

**Experiential Marketing (Social Support)
and Brand Usage Intention
In Sudanese Service Sector (mobile application taxi)**

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مستخلص

هدفت الدراسة إلى التحقق من تأثير التسويق الخبراتي (الحضور الاجتماعي) على نية استخدام العلامة على القطاع الخدمي بولاية الخرطوم. نموذج هذه الدراسة تم بنائه اعتماداً على نظرية نموذج قبول التكنولوجيا (التام) ، تم استخدام المنهج الوصفي واختبار العينة غير الاحتمالية الميسرة على 384 عميل من شركات أونلاين تاكسي بولاية الخرطوم عن طريق إستبيان تم تطويره وتنقيحه من خلال مقابلات الخبراء والمحكمين. أظهرت نتائج التجريبية إلى وجود علاقة إيجابية بين التسويق الخبراتي ونية استخدام العلامة. وأخيراً، أشارت النتائج إلى أن الحضور الاجتماعي له تأثير على نية استخدام العلامة. وأخيراً توصي الدراسة الحالية للاهتمام بهذا الموضوع وتسلط الضوء عليه في قطاع الخدمات.

Abstract

The purpose of this study is to investigate the effect of experiential marketing (social presence) in the online mobile application taxi at Khartoum State. The study model was built depending on

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technologic acceptance model theory (TAM), and used descriptive method and tested on 384 customers in six companies in Khartoum State through using a non-probability sample, by means of a questionnaire which developed and refined through experts' interviews and the panel of judges committee. The results of the study indicated partial support relationship between experiential marketing and brand usage intention. Finally, the results showed that there is a positive relationship between experiential marketing (social presence) and brand usage intention. Finally, the current study recommends consider that this subject must be carefully investigated in specific area of Sudanese services sector.

Key Words: *experiential marketing, social presence, brand usage intention*

Introduction:

Today's materialist world, the consumer is looking for meaningful consumption. Brand is an important guideline for a potential customer and facilitate the transaction like money. The real value is not inside a product or service but inside the minds of potential –actual customers, brand is the main factor which visualizes this value inside their mind (Allahyari, 2017). Consumers purchase a brand when they consider the brand offers the right product quality or features (Lien, et al, 2015). Social presence concept tries to describe whether the connections built among individuals in cyberspace situation are approximate to real life interaction (Zhang et al, 2017).

The problem statement is experiential marketing is based on the customer experience of online mobile taxi service, based on experience consists which makes him intent to use or not online mobile taxi service.

Previous studies such as (Kuo and Nagasawa2015; Yazici, et.al, 2016) have been studies experiential marketing (sense, feel, act, and relate) with behavioral intention, while (long, et.al. 2013; Datta and Vasantha, 2015) with purchase intention,

therefore, in this study used experiential marketing (social presence) is one of the dimension with brand usage intent. This represents a gap between the current study and the previous.

The main objective of this study is to investigate the relationship between experiential marketing (social presence) and brand usage intent.

Finally, significant contribution that study will identify the extent of experiential marketing (social presence) in service firms. Given that there is a lack of empirical studies that explore the importance of experiential marketing (social presence), thus, this study can add considerable knowledge in this area and provide a base for future research about the issue, while, practical contribution that study discloses the concept, significance and outcomes of experiential marketing practice, thus it can advance managers in all online mobile application taxi companies in Sudan understanding the importance and value of practices this is very crucial view of the increasing practice and economic importance of experiential marketing.

Experiential marketing concept and definition:

Term "Experiential Marketing" refers to actual customer experience with the product/service that drive sales and increase brand image and awareness (Adeosun and Ganiyu, 2012).

(Sheu, et.al 2009) point out experiential marketing is a methodology, a concept that moves beyond the traditional "features- and benefits" marketing, experiential marketing connects consumers with brands in personality relevant and memorable ways. Experiential marketing which gives customers the opportunity to experience a product first-hand, has increasingly become a focus of interest in recent years (Arora and Chatterjee, 2017). International Experiential Marketing Association (2012) states that experiential

marketing “allows customers to engage and interact with brands, products, and services in sensory ways”. In consistent with current study context, can be defined experiential marketing as a user’s sense of psychological connections with other users in a medium (Zhang, 2017).

2.3 Social presence:

Social presence concept tries to describe whether the connections built among individuals in cyberspace situation are approximate to real life interaction (Zhang, 2017). (Zhang et al., 2014) defined social presence is as the extent to which individual’s personal connection is well bonded with others through interactions. Too (Kreijns et al, 2004) defined social presence based on the level of illusion of physically being with other people. Social presence is related to the sense of illusion and feelings of presence of other human beings (Algharabat, et.al, 2018). Social presence suggests that the interaction collaborations available through the platform may help customers to develop a social identity and form social bonds with other followers (Gummerus et al, 2012). Levels of social presence do vary depending on the properties of the medium, the nature of the interaction, and individual differences (Pongpaew, et.al, 2017).

2.4 brand usage intention:

In this context brand usage intent is seen as customer’s intention to buy the brand so usage intent can be seen same as purchase intent. Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer (Shah et al., 2012).

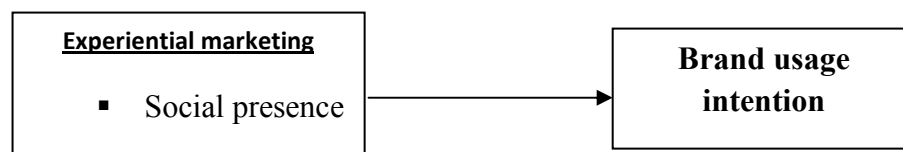
(Harrigan, et.al, 2017) explained consumers distinguish between their favourite brands and other brands that have similar product attributes and marketing strategies. The

perceived incremental value that specific brands add on to their offerings effects brand usage.

Theoretical framework:

This subsection deals with hypotheses of the study which predicts that experiential marketing (social support) has a positive relationship with the brand usage intention.

Model:(1)



Source: Mustahaana, Alfadil and Adam (2019)

Hypotheses Development:

Based on the problem statement and its elements, the following hypotheses can be derived:

The relationship between experiential marketing and brand usage intention

H1. There is a relationship between social presence and brand usage intention

Methodology

Data collection

In order to examine our framework, we conducted an empirical study to verify the proposed hypotheses. First, based on the prior literature and current study context, we designed a questionnaire involving constructs in current study. Second, we conducted mobile taxi application in Khartoum state. Finally, after the validation of reliability and validity of the investigation, we analyzed the obtained data with Structured Equation Modelling using Amos version 23 and SPSS.

Model:(2) :



SOURCE: PREPARED BY RESEARCHER FROM DATA (2019)

RESULT (DEFAULT MODEL)

Minimum was achieved

Chi-square = 47.747

Degrees of freedom = 19

Probability level = .000

Regression Weights: (Group number 1 - Default model)

Table: 1

			Estimate	S.E.	C.R.	P	Label
brand_usage_intention	<---	Social_presence	.313	.056	5.615	***	par_7
intent1	<---	brand_usage_intention	1.000				
intent3	<---	brand_usage_intention	1.353	.166	8.137	***	par_1
intent4	<---	brand_usage_intention	1.410	.169	8.346	***	par_2
intent5	<---	brand_usage_intention	1.552	.182	8.537	***	par_3
presence2	<---	Social_presence	1.000				
presence3	<---	Social_presence	1.068	.099	10.784	***	par_4
presence4	<---	Social_presence	1.217	.108	11.262	***	par_5
presence5	<---	Social_presence	1.211	.104	11.644	***	par_6

Source: prepared By Researchers (2019).

Table: 2

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	25	47.747	19	.000	2.513
Saturated model	44	.000	0		
Independence model	16	1093.252	28	.000	39.045

Source: prepared By Researchers (2019).

Table: 3

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.956	.936	.973	.960	.973
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Source: prepared By Researchers (2019).

Table: 4

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.679	.649	.660
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

Source: prepared By Researchers (2019).

Table: 5

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.144	.087	.037	.160
Saturated model	.000	.000	.000	.000
Independence model	3.303	3.218	2.903	3.556

Source: prepared By Researchers(2019).

Table: 6

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.068	.044	.092	.104
Independence model	.339	.322	.356	.000

Source: prepared By Researchers(2019).

Results:

The finding of this research demonstrates that the experiential marketing (social presence) is significant relation with brand usage intention in online mobile application taxi in Khartoum.

Discussion:

In this research the component of experiential marketing (social presence) is significant relation with brand usage intention, for customer interaction with online mobile application Taxi service increases his experience and is excited to use it, Our findings confirm the results of previous studies as (Zhang, et.al, 2014) although social presence as mediating with another dimension, so customers are similar in needs, which lead to similar perceptions and experiences, this result is differ from the study result of (Zhang, et.al, 2017) this result

related to the major difference is that we concentrated on intention about communities.

Implication:

The contribution of this study has supported the experiential marketing process in Sudanese online mobile application taxi service. Hence this study helps to fill this void in the literature, also contribution of this research the development of better acceptable measures of variables.

Limitation and Suggestion for future research:

One of the limitation of this study is based on a single service, thus future research must consider multiple sectors to support the generalizability of these results.

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