

January 2023

## Impact of Experiential Marketing on Brand Loyalty: Moderating Role of Gender

Bhavna Prajapati

ITM University Raipur, Chhattisgarh INDIA, bhavnap@itmuniversity.org

Arijit Goswami

Follow this and additional works at: <https://managementdynamics.researchcommons.org/journal>



Part of the [Business Commons](#)

---

### Recommended Citation

Prajapati, Bhavna and Goswami, Arijit (2023) "Impact of Experiential Marketing on Brand Loyalty: Moderating Role of Gender," *Management Dynamics*: Vol. 23: No. 1, Article 2: 119-128

DOI: <https://doi.org/10.57198/2583-4932.1314>

Available at: <https://managementdynamics.researchcommons.org/journal/vol23/iss1/2>

This Research Article is brought to you for free and open access by Management Dynamics. It has been accepted for inclusion in Management Dynamics by an authorized editor of Management Dynamics.

---

## Impact of Experiential Marketing on Brand Loyalty: Moderating Role of Gender

### Abstract

The basic objective of the paper is to develop a conceptual model on experiential marketing in order to find its impact on brand loyalty and moderating role of consumer gender. It is the fact that in the current scenario the segmentation of the personal care is based on gender. Experiential marketing is adopted by the marketers to let the consumers have the feel of using and having brand experience. At times this marketing is also referred as "live marketing" or "event marketing experience," the motive behind it is to create an experience which has a memorable impact and helps in developing an emotional connect with the brand and the consumer. The advent of experiential marketing has given the consumers to feel, touch, sense and develop loyalty towards the brand as in traditional marketing it was not possible. This marketing technique creates an holistic approach not only to make the consumers aware of the product but at the same time convert them as a regular and loyal users. The millennial generation is the generation which has come after the baby boomers they are also known as the Y generation. They are born in the age where technology is playing a serious role in every prospect of life. This generation want to experience everything and marketers have the option to convince them as they share the same with peers. A sample of 273 millennial generation user of personal care products is collected analysed through a structured questionnaire. A structural equation model is developed to test the research hypothesis. In the study it was also found that the brand awareness and brand association have a statistically significant positive influence on Generation Y female customers' brand loyalty towards personal care brands, with brand association being the major contributor towards female customers' brand loyalty. The study will help marketers to find new opportunities for the next generation which is z and as they are more independent and data natives.

### Keywords

Experiential Marketing, Millennials, Brand Loyalty, Generation Y, Personal care products, Brand association

## RESEARCH ARTICLE

# Impact of Experiential Marketing on Brand Loyalty: Moderating Role of Gender

Bhavna Prajapati\* , Arijit Goswami

ITM University Raipur, Chhattisgarh, India

## Abstract

The basic objective of the paper is to develop a conceptual model on experiential marketing in order to find its impact on brand loyalty and moderating role of consumer gender. It is the fact that in the current scenario the segmentation of the personal care is based on gender. Experiential marketing is adopted by the marketers to let the consumers have the feel of using and having brand experience. At times this marketing is also referred as “live marketing” or “event marketing experience,” the motive behind it is to create an experience which has a memorable impact and helps in developing an emotional connect with the brand and the consumer. The advent of experiential marketing has given the consumers to feel, touch, sense and develop loyalty towards the brand as in traditional marketing it was not possible. This marketing technique creates an holistic approach not only to make the consumers aware of the product but at the same time convert them as a regular and loyal users. The millennial generation is the generation which has come after the baby boomers they are also known as the Y generation. They are born in the age where technology is playing a serious role in every prospect of life. This generation want to experience everything and marketers have the option to convince them as they share the same with peers. A sample of 273 millennial generation user of personal care products is collected analysed through a structured questionnaire. A structural equation model is developed to test the research hypothesis. In the study it was also found that the brand awareness and brand association have a statistically significant positive influence on Generation Y female customers' brand loyalty towards personal care brands, with brand association being the major contributor towards female customers' brand loyalty. The study will help marketers to find new opportunities for the next generation which is z and as they are more independent and data natives.

*Keywords:* Experiential marketing, Millennials, Brand loyalty, Generation Y, Personal care products, Brand association

## 1. Introduction

The overall appearance of us and our looks has become imperative in this contemporary society now a days. (Turner, 2008; Gill et al., 2005). The look of an individual is not only concern to a particular domain; the reach has increased a lot. These products have a great impact on an individual and not only females, but males are also using these products to enhance their looks. In this age of social media and digitization the appearance is imperative. The use of personal care products has increased in recent times. The basic reason being the advent of internet with the help of which any

small and big company can approach the audience in large numbers. India is a country of great heritage and a place where natural resources is abundant. It has a huge collection of products related to beauty as well as make up also. The influence of west and the latest trends with the international beauty pag-eants has given the cosmetic and personal care products a new platform. Now a days the cosmetic industry is having huge attention and apart from national brands for cosmetics the multinationals are also showing their interest in India towards these products (see Table 1).

The idea or concept of communication in a way to touch the heart of the consumer and creating an impression on his mind is known as Experiential

Received 6 September 2022; revised 1 December 2022; accepted 6 December 2022.  
Available online 23 March 2023

\* Corresponding author.  
E-mail address: [bhavnap@itmuniversity.org](mailto:bhavnap@itmuniversity.org) (B. Prajapati).

<https://doi.org/10.57198/2583-4932.1314>

0972-5067/© 2023 The Authors. Published by Jaipuria Institute of Management. This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>).

Table 1. Dimensions of Experiential marketing and Brand loyalty their literature source/reference.

Serial No	Dimensions	Description	Authors
1	Sensory	The stimulation of senses is known as sensory. Experience regarding the brand which is induced by the brand itself by the sensory organs creates the association with the brand. The sensory organs create the feeling for the brand as it uses the sensory organs and creates the experience.'	Hepola et al. (2017), Huang et al. (2015) and Hulten (2010)
2	Affective	Affective experience is related with the emotions and feelings of the customers attached with the brand. This basic angle refers to the feeling which a brand gives and how emotionally customer relates to the brand.	Zarantonello and Schmitt (2010), Huong, Hong and Khai (2015), Huang et al. (2015)
3	Behavioral	Behavior is the act of the individual how one behaves looking into the brand. That is how the customers will react and behave for a brand through physical expressions, lifestyle, and interaction with the brand.	Baser, Cintamur, and Arslan, (2015), Pham Thi Lan Huong et al.(2015)
4	Intellectual	The ability to engage the customers is known to be the intellectual dimension. It is related with the learning orientation of the customer, and it is basically the cognitive part which works along with the customer to influence as well as to get influenced regarding any decision.	Baser, Cintamur, and Arslan, (2015), Schmitt B. (1999)
5.	Brand awareness	Brand awareness represents a presence of brand in the mind of customers. A customer considers a brand when he takes decision for purchase. This means that a consumer's awareness of a specific brand increases the probability of that brand being considered within decision-making. This means that customer purchase a product when he is aware of it.	Jooste, Strydom, Berndt & Du Plessis, (2012) West, Ford & Ibrahim, (2010) Malik, Ghafoor, Iqbal, Riaz, Hassan, Mustafa & Shahbaz, (2013)
6.	Perceived quality	Perceived quality refers to how a consumer perceives or judges a brand regarding the quality of a brand compared to other brands available. In addition, perceived quality is the perception of utilitarian benefits of a brand as compared to price.	Chattopadhyay, Shivani & Krishnan, 2009 Yoo et al., (2000) Aaker and McLoughlin (2010)
7.	Brand association	Brand association refers the how a customer is connected either directly or indirectly to a brand. These associations may be tangible attributes, human characteristics, specific people that are associated with the brand or even relate to the company's skills.	Aaker & McLoughlin, (2010) West et al., (2010) Jooste et al., (2012)

Marketing. (Schmitt, 1999). The marketing plays an important role to attract and retain customers. The basic idea of this is to retain the existing customer as well as attract the potential customer. In this burgeoning competition where things are changing in every minute the art of marketing the product holds a customer's interest and motivates him or her to purchase a product. The influence of experiential marketing is huge on customers as the generation of consumers has changed now a days. The consumers can be segmented into different age groups as per their age. The different age groups of people have different likings and disliking due to the difference in their age. They have differences with respect to style of communication, purchasing and preferences. Hung & Gu & Yum (2008) define generation

as “the generational cohorts or groups, who belong to the same age group, experience or will experience accordingly the similar life experience in the years they may shape their lives.” Consumers of this group differentiate themselves from the other generation in terms of their knowledge regarding internet and other technological things. This generation of customers is not like the older generation as they are equipped and exposed towards various information. They have their other style of working and taking decision and the impact of the experiential marketing has a greater influence on this generation. The generation was inclined towards the products related to personal care and the choice of the product depends upon the extent of marketing.

In today's era the loyalty of such consumers also important. Loyalty of customer is an important due the cutthroat competition. The loyalty of the customer only makes the survival possible in this situation (Napitupulu and Aditomo, 2015). The effort to make a new customer and to retain the existing customer and to make him loyal customer requires different strategy. (Bricci et al., 2016), In today's scenario the companies use the concept of experiential marketing not only to attract the customers but also to stimulate a sense of emotions and liking for the product. (Hannam, 2004).

### 1.1. Research objective

The experience of personal care products makes customers loyal towards a particular brand of personal care products. Based on the scale formulated following are the research objectives.

- A) To determine the relationship between dimensions of experiential marketing and brand loyalty in the personal care products.

Based on this the supporting sub objective are:

- To determine the relationship of sensory experience towards brand loyalty.
- To determine the relationship of affective experience towards brand loyalty.
- To determine the relationship of intellectual experience towards brand loyalty.
- To determine the relationship of behavioral experience towards brand loyalty.

- B) To examine the gender moderation with relationship between dimensions of experiential marketing and brand loyalty in personal care products.

## 2. Literature review

### 2.1. Experiential marketing

The appeal by the ways of sense which in a nutshell aims to create an experience in senses with the means of our five sensory organs such as eyes, nose, skin and ear is known as Sense Marketing. These ways of marketing shall be used to make the products different for different companies so as to encourage customers and to make the product valuable (Schmitt, 1999).

The whole idea or the purpose of Sense marketing is to create the feeling of enjoyment, joy, satisfaction and beauty, which indeed is done activating the sense organs of consumers. The advertisement in this respect is performed to connect with the customers as because these campaigns can do wonders.

The marketing concept is changing in every facet of time, initially it was only producing a product for the need of the customer but now the communication of the product is done in such a way that the product touches the mind and heart of the consumer as well as it creates an impression. This concept is known as Experiential marketing (Schmitt, 1999).

As per (Schmitt Bernd (1999) the focus of the traditional marketing was only on the basic features and the advantages attached to it. The consumers used to purchase a particular product looking into the advantages assigned with the product and the features of the product were also considered to make the decisions for the purchase. The traditional marketing has a set of decision-making process which a potential purchaser undergoes with the traditional marketing model.

### 2.2. Brand loyalty

In this age of technology and clutter of information every consumer is exposed to a huge amount of information whether it is related to a product or anything. Loyalty has become a biggest question for the marketers. Initially there were limited brands and the consumers never used to have choices, so the purchase and repurchase of the same brand was natural. But now a day with the grueling competition the choices are more the variety is more and to maintain or retain a consumer is a colossal task for each company. As per Aakar and Keller<sup>1</sup> the concept of 4is the experience. Customer purchase or repurchase a product due to the brand identity created by the brand it also depends on the brand image with the brand has. The customer becomes brand loyal towards a brand because the brand delivers the brand promise or there may be some obstacles to switch from the brand Fornell in 1992. Kohli and Thakor in 1973.

The term brand loyalty was introduced by Copeland (1923). The loyal customers are always the potential customers of the marketers (Knox and Walker 2011). Aaker (1984) proposes that evaluation of brand loyalty should one of the main concerns in marketing strategy. According to him brand loyalty is value. According to Keller (2003), the number of repeat purchases by a customer due to the positive attitude towards that brand accounts for brand loyalty. The brand loyalty of the consumer has always been the talk for the marketers. As it is said that attracting a new customer has a different plan but to retain an existing customer requires a very robust strategy. It has been ageing the retention of the loyal customer is being done by the companies as it makes the consumer feel positive and connected with the brand.

### 2.3. Millennials

The generations who are born after 1979 are considered as generation Y also known as Millennials, they have the individualistic nature as well as they are confident entrepreneur. They have a different lifestyle all together because there. Gardyn (2002) suggests these group of people are having a good spending power as well. Compared to X generation this generation consumers have a good spending capability. Grant and Stephen (2005) indicate that income demography of this generation is boosted with economic power as generation Y is characterized by self-independent and materialistic. The retailers and other business fraternity also try to attract these generation consumers. This is really a unique group of consumers, and they are challenging marketers with their different respond compared to previous one. The traditional marketing techniques are not worthy to capture the generation Y customers as they are very confident and resourceful. Repeat purchase by them is also a biggest challenge as per nature. Bakewell and Mitchell (2003) have an argument that this generation consumer's behavior is altogether different and that reflects in their shopping style as they have other ways of interpreting things and working on it.

All these years this millennial generation have been living with different brands. This generation is very much connected with different brands as with their usage and understanding they have started living with this brand. They react very differently compared to the other generations (Merrill, 1999). Traditionally it becomes difficult to convince this generation and more tough is to make them loyal as a customer. (Sebor, 2006; Bakewell and Mitchell, 2003).

### 2.4. Consumer gender

The 20th century has witnessed changes in attitudes and, of course, laws regarding equality between men and women. Such massive societal changes have had a tremendous effect on the previously strict and archaic perceptions of gender roles that shaped the lives of men and women in the society. Historically men have dominated the 'public sphere' of workplace and women were assigned to the domestic duties associated with the 'private sphere' of the home. The link between the feminine and the domestic has long established women as household gatekeepers to marketers who have recognized such 'main shopper' purchase power. The gender plays a crucial role in the behavior of the consumers.

Male and Female are influenced with specific characteristics such as roles, values, attitudes, perception, preferences, and behaviors through social identity construct which is gender (Chung K., Yu J., Kim W., and Shin J., 2015) The gender biological, cognitive behavior and social cause also accounts for the gender differences. Thus, this becomes a remarkable influencing variable. influencing variable. In the study of Sivaraj and Sritharan (2014) they have mentioned that females are relate to the emotional events, real-world experiences and more engrossed in purchasing activities than males. The study also states that females are more loyal to the service performances whereas males are loyal towards the product performance. According to Jin and Koh (1999) and Lee (2011), male and female consumers go through different formation processes when developing loyalty towards clothing brands. Consumers' attitudes, perceptions, preferences, and purchase decisions are very much affected by gender (Pandian, Varathani & Keerthivasan, 2012). For this reason, Pandian et al. (2012) indicate that gender is a valuable variable for understanding consumer behavior. Bae and Miller (2009) study say that brand awareness is more in female college going students as compared to males. Yasin (2009) reported that in female consumers are more aware about well-known brands. Chen et al. (2008) found that Taiwanese female consumers form a greater number of brand associations than males. About perceived quality, study of Shabbir and Safwan (2014) states that both male and female Pakistani consumers are quality conscious. However, in a study conducted by Bae and Miller (2009), female college students were found to be more quality conscious than males.

The consumers are quality (McDevitt, 2013) and brand conscious (Hanzaee & Aghasibeig, 2008) and, as a result, have preferred personal care products brand that they are associated and loyal to (Fernandez, 2009). Considering this, it is anticipated that most of the brand loyal Generation Y consumers will remain loyal to the brands that they currently purchase (Schawbel, 2015). Therefore, it is essential to earn their loyalty as early as possible. Gender plays a significant role in understanding selection of personal care brands.

### 2.5. Conceptual Framework

The framework of the study exhibits the variables and the relationship between the variables and the hypothesis formulated for the research.



H1. There is a relationship between Experiential Marketing and Brand Loyalty.

H2. Sensory brand experience has an influences Consumer Brand Loyalty.

H3. Affective brand experience has an influence on Consumer Brand Loyalty.

H4. Intellectual Experience has an influence on Consumer Brand Loyalty.

H5. Behavioral Experience has an influence on Consumer Brand Loyalty.

H6. Consumers' gender moderates the relationship between Experiential marketing and Brand Loyalty.

2.6. Research methodology

A structured questionnaire was used to measure the opinion of respondents. The items for Experiential marketing is based on scale developed by Lee and Chang(2012) with the necessary adjustments as required. The items for measuring brand loyalty were taken from the scale developed by Chandhari and Holbrook (2001) with necessary adjustments. The researcher has used seven-point Likert scale ranging from “Very strongly agree”, “Strongly agree”, “Agree”, “Neutral”, “Disagree”, “Strongly Disagree”, “Very strongly disagree”, giving a score between one and seven points.

This empirical study was conducted in Chhattisgarh state. The population for the study was the customers who were using personal care products. For the study the researcher has included top five leading companies of personal care products, as these companies are established companies for personal care products and have significantly contributed in terms of total revenue and market share of Indian personal care product.

Nonprobability sampling technique was used for this research. Judgmental sampling technique to identify the respondents for the study. To make sure that the questionnaires were filled by relevant respondents in the starting of the questionnaire filter questions were asked to find out whether the respondents were using personal care products of selected top five companies. Responses were sought from 273 respondents (see Table 3).

Table 2. Profile of respondents.

Classification	Percent
GENDER	
Male	52.3
Female	47.6
Total	100
AGE	
20–25	34.4
26–30	34.8
31_35	23.4
36–40	7.4
MARITAL STATUS	
Married	34.1
Unmarried	65.9
EDUCATION	
Ph,D	6.5
Postgraduate	30.1
Graduate	62.3
Other	1.1
OCCUPATION	
Service	30.0
Business	23.1
Student	38.4
Housewife	8.4
MONTHLY INCOME	
20,000 & below	1.1
20,001-30000	30.1
30,001-40000	62.3
Above 40,000	6.5

2.7. Profile of respondents

Table 4 shows the demographic variables- Gender, Age, Education, Marital status, Occupation and Monthly income of 273 respondents of personal care product users of selected top five Indian companies.

2.8. Data analysis

For validating the model, the Confirmatory factor analysis was used and to study the impact of dimensions of Experiential marketing on Brand loyalty Path analysis was used. For data analysis in the research the researcher has used SPSS and AMOS.

2.9. Items deleted

In a way to improve the model fit for the Loyalty and Experiential marketing model, few indicators were loaded to the construct which were not

Table 3. Reliability of scale.

Sr. No	Dimension Name	Cronbach's Alpha Scores
1	Sensory	.825
2	Affective	.812
3	Intellectual	.795
4	Behavioral	.832
5	Loyalty	.848
6	Reliability of overall scale	.925

Table 4. Factor loading values for all items of experiential marketing and Brand Loyalty scale.

Experiential Marketing and Brand Loyalty dimension	Statements	Factor Loading	AVE Values	CR values
Behavioral	BEH 1	.56	.632	.837
	BEH 2	.78		
	BEH 3	.87		
Affective	AFFEC 1	.56	.641	.837
	AFFEC 2	.90		
	AFFEC 3	.90		
Intellectual	IN 1	.76	.578	.804
	IN 2	.80		
	IN 3	.72		
Brand Loyalty	BL 1	.57	.540	.853
	BL 2	.71		
	BL 3	.77		
	BL 4	.77		
	BL 5	.83		

supposed to represent and some residual covariance of the representing constructs were released. The questionnaire consisted of 25 items and scale to retain those items was 21. The detailed list of items is provided in the attached appendix.

#### 2.10. Assessment of reliability

Standardized Cronbach's alpha coefficient was used to check the reliability of the questionnaire. As recommended from the study of Hair et al. (2007) 0.6 is acceptable value. The final coefficient for all the items ranged from 0.795 to 0.848 (refer Table 5) which indicates the reliability of the constructs. The reliability and convergent validity were achieved is 0.925 which is indicated in following table.

#### 2.11. Assessment of validity

Validity refers to the soundness of a research. Research validity represents the extent to which the data being measured is related to the construct.

#### 2.12. Construct validity

Construct validity gives how accurate the measurement is (Hair, 2007). It can be classified into

Table 5. Discriminant validity analysis for Experiential marketing Dimensions and Brand loyalty.

Experiential marketing Dimensions and Brand loyalty	AVE	MSV	ASV
Behavioral	<b>0.632</b>	0.554	0.637
Affective	<b>0.641</b>	0.345	0.644
Intellectual	<b>0.578</b>	0.554	0.578
Loyalty	<b>0.540</b>	0.415	0.541

\*Bold numbers represent the AVE values of the constructs.

convergent, discriminant and nomological validity (Churchil,1979).

The uni -dimensionality of the construct was checked using Confirmatory factor analysis (CFA). In this research the convergent and discriminant validity is assessed using Confirmatory factor analysis.

#### 2.13. Convergent validity

It refers to the degree to which two measures of the constructs that should be related theoretically are in fact related. In this research the convergent validity was measured using.

1. Analysis of factor loading
2. Average variance extracted
3. Construct reliability

Table 4 represents AVE values of all factors are near or above 0.5 which represents a strong convergent validity (Hair et al., 2007).

#### 2.14. Discriminant validity

High discriminant validity shows the uniqueness of a construct (Hair et al., 2007). According to Capbell, D.T and Fiske D.W (1959) as per the study done it states that AVE should be greater than MSV and ASV.

High construct reliability indicates the degree to which measure of a construct is consistent. Table 5 indicates that the value of reliability of all constructs related to Experiential marketing and Brand loyalty is greater than 0.7 which indicates good construct reliability.

From Table conclusion can be drawn that all the constructs of experiential marketing and brand loyalty scale supported discriminant validity.

#### 2.15. Model fit

To check the model fit of experiential marketing and brand loyalty model, the Chao-square/df statistic, Comparative Fit Index value, Standardized Root Mean Square, Root Mean Square Error of Approximation and P Close were used (Table 6).

Table 6. Model fit indices.

Measure	Estimate	Interpretation
CMIN	120.651	–
DF	70	–
CMIN/DF	1.724	Excellent
CFI	.940	Acceptable
SRMR	.085	Acceptable
RMSEA	.078	Acceptable
P Close	.031	Acceptable



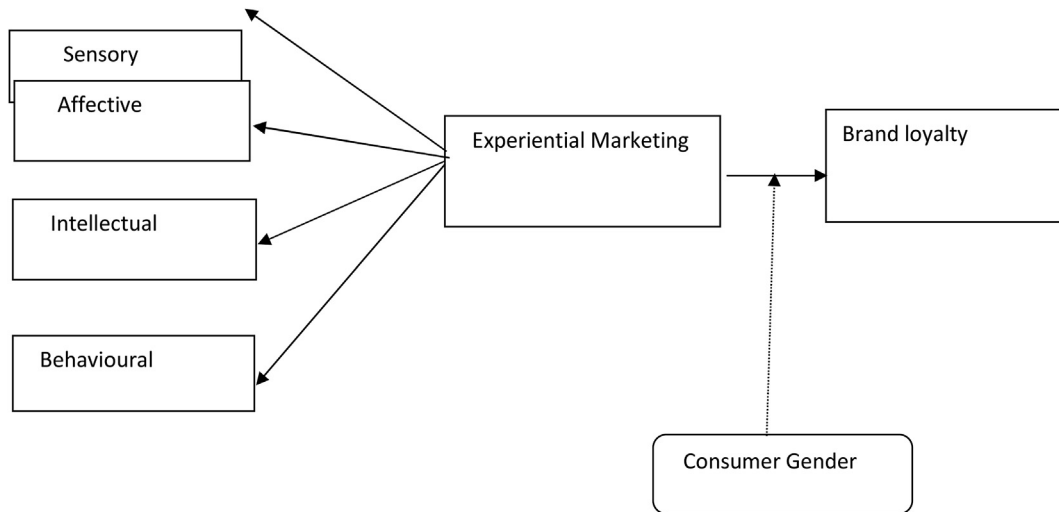


Fig. 1. Conceptual framework.

$\chi^2/df$  was used to check GFI. Less than 2 value of Chi-square/df indicates a good model fit (Hu and Bentler, 1999). For the model, the chi-square value is 1.724 which shows a good model.

The CFI of 0.9 or close indicates good model fit (Hair et al., 2007). The Confirmative Fit index value (CFI) for experiential marketing and brand loyalty model the value of CFI is 0.940 which indicates a good model fit.

SRMR for experiential marketing and brand loyalty model the value is 0.085 which shows a good model fit.

The RMSEA value for the model is 0.078, which is between 0.03 and 0.08 which shows a good model fit.

The value of P Close for the model is 0.031 which indicates a close model fitting.

The goodness-of-fit indices suggest that the item of the constructs is well established. Therefore, we can conclude that experiential marketing dimensions comprises of (1) Behavioral, (2) Affective, (3) Intellectual (see Fig. 1).

The following path model was validated with previous analysis (see Fig. 2).

### 2.16. Path analysis

Path analysis was done with the help of AMOS 21 Software to study the impact of dimensions of experiential marketing on brand loyalty. Fig. 3 represents path analysis.

Table 7 represents the standardized regression weights for all the dimensions of experiential marketing having impact on brand loyalty. The factors having a greater standardized regression weights

means that dimension has greater impact on brand loyalty.

From the results of the above it can be interpreted that behavioral and affective dimensions make a greater impact on brand loyalty. The R-square is the percentage of variation accounted for independent variables is 0.584 which suggests the model explains a healthy variability of response data about its mean.

From the table it can be concluded that the mean were above 3.5 which indicates that the combined sample of male and female Generation Y students are brand aware, have high quality perceptions of branded personal care products, perceive their preferred v brand to be clearly differentiated from competing brands and are brand loyal to their preferred brand of personal care products (see Table 8). As indicated in Table 9, there are statistically significant positive relationships between all four dimensions, ranging between ( $r = 0.320$ ;  $p < 0.01$ ) and ( $r = 0.479$ ;  $p < 0.01$ ).

After the correlation analysis, regression analysis was conducted to determine the influence of Generation Y male and female customers' brand awareness, perceived quality and brand association on their brand loyalty. The regression model summary and ANOVA results are presented in Table 9.

Above table reports Regression Model 1 predicts Generation Y males' brand loyalty towards their preferred personal care product brand and Regression Model 2 predicts Generation Y females' brand loyalty towards their preferred personal care product brand at the significant F-ratios ( $p \leq 0.01$ ).

The R square values of Models 1 indicates 23 percent of the variance in Generation Y male customers' brand

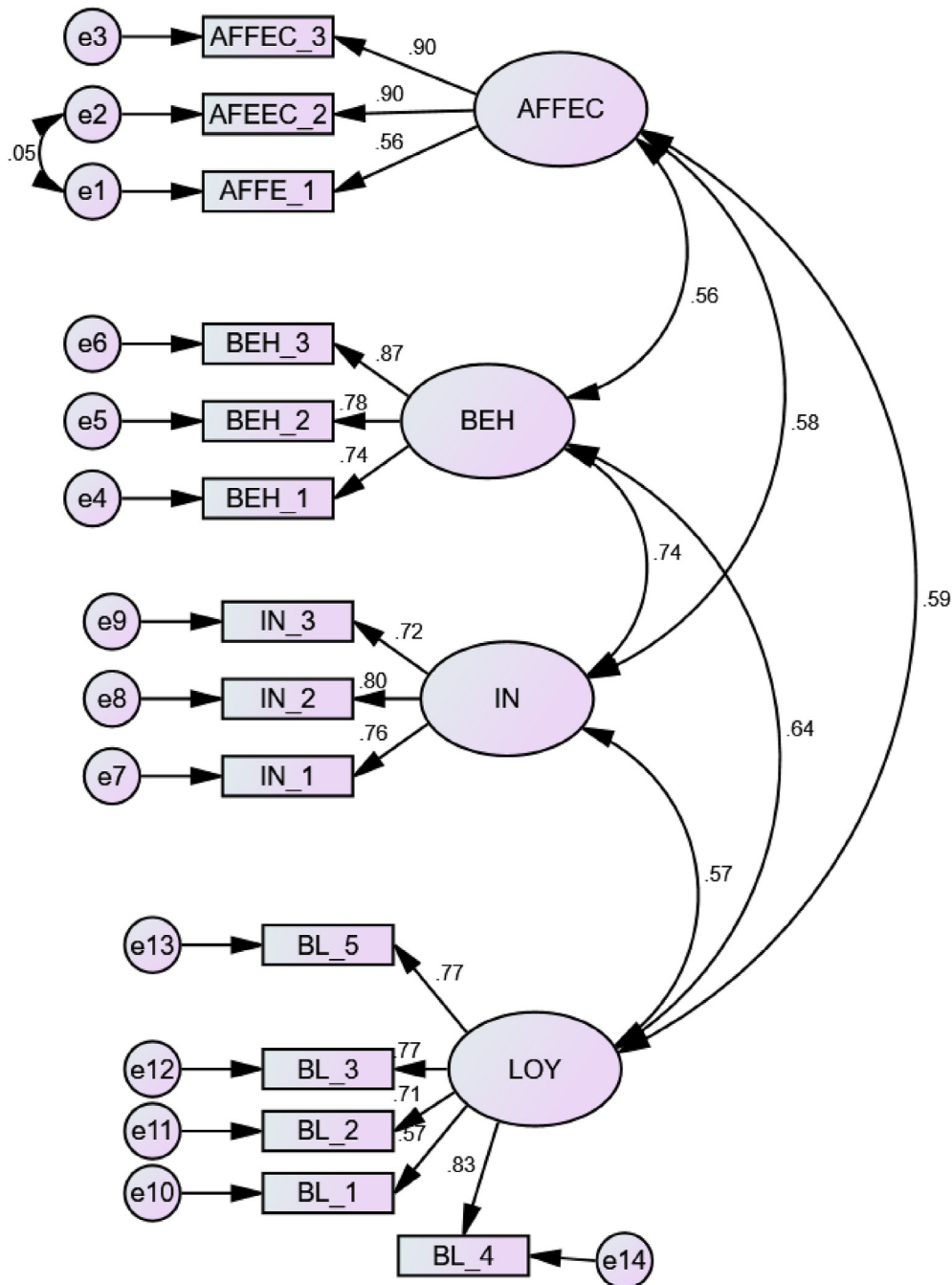


Fig. 2. Confirmatory factor analysis model of Experiential marketing dimensions and brand loyalty.

loyalty towards their preferred personal care product brand and 23 percent of the variance in Generation Y female customers' brand loyalty towards their preferred personal care product brand is explained by the three independent variables.

The next step after performing the regression analysis is to determine how much each dimension contributes toward the prediction of brand loyalty towards their preferred personal care product brand, as reported on in Table 10.

From Table 10, it can be concluded that brand awareness ( $\beta = 0.160$ ,  $0.014 < 0.05$ ) and brand association ( $\beta = 0.301$ ,  $0.000 < 0.05$ ) have a statistically significant positive influence on Generation Y female customers' brand loyalty towards their preferred personal care brand. Table also reports that the beta coefficient for brand association is highest which indicates that it contributes maximum to Generation Y female customers' brand loyalty towards their preferred personal cares brand.

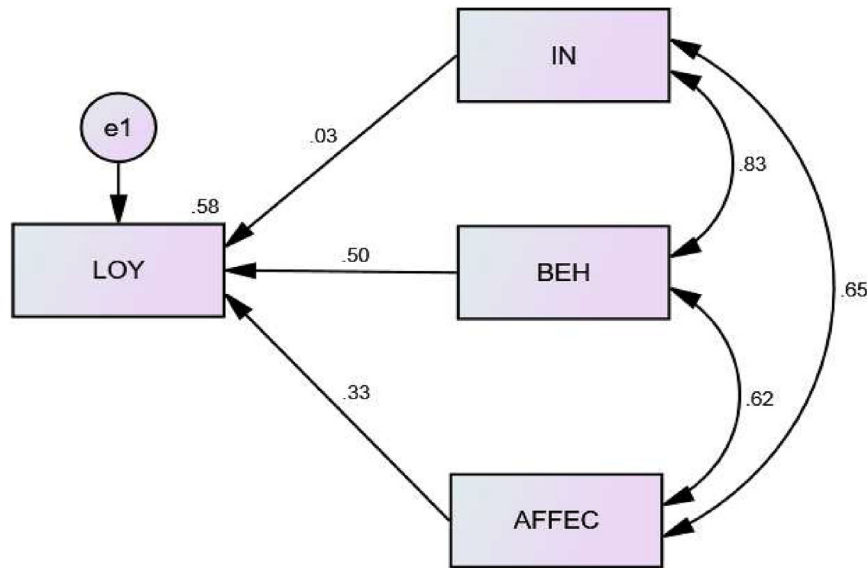


Fig. 3. Structural model of experiential marketing dimensions and brand loyalty.

Table 7. Impact of dimensions of experiential marketing on brand loyalty.

Dimensions	Standard Coefficients	Significance level	t-values	R Square
Intellectual	.025	0.00	.220	.584 (p < 0.00)
Behavioral	.496	0.00	4.496	
Affective	.325	0.00	4.045	

From table it can be concluded that brand awareness ( $\beta = 0.225, 0.000 < 0.05$ ), perceived quality ( $\beta = 0.118, 0.028 < 0.05$ ) and brand association ( $\beta = 0.267, 0.000 < 0.05$ ) on Generation Y male customers' brand loyalty towards their preferred personal care brand. Brand awareness and brand association had the highest beta coefficients, therefore contributes maximum in explaining Generation

Table 8. Descriptive Statistics and Correlation coefficients.

Construct	Mean	Standard Deviation	Brand Loyalty	Brand Awareness	Perceived Quality	Brand Association
Brand Loyalty	4.78	0.78	1			
Brand Awareness	5.13	0.78	0.380*	1		
Perceived Quality	4.31	1.04	0.421*	0.479*	1	
Brand Associations	5.05	0.89	0.320*	0.424*	0.441*	1

\*Significant at the 0.01 level (2-tailed)

Table 9. Regression model summary and ANOVA results.

	R	R Square	Adjusted R Square	F	P-values
Model 1(Brand loyalty among males)	0.480	0.230	0.223	32.83	0.000
Model 1(Brand loyalty among females)	0.475	0.226	0.218	32.837	0.000

Table 10. Contribution of independent variables to predict brand loyalty among male and female customers.

Independent Variable	Female			Male		
	Standardized beta coefficient	t-value	p-value	Standardized beta coefficient	t-value	p-value
Brand awareness	0.160	2.464	0.014	0.225	4.060	0.000
Perceived Quality	0.098	1.504	0.134	0.118	2.206	0.028
Brand Association	0.301	4.569	0.000	0.267	4.834	0.000

Y male customers' brand loyalty towards their preferred personal care brand.

### 3. Conclusion

The paper basically focuses on Y generation's experience towards the personal care products. The experiential marketing covers the consumers dimensions of marketing such as the affective, Intellectual, and behavioral which has an impact on the purchase of the product. The millennials are the children of Baby boomers who were the X generation compared to them they are more updated with the social media, adaptive to technology as well as their usage of internet makes them more judicious in decision making. The experiential marketing plays an imperative role on millennials as they are more informative and resourceful which in a nutshell helps to be more loyal to their products.

To measure the dimensions this empirical research was conducted as it provides reliable and valid scale for measuring the same. CFA was used to measure and validate the dimensions. Path analysis was used to find the impact of these dimensions. In the study it was also found that the brand awareness and brand association have a statistically significant positive influence on Generation Y female customers' brand loyalty towards personal care brands, with brand association being the major contributor towards female customers' brand loyalty. Generation Y male customers' brand loyalty towards personal care brands is significantly influenced by all three of the brand loyalty drivers, namely brand awareness, perceived quality, and brand association, with brand association also being the strongest driver of male customers' brand loyalty.

#### 3.1. Implications of the study

This study has potential of helping the marketers and other companies of personal care products in understanding how significant experiential marketing is to develop brand loyalty among the personal care products users. There were various indicators of experiential marketing that emerged out during the research. These act as a guide for the marketers and other companies in improving their personal care products.

The items measuring and overall impact of these dimensions of the model were tested and refined. The reliability and validity instruments used in this

research can be further used in studies in an extended context.

The findings also have some managerial implications. The study has identified the dimensions of experiential marketing that have strong impact on overall brand loyalty of personal care product users. Further the results of the study can be very useful in making the experiential marketing more attractive to the personal care product users.

#### 3.2. Future research

The paper focuses on the influence of the experiential marketing on the brand loyalty towards products used for personal care by Y-generation. However, the comparison between the users of different generations may provide new insights.

The study was conducted in Chhattisgarh state of India. Due to geographical constraints the users may differ in certain attributes as compared to other parts of the world. Future research can be conducted in more diversified areas.

Finally, the study included only top five Indian companies of personal care products. It has not included foreign companies. Therefore, future studies can examine the dimensions of experiential marketing and their impact on brand loyalty of personal care users of other companies to determine the model developed in this study is beneficial for other companies.

### References

- D. R.F. Chao, Department of leisure management, I-shou university the impact of experimental marketing on customer loyalty for fitness clubs: Using brand image and satisfaction as the mediating variables *The Journal of International Management Studies*, Volume 10 Number 2, August, 201552.
- Fransisca, A. (2007). Experiential marketing. A marketing approaches. *Journal Management Marketing*, 2(1), 11–18.
- Hepola, J., Karjaluoto, H., & Hintikka, A. (2017). The effect of sensory brand experience and involvement on brand equity directly and indirectly through consumer brand engagement. *The Journal of Product and Brand Management*, 26(3), 282–293.
- Huang, R., Lee, S., Kim, H. J., & Evans, L. (2015). The impact of brand experience on brand response in multi-channel fashion retailing. *The Journal of Research in Indian Medicine*, 9(2), 129–147.
- Keller, A. K. (2003). *Strategic brand management: Building measuring and managing brand equity* (2nd ed.). New York: Prentice-Hall.
- Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15, 53–67.