

Experiential Brand Activation on Customer Brand Trust in Mobile Telecommunication Services of Sri Lanka: with special reference toward Door to Door Promotions

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Abstract: *The purpose of the paper is to investigate the impact of experiential brand activation namely; sensory, affective, behavioral and intellectual on consumer brand trust. The study conducted with the context of door to door promotions in mobile telecommunication sector of Sri Lanka. Data collected by the mean of cross-sectional survey among 208 respondents within the geographical area of western province by using convenience sampling, and both inferential and descriptive statistical tools were used to analyze the data. The variable; experiential brand activation and brand trust was indicating a positive relationship. Experiential brand activation is supported to enhance the brand experience and it leads to generate brand trust. The study is having a contribution to the field of brand activation which is a greenhorn for studying and improving consumer experience. Further the study used the context of door to door promotion which has not yet reported in using evaluating the consumer experience within mobile telecommunication industry.*

Keywords – *Brand Activation, Experiential Brand Activation, Brand Trust, Mobile Telecommunication, Door to Door Promotions.*

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I. INTRODUCTION

1.1 Background of the Study

At present customers always try to connect with brands (Ballester & Alemán, 2001), Thus they purchase brands on behalf of products due to intense competition among brands (Maheshwari, Vishwas Lodorfos, George Jacobsen, 2014). In connecting, it is an essential to build brand trust on customers' mind pertaining to brands in order to outclass in the market. Brand activation connect customers live with the brand and try to create positive brand image on the relevant brand (Saeed, Author, Zameer, & Ahmad, 2015).

Brand Activation is the art of encouraging consumers' actions through brand communication and experiences (Alicia, 2018) thus Brand activation eventually connects brand into customer experiences zone via giving a big idea (Dissanayake & Gunawardane, 2018). Principally, brand activation is the process of building awareness regarding the brand and the organization by engaging directly with target audiences (Thomas, 2018). Brand activation can be divided in to six platforms as experiential marketing, relationship marketing, content marketing, influencer marketing, promotional marketing and retailer marketing (PQMedia's & ANA, 2016). The study mainly focus on one of the platforms of brand activation which is experiential brand activation and also door to door promotions as the mode brand activation, Door to Door promotional marketing which use by the Mobile telecommunication industry in Sri Lanka in order to reach customers.

The variables named Sensory, Affective, Behavioral and Intellectual, used to measure the brand experience that is given through brand activation (Liembawati, et al., 2014). Brand Activation leads to enhance the customers' experience towards the brand (Saeed et al., 2015) and Brand Experience is inseparable and essential element of brand activation (Liembawati, et al., 2014). Hence, Brand experience four factor model (Sensory, Affective, Behavioral, intellectual) may be affected to the brand activation leading to brand trust, which this study disclosed the relationship among brand activation and brand trust.

Brand trust is the willingness of average consumer to rely on the ability of the brand to perform its stated functions which they have promised to their customer and what customers expect from them (Chaudhuri & Holbrook, 2001). Confidence in the brand trust has two dimensions, namely brand reliability and brand intention. Brand reliability is the customer satisfaction regarding the brand capability in keeping promises and satisfy consumers' needs and Brand intention is customer satisfaction follow-on more and more convinced customers to the brand as of that customers will tend to choose the brand and do not switch to another brand (Delgado, et al., 2003). Therefore, brand activations should be formed to cover the brand intention and brand reliable in customers' mind set.