الإتصالات بالسودان

**Impact of Experiential Marketing on Customer's Loyalty: Mediating Effect of
Customer's Experiential Value**

A study on Telecom Service in Sudan

إشراف الدكتور:

د. صديق بلل إبراهيم

إعداد الطالب:

عبدالله مبروك محمد

Mar-2016

يمكنك الإتصال بالباحث لطلب أي معلومة بخصوص الإستبيان

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الأخ الكريم: تحية طيبة

وبعد...

صمم هذا الإستبيان لدراسة أثر التسويق الخبراتي علي القيمة التجريبية للعميل و ولائه في مجال خدمات الإتصالات بالسودان, لأجل إستكشاف العوامل التي تحسن من القيمة التجريبية للعميل و من ثم تحسين درجة ولائه لمقدم الخدمة المفضل لديه.

نشكر تفضلك بوضع علامة (√) أمام ما يناسبك من خيار, علماً بأن المعلومات التي توفرها تستخدم فقط لأغراض البحث الأكاديمي. نرجو تكرمك بعدم ترك أي سؤال دون إجابة للمساعدة علي الحصول علي نتائج دقيقة .

القسم الأول: البيانات الشخصية

النوع:

ذكر () انثي ()

الحالة الإجتماعية:

عازب () متزوج () أخري ()

الفئة العمرية:

أقل من 25 عاماً () 25-35 عاماً () 36-45 عاماً ()
46-55 عاماً () 55 عاماً فأكثر ()

المسمي الوظيفي:

أعمال حرة () طالب () موظف () مدير ()
ربه منزل () أخري أذكرها (.....)

المؤهل التعليمي:

دون الجامعي () جامعي () فوق الجامعي ()

الدخل الشهري:

أقل من 1000 () 1001-2000 () 2001-3000 ()
3001-4000 () 4001-5000 () أكثر من 5001 ()

الشرائح قيد الإستخدام:

فضلاً ضع علامة (√) أمام ما يناسبك من خيار مع بيان فترة إستخدام كل شريحة (عُمر الشريحة بالشهور أو السنين) مع بيان الشريحة الأساسية (المفضلة)

الشريحة	عمر الشريحة	الشريحة الأساسية (المفضله)	الشريحة الثانوية
مشغل أ			
مشغل ب			
مشغل ج			

القسم الثاني: متغيرات الدراسة

مقدم الخدمة في هذا الإستبيان يقصد به (شركة الإتصالات التي توفر لك الشريحة و الخدمات من إتصال, إنترنت و رسائل وغيره).

الأسئلة التالية تختص مقدم الخدمة المفضل لديك (الشريحة الأساسية), نرجو تكرمك بوضع علامه (√) أمام ما يناسبك من خيار

1	الإدراك الحسي (ما يتعلق بالحواس من الرؤيا و السمع....)	اوافق بشده	أوافق	لا اوافق بشده	اوافق بشده	لا اوافق بشده	لا اوافق بشده
1.1	أحس أن مراكز بيع مقدم الخدمة المفضل لدي ملفتة للإنتباه						
1.2	أحس أن مراكز بيع مقدم الخدمة المفضل لدي جميلة						
1.3	أحس أن مراكز بيع مقدم الخدمة المفضل لدي ذات أجواء منعشة						
1.4	أحس أن مراكز بيع مقدم الخدمة المفضل لدي تستخدم موسيقي مريحة نفسياً						
2	الإدراك الشعوري	اوافق بشده	أوافق	لا اوافق بشده	اوافق بشده	لا اوافق بشده	لا اوافق بشده

							أشعر بإرتياح في تعاملي مع مقدم الخدمة المفضل لدي	2.1
							أشعر بالفخر عندما أتحدث عن مقدم الخدمة المفضل لدي	2.1
							أشعر أن مقدم الخدمة المفضل لدي يسعي لإسعاد مشتركيه	2.3
							أشعر أن مقدم الخدمة المفضل لدي يجعلني أثق به	2.4
							أشعر أن موظفي مقدم الخدمة المفضل لدي يتعاملون بودية	2.5
لا اوافق بشده	لا اوافق	لا اوافق إلي حدما	لا أعلم	اوافق إلي حد ما	اوافق	اوافق بشده	الإدراك الفكري	3
							مقدم الخدمة المفضل لدي يدفعني لتعلم أشياء جديدة	3.1
							مقدم الخدمة المفضل لدي يفاجئني بما يقدمه من خدمات	3.2
							مقدم الخدمة المفضل لدي يحل مشكلاتي مع خدماته بطرق جيدة	3.3
							مقدم الخدمة المفضل لدي يحفز قدراتي علي التفكير	3.4
لا اوافق بشده	لا اوافق	لا اوافق إلي حدما	لا أعلم	اوافق إلي حد ما	اوافق	اوافق بشده	الإدراك التفاعلي	4
							مقدم الخدمة المفضل لدي لديه خيارات متعددة من الخدمات	4.1
							مقدم الخدمة المفضل لدي يوفر عروض تتناسب مع طبقات متعددة من المجتمع	4.2
							مقدم الخدمة المفضل لدي يتفاعل بإيجابية مع مشتركيه	4.3

							4.4	مقدم الخدمة المفضل لدي يوفر إمكانية التجربة العملية لمنتجاته
							4.5	مقدم الخدمة المفضل لدي يجري تعديلات علي خدماته تحسن من أسلوب حياتي
لا اوافق بشده	لا أوافق	لا اوافق إلي حدما	لا أعلم	وافق إلي حد ما	أوافق	وافق بشده	5	الإدراك الإيماني
							5.1	منتجات مقدم الخدمة المفضل لدي تناسب ثقافة مجتمعي
							5.2	منتجات مقدم الخدمة المفضل لدي تربطني بمجتمعي
							5.3	منتجات مقدم الخدمة المفضل لدي تتناسب مع عمري
							5.4	منتجات مقدم الخدمة المفضل لدي تتناسب مع فهمي
							5.5	منتجات مقدم الخدمة المفضل لدي تطور قدراتي
لا اوافق بشده	لا أوافق	لا اوافق إلي حدما	لا أعلم	وافق إلي حد ما	أوافق	وافق بشده	6.1	القيمة الوظيفيه من حيث الأسعار
							6.1.1	منتجات مقدم الخدمة المفضل لدي ذات أسعار مناسبة
							6.1.2	منتجات مقدم الخدمة المفضل لدي جيدة بالمقارنة مع أسعارها
							6.1.3	منتجات مقدم الخدمة المفضل لدي ذات عائد إيجابي يستحق ثمنها
							6.1.4	عروض مقدم الخدمة المفضل لدي إقتصادية

6.2	القيمة الوظيفية من ناحية الجودة	اوافق بشده	أوافق	اوافق إلي حد ما	لا أعلم	لا أوافق إلي حدما	لا أوافق	لا اوافق بشده
6.2.1	منتجات مقدم الخدمة المفضل لدي مصممة بمواصفات قياسية							
6.2.2	منتجات مقدم الخدمة المفضل لدي ذات جودة							
6.2.3	مقدم الخدمة المفضل لدي لديه مراكز خدمات متاحة للمشاركين							
6.2.4	مقدم الخدمة المفضل لدي سريع الإستجابة لحل مشكلاتي							
6.2.5	مقدم الخدمة المفضل لدي يتفهم إحتياجاتي							
6.3	القيمة الوظيفية من حيث الحداثة و التطور	اوافق بشده	أوافق	اوافق إلي حد ما	لا أعلم	لا أوافق إلي حدما	لا أوافق	لا اوافق بشده
6.3.1	مقدم الخدمة المفضل لدي يقدم منتجات مواكبة عصرياً							
6.3.2	مقدم الخدمة المفضل لدي يستمع لمقترحات المشاركين لتطوير خدماته							
6.3.3	مقدم الخدمة المفضل لدي يستخدم أجهزه و معدات متطوره لتقديم خدماته							
6.3.4	مقدم الخدمة المفضل لدي لديه نُظم إجراءات مريحة							
7	القيمة العاطفية	اوافق بشده	أوافق	اوافق إلي حد ما	لا أعلم	لا أوافق إلي حدما	لا أوافق	لا اوافق بشده

							إعلانات مقدم الخدمة المفضل لدي ترفيحية	7.1
							إعلانات مقدم الخدمة المفضل لدي تبعث السرور في نفسي	7.2
							إعلانات مقدم الخدمة المفضل لدي تجعلني أتفاعل عاطفياً	7.3
							عروض مقدم الخدمة المفضل لدي تجعلني أتشوق لتجربتها	7.4
							عروض مقدم الخدمة المفضل لدي تجعلني أكثر رغبة في إستخدامها	7.5
لا اوافق بشده	لا أوافق	لا أوافق إلي حدما	لا أعلم	اوافق إلي حد ما	أوافق	اوافق بشده	القيمة الإجتماعية	8
							منتجات مقدم الخدمة المفضل لدي تشعرني بالقبول عند الآخرين	8.1
							منتجات مقدم الخدمة المفضل لدي تحسن من قيمتي عند الآخرين	8.2
							منتجات مقدم الخدمة المفضل لدي تعطي عني إنطباعاً جيداً عند الآخرين	8.3
							منتجات مقدم الخدمة المفضل لدي تجعل الآخرين أكثر ثقة بي	8.4
لا اوافق بشده	لا أوافق	لا أوافق إلي حدما	لا أعلم	اوافق إلي حد ما	أوافق	اوافق بشده	الولاء السلوكي	9.1

							غالباً ما أشرت في عروض مقدم الخدمة المفضل لدي	9.1.1
							دائماً أجدد إشتراك في عروض مقدم الخدمة المفضل لدي	9.1.2
							سبق لي الشراء مرات كثيرة من مقدم الخدمة المفضل لدي	9.1.3
							أتعمد الشراء من مقدم الخدمة المفضل لدي	9.1.4
لا أوافق بشده	لا أوافق	لا أوافق إلي حدما	لا أعلم	أوافق إلي حد ما	أوافق	أوافق بشده	الولاء الإيجابي	9.2
							أحدث بإيجابية عن مقدم الخدمة المفضل لدي	9.2.1
							أنصح الآخرين بالشراء من مقدم الخدمة المفضل لدي	9.2.2
							أشجع أصدقائي و أقاربي علي الشراء من مقدم الخدمة المفضل لدي	9.2.3
							لن أتخلي عن منتجات مقدم الخدمة المفضل لدي حتي إذا عرضت الشركات المنافسة نفس المنتج وبسعر أقل	9.2.4
							أتمتع بعلاقه طيبة مع مقدم الخدمة المفضل لدي	9.2.5

لك جزيل الشكر علي زمنك وتعاونك

Source: prepared by researcher 2016

Appendix D. Pattern Matrix for EFA

	Items	Factor									
		FVQ	FVP	SV	TP	FP	CL	EV	RP	SP	
Sense_1	My preferred operator shops have an attractive visual attention										.705
Sense_2	My preferred operator shops are beautiful										.717
Feel_1	I feel comfortable with my preferred operator					.605					
Feel_2	I feel proud when I talk about my preferred operator					.625					
Feel_3	I feel that my preferred operator is trying to delight his customers					.738					
Feel_4	I feel that my preferred operator make me trusting him					.666					
Feel_5	I feel that my preferred operator employees treat me kindly					.530					
Think_1	My preferred operator stimulates my curiosity				.797						
Think_2	My preferred operator surprises me with his offered service				.728						
Think_4	My preferred operator stimulates my thinking capabilities				.774						
Act_5	My preferred operator offers positive changes to his products that improve my lifestyle				.503						
Relate_2	My preferred operator products connect me to my community									.551	
Relate_3	My preferred operator products suites my age									.792	

Emotional_Val_2	My preferred operator advertisement make me feel happy							.832	
Emotional_Val_3	My preferred operator makes me emotionally interacting							.783	
Social_Val_1	My preferred operator products make me feel acceptable to others			.701					
Social_Val_2	My preferred operator products improve the way I'm perceived			.926					
Social_Val_3	My preferred operator makes a good impression on me to others			.848					
Social_Val_4	My preferred operator products give me social approval			.663					
Attit_Loyal_1	I will say positive things to other people about my preferred operator							.587	
Attit_Loyal_2	I advise others to buy from my preferred operator							.967	
Attit_Loyal_3	I encourage my family and friends to buy from my preferred operator							.843	
Behav_Loyal_3	I bought products from my preferred operator many times before							.419	

Source: prepared by researcher 2016

Appendix E. KMO and Bartlett's

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.925
Bartlett's Test of Sphericity	Approx. Chi-Square	8715.713
	Df	666
	Sig.	.000

Source: prepared by researcher 2016

Appendix F. Communalities:

Item	Initial	Extraction
Sense_1	.468	.573
Sense_2	.494	.624
Feel_1	.536	.544
Feel_2	.556	.579
Feel_3	.564	.595
Feel_4	.561	.579
Feel_5	.436	.409
Think_1	.523	.585
Think_2	.519	.567
Think_4	.570	.633
Act_5	.537	.517
Relate_2	.441	.452
Relate_3	.523	.651
Relate_4	.538	.645
Func_Price_1	.684	.684
Func_Price_2	.777	.835
Func_Price_3	.741	.779
Func_Price_4	.679	.713
Func_Qut_1	.528	.452
Func_Qut_2	.569	.510
Func_Qut_3	.419	.421
Func_Qut_4	.592	.588
Func_Qut_5	.606	.579
Func_Innov_1	.615	.598
Func_Innov_3	.570	.549
Func_Innov_4	.563	.565
Emotional_Val_1	.596	.666
Emotional_Val_2	.602	.685
Emotional_Val_3	.612	.688
Social_Val_1	.578	.534
Social_Val_2	.745	.817
Social_Val_3	.696	.717
Social_Val_4	.627	.612
Attit_Loyal_1	.540	.529
Attit_Loyal_2	.702	.827
Attit_Loyal_3	.692	.733
Behav_Loyal_3	.344	.317

Source: prepared by researcher 2016

Appendix G. Total Variance explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
	1	13.179	35.620	35.620	12.642	34.167	34.167
2	2.445	6.607	42.227	2.173	5.872	40.039	6.802
3	1.977	5.343	47.570	1.615	4.365	44.404	7.482
4	1.748	4.724	52.294	1.218	3.291	47.695	7.397
5	1.550	4.190	56.484	1.153	3.116	50.811	9.074
6	1.401	3.786	60.269	1.257	3.396	54.207	7.894
7	1.253	3.387	63.657	.841	2.272	56.479	6.321
8	1.135	3.068	66.725	.762	2.058	58.538	5.496
9	1.066	2.882	69.607	.691	1.869	60.407	5.042
10	.789	2.134	71.740				
11	.733	1.981	73.722				
12	.689	1.863	75.585				
13	.644	1.741	77.326				
14	.596	1.611	78.937				
15	.579	1.565	80.502				
16	.545	1.473	81.975				
17	.506	1.368	83.343				
18	.487	1.317	84.660				
19	.460	1.244	85.904				
20	.432	1.167	87.070				
21	.417	1.128	88.198				
22	.407	1.100	89.298				
23	.392	1.060	90.358				
24	.375	1.014	91.372				
25	.359	.972	92.344				
26	.332	.898	93.242				
27	.309	.835	94.077				
28	.282	.761	94.838				
29	.274	.739	95.578				
30	.266	.719	96.297				
31	.251	.678	96.975				
32	.240	.650	97.625				
33	.209	.564	98.188				
34	.203	.550	98.738				
35	.184	.498	99.236				
36	.144	.389	99.625				
37	.139	.375	100.000				

Source: prepared by researcher 2016