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Experiential marketing as a predictor of repurchase intentions of Smartphones amongst youth in South Africa

Boitumelo Caroline Sebopa

A research report submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Management in Strategic Marketing.

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ABSTRACT:

Globally there has been a decrease in fixed line telephones while Smartphone sales have been on the rise; the same trend has also been happening in South Africa. Due to this trend, Smartphone brands have been placing importance on the retention of existing customers, therefore focusing on repurchase intentions. The research investigates the relationship between experiential marketing (sense, feel, think, act and relate experience), customer satisfaction and the repurchase intentions of Smartphones amongst the youth market of South Africa. The paper reviews literature on experiential marketing, customer satisfaction and repurchase intentions, then tests six hypotheses which were proposed which led to the development of a research model. Non-probability sampling was used at The University of the Witwatersrand where the study was conducted amongst 223 youth aged 15 – 35 years. Structural equational modelling was used to analyse the data, using SPSS and Amos software. The results revealed sense experience has the most influence on the customer satisfaction of Smartphone brands which then leads to repurchase intentions. The findings are expected to add to literature on experiential marketing, customer satisfaction and repurchase intentions as well as provide practical implications.

DECLARATION

I, _____, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Management in Strategic Marketing in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

Signed at ……

On the …….. day of …… 20…..

DEDICATION

I would like to dedicate the following research to my family, I hope that this will make everyone proud but more importantly the beginning of many more research papers to come out of the family.

ACKNOWLEDGEMENTS

Many people played an important role in contributing towards the completion of the research paper; firstly, I would like to thank my Supervisor Professor Richard Chinomona, for all guidance he gave me in the research paper, the support in which he gave me and most importantly, continuing to encourage my fellow classmates and myself to believe in ourselves. I would also like to thank my Family for constantly supporting me in the journey I took in studying the Masters of Management, Wits Business School for continually working towards taking out the best in me and other fellow students. My classmates who turned into friends, thank you for always checking up on me and my progress and constantly reminding me why I embarked on this journey you have truly taught me that team work goes a long. Last but not least, thank you to the students of the University of Witwatersrand who enthusiastically filled in the questionnaires which played an important in the study.

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CHAPTER 1. INTRODUCTION

In 2007, the world saw the launch of the first Apple iPhone followed by Android. At the time, standard mobile devices were still dominating the mobile phone industry but through the launch of the two Smartphones, the mobile phone industry changed and today Smartphones have changed the way people communicate by becoming a key part in their social lives in different countries across the world (Kakihara, 2014). At the time of the launch of the two Smartphones in the market, Blackberry (RIM) had already been in existence however, since their introduction, competition in the industry has become intense as new entrants are constantly entering. The intensity of competition in the Smartphone industry has even lead to legal battles over patents and designs over the years (Cecere, Corrocher, & Battaglia, 2015).

Smartphones have not only changed the lives of individuals but the business world has also been adopting the device, encouraging employees to use it in the work activities particularly teams which are focused on operations. As a result of the convenience the Smartphone has brought about, consumers are becoming increasingly dependent on the device (Idemudia, Raisinghani & Batch, 2014). The competition has also led to some brands gaining while others are losing market share drastically (Cecere, Corrocher, & Battaglia, 2015).

Over the years, marketing has also evolved from product management, brand management, customer relationship management to creating customer experiences through the usage of experiential marketing. Due to intense competition in the Smartphone industry, brands have been finding themselves needing to create customer experiences through the usage of experiential marketing in order to stay competitive in the industry (Magnathi, Ling & Nasermoadeli, 2012). Studies have found that experience is important as it can impact on a customer's satisfaction which can also impact a customer's intention to repurchase (Pappas, Pateli, Giannakos & Chrissikopoulos, 2014; Khalifa & Liu, 2007). Idemudia, Raisinghani and Batch (2014) have also highlighted that Smartphone satisfaction has an effect on repurchase

intentions of Smartphones. Therefore, the study investigates the impact of experiential marketing on customer satisfaction and repurchase intentions of Smartphones amongst the youth in South Africa.

1.1 Purpose of the study

The purpose of this research is to investigate the impact of experiential marketing on customer satisfaction and repurchase intentions of Smartphones amongst the youth in South Africa.

1.2 Research Objectives

- Investigate the impact of Sense experience on the Customer Satisfaction of Smartphones amongst the youth in South Africa.
- Investigate the impact of Feel experience on the Customer Satisfaction of Smartphones amongst the youth in South Africa.
- Investigate the impact of Think experience on the Customer Satisfaction of Smartphones amongst the youth in South Africa.
- Investigate the impact of Act experience on the Customer Satisfaction of Smartphones amongst the youth in South Africa.
- Investigate the impact of Relate experience on the Customer Satisfaction of Smartphones amongst the youth in South Africa.
- Investigate the impact of Customer Satisfaction on the Repurchase Intentions of Smartphones amongst the youth in South Africa.

1.3 Research questions

- Is there is a positive relationship between Sense experience and customer satisfaction of Smartphones amongst the youth in South Africa?
- Is there here is a positive relationship between Feel experience and customer satisfaction of Smartphones amongst the youth in South Africa?
- Is there is a positive relationship between Think experience and customer satisfaction of Smartphones amongst the youth in South Africa?
- Is there is a positive relationship between Act experience and customer satisfaction of Smartphones amongst the youth in South Africa?
- Is there is a positive relationship between Relate experience and customer satisfaction of Smartphones amongst the youth in South Africa?
- Is there is positive relationship between Customer satisfaction and Repurchase intentions of Smartphones amongst the youth in South Africa?

1.4 Context of the study

Smartphones are a result of the mobile telephone, the internet and computers coming together to form the device which is today known as the Smartphone which is offering mobile internet. Smartphones have caused firms in the information and technology industry that were previously focusing on one sector to now enter the Smartphone market in order to stay competitive, many of them leveraging on existing assets and strategies in order to gain a share in the Smartphone industry (Kenney & Pon, 2011). Devices offering telephonic abilities and features of a computer were first introduced the 1970's, but in 2006, Blackberry (RIM) was launched into the market and this saw the Smartphone becoming a successful product. A year later (2007) Apple entered the Smartphone industry introducing the iPhone then a year after that (2008) Samsung (Android) also entered the market, introducing a strong competitor particularly for the iPhone. Since then, many competitors have entered the market increasing competition in the market with Samsung being the leader fiercely competing with iPhone (Cecere, Corrocher, & Battaglia, 2015).

Globally, there has been a decrease in fixed-telephones while smartphone sales have been on the rise (Bronkhorst, 2014). By 2011 1.3 billion mobile phones were being sold annually with 20% of them being Smartphones. By 2013 global mobile phone sales had grown by 3.6% and of those sales Smartphones accounted for more than 50% of the overall sales which was a first in the mobile phone industry (Cecere, Corrocher, & Battaglia, 2015).The high sales volume has been attributed to the fact that unlike ordinary mobile phones which mainly offer voice services, Smartphones are able to offer voice services, email, geo-locating services, video streaming and social media platforms while giving users a good experience (Kenney & Pon, 2011; Kakihara, 2014). Though there has been growth globally, the rate at which Smartphones have been growing varies across countries as the growth is affected by socio-economic factors; See Appendix C (Kakihara, 2014).

The technology industry has seen a decline in PC and notebook sales which have happened as a result of the Smartphone growth. The industry has however been able to create opportunities for revenue through mobile advertising, mobile subscriptions, mobile applications etc. (Kenney & Pon, 2011).

By the first quarter of 2012, the OECD (The Organization for Economic Cooperation and Development) countries had Smartphone users ranging from 20% (Japan) to 54% (Norway), Sweden, Norway, Australia and Australia had 50% of the population owning Smartphones with Apple and Android phones being the dominant phones. In other markets like Finland (43%), Italy (23%), China (32%) and Spain (21%), Nokia had a high market share while Blackberry had a high Market share in Mexico (25%), the United Kingdom and Canada (23%). Globally Apple and Samsung contribute towards 74% of units which are shipped and both brands have seen increased sales, clearly indicating their dominance as a result brands like Nokia and Blackberry are experiencing declines of - 54% (Nokia) and -36.4% (Blackberry) with new entrants gaining share; Appendix D shows how market share has evolved amongst the different brands. For many years, Nokia had been a dominant player in mobile phone technology however its share has been on a decline globally moving from a record of 60% share of mobile phones to 30% share by 2010, the main source of these declines has been in developed countries however, they have been able to get increased sales

in developing countries for their lower-end mobile phones (Kenney & Pon, 2011). iPhone has continued to see success and part of the success has been attributed to being able to offer users a 360 degree mobile experience by linking products like the iPod, iPad and iPhone (Kenney & Pon, 2011).

Innovation continues to also be an important part in the Smartphone industry with new innovations continually being introduced to allow Smartphones to offer more services and features; Appendix E illustrates the growth of innovations in the industry over the years and the top 10 most innovative companies/brands in the industry with Samsung being number 1 (Cecere, Corrocher, & Battaglia, 2015).

At the end of 2012, Africa had a Smartphone penetration of 11% which was lower than the average global penetration of 21% at the time, this was attributed to the high cost of Smartphones. In June 2013 mobile phone subscriptions in Africa were measured to be 778 million and forecast to reach 1.2 billion by 2018. It has been forecast that Smartphone penetration will increase from 79 million which was at the end of 2012 to 412 million by 2018. In 2014 smartphone usage in Sub-Saharan Africa was sitting at 18%, the number is forecast to double by 2017 (Tchakounté, Dayang, Nlong, & Check, 2014). Goldstuck (2012) estimated that by 2017, 1 in 4 Africans would be using smartphones.

Smartphones costs have been a barrier to growth in some African countries (Walton & Leukes, 2013). However, that has been improving as Smartphones are becoming more affordable in Africa due to increased competition and mobile operators and manufacturers forming partnerships to make Smartphones more affordable for consumers. In 2014, MTN (Mobile telephone Networks) launched an affordable Smartphone called the Steppa which works with an Android operating system, this is a good example of a partnership formed between operators and manufacturers. These types of partnerships are beneficial for the African market and other emerging markets as Smartphones allow for internet usage, which is the main source of internet in Africa, benefiting people professionally as well as socially. Manufacturers and operators are also able to benefit through the increase of Smartphone usage as this increases mobile users (El-Garhi & Ericsson 2014; Tchakounté, Dayang, Nlong, & Check, 2014).

In South Africa, Smartphone sales have been on the increase and by March 2014 for the first time South Africa had sold more Smartphones than they did feature phones (Bronkhorst, 2014). Majority of internet users in South Africa use Smartphones to access the internet while the remainder use desktop internet, this has been attributed to low levels of income in the country however, Smartphones have made the internet more accessible to people of different income groups (Effective measure, 2014; Goldstuck, 2012; Walton and Leukes, 2013; Dalvit, Kromberg, & Miya 2014; Mobile Marketing Association, 2014). Slightly over 34% of South Africans own Smartphones which is almost half of the USA ownership which is sitting at 64% (Bornman, Bryen, Moolman, & Morris, 2016). A study found that majority of the smartphone users in South Africa were found to be under the age of 35, which is defined as youth in South Africa, 72% of the users were black, gender was found to be 50% between male and female and 68% of them users resided in urban areas (Mobile Marketing Association, 2014). The rapid growth of Smartphones in the country has reduced the need for landline, the landline penetration in Sub-Saharan African is sitting at almost 0% while South Africa is at 6% (Bornman, Bryen, Moolman, & Morris, J. 2016).

Research has found that the main reasons for consumers switching from traditional mobile phones in South Africa is; internet access and to have a better phone for social networking purposes (El-Garhi & Ericsson, 2014). Emails, instant messaging like WhatsApp, MXIT, Facebook and other social media platforms are amongst the popular activities users use on their Smartphones; See appendix F (Goldstuck, 2012; Effective measure, 2014; Dalvit, Kromberg, & Miya 2014). In rural areas, games which are found on Smartphone have also been found to be popular, this can be attributed to the fact that some rural Smartphone users are still learning about the different features offered by the phone, once they become accustomed to the Smartphones social networking and browsing then follow (Goldstuck, 2012).

Smartphones have also brought about an opportunity for businesses to have another platform to conduct business. Online shopping via Smartphones is slowly growing as well as mobile banking apps, purchasing electronics and booking travels via the Smartphone (Effective measure, 2014). Other research conducted found that South Africans spent more time of their Smartphones than they did watching television or

using their tablets on a daily basis (Effective measure, 2014; Mobile Marketing Association, 2014).

A study done in December 2013 found that the market leaders in the South African mobile phone market were Nokia (31%), Samsung (35%) and Blackberry (37%). Interestingly when respondents in the study were asked about their future purchase intentions majority said that they would purchase a Samsung (40%), Apple (16,7%), Nokia (16, 2%) and Blackberry (14%) which would make Blackberry's market share decline by 37% and Nokia by 47%, see appendix G. For brands like Nokia and Blackberry which are projected to decline in market share in the future, this cannot be good news as the share is already on a decline globally (Effective measure, 2014; Mobile Marketing Association, 2014; Cecere, Corrocher, & Battaglia, 2015). The study also looked at the average number of year's mobile phone users kept their cell phones and 62% were found to have had their phones for one year with 24% of the total Smartphone owners intending to change their phones in a year while 31% were planning to replace their phones in a year (Effective measure, 2014). The statistics tell us that a Smartphone is a product that consumers continually change or repurchase in the South African market which is why it is important for Smartphone manufacturers to have their consumers repurchase the product.

Based on the context which has been discussed the research problem is discussed below.

1.5 Problem statement

There has been an increase of Smartphone usage in the world and South Africa (Bronkhorst, 2014; Cecere, Corrocher, & Battaglia, 2015; Tchakounté, Dayang, Nlong, & Check, 2014) and while brands like Nokia and Blackberry are amongst the market leaders in the industry, they are slowly losing market share and a significant number of consumers who own these brands do not intend to repurchase them on their next Smartphone purchase (Effective measure, 2014; Mobile Marketing Association, 2014). This is a trend that is not only happening in South Africa, but globally too, where

several brands which were leaders in the Smartphone industry are losing marketing share as consumers are not repurchasing them and instead purchasing other brands (Cecere, Corrocher, & Battaglia, 2015).

For businesses which own these brands this is not good because they are slowly losing market share and this can lead to loss of profit in the future not only can this lead to profit loss but it can lead to higher costs for the companies as it is cheaper to retain existing customers than acquire new customers due to the high costs of things like marketing (Rahardja & Anandya, 2010).

Experiential benefits linked to a product or service have become very important to consumers, these experiences can lead to memories which stay in the minds of customers and also lead to emotional connections with a product or service. This has meant that companies are now having to create unique memorable experiences for customers in order to keep them interested in their products or services (Khan & Rahman, 2014). Due to consumers seeking experiences there has been a growing number of practitioners who have started to use experiential marketing as it has proven to be more effective than traditional marketing in some instances (Heitzler, Asbury, & Kusner, 2008).

Based on the fact that it has been highlighted that some brands have customers who do not plan to repurchase their brands in future, the study investigates whether experiential marketing could lead to repurchase intentions of Smartphones. Repurchase intentions usually happen as a result of customer satisfaction (Rahardja & Anandya, 2010; Peterson, 2007). In South Africa, few studies have investigated the impact of experiential marketing on customer satisfaction and repurchase intentions, particularly in the smartphone market, understanding this could help determine whether experiential marketing could be a solution for Smartphone brands to get consumers to repurchase their brands while benefiting literature too. Therefore the study aims to investigate whether experiential marketing could lead to customer satisfaction and repurchase intentions in the Smartphone market amongst the youth in South Africa.

1.5.1 *Main problem*

Investigate the impact of experiential marketing on customer satisfaction and repurchase intentions of Smartphones amongst the youth in South Africa.

1.5.2 *Sub-problems*

The first sub-problem is to investigate the impact of experiential marketing on customer satisfaction in of Smartphones amongst the youth in South Africa.

The second sub-problem is to investigate the impact of customer satisfaction on the repurchase intentions of Smartphones amongst the youth in South Africa.

1.6 Significance of the study

Over the past decade, companies and brands have been moving towards experiential marketing in order to connect with consumers (Heitzler, Asbury, & Kusner, 2008); one of the reasons for this is because in some instances traditional marketing can be ineffective and make consumers lose trust in a product or brand (Jackson, 2009). Other research has shown that young people who experience new products through experiential marketing have more positive attitudes towards them than those who are exposed to the products through traditional media (Heitzler, Asbury, & Kusner, 2008). This can be attributed to the fact that the youth have been exposed to advertising from a young age as a result of access to technology and as a result this has made them suspicious of marketing campaigns (Qadar & Omar, 2013).

Experiential marketing is seen as a more modern way of marketing as it came after traditional marketing and they have different school of thoughts. Traditional marketing focuses on product categories and rivalry amongst them while experiential marketing sees consumption as a holistic experience of pleasure (Alagoz & Ekici, 2014). A number of studies have been done on experiential marketing looking at its impact on customer satisfaction, Brand equity, Purchase intentions, Social interaction, Convenience, Service quality, Customer loyalty, Experiential value etc. (TsauR, Chiu & Wang 2007; Maghnathi, Ling & Nasermoadeli, 2012; Alkilani, Ling & Abzakh, 2013;

Liang, Chen, Duan & Ni, 2013; Pappas, Pateli, Giannakos & Chrissikopoulos, 2014; Srivastava & Kaul, 2014; Hung, Lee, & Zhuang, 2015). However, few have evaluated the impact of experiential marketing on customer satisfaction and repurchase intentions particularly in the South African Smartphone market.

The study aims to investigate experiential marketing and see if it could help influence repurchase in the South African Smartphone market. More especially because literature has stated that experiential marketing can be more effective amongst the youth (Heitzler, Asbury, & Kusner, 2008) and the majority of Smartphone users in South Africa are under the age of 35 years (On device research, 2013; Mobile Marketing Association, 2014). As stated in the context some Smartphone brands are continuing to experience sales declines despite a growing industry with forecasts predicting that there will be continuous declines due to the fact that consumers do not intend to repurchase the Smartphone brands (Effective measure, 2014).

The study will provide guidance to management, particularly Smartphone companies as this study can help managers evaluate if experiential marketing could be a viable option for them to explore in order to increase customer satisfaction, influence repurchase intentions which can ultimately benefit them through protecting their current market share or increase market share in the growing industry. The study can benefit literature by showing the impact of experiential marketing on customer satisfaction and repurchase intentions in the South African environment where few studies have been done.

1.7 Delimitations of the study

- The study looked at the Smartphone industry as a whole without taking into considerations elements like features and prices of the smartphones because this study was interesting in finding out if customer satisfaction and repurchase intentions can be impacted by experiential marketing.
- The study looked at repurchase intentions but it did not look at whether those intentions lead to behaviour.

- The study conducted the research amongst South African youth but only those who were based in Gauteng and study at the University of Witwatersrand.
- The literature covered experiential marketing but only focuses on the five experiential marketing modules from Schmitt (1999).
- The research used a quantitative research methodology as this allowed for a bigger sample to be covered and allowed for the relationships between different variables to be tested using statistical software.

1.8 Definition of terms

Smartphone

A mobile phone that operates as a mini computer, it allows internet access and has the ability to download apps (Kenney & Pon, 2011).

Sense experience

Sense marketing which appeals to the senses by stimulating sight, sound, smell, touch and taste (Schmitt, 1999).

Feel Experience

Marketing which appeals to the consumer's feelings (Schmitt. 1999).

Act Experience

Marketing which focuses on giving consumers physical experiences (Schmitt, 1999).

Think Experience

Marketing which appeals to the intellect of the consumers by influencing their problem-solving abilities or creativity (Schmitt, 1999).

Relate experience

Marketing which appeals to the desire for self-improvement and being understood (Schmitt, 1999).

Youth

Any person between the ages of 15 – 34 years (UNFPA, 2014).

1.9 Assumptions

There were various assumptions that were important in this study and they were as follows:

- Respondents were representative of the youth, particularly because of the fact that the respondents come from a university where it is assumed that most of the students are part of the youth.
- Respondents were Smartphone users, the research was targeting Smartphone users in order to understand their repurchase intentions therefore it was assumed that the respondents were Smartphone users as they would be able to answer questions on their repurchase intentions.
- Respondents understood English, this is because English is the main medium of instruction in South Africa (Uys, Van der Walt, Van den Berg, & Botha, 2007).
- Respondents were literate; this assumption was made based on the fact that students, who are the target population, were studying towards a qualification at the University therefore it was assumed that they were able to read and understand information as that is what is required in their studies.

CHAPTER 2. LITERATURE REVIEW

2.1 Introduction

This chapter reviews literature by previous researchers which is relevant to the study on Experiential Marketing, Customer Satisfaction and Repurchase intentions. Based on the main problem of the study, the Theory of planned behaviour which provides the conceptual framework for the study. Followed by experiential marketing as a whole then reviews the different variables which make up experiential marketing namely; sense experience, feel experience, think relate experience and act experience these are particularly relevant to the study as it seeked to investigate it's impact on customer satisfaction and repurchase intentions. Customer satisfaction, as well as Repurchase intentions, are then reviewed. All of the above are important to the study as they are all linked to the main problem of the study.

2.2 Definition of topic or background discussion

2.2.1 *Theoretical Framework*

Theory of planned behaviour

The Theory of planned behaviour is based on the theory of reasoned action which explains most human behaviour and has been successful in predicting human behaviour in different contexts. According to the theory, a person's behaviour is guided by intentions which are influenced by what they are used to as well as their attitude towards that behaviour. Behavioural intention can be defined as a person's willingness to behave in a certain way. The theory of planned behaviour is grounded on the theory of reasoned action however, it is said to decrease the limitations of the original model when it comes to behaviour (Liao, Chen & Yen, 2007; Wing, Bray, & Ginis 2009).

The TPB states that different things may influence their behaviour these include:

- *How favourable or unfavourable a behaviour is* – this has a direct influence on behaviour and an expectancy model can be used to determine this.

- *Social pressure to perform or not perform behaviour* – the influence of other people around also has an influence on whether behaviour is performed or not.
- *Perceptions of ease or difficulty of use* – behaviour can also be influenced by the belief of whether they may be control factors which may affect how behaviour is performed. Control can be internal or external, internal control is influenced by a person's knowledge while external control is influenced by the environment.

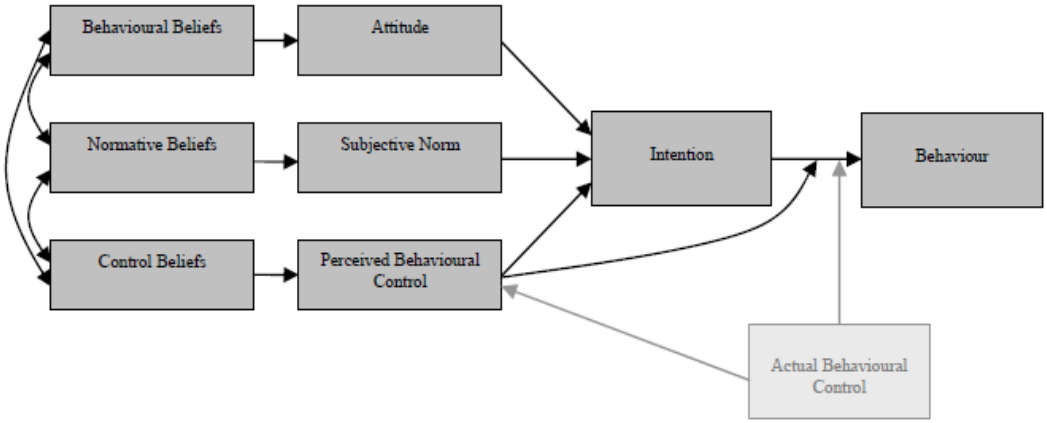

Figure 1: Theory of Planned Behaviour

(Wing, Bray, & Ginis, 2009)

This study looks at the relationship between customer satisfaction and repurchase intentions and the theory of planned behaviour can be used to explain why consumers may choose to repurchase Smartphone's or not as the TPB does explain how intentions influence behaviour and this behaviour can be influenced by certain factors, in this study we look at how customer satisfaction may influence repurchase intentions. As stated one of the factors which may influence behaviour is how favourable or unfavourable a behaviour is, in order for a consumer to decide on that they must have had expectations which were either met or not and this can

lead to customer satisfaction or dissatisfaction which will then to a consumer deeming a certain behaviour favourable or unfavourable. In the case of this study the researcher investigated to see if customers who were satisfied with their Smartphone brands are likely to repurchase them.

2.2.2 *Experiential Marketing*

Over the years experiences have become recognised as distinct economic offers, playing an important role in the economic value of products and services. Research has found that consumers place a lot of importance on experience when coming in contact with products and services reducing the focus on just the product itself (Agapito, Valle, & Mendes, 2012).

Experiential marketing can be defined as the inputs and outputs that happen as a result of a consumer's experience. Experiential marketing compromises of three components namely; experiential subjects which is the consumer who experiences the experience, the experiential object refers to the type of experience being experienced and lastly the experiential process which is what happens when a consumer experiences a product or service. The aim of experiential marketing is to create different stimulus for consumers like pleasure and entertainment with this resulting in active buying behaviour from consumers, it offers consumers enough information for consumers to make a decision during their shopping experience together with creating unforgettable experiences (Alkilani, Ling & Abzakh, 2013; Alagoz & Ekici, 2014). All of these experiences experienced by the consumer create bonds leading to positive word of mouth and customer loyalty which can be seen through an increase in sales. Another benefit of experiential marketing is that a company is able to charge higher prices because customers begin to pay for a unique experience and rather than a product or service itself (Srinivasan & Srivastava, 2010).

Schmitt (1999) created a model called the Strategic Experiential modules which states that managers can create five different types of experiences for consumers namely; sense experience, think experience, act experience, feel experience and relate experience which can be provided using experience providers (Expro's) (Grundey, 2008). The experiences are provided in the following ways;

- *Communication* – This includes advertising, public relations, logos and communication within the organisation.
- *Product Presence:* Visual aspects of a product
- *Co-branding* – Events, sponsorship, licensing and content integration.
- *Spatial Environments* – This includes the designs of the organisations offices and shopping outlets.
- *Web sites*
- *People* – having employees which represent their brand and the type of experience they would like to offer consumers.
  (Grundey, 2008)

The five experiences are discussed in more detail below:

2.2.3 **Sense Experience**

The five senses are crucial in marketing because they play an important role in an individual's purchase as well as consumption process. Through these senses an individual is able to perceive an organisation, brands and products. These senses also play a role in clarifying brand identity, brand image, creating value for customers and affecting human behaviour. A neuroscientist named Damásio (1995) highlighted that the human senses are important for reasoning and decision making as the senses help form images which come to the mind. The senses range from vision, sound, touch, smell, taste, pain and pleasure and help in making sense of anything from people, places and objects (Agapito, Valle, & Mendes, 2012).

Sense experience is about creating sensory experiences for consumers, this can be done through touch, sight, vision, taste and smell (Schmitt, 1999; Gentile, Spiller & Noci, 2007; You-Ming, 2010; Nigam, 2012; Alagoz & Ekici; Nigam & Rohtak, 2013; Alkilani, Ling & Abzakh 2013; Song, Ahn & Lee, 2015). Srinivasan and Srivastava (2010) highlight that sense marketing can provide joy, excitement and lead to emotional satisfaction and this can lead to unforgettable value. The values include behavioural, emotional, relational and symbolic values, through these values consumers are able to merge emotional and rational elements which assist in creating

a sensory experience towards a product. In a purchase environment sense can influence belief, motivation, learning and attitude towards a product.

In some industries, they have come up with their own definitions to describe sensory experience relative to their industry. In the ICT industry, sense is defined as an application of services that is stimulated through visual, audio, and touch in order to create positive feelings (Yu & Ko, 2012). For Websites, Schmitt (2000) states that for a website to stimulate the senses it should be beautiful and colourful. In the media, sense can be stimulated through visual, audio, olfactory and tactical response results (You-Ming, 2010). In the gaming industry, sense experience focuses on image, sound, 3D, character designs, music and animation design. Since smell and taste is not present in the gaming space, emphasis is placed on image and sound in order to stimulate the senses (Sheu, Su & Chu, 2009).

Other ways in which sensory experiences can be evoked is through offices, stores, architecture, furnishing, colours and websites (Bassi, 2010). An example of a company that provides a good sensory experience to their consumers is Absolute Vodka through their bottle design which offers customers consistency and allows consumers to identify them through the bottle design (Schmitt, 1999).

There have been different studies looking at the influence of senses on consumer behaviour, studies have shown that *sight* is one of the most powerful senses as it allows consumers to see any changes in their environment and also helps with perceiving goods and services. Sound has an impact on emotions and feelings, this can affect can affect brand experiences as well as how experiences are interpreted. *Smell* can affect pleasure and is linked to emotions as well memories. *Taste* works together with other senses while *touch* is linked to the product as it involves physical interactions as well as psychological interactions (Alkilani, Ling & Abzakh, 2013).

Previous studies have been done to test the impact of sense experience within different industries. A study which was done for websites tested the impact of experiential marketing, with sense being one of the variables and its impact on customer satisfaction and commitment, the study found that the sense module had a positive relationship with customer satisfaction and commitment (Alkilani, Ling &

Abzakh, 2013). This study will also looked at the impact of sense experience on customer satisfaction however, it look at its impact on repurchase intentions instead of commitment unlike the study which was done by Alkilani, Ling & Abzakh (2013). A study done in the gaming industry found that there was a positive relationship between sense experience and loyalty. A study done in the smart phone industry found that there is positive relationship between sense experience and experiential value (Maghnathi, Ling & Nasermoadeli, 2012). A study done in the hotel industry found that sense experience had the highest impact on guest loyalty when compared to the other variables which make up experiential marketing (Lin, Chang, Lin., Tseng & Lan, 2009).

It is important to test the sense experience because sense experience can be used to differentiate a company or its products from competitors through adding value and what is important in using this is consistency of in the sensory variety, they should all complement one another (Schmitt, 1999; Grundey, 2008; Yang 2009; Ling & Nasermoadeli, 2012). Customers are also able to form messages through merging their emotional and rational judgements and in turn develop judgements about the product or service (Maghnathi, Ling & Nasermoadeli, 2012; Alkilani, Ling & Abzakh, 2013).

2.2.4 ***Feel Experience***

Emotions can be defined as feelings which are related to a certain behaviour, these feelings can either be positive or negative. Emotions are able to have implications on behaviour like repurchase intentions and they can be influenced by how information is processed resulting in an impact on customer satisfaction as well as consumer intentions (Han & Back, 2007; Hume & Mort, 2010). Normal emotions and consumer emotions are different as the intensity is not the same e.g. how a mother feels about their child and about a product is different. Consumption emotions can be influenced by good or bad experiences with a product or service, experience is a very important components of purchasing behavior (Han & Back, 2007).

Feel experience refers to feelings, emotions or moods which a customer gets after consuming a product or service. These may occur in different forms including an intense mood or even temperature, if positive feelings are derived from consumption

then this leads to positive emotions towards a product (Grundey, 2008; Yang, 2010; Maghnathi, Ling & Nasermoadeli, 2012; Yang 2012; Nigam & Rohtak, 2012). Yang (2012) states that there needs to be some kind of stimulation in order for the positive emotions to occur and to get consumers involved an example of this is the Coffee shop Starbucks which make consumers feel like consuming coffee is romantic. Other brands which claim to create emotions within their consumers are Barilla and Kinder Surprise (Gentile, Spiller & Noci, 2007). You-Ming (2012) defines feel experience as the emotions that arise in customers after experiencing experience media. Feelings toward a product can range from mild attitudes to strong emotions (Schmitt, 1999; Bassi, 2010; Song, Ahn & Lee, 2015); some of the ways in which these feelings can be evoked are; people who are able to influence the consumption process of a customer an example of this are sales people or other shopper, events and the characteristics of a product. Emotions only occur in the final stages of consumption but each and every step is important for creating emotions within a consumer (Bassi, 2010). Schmitt (2000) describes websites with feel experience as those that evoke feelings of love, sympathy and outrage, etc. Yu and Ko (2012) define feel experience as an application of services that evoke positive moods or emotions within users. Sheu, Su and Chu (2009) looked at two things to determine whether there was feel experience within a game namely; emotional delight and psychological relaxation.

Feel experience is important because any feeling towards a product or service will impact on how a consumer consumes them, this can be done through a slogan (Grundey, 2008; Sheu, Su & Chu, 2009; You-Ming, 2010). Schmitt (1999) highlights the fact that it is not easy to create one feel campaign which can be applied across different countries because each country has different cultures and as a result different things make people of different cultures emotional. Understanding different stimuli is also important because if a company knows which stimuli to use in order to get certain emotions from consumers then their chances of getting their ideal emotions from customers will be higher an example of a company which does this is Hallmark which uses different stimuli to evoke different emotions in customers. A study done highlighted the fact that customers who emotionally bond with a products or services tend to invest more in their relationships than those who do not (Alkilani, Ling & Abzakh, 2013).

A previous study done in the online space found that there is a positive relationship between feel experience and customer satisfaction, the outcome of this study was commitment (Alkilani, Ling & Abzakh, 2013). Another study in the retail industry found that there was a positive relationship between feel experience and customer satisfaction, the outcome of this study was relationship quality (You-Ming, 2010). A different study done in a restaurant chain found that there was a positive relationship between feel experience and experiential value which could then lead to purchase intentions (Nigam, 2012). In a study done in expo's they found that feel experience had a significantly lower influence on positive emotions when compared to act experience (Song, Ahn & Lee, 2015).

2.2.5 ***Act Experience***

Act marketing focuses on physical experience of consumers, this method shows consumer's different ways of doing things, focuses on lifestyles, behaviour and physical interactions. In most cases the experience is designed in a way that allows a consumer to have interactions with other people, this leaves the consumer with sensations, influence and relationships (Schmitt, 1999; Alkilani, Ling & Abzakh, 2013; Maghnathi, Ling & Nasermoadeli, 2012; Song, Ahn & Lee, 2015; Grundey 2008). Act experience is meant to create long term behaviour patterns and lifestyles, this behaviour is usually in favour of a particular product or service, an example of a company which does this is Starbucks which has made people believe that their shops are good places for interaction outside of home and work (Yang, 2009; Bassi, 2010; Nigam, 2012). Schmitt (2000) states that in online environments websites must motivate visitors to either perform an action or join in. You-Ming (2010) defines act experience as a way of linking with customer so that they can get social identity and have a sense of belonging. Yu and Ko (2012) define act experience as an application of services which influence users to change their lifestyle after experiencing a service and taking part in activities as well as interacting with others. Gentile, Spiller and Noci (2007) define act experience as a customer's affirmation of values and beliefs which leads them to change their lifestyle or behaviour as a result of experiencing a product. This usually happens when a product or brand embodies certain values in which a customer can also share. Sheu, Su and Chu (2009) asserts that two things must be

present for a good act experience to occur these are; quality service and security related services.

If done well, the consumer is able to associate themselves, lifestyle or culture with a brand (Alkilani, Ling & Abzakh, 2013; You-Ming, 2010). One way to influence change in lifestyle or behaviour is through associating a product or service with a role models such as celebrities, this is a good method because it is often challenging for companies to influence a change in lifestyle. An example of a company which uses act experience well is Nike with its slogan “Just do it” (Schmitt, 1999).

A study done by Sheu, Su and Chu (2009) found that there was a positive relationship between feel experience and customer satisfaction which then led to loyalty. Maghnati, Ling and Nasermoadeli (2012) found that Act experience had a positive relationship with experiential value which is the value that created after a consumer experiences a product. In a study done to test relationship quality it was found that the relationship between act experience and relationship quality was not significant. A study done in the ICT space found that Act and Sense experience were the most important experiences to customers in order for them to experience great service.

2.2.6 ***Think Experience***

Think experience can be defined as a practise which involves theory and creativity it involves appealing to a consumer’s intellect and triggering their creative side or problem-solving abilities (Schmitt, 1999; Schmitt, 2000; You-Ming, 2010; Maghnati, Ling & Nasermoadeli, 2012; Nigam & Rohtak, 2013; Alkilani, Ling & Abzakh 2013; Song, Ahn & Lee, 2015). Sheu., Su & Chu (2008) defines think experience as a module that stimulates “curiosity, surprise, thinking, delight, amusement and challenging desire”. Maghnati., Ling & Nasermoadeli (2012) go on to say that think experience focuses on experience in order to generate cognitive experiences for customers which can lead to consumers forming new ideas and evaluation towards a company or brands. You-Ming (2010) defines it as surprise and enlightenment which is provoked by media experience. It is mainly used in advertising campaigns to get attention (You-

Ming, 2010). In think advertising campaigns they usually start off the advert with a voice over then move to text. Yu & Ko (2012) defines it as an application of services which focuses on contents and specifications to encourage customers to look for more information on a service. Two kinds of thinking may occur namely; convergent thinking which happens when a specific problem is analysed and divergent thinking which happens based on a person's characteristics (Ho., Li & Su, 2006).

The campaigns in think marketing challenge consumers intellectually, provoke them or challenge their thinking. This type of experience encourages customers to be more creative and concentrate (Schmitt, 1999; Yang, 2012). Think marketing is commonly used for technology products a good example of this is a campaign by Microsoft which had a campaign which posed the question "Where do you want to go today?"

In situations where customers have already formed assumptions and expectations this form of marketing can help in confirming those ideas or creating new assumptions. If a brand is looking to (1) surprise this can be done through visuals, verbally or conceptually, (2) intrigue this can be done through puzzling or fascinating customers or (3) inspire think experience would be a good way to do so (Yang, 2009; Ho, Li & Su, 2006).

Nigam (2012) did a study to measure the impact of experiential marketing on experiential value and purchase intention at a restaurant, think experience was one of the things being measured and the study found that there was a positive relationship between think experience and experiential value which then led to purchase intention. A study done on experiential marketing in hospitals found that think experience was very important in a hospital environment because it helped patients gain information about the procedures they were interested in taking or were about to take and this helped them with understanding them better as well as their side effects (Ho, Li & Su, 2006). This study will look at how think experience impacts on customer satisfaction which then leads to repurchase intentions in the Smartphone market.

2.2.7 ***Relate Experience***

Relate marketing includes elements of the other strategic experiential modules which are sense, feel, think and act. This form of marketing creates experiences which appeal to an individual's ideal self (Nagasawa, 2008). This can be influenced by an individual's connections, their lifestyle, gender, ethnicity and the type of career they are in (Alkilani, Ling & Abzakh, 2013). Relate marketing campaigns are designed to appeal to a consumers need for self-improvement; these campaigns do it in a way that relates a person to a broader social system. This is driven by an individual's need or desire to be viewed positively by others (Schmitt 1999; Yang, 2009; You-Ming, 2010; Bassi, 2010; Nigam & Rhotak, 2012; Alkilani, Ling & Abzakh, 2013). It focuses on an individual's connections and social communities which happen as a result of using a particular product or service (Alkilani, Ling & Abzakh, 2013; Grundey, 2008; Yang 2009; Nigam & Rohtak, 2013). An example of a brand which does this is Harley Davidson through their brand communities (Schmitt, 1999). Yu and Ko (2012) define relate experience as an application of services which allow consumers to feel a sense of agreement while using a service. For the purpose of this study we used Schmitt's definition.

When looking at relate marketing some of the things that marketers can do to create better relate marketing are; segmenting customers based on needs from this a company can choose a target market which is best suited for the company, this will help marketers create better campaigns (Ho, Li & Su, 2006). Sheu, Su & Chu (2009) states that the two elements which are important in relate marketing are; (1) the ability for a consumer to have relationships and interactions with others through the campaigns (2) a sense of fulfilment must be derived from the campaigns. To do this brands can create products which they encourage using in groups an example of this is Disney land, create products that may lead to a community or group of fans and finally create products which can affirm ones social identity (Gentile, Spiller & Noci, 2007).

In a study they found that the biggest influence in relate marketing came from reference groups. For marketers this means that it is important for them to have the correct people in their campaigns in order to influence others, this can lead to brand

awareness and better brand acceptance. The marketing strategies used in relate marketing should also be flexible and be able to adapt to different situations this way customers will change their values and then influence their peers or relatives. A study by Gentile, Spiller and Noci (2007) looked at different products and how the different experiences influence the value they perceive to be getting from the brands and value expectation, the study found that the results of relate marketing varied across different products and this was mainly attributed to the fact the sample size consisted of two different groups of consumers, this could support the fact that literature does state that a segment needs to chosen when creating relate marketing campaigns because different customers will relate differently to a product.

2.2.8 ***Customer Satisfaction***

Based on the expectation-confirmation theory customer satisfaction is a response to experiences in an emotional manner and these emotions can be associated with a particular product or service. Customer satisfaction happens after purchase, the consumer compares the rewards they gained from the product or service and compare them to the rewards which they gained through the use, and this can lead to positive or negative emotions (Alkilani, Ling & Abzakh, 2013). You-Ming (2010) defines customer satisfaction as an overall evaluation of the buying experience of a product or service, the customer will evaluate his or her satisfaction on their overall buying experience. Another definition is; the degree to which a customer received their expected product advantages, a consumer will compare what they received to what they expected. Song, Ahn and Lee (2015) define it as a positive psychological states which happens as a result of a consumer's consumption experience. Satisfaction can be grouped into two categories; transaction specific satisfaction which refers to the satisfaction which happens after an encounter and general satisfaction which the consumer evaluates based on previous encounters with a product or service. In support with the other definitions researchers affirm that customer satisfaction happens as a result of confirmation and positive disconfirmation of a customers' expectations, if a customers' expectations are met then they will be satisfied but if not they will be dissatisfied (Thaweepan, Sunil, Allen & Robert, 2009; You-Ming, 2010; Chinomona & Sandaba, 2013; Wu, 2013; Chinomona & Dubihlela, 2014).

Customer satisfaction is important because the business world has become competitive therefore it has become important for practitioners to satisfy customers in order to stay competitive and become sustainable. In order to have satisfied customers it is important that the underlying factors for why consumers consume certain products is understood that ways to create satisfaction can be better created (Chinomona & Sandaba, 2013). In some organisations, customer satisfaction has become a corporate level strategy because it is an important determining factor for customer loyalty because and has a direct positive relationship with repurchases intentions as well as a company's profits and it increases consumer trust (Ha, Janda & Muthaly, 2010; Ahmed, Nawaz, Usman, Shaukat, et al, 2010; Chen, 2012; Lee & Chang, 2012; Chinomona & Sandaba, 2013; Wu, 2013). Another benefit of customer satisfaction is that if customers are satisfied with a company they will continue to support it and this will decrease the costs and also increase the market share of the company. Satisfied customers also recommend the product or service to others while they spend more (Ahmed, et. al, 2010; Wu, 2013; Pappas, Pateli, Giannakos & Chrissikopoulos, 2014).

A study done by Chinomona and Sandaba (2013) in the South African consumer goods industry found that there was a positive relationship between customer satisfaction and repurchase intention. Another study in the telecoms space found that customers who were satisfied with their services had intentions to purchase in the future and would increase their usage.

Studies have also been done to look at the impact of experiential marketing on customer satisfaction. Three companies were looked at to test this, Estlite Bookstore, Starbucks and IKEA, the studies all found that there was a positive relationship between experiential marketing and customer satisfaction (You-Ming, 2010). This Study looked at customer satisfaction in the Smartphone market.

2.2.9 ***Repurchase Intentions***

Chinomona and Dubihlela (2014) define repurchase intention as a consumer's intention to buy from the same company for a long time, an individual's circumstances does affect this. The first encounter a consumer has with a product or service is most likely to determine whether they will repurchase or not. With more competition in the

market companies are now finding themselves having to offer customers value in order to influence repurchase and avoid switching. (Chinomona & Sandaba, 2013). A customer's intention to repurchase a product or service is determined by the value in which they derived from it previously, repurchase intentions have a positive relationship with customer satisfaction (Peterson, 2007). Satisfaction influences customer loyalty, customer complaints and intentions to switch and this is very important because retaining customers reduces costs and can have a positive impact on market share (Ahmed, et al., 2010Chinomona & Sandaba, 2013). Repurchase intentions can be used to evaluate customer satisfaction, loyalty and trust. Aron (2006) highlights that repurchase might be affected by a customer who hold a grudge against a particular product or service which could arise as a result of dissatisfaction in the past. The relative attractiveness of a product today and their expected future attractiveness will also affect a customer's decision to repurchase or not. Experiential marketing can be a key influencer for repurchase intention because experiential marketing allows customers to bond with a product or service which can then lead to customer loyalty (Nigam, 2012).

Research has found that there is a strong relationship between Intent and actual behaviour, this tells us that a person who intends to repurchase a product is most likely to do so (Leingpidul, Thomas, & Ross, 2009). A study done by Yang (2009) looked at one module of experiential marketing, sense experience, and how it influenced customer satisfaction and repurchase intentions and found that there was a positive relationship between the three. This study also looked at the influence of sense experience on customer satisfaction and repurchase however, it also included the other modules of experiential marketing which are; Think, Feel, Relate and Act experience and how they influence customer satisfaction and repurchase intentions in the Smartphone industry.

2.3 First sub-problem discussion heading

The first sub-problem is to investigate the impact of Experiential marketing on customer satisfaction in the Smartphone Industry amongst the youth in South Africa. As discussed in the literature above experiential marketing has five modules which are

called the strategic experiential modules namely; sense, feel, think, act and relate experience therefore the following section look at each of the modules and how they relate to customer satisfaction.

2.3.1 *Sense Experience and Customer Satisfaction*

The marketing field has increasingly been focusing on the role of the human senses within the marketing field, research has found that by stimulating the sense it can intensify consumer experiences. These sense include; sight, vision, hearing, touch, taste and smell. The human senses play an important in the purchase as well as consumption process (Agapito, Valle, & Mendes, 2012) this can be linked to satisfaction as satisfaction is influenced by pre-purchase expectations and perceived performance post consumption (Wu, 2013). By stimulating consumers' senses through things such as colours, smell, music and lights can lead to consumer's responses which can lead to customer satisfaction (Theodoridis & Chatzipanagiotou, 2009). Sensory marketing important as it can lead to joy, feelings of excitement as well as satisfaction (Srinivasan & Srivastava 2010), it can also influence or encourage customers to keep coming back (Srinivasan & Srivastava 2010). Srivastava and Kau (2013) state that sense experience can have a positive influence on how a product is evaluated when emotions are linked to the consumption. In a study done it was found that sense has a significant influence on customer satisfaction and by increasing the creation of visuals and smell, managers could benefit as that would lead to customers becoming satisfied (Wu & Tseng, 2015). Therefore based on the literature above it can be hypothesised that:

H1: There is a positive relationship between sense experience and customer satisfaction

2.3.2 *Feel Experience and Customer Satisfaction*

Feel experience refers to how a customer is feeling as well as the emotions, in marketing the objective is to create positive moods towards a brand which lead to joy as well as pride. Feelings develop over time and are more powerful during

consumption. Feel experience is important in marketing because when customers have positive feelings during consumption it leads to positive emotions. Studies have shown that emotions have an effect on customer satisfaction, by stimulating a consumer's emotional experience which can to increased satisfaction (Sheng-Tsaur, Chiu & Wang, 2007). Some researchers have looked at the influence of positive and negative emotions and how they affect customer satisfaction and in the research it was found that positive emotions have a positive relationship with customer satisfaction while negative emotions have a negative relationship with customer satisfaction (Han & Back 2007; Faullant, Matzler & Mooradian, 2011). Research has found that emotions can influence the way in which consumer's process information, satisfaction as well as intent, this satisfaction can also be linked to repurchase intentions. Because emotions in experiential settings can be dynamic and keep changing researchers highlight that at times consumers do not use comparison standards in order to measure an experience instead they make decisions based on how they are feeling while other researchers have highlighted that consumers use the way that they feel at different points in an experience in order to measure their overall satisfaction. Therefore the understanding of how emotions or feelings influence satisfaction can be a powerful tool for decision makers (Hume, & Mort, 2010). Based on the literature it is hypothesised that:

H2: There is a positive relationship between feel experience and customer satisfaction

2.3.3 *Act Experience and customer Satisfaction*

Act experience happens when consumers have physical experiences or interactions as a result of using a product or service or any other influence from a firm. In the technology industry the act experience is defined as services or applications which influence consumers to change their lifestyles in order for them to experience services, interact with others or participate in activities (Yu & Ko, 2012). Factors which can affect act experience are the environment, values, personal needs, a person personality, motivations and self-awareness. When customers are involved in activities they tend to want to take part in them and take in the information which is relevant within that

particular act experience (Vila-López, Rodríguez-Molina, 2013). A study done found that act experience has a direct positive effect on satisfaction (Lee & Chang, 2012). Based on the literature it can be hypothesised that:

H3: There is a positive relationship between act experience and customer satisfaction

2.3.4 *Think Experience and Customer Satisfaction*

Think experience is related to consumer experiences which lead to consumers developing new thoughts (Liang, Chen, Duan, & Ni 2013). Through processing and creating new thoughts or ideas consumers are able to evaluate brands (Maghnati, Ling & Nasermoadeli, 2012). When it comes to Smartphones, think experience plays a role as people consume the new media using their Smartphones which then leads to them thinking about the media then create meaning which then leads to the flow of communication (Huang & Chen, 2014). Customer satisfaction happens as a result of a psychological process where cognitive evaluation occurs (Wong & Dioko, 2013). Research has linked think experience to customer satisfaction because the expectancy and disconfirmation process which leads to customer satisfaction is a cognitive (thinking) process (Wong & Dioko, 2013). Chan (2010) states that through think experience, consumers are able to have satisfaction as think experiences give consumers the opportunity to learn about new things and increase their knowledge. Based on the Literature it can be hypothesised that:

H4: There is a positive relationship between think experience and customer satisfaction

2.3.5 *Relate Experience and Customer Satisfaction*

Relate experiences helps customers create associations their ideal selves, become part of social cultures or members of social groups through a product or service (Chen & Hsieh, 2010). Relate experience is important because it allows consumers to have a sense of acknowledgement and belonging (Yu & Ko, 2012). In the technology field, relate experience can be defined as applications or services provided which allow

consumers to have a sense of belonging or agreement through the usage this can then lead to expectations for future applications and services (Yu & Ko, 2012). Research has found that by using experiential marketing which include relational experiences within the Smartphone industry can lead to customer satisfaction as all the experiential marketing modules including relate experience have got a relationship with customer satisfaction (Wu & Tseng, 2015). This was also supported by Rahardja and Anandya (2010) who state that experiential marketing modules which include relate experience are an important driver of customer satisfaction and in order to be able to provide these experiences to satisfy customers managers need to understand what it is that customers want. Based on the literature it is hypothesised that:

H5: There is a positive relationship between relate experience and customer satisfaction

2.4 Second sub-problem discussion heading

The second sub-problem is to investigate the impact of customer satisfaction on the repurchase intentions of Smartphones amongst the youth in South Africa. The section will look at how their customer satisfaction relates to repurchase intentions.

2.4.1 *Customer Satisfaction and Repurchase Intentions*

Customer satisfaction can be defined as a customer's fulfilment which happens after using a product or service; it is linked with positive feelings (Rahardja & Anandya, 2010). Satisfaction happens as a result of psychological responses which happen by consumers comparing the gap between what was expected before and what was experienced post consumption (Lee, Hsiao & Yang, 2010). Wu (2012) also states that customer satisfaction and repurchase intention can be affected by expectations before purchasing and the results of the consumption compared to what was expected which then leads to satisfaction this results in a consumer having intentions to repurchase. Customer satisfaction is important because satisfied customers stay with the company longer which helps with generating income for a company, it is cheaper retaining

customers than to acquire new customers as marketing activities like advertising and promotions are expensive, satisfied customers spread word of mouth and recommend to other people and lastly customer satisfaction has got an impact on repurchase intentions (Rahardja & Anandya, 2010). Research has found that there is a positive relationship between customer satisfaction and repurchase intentions, within the technology space customer satisfaction can affect adoption of a product or service and continued intention to repurchase a product or service (Wu, 2013). Based on the literature it can be hypothesised that:

H6: Customer satisfaction has positive relationship with repurchase intentions

2.5 Conclusion of Literature Review

The above literature in the chapter shows us the importance of each of the experiences from the strategic experiential modules as well as customer satisfaction and repurchases intentions. All of them can create different experiences for customers that can leave them with certain feelings towards a product or service. The Theory of planned highlighted how behaviour is influenced by intentions, linking back to this study as it looks at repurchase intentions. Based on all the literature which was reviewed the following hypotheses were developed; figure 2 represents a diagram representing the 6 hypotheses.

2.5.1 ***H_1⇒ There is a positive relationship between sense experience and customer satisfaction***

2.5.2 ***H_2⇒ There is a positive relationship between feel experience and customer satisfaction***

2.5.3 ***H_3⇒ There is a positive relationship between act experience and customer satisfaction***

2.5.4 ***H_4⇒ There is a positive relationship between think experience and customer satisfaction***

2.5.5 ***H_5⇒There is a positive relationship between relate experience and customer satisfaction***

2.5.6 ***H_6⇒There is positive relationship between customer satisfaction and repurchase intentions***

2.5.7 ***CONCEPTUAL MODEL***

Figure 2: A Conceptual Model of experiential marketing, customer satisfaction and repurchase intentions based on the Strategic experiential modules (SEM's).

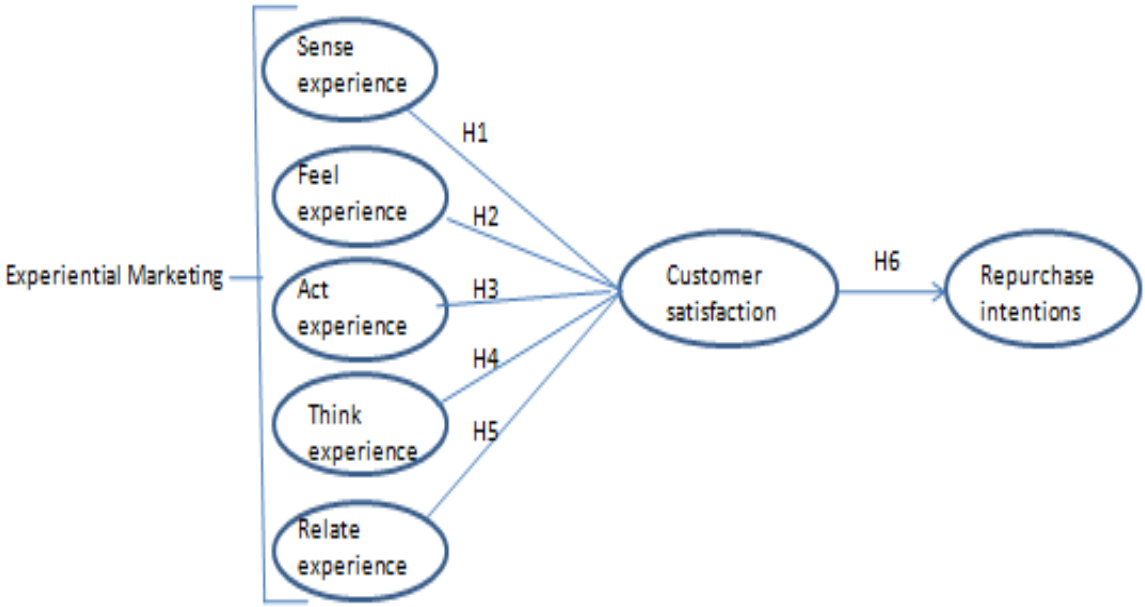

Figure 2: Conceptual Model

CHAPTER 3. RESEARCH METHODOLOGY

Research methodology is a scientific process which is undertaken with the intention of discovering new information, solving problems or verifying information which already exists (Chinomona, 2015). According to Bryman (2012), a Research Strategy is general way in which social research is conducted. Wild and Diggines (2011) define it as the research methods and techniques that are used when collecting and analysing primary data. Denzin and Lincoln (2011) define it as a set of skills, assumptions and practices which are used by the researcher when moving from their paradigm into the real world these strategies connect the researcher with how they collect and analyse data. Research strategies include; qualitative research which is an approach which usually focuses on words rather than quantification when collecting and analysing data; this is because it focuses on discovering inner meanings as well as getting new insight (Zikmund & Babin, 2010; Bryman, 2012). The Quantitative approach addresses the objectives of a marketing research through using quantitative measurements and analysis (Zikmund & Babin, 2010) and a mixed method approach is an approach which uses both qualitative and quantitative research (Bryman, 2012).

This study investigates the relationship between Experiential marketing, customer satisfaction and repurchase intentions; therefore a quantitative research strategy was used.

The Chapter discusses the research paradigm which was used in this study namely quantitative research, it then discusses the research design, the population, sample, the research instrument used in this study which is a questionnaire, discusses how data were collected, analysed and interpreted, then moves on to the limitations of the study, how validity and reliability were tested and finally discusses the demographic profiles of the respondents.

3.1 Research Paradigm

Krauss (2005) stated that in a positivist paradigm, what is being tested is independent of the research and that measurements are put in place in order to discover knowledge or verify knowledge that already exists. The measurements being tested are measured quantitatively as science is seen the best way to get the truth and cause and effect is usually measured in this paradigm.

Quantitative research focuses on data which can be quantified when being collected and analysed (Bryman, 2012). It usually involves testing a relationship between an independent variable and a dependent variable in a population using statistics, mathematics or computational techniques theory and research as deductive, prefers a natural science approach in general particularly positivism, and involves conducting research in a manner that is objective (Bryman, Bell, Hirschsohn, Dos Santos, Du Toit, et l., 2011). The purpose of quantitative research is to test hypotheses, looking for a cause and effect together with making predictions. The most common objectives in this strategy are to describe, explain and predict, the samples are larger and are usually selected randomly while being representative of a particular population. Data collected using this strategy is based on precise measurements as well as an instrument which has already been validated. Data is analyzed through statistics in order to identify relationships (Wild & Diggines, 2011).

For the purpose of this study, quantitative research was used because the study investigated the impact of experiential marketing on customer satisfaction and repurchase intentions. This helped show the relationship between the variables using statistics.

3.2 Research Design

Research design gives a framework for collecting and analysing data (Bryman, 2012). Wild and Diggines (2011) also define it as the outline, framework or plan for the research which will be conducted. Zikmund and Babin (2010) support this by stating that it is a master plan that specifies how data will be collected and analysed. These research designs include cross-sectional design which involves collecting data from

more than one case at a single point in time and it usually involves collecting data which can help detect patterns between two or more variables, a longitudinal research design is a design in which data is collected on or from a sample, on more than one occasion, a case study design involves an intensive analysis of a case, this can sometimes be more than one case and these cases are used for comparative purposes, a comparative design entails comparing two or more cases this is done to validate existing theory or gain new theoretical insight and lastly, an experimental design (Bryman, 2012).

In this study, data was collected at a single point in time therefore, a cross-sectional design was used.

As mentioned above, Bryman (2012) defines a cross-sectional design as a design which involves collecting data from more than one case at a single point in time. The two main characteristics of a cross-sectional study are that data are collected at a given point in time and the sample is representative of a target population (Wild and Diggines, 2011). It is usually associated with social surveys but can be used for other methods like structured observation, diaries, content analysis and statistics (Bryman, et al., 2011). Many researchers use this design mainly in research where what is being studied is expected to be stable and also bearing in mind that it may take months to complete the data collection process (Rithie, Lewis, Nicholls & Ormston, 2014). This design was selected for this study as it allowed for the collection of data from the target population during a single point in time and it allowed for the testing of the different variables in the study which helped with investigating the relationships between the variables.

3.3 Population and sample

3.3.1 *Population*

A target population are those individuals in society which are target for the study (Chinomona, 2015). According to Bryman (2012), a target population is a universe of units from which a sample is selected. Wild and Diggines (2011) define it as a

population of units which is selected for analysis based on the problem which is being investigated and Bryman, et al., (2011) define a target population as a universe of units which can include people, countries, regions, organisations, etc. from which a sample is selected.

The population targeted in this study were males and females aged 15 – 35years old who own Smartphones in Johannesburg and study at the University of Witwatersrand. The reason for choosing the youth is because studies have found that majority of Smartphone users in South Africa were under the age of 35 years (On device research, 2013; Mobile Marketing Association, 2014) and in South Africa, anyone between the ages of 15 – 34 years is considered as the youth (UNFPA, 2014).

3.3.2 ***Sample and sampling method***

Sampling can be defined as taking measurements from a portion of the population in order to draw up conclusions about a population, the reason for sampling is that sometimes it is not possible to measure everyone and everything (Zikmund & Babin, 2010). Chinomona and Mofokeng (2015) define a sampling method as a procedure of selecting units to sample in order to get clarity on a topic. Probability sampling is a method used in which a random sample is selected, this type of sample is best if the researcher's objective is to generalise results (Onwuegbuzie & Collins, 2007). For the purpose of this study non-probability sampling was used.

Non-probability sampling is a sampling technique in which units of a sample are selected based on the judgement of the researcher or convenience (Bryman, 2012: Bryman et al., 2011). Because this study targeted samples from lecture halls at Wits university, convenience sampling was used as the researcher used a sample which is ready and accessible (Wild & Diggines, 2011).

The study targeted 250 respondents from the University of Witwatersrand; one reason for this is because the software which was used to analyse this data requires a minimum sample of 200 and a sample size of 250 would allow for the study to have enough data to analyse even if some questionnaires have errors. Out of the targeted 250, the study had 223 respondents which was an 89% response rate.

Table 1: Profile of respondents

Students	Number sampled
Youth between 15 – 34 years in Johannesburg	223

3.4 The research instrument

The types of research instruments which exist include observation schedule which is a device that is used in structured observation, it specifies the categories of behaviour to be observed and where each behaviour should be allocated (Bryman, 2012). The interview schedule is a guide with a list of topics that need to be addressed (Bryman, et al., 2011).

This study looked to determine the relationship between experiential marketing, customer satisfaction and repurchase intentions, in order to do that a list of questions needed to be answered by respondents therefore, an interview schedule was used in this research.

An interview schedule has a group of questions which are designed to be asked to the interviewee (Bryman, 2012; Saunders & Lewis 2012). A questionnaire can be used to accurately collect specific qualitative or quantitative information. A questionnaire needs to be well designed otherwise the researcher will not get the right information, in order it to be designed properly, the researcher must know the research problem, the aim of the research, the population, size of the population, data collection methods, as well as how the data will be analysed (Wild & Diggines, 2011). Each questionnaire must be able to do the following; collect relevant data, collect data which are comparable, minimise biases, motivate respondents to want to take part in the survey, make it easy for respondents to be honest when answering and it should make it easy for interviewer to know how to collect that data (Wild & Diggines, 2011). For this study, an interview schedule helped in testing the relationship between the variables as the correct questions were asked.

In order for a researcher to know the structure of the data collection instrument, the researcher must know the type of data or information which is required in the research (Rithie, Lewis, Nicholls & Ormston, 2014). There are three types of structures for a data collection namely; unstructured which is a form of data collection where respondents talk widely about a topic with little direction from the interviewer although there is a list of questions which the interviewer explores (Saunders & Lewis, 2012). A semi-structured instrument is a method whereby the interviewer has a list of questions in an interview schedule, but the interviewer is able to ask them in any form or sequence (Bryman, 2012) and lastly, a fully structured data collection instrument uses a standard interview schedule in order to make sure that all respondents are given the same questions ((Bryman, et al., 2011). For the purpose of this study, a fully structured data collection instrument was used.

Bryman (2012) defines a structured data collection instrument one where the researcher selects criteria as to the kinds of cases, sample and questions to be asked. Each person being interviewed is asked the same questions and the order of questions is the same (Saunders & Lewis, 2012). A structured questionnaire contains a list of possible answers which are in mutually exclusive categories in which respondents can select a category which suits their answer best. For this study a fully structured interview schedule was beneficial as it was economical and quick for respondents to answer.

The questionnaire was used for this study had a 5 point Likert scale measurement method, scale1 = strongly disagree to 5 = strongly agree. The instrument which tested experiential marketing were adapted from a previous study which was done by Maghnati, Ling & Nasermoadeli (2012) in Malaysia which also used a 5 point Likert scale. The measurement instrument for customer satisfaction was adapted from Ha, Janda and Muthaly (2008) and the measurement instrument which tested repurchase intentions was adapted from Su, Swanson, Chinchanachokchai, Hsu, and Chen (2016). The questionnaire consisted of four sections; Section A covered the profile information of respondents, Section B measured sense experience, feel experience, act experience, think experience and relate experience using three to four

measurement instruments. Sections C measured customer satisfaction while Section D measured repurchase intentions, see appendix A.

3.5 Procedure for data collection

Procedure for data collection refers to the approach in which data will be collected and this is determined by how structured or open ended the research is (Bryman, 2012). There are different types of data which can be collected namely; primary data which refers to data that has not been collected before or secondary data which refers to data which has already been collected (Wild & Diggines, 2011). The process which will be employed to collect the data is determined by the economic validity, feasibility and purpose of the research project (Wild & Diggines, 2011). When deciding on the approach for data collection, the researcher needs to decide on the content, structure and length of guides (Ritchie, Lewis, Nicholls & Ormston, 2014). The various modes which can be used for data collection are; Observation, surveys (Wild & Diggines, 2011) and focus groups (Bryman, 2012). For the purpose of this research a self-administered questionnaire was used. Students were approached on campus while seated in lecture rooms after the researcher had received permission from the University. Each student was explained the purpose of the study then given the questionnaire to fill in. A pilot of 25 questionnaires was initially conducted in order to pick up any problems that could have risen from the questionnaire. This also helped test validity and reliability of the study. Once the pilot was done the study was conducted. The questionnaires were filled in voluntarily as there were no incentive for filling in the questionnaire.

3.6 Data analysis and interpretation

Data analysis refers to application of reasoning in order to make sense of the data that has been collected (Bryman, 2012). Wild and Diggines (2011) define data analysis as an approach which summarises the main characteristics of data in order to make it easy to understand, this is usually done using graphs or tables. The researcher uses

quantitative methods to have a summary of the data and to show the relationships between variables which were tested using quantitative techniques (Bryman, et al., 2011). The steps which are followed in the analysis of data are; reading the data using excel, creating a data base using the statistical package, verifying and cleaning data, validating the research instrument, calculating descriptive statistics, analysing data using statistics and making interpretations and conclusions from the data (Wild & Diggines, 2011). There are different ways in which data can be analysed; these include - Exploratory analysis which involves analysing data sets in order to see their main characteristics, this is usually done through using graphs, Factor analysis is used to make data easier to analyse by reducing large measures, cluster analysis identifies groups; these can be people, products and bears in mind a few variables, and Regression analysis which is a technique used to model and analyse numerical data (Wild & Diggines, 2011). For the purpose of this study, Structural equation modelling was used to analyse data.

Structural equation modelling (SEM) is a method used to estimate, test and represent the relationship between in a study (Suhr, 2006). In SEM, path modelling is used in order to be able to represent hypothesised causal relationships between a set of variables, path analysis is then able to estimate the strength of the relationship amongst these variables through statistics. Path analysis does not only test independent variables within a phenomenon but it also uses regression analysis in order to test the interrelationships between variables (Violato & Hecker, 2007). SEM allows for a systematically appropriate way to measure to analyse multivariate data in order to measure the interrelationship between constructs, through SEM researchers are able to use a testable model to test a theory. In the past 30 years, SEM has increased in popularity in fields like psychology, economics, education and sociology (Violato & Hecker, 2007). SEM can include observed and latent variables, latent variables are the variables which cannot be observed however researchers are still interested in these; in a marketing context these latent variables can include customer satisfaction and repurchase intentions which are being tested in this study (Bacon & Bacon, 1997). SEM integrates path analysis, model fit as well as factor analysis. It uses tools which are based on correlation, ANOVA and correlation (Violato & Hecker, 2007).

SEM is generally used to analyse data with multiple variables and it combines factor analysis and regression. Some of the advantages of SEM include; the ability to test observed and unobserved variables. The software which was used for this analysis is AMOS and SPSS. Some of the advantages of Amos are; it can represent data using different diagrams depending on what the analysts prefers, it can handle missing data and can read data from different sources including Excel (Chinomona, 2015).

The following steps were followed:

Data cleaning and Coding using Excel

Data coding is an important part of research which involves turning data into information which can be used and plays an important role in developing theories (Curtis & Curtis, 2011). The process involves taking data, putting it in categories and then giving each of those categories labels (Creswell, 2003). In this study an excel spread sheet was used to code the data before it was transferred on SPSS and Amos for analysis, each answer was given a numerical value which was taken from the scale. Data cleaning involves checking that data has been allocated in the correct columns, checking that there are no coding errors and that there is no missing data (Flick, 2011). In this study the excel spread sheet was checked after coding data to make sure that the values were correct and that there was no data which was missing.

Data was then transferred to SPSS where descriptive statistics were received.

Descriptive statistics are in describing the features of the sample, the information on the features come from the data which was collected (Curtis & Curtis, 2011).

Confirmatory factor analysis was then used to check reliability and validity

Factor analysis is a widely used multivariate statistical procedure in various fields of research, the purpose of it is to identify the number of latent variables which account for the variation of observed measures (Brown, 2015). Structural equation modelling is a common method of analysis used in social sciences and behavioural sciences research and as part of SEM there is an analysis method called Confirmatory factor

analysis (CFA), it specifically deals with observed and latent variables within a measurement model (Yang-Wallentin, Jöreskog, & Luo, 2010; Brown, 2015). CFA can be used to reduce observed variables into latent variables depending on the commonalities which exist within the data. CFA allows for the reductions of measurement errors and instead proposes priori models based on the latent factor level. CFA can be used to compare factor structures of more than one group, it can help with construct validity of the instrument which was hypothesised and to confirm possible subdomains, one of the reasons CFA is popular in research is because it is able to address a lot of questions researchers commonly have (Atkinson, Rosenfeld, Sit, et al., 2011; Brown, 2015).

Path modelling was done to test the relationship between the variables

Path modelling is a part of structural equation modelling it involves a path diagram which outlines the relationship between the independent and dependent variables. This is one of the most important parts of SEM as it offers researchers the opportunity to test their theory through using the model (Ho, 2006).

3.7 Limitations of the study

- The sample size is too small to generalise the whole South African youth.
- Not all youth in South Africa are in academic institutions.
- Students may have time constraints which may affect their answers on the survey.
- The study cannot explore the underlying reasons for non-repurchase intentions or customer satisfaction which a qualitative research could have been able to do.

3.8 Ethical Considerations

Honesty

- Respondents were given honest information regarding the purpose of the study.

- They were notified that no incentive is applicable beforehand.
- Respondents were monitored to avoid any external influences

Objectivity

- Respondents were chosen based on the criteria mentioned in chapter 3.
- Data analysis was interpreted based on what is received from SPSS and other statistical software.
- There were no influence on to the respondents from the administrator.

Legal

- Permission to administer the questionnaire was gained from the ethics committee of the University of the Witwatersrand.
- Further, permission was gained from respective lecturers.

Confidentiality

- All respondents have remained anonymous.

3.9 Validity and reliability

Research reliability refers to how consistent the measures which are used to measure a concept are (Bryman, 2012). Bryman, et al., (2011) support this by stating that it tests whether the results from a study are repeatable. Validity refers to whether a study is measuring what is supposed to be measure (Wild & Diggines, 2011). Validity checks whether the correct methods of measurement were utilised in order to find answers to the research questions, this is important because in some instances an instrument can be reliable but invalid. Reliability tests the quality of measurements which are used in a study; a good reliable measure should offer consistency (Chinomona, 2015). In a questionnaire, validity is tested through exploratory factor analysis and confirmatory factor analysis. Exploratory factor analysis identifies constructs which may not be

visible (Wild & Diggines, 2011). The types of validity include internal validity which determine whether finding include a causal relationship between variables, external validity determines the extent to which results can be generalized and measurement validity determines the extent to which a construct measures what it is supposed to measure (Bryman, 2012).

The study uses study uses SEM to test validity and reliability namely; the Cronbach's alpha and composite reliability to test reliability and composite and discriminant validity to test validity. The results are discussed in the following chapter.

CHAPTER 4. PRESENTATION OF RESULTS

4.1 Introduction

In this chapter, the results from the data analysis methods and techniques which were presented in chapter 3 are presented. Findings presented were derived from using statistics from AMOS and SPSS software which was used for data analysis. The chapter looks at the finding of Descriptive statistics which were derived from the questionnaire (Research instrument), followed by Reliability assessment which uses the Cronbach's alpha value as well as Composite reliability for this assessment. For Validity, Convergent validity and Discriminant validity is used to assess instrument followed by the assessment of model fit as well results from the hypothesis testing.

4.2 Descriptive Statistics

The table below summarises the descriptive statistics which were taken from respondents who formed part of the sample where data was collected. SPSS was used to analyse the results and statistics include: Age, Marital Status, Gender, academic qualifications and the Smartphone brands used by the sample.

		Frequency	Percentage %	Cumulative %
Gender	Male	87	39.0	39.0
	Female	136	69.0	100.0
	Total	223	100.0	
Marital Status	Married	10	4.5	4.5
	Single	213	95.5	100.0
	Total	223	100.0	
Age	15 – 18 years	4	1.8	1.8
	19 – 25 years	193	86.5	88.3
	26 – 35 years	26	11.7	100.0
	Total	223	100.0	
Highest academic level	High School	124	55.6	55.
	Diploma	10	4.5	60.1
	Post graduate degree	85	38.1	98.2
	Other	4	1.8	100.0
	Total	223	100.0	
Occupation	Full-time Student	198	88.8	88.8
	Part-time Student	25	11.2	100.0
	Total	223	100.0	
Smartphone Brand	Apple iPhone	54	24.2	24.2
	Black Berry	18	8.1	32.3
	Huawei	8	3.6	35.9
	Nokia	2	9	36.8
	Samsung	104	46.6	83.4
	Sony	20	9.0	92.4
	Other	17	7.6	100.0
	Total	223	100	

Table 2: Respondents Profile

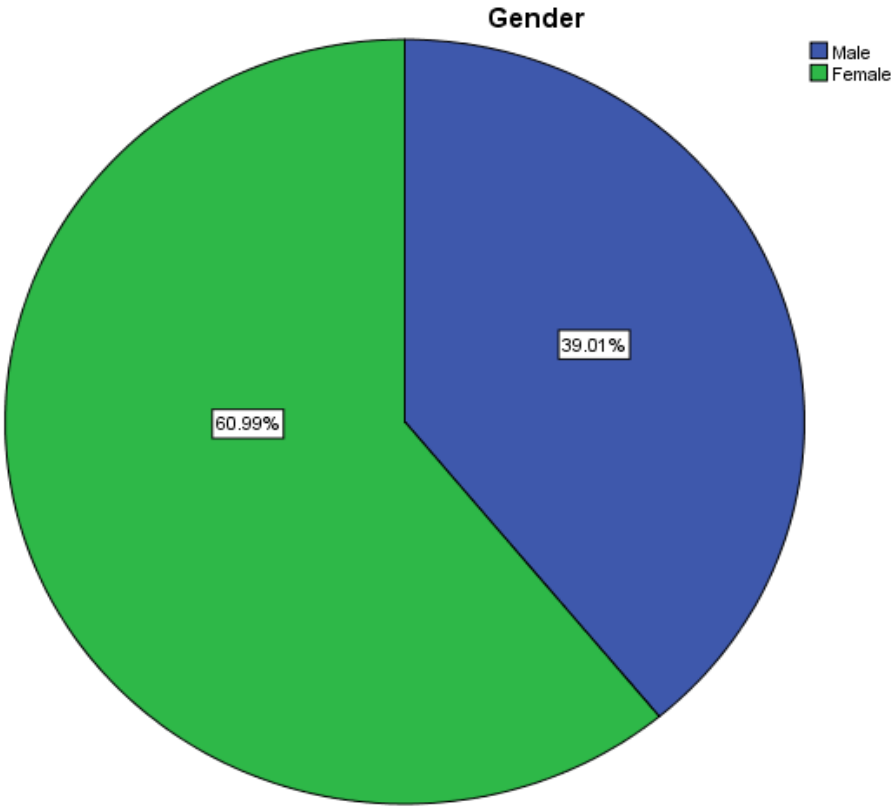

Figure 3: **Respondents Gender**

Figure 3 illustrates a Pie Chart representing the genders of the respondents in the study, respondents were male and female with majority of them being female adding up to a total of 61% while 39% of the respondents were male.

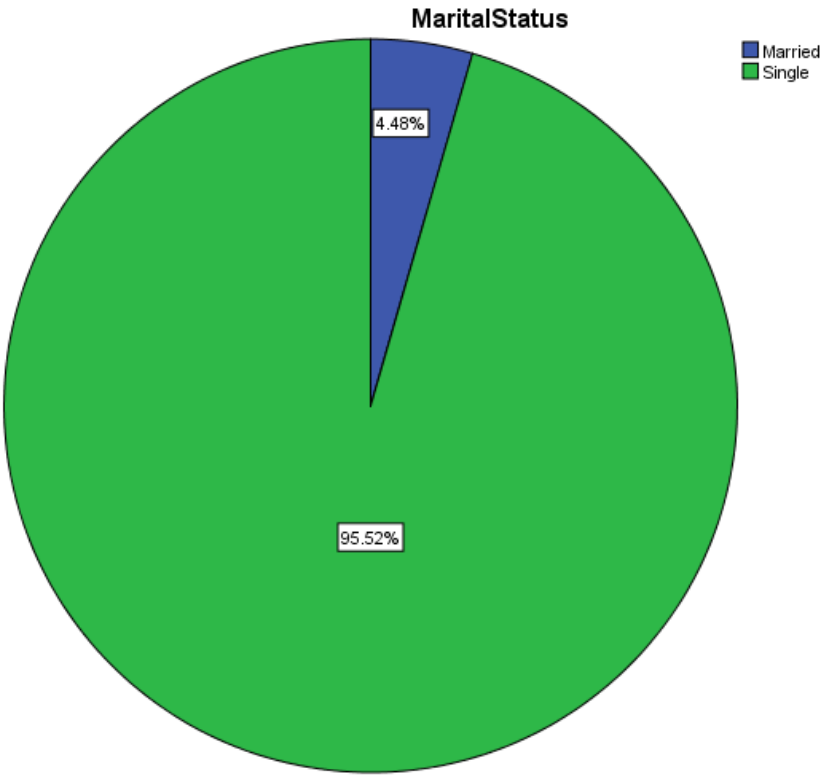

Figure 4 illustrates a Pie Chart which represents the marital status of the respondents. The Pie Chart shows that from the respondents only 4.48% of them were married while 95.52% of them were not married.

Figure 4: Marital Status

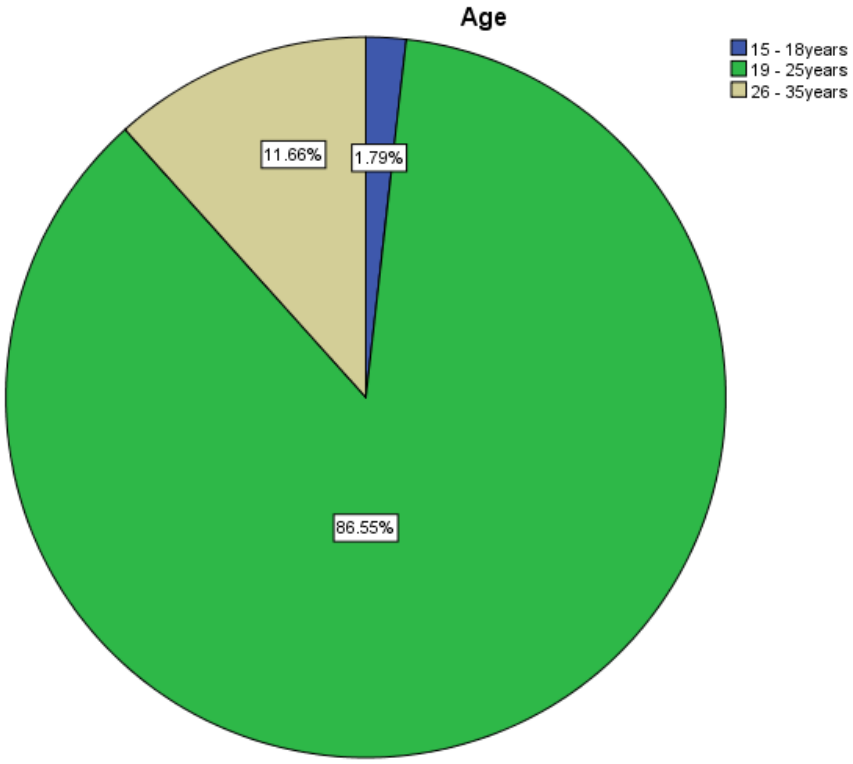

Figure 5: **Age of Respondents**

Figures 5 illustrates a Pie Chart representing the age of the respondents, majority of the respondents were between 19 – 25 years of age with the minority being between the ages of 15 – 18 years, those were on 1.79%.

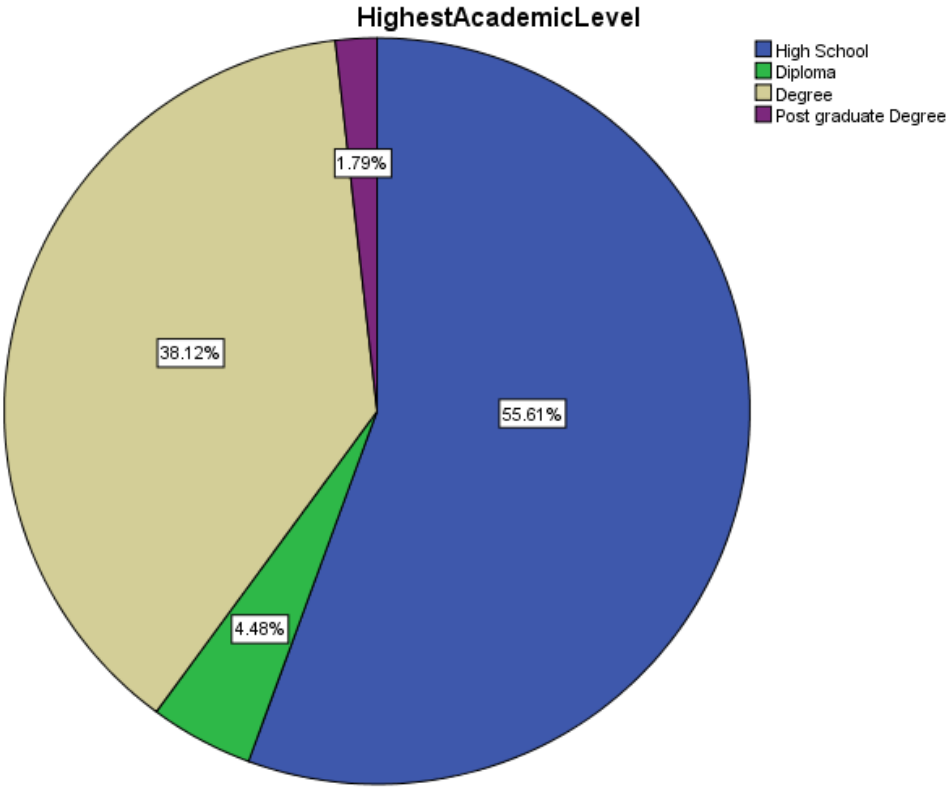

Figure 6: Highest Academic Level

Figure 6 illustrates a Pie Chart which represents the highest academic levels of the respondents. The survey found that 55% of the students who were surveyed had matric as their highest qualification, 38% of them had degrees, 4.49 % of them had Diplomas while 1.79% of them had postgraduate degrees.

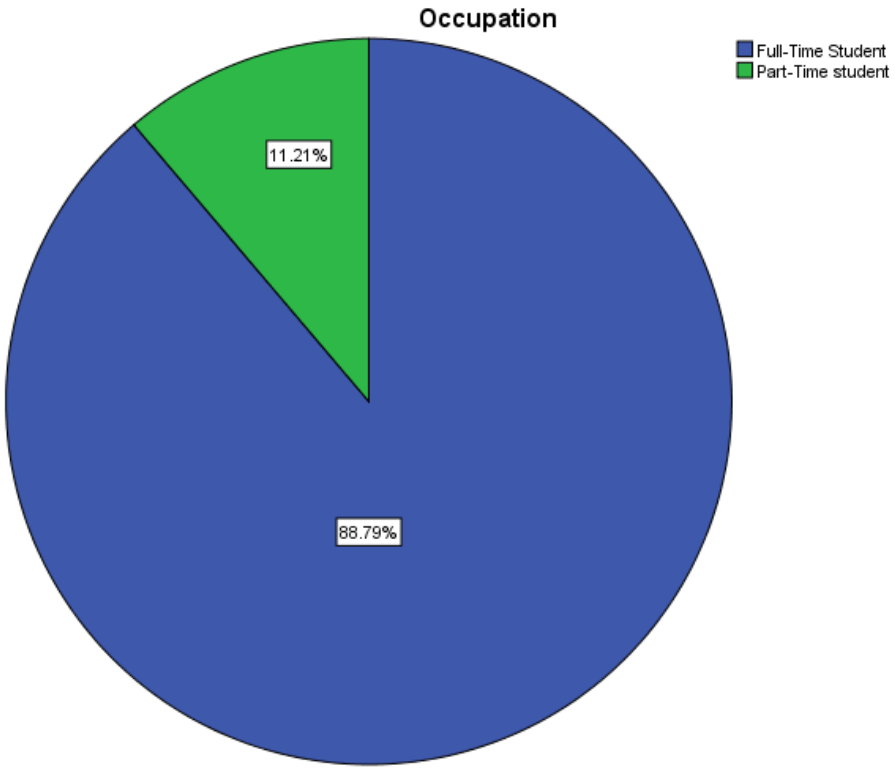

Figure 7: Occupation

Figure 7 illustrates a Pie Chart representing the occupation of the respondents. The survey was targeted at university students therefore in the survey under occupation they were asked if they were full time or part time students and the results found that 89 % of them were full time students while the remaining 11% were part-time students.

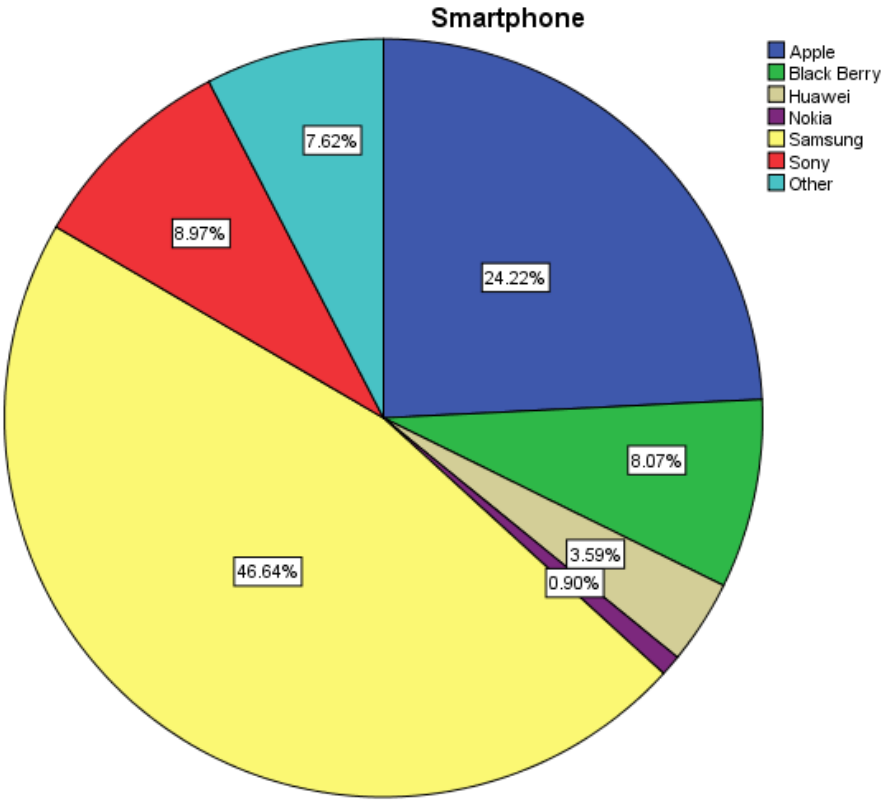

Figure 8: **Smartphone Brand**

Figure 8 illustrates a Pie Chart representing the Smartphone brands used by respondents. Majority, 46%, of the respondents had Samsung's, 24% has Apple iPhones, 8.97% of the respondents had Sony's, 8% Blackberry's, 7.62% had other Smartphone brands which were not on the questionnaire while the remaining minority had Huawei's and Nokia Smartphones.

Items		Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
		Feq.	%	Feq	%	Feq	%	Feq	%	Feq	%
Sense	SE1	6	2.7	3	1.3	19	8.5	115	51.6	80	35.9
Experience	SE2	0	0	5	2.2	15	6.7	115	51.6	88	39.5
	SE3	4	1.8	7	3.1	29	13.0	110	49.3	73	32.7
	SE4	3	1.3	4	1.8	23	10.3	104	46.6	89	39.9
Feel	FE1	6	2.7	2	0.9	11	4.9	130	58.3	74	33.2
Experience	FE2	4	1.8	16	7.2	30	13.5	109	48.9	64	28.7
	FE3	4	1.8	20	9.0	33	14.8	111	49.8	55	24.7
	FE4	4	1.8	7	3.1	25	11.2	94	42.2	93	41.7
Act	AE1	4	1.8	10	4.5	27	12.1	87	39.0	95	42.6
Experience	AE2	0	0	6	2.7	22	9.9	99	44.4	96	43.0
	AE3	2	0.9	6	2.7	15	6.7	122	54.7	78	35.0
	AE4	2	0.9	9	4.0	32	14.3	88	39.5	92	41.3
Think	TE1	1	0.4	4	1.8	28	12.6	101	45.3	89	39.9
Experience	TE2	2	0.9	7	3.1	38	17.0	128	57.4	48	21.5
	TE3	2	0.9	10	4.5	43	19.3	123	55.2	45	20.2
	TE4	6	2.7	10	4.5	47	21.1	124	55.6	36	16.1
Relate	RE1	3	1.3	6	2.7	40	17.9	122	54.7	52	23.3
Experience	RE2	1	0.4	8	3.6	24	10.8	100	44.8	90	40.4
	RE3	1	0.4	7	3.1	21	9.4	97	43.5	97	43.5
Customer	CS1	1	0.4	6	2.7	25	11.2	96	43.0	95	42.6
Satisfaction	CS2	1	0.4	8	3.6	24	10.8	95	42.6	95	42.6
	CS3	4	1.8	12	5.4	38	17.0	118	52.9	51	22.9
Repurchase	RI1	8	3.6	9	4.0	40	17.9	114	51.1	52	23.3
Intentions	RI2	7	3.1	18	8.1	43	19.3	102	45.7	53	23.8
	RI3	3	1.3	14	6.3	52	23.3	69	30.9	85	38.1

Table 3: Scale Item Results

Table 3 gives a summary of the scale item results which were received from the survey.

4.2.1 *Sense Experience*

To measure Sense experience the following questions were asked to respondents:

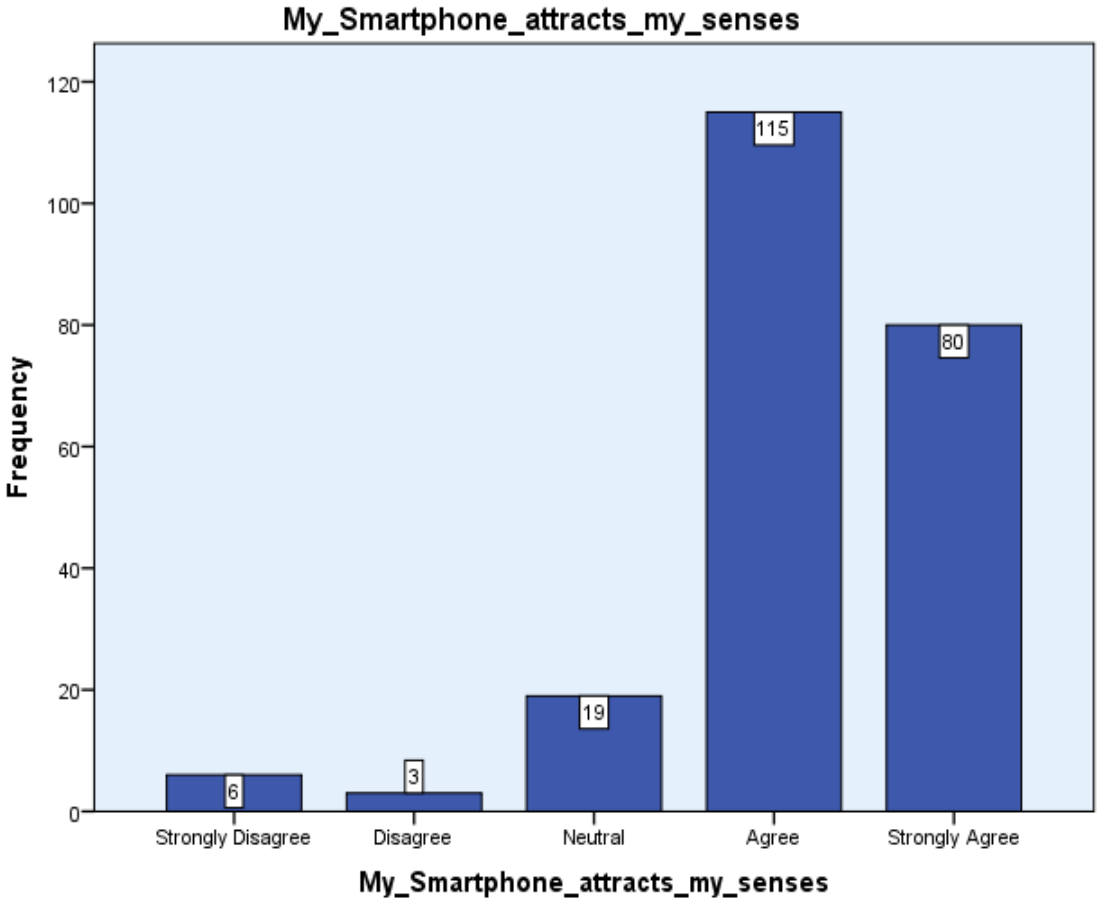

Figure 9: Bar Graph Illustrating Smartphone attraction to senses

When asked whether their smartphones attracted their senses majority of respondents agreed and strongly agreed. A total of 195 (87%) respondents agreed or strongly agreed to this while the rest were either neutral or disagreed.

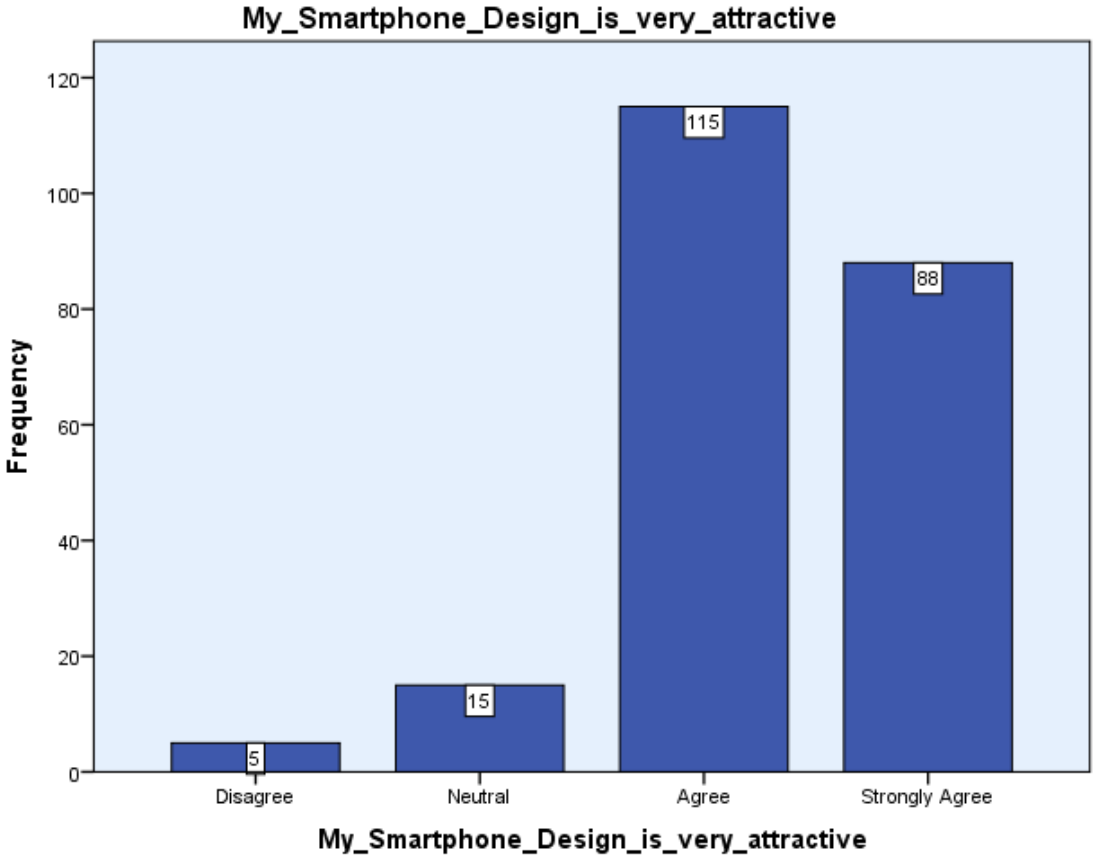

Figure 10: Bar Graph Illustrating Smartphone design attractiveness

A total of 203 (91%) respondents agreed and strongly agreed that they found their Smartphone design attractive while only 5 (2.2%) disagreed and rest were neutral, 15 (6.7%).

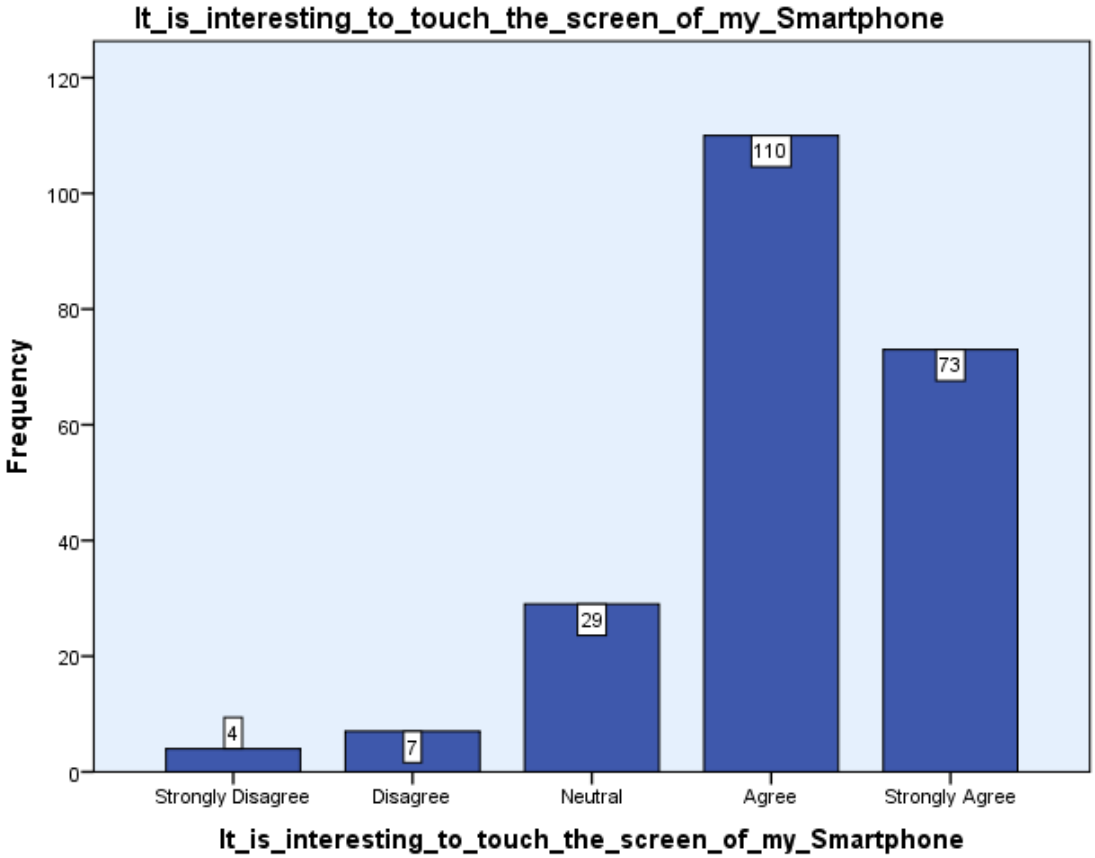

Figure 11: Bar Graph illustrating the interest of Smartphone touchscreens

A total of 183 (82%) respondents agreed and strongly agreed to find the screens of their Smartphones interesting to touch. Only 11 (4.9%) of the respondents did not find the screens of their Smartphones interesting to touch.

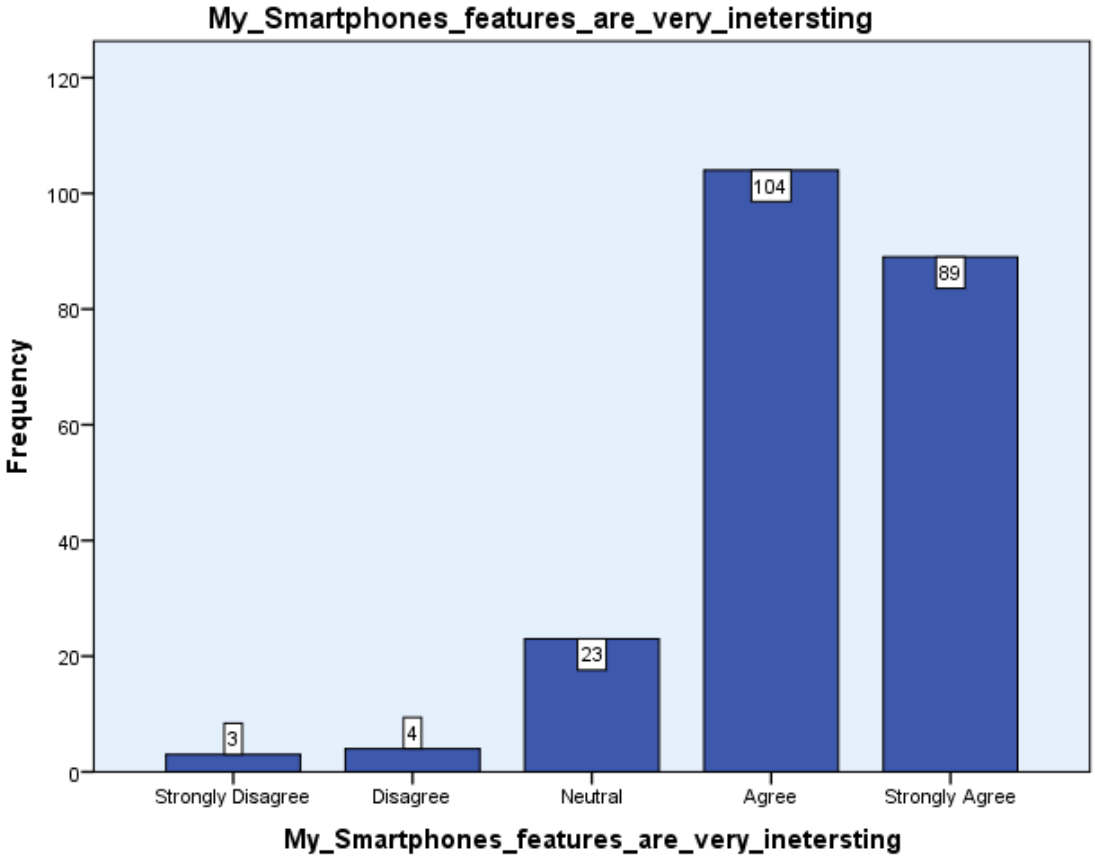

Figure 12: Bar Graph illustrating the interest in Smartphone features

A total of 193 (87%) respondents found the features on their Smartphones interesting while 7 (3.4%) disagreed and 23 (11%) were neutral. The bar graph above indicates that majority of respondents found the features of their Smartphones interesting.

4.2.2 ***Feel Experience***

To measure Feel experience the following questions were asked to respondents:

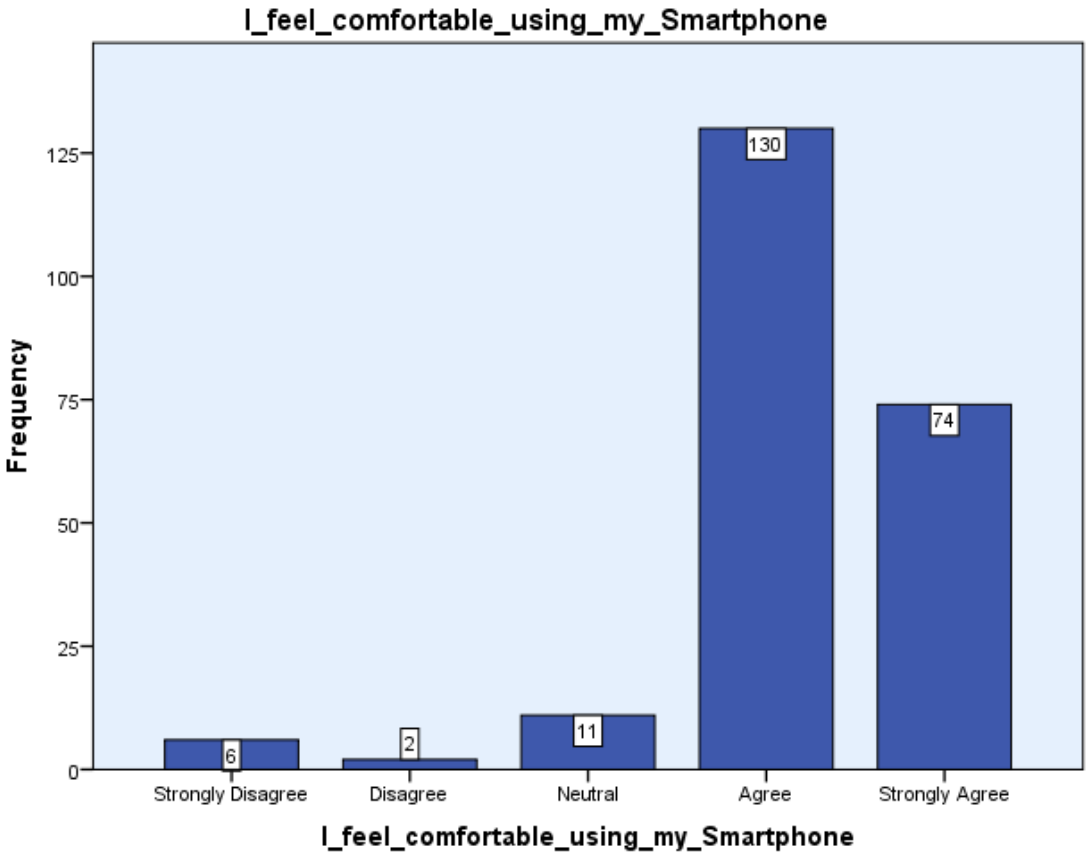

Figure 13: Bar Graph illustrating the comfortability of using a Smartphone

204 (91.4%) respondents agreed and strongly agreed that they felt comfortable using their Smartphones, while 8 (3.9%) disagreed/Strong disagreed and 11 (5.4%) were neutral. The graph above indicates that majority of respondents were comfortable with using their Smartphones.

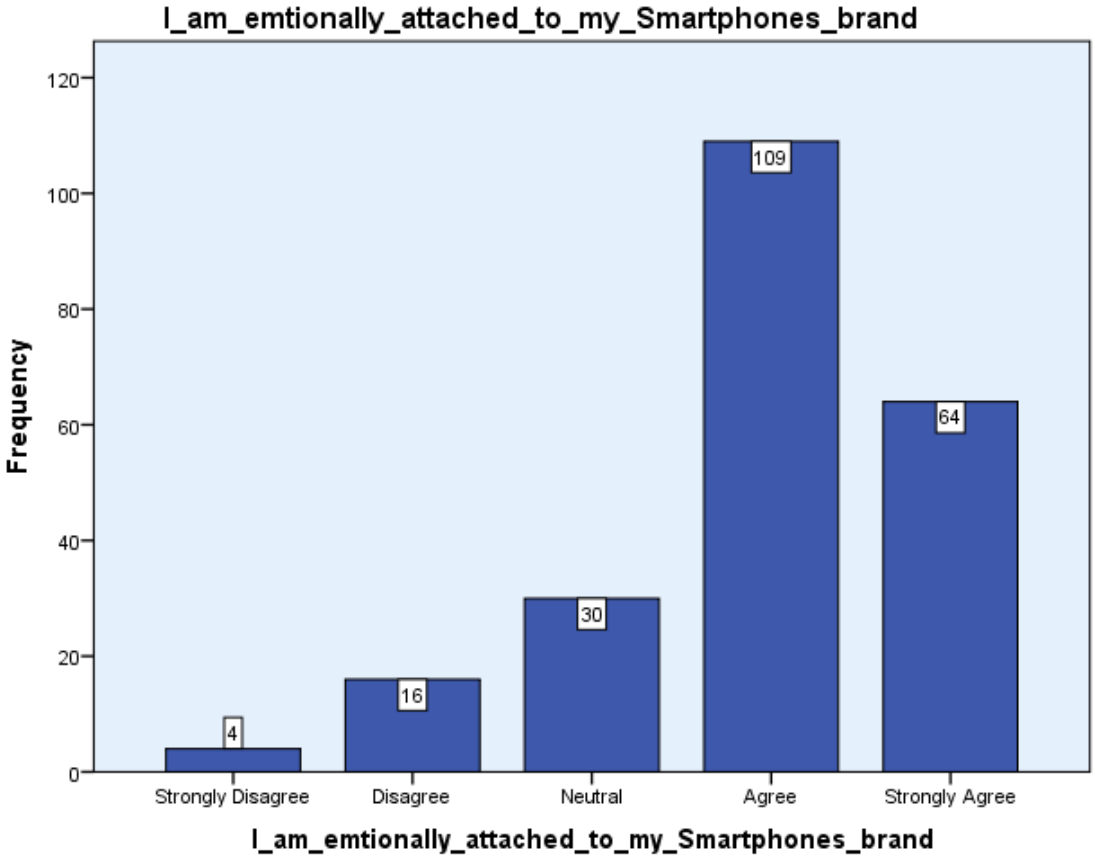

Figure 14: Bar Graph illustrating the emotional attachment to Smartphone brand

As per the bar graph a total of 173 (77%) respondents agreed and strongly agreed to feeling emotionally attached to their Smartphones while 30 (14.7 %) respondents were neutral and 20 (9.9%) disagreed and strongly disagreed. This indicates that majority of respondents feel emotionally attached to their Smartphone Brand.

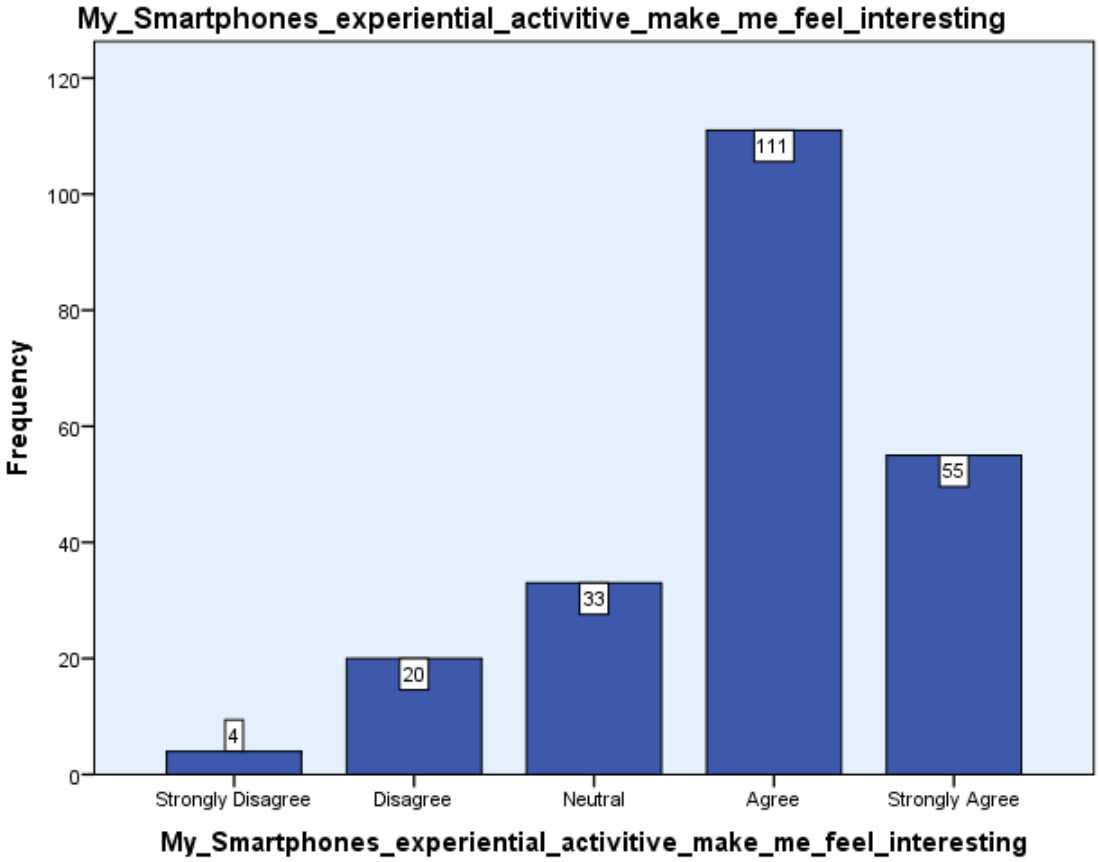

Figure 15: Bar Graph Illustrating how interesting the experiential activities make respondents feel

A total of 166(74%) respondents agreed and strongly agreed that they found their Smart phones Experiential activities interesting, 33(15%) respondents were neutral while the remaining 24(11%) disagreed and strongly disagreed.

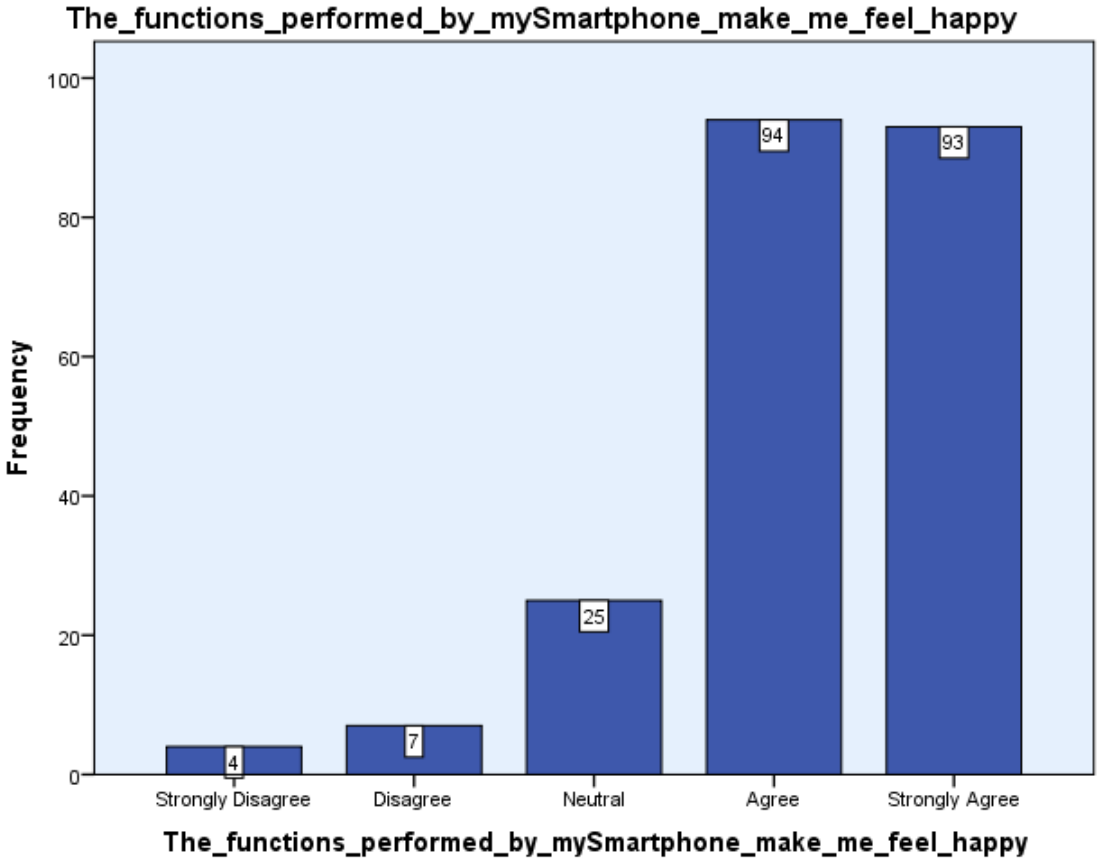

Figure 16: Bar Graph illustrating the happiness caused by Smartphone functions

187 (84%) Respondents agreed and strongly agreed to being made happy by the functions on their Smartphones 25 (11%) respondents were neutral while and the remaining 11(5%) disagreed or strongly disagreed. The results on the graph indicate that majority of respondents are happy with the functions performed by their Smartphones.

4.2.3 *Act Experience*

To measure Act experience the following questions were asked to respondents:

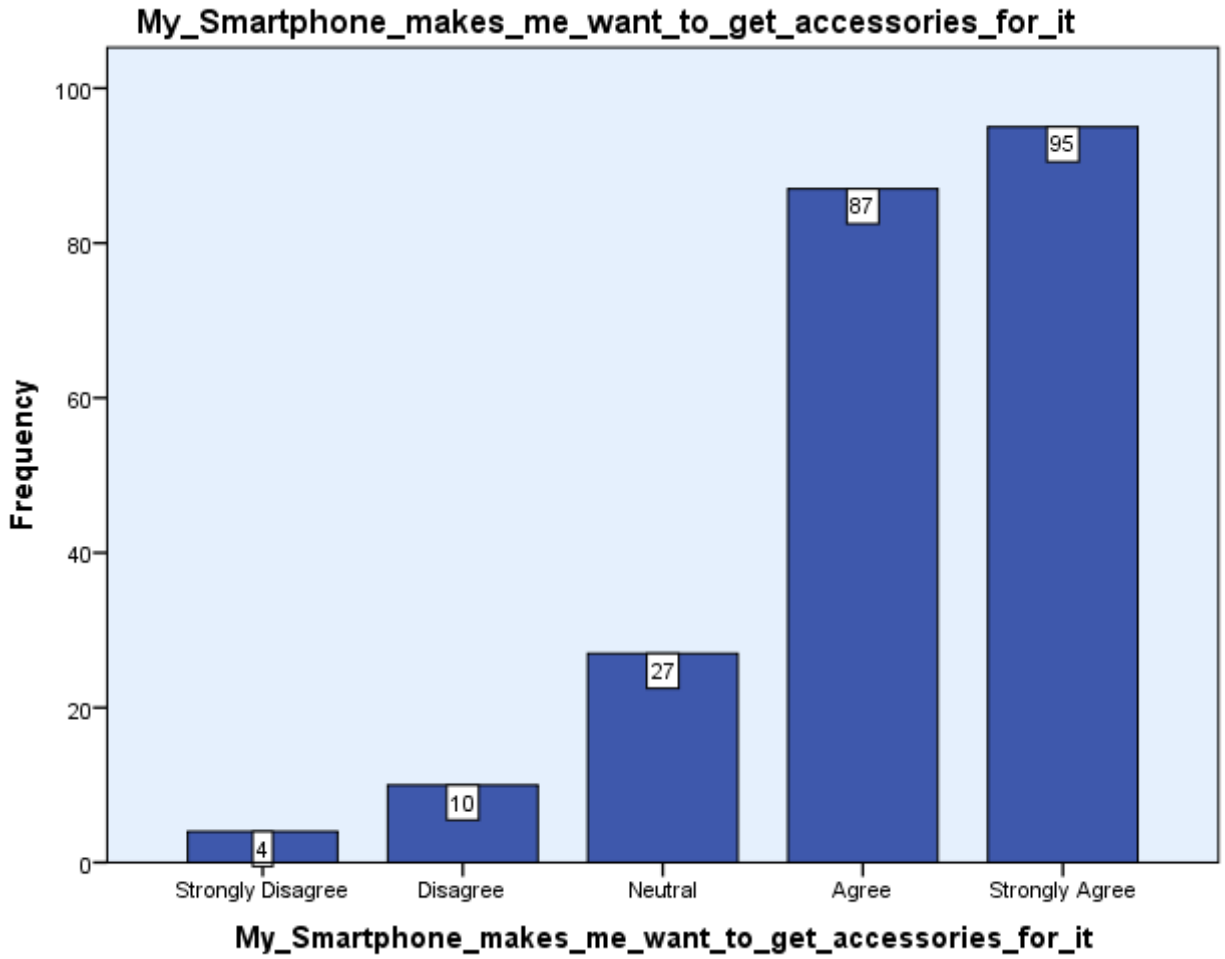

Figure 17: Bar Graph illustrating the want to get Smartphone accessories

187(82%) Respondents agreed and strongly agreed that their Smartphones made them want to get more accessories for them, 27(12%) were neutral while 14(6%) of the respondents disagreed and strongly disagreed. This indicates that the majority of respondents agreed and strongly to their Smartphones making them want to get more accessories.

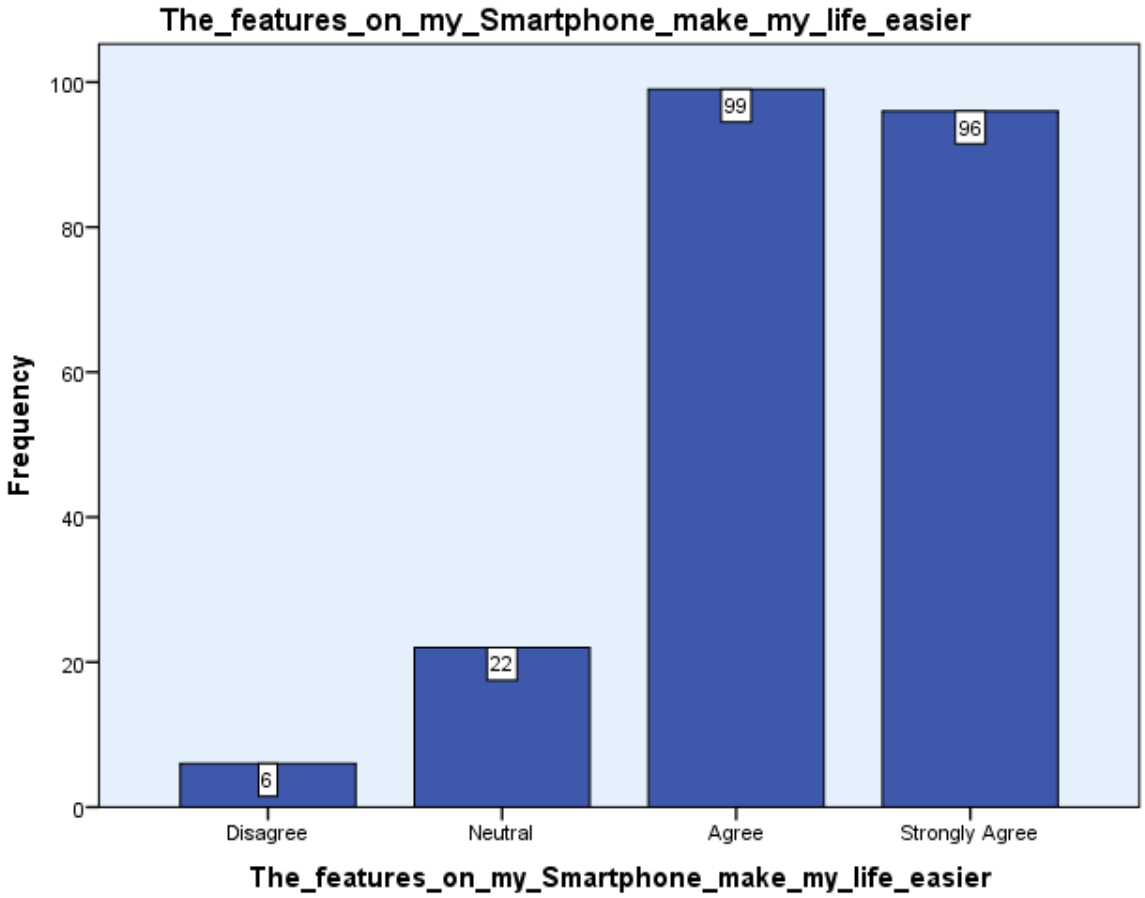

Figure 18: Bar Graph illustrating whether a Smartphone makes life easier

A total of 195(87%) respondents agreed and strongly agreed that their Smartphones made their lives easier, 22(9%) were neutral while the rest, disagreed, indicating that a majority of the respondents found their Smartphones made their lives easier.

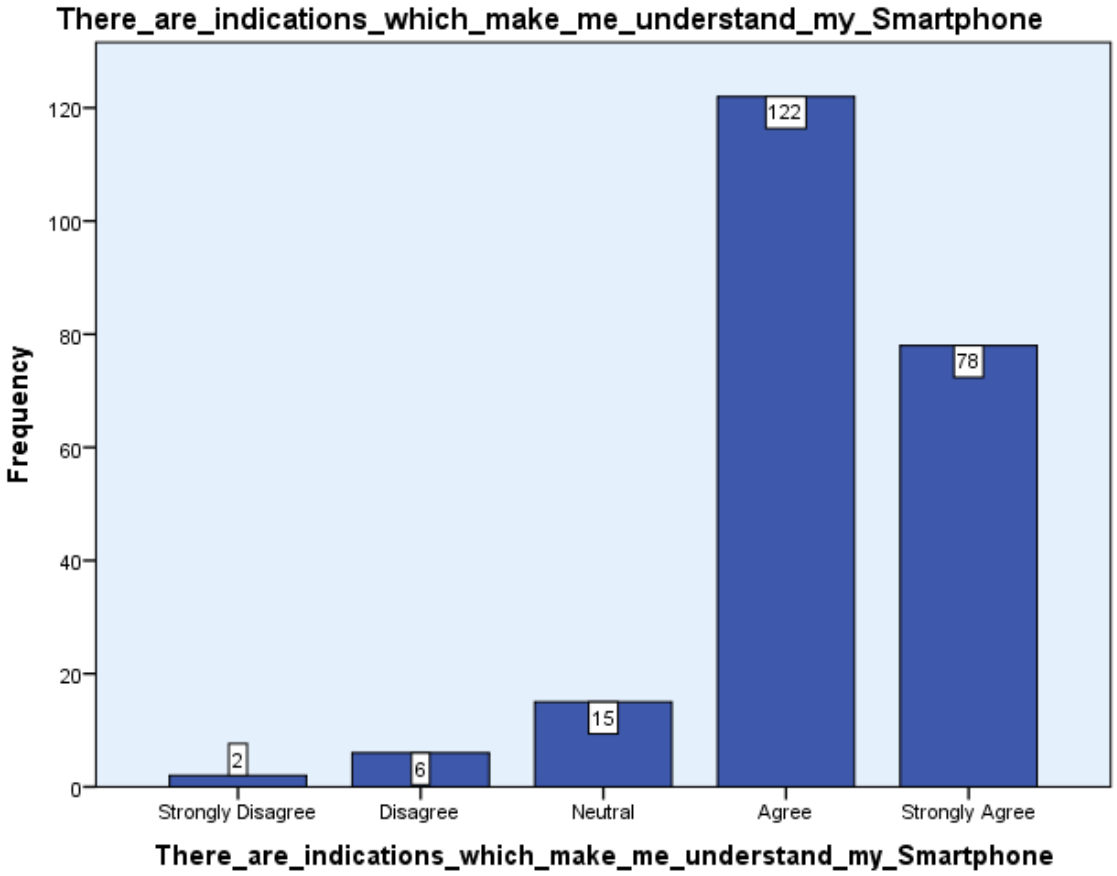

Figure 19: Bar Graph illustrating the understanding of the Smartphone

200 (90%) Respondents agreed and strongly agreed that there are indications on their Smartphones which made them understand their Smartphones, 15(7%) were neutral while the remaining 8 (4%) respondents disagreed and strongly disagreed.

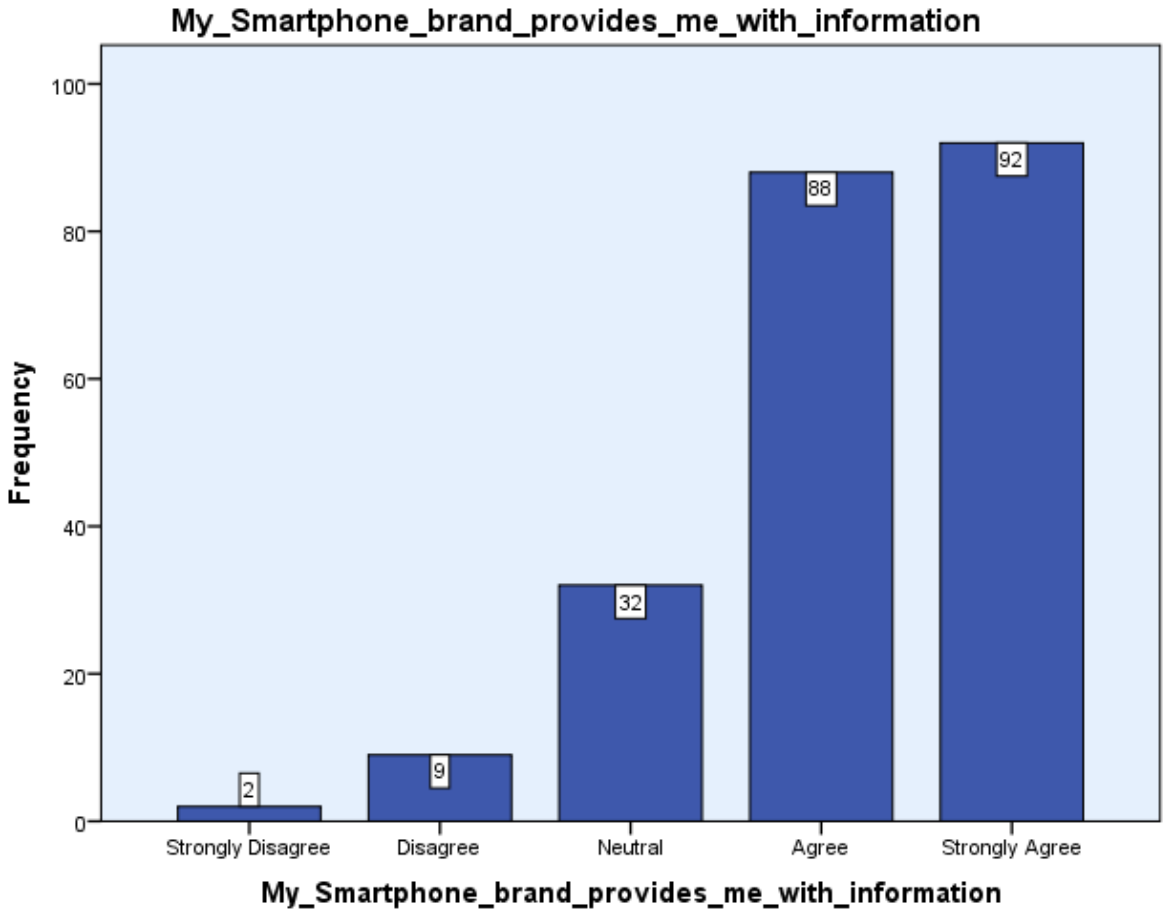

Figure 20: Bar Graph illustrating the information provided by Smartphone brand

180(81%) of Respondents agreed and strongly agreed that their smartphone brand provided them with information, 32(14%) were neutral while 11(5%) of respondents disagreed or strongly disagreed. The graph above indicates that majority of respondents were provided with information by their Smartphone brands.

4.2.4 *Think Experience*

To measure Think experience the following questions were asked to respondents:

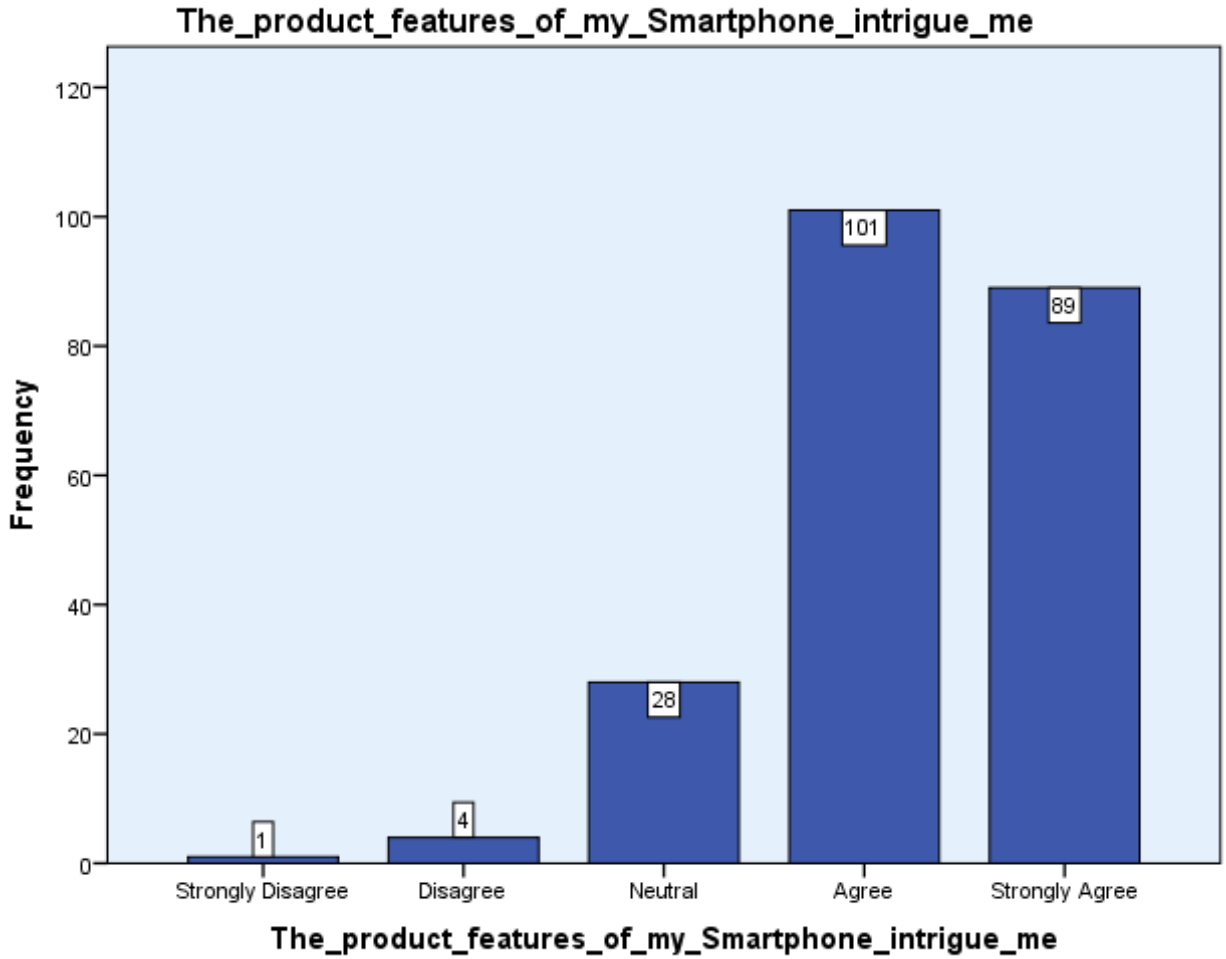

Figure 21: Bar Graph illustrating the intrigue of Smartphone features

Majority of respondents were found be intrigued by the features of their Smartphones as 190 (85%) agreed and strongly agreed to that. 2 8(13%) were neutral while the remaining 5 (2%) disagreed and strongly disagreed.

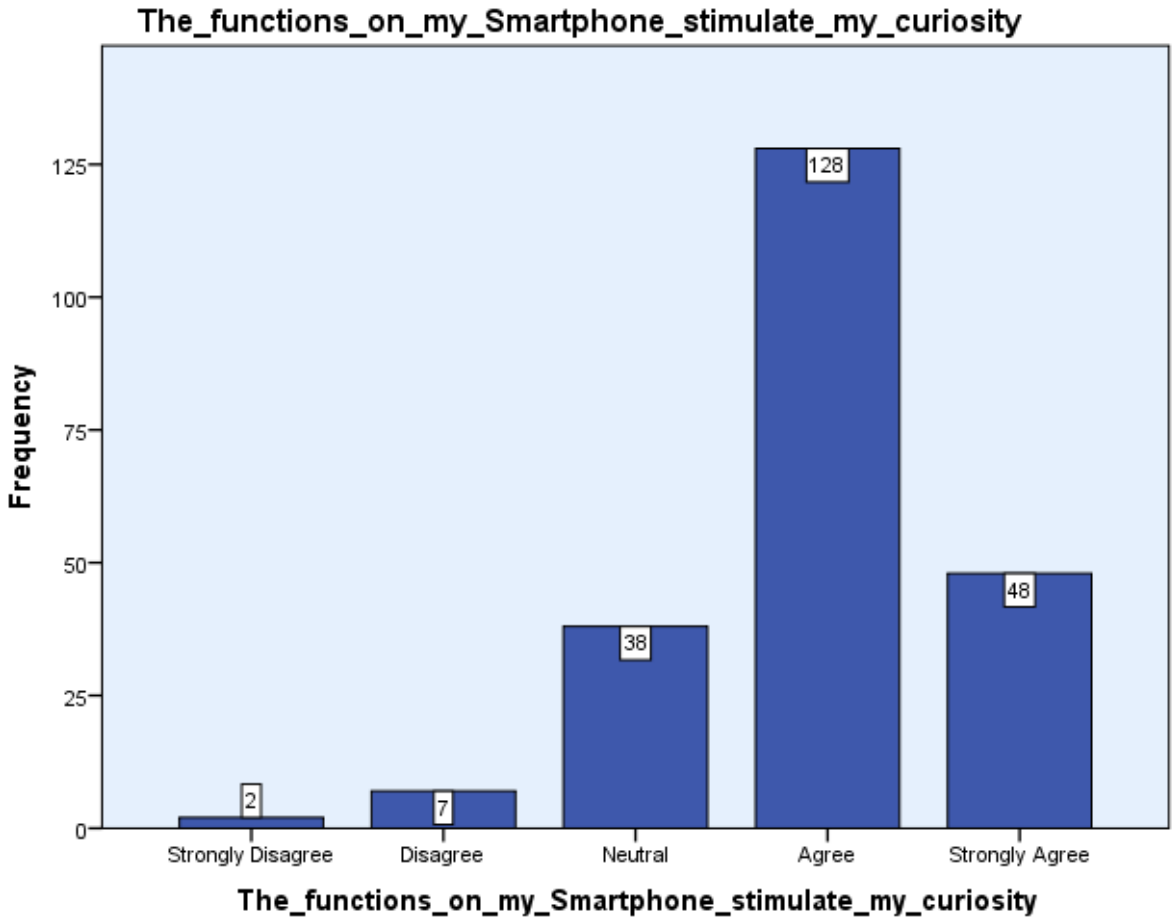

Figure 22: Bar Graph Illustrating Smartphone stimulation of curiosity

Majority of respondents which made up a total of 128(57%) respondents agreed that their Smartphones stimulated their curiosity, 48(22%) strongly agreed, 38 were neutral while the rest disagreed and strongly disagreed.

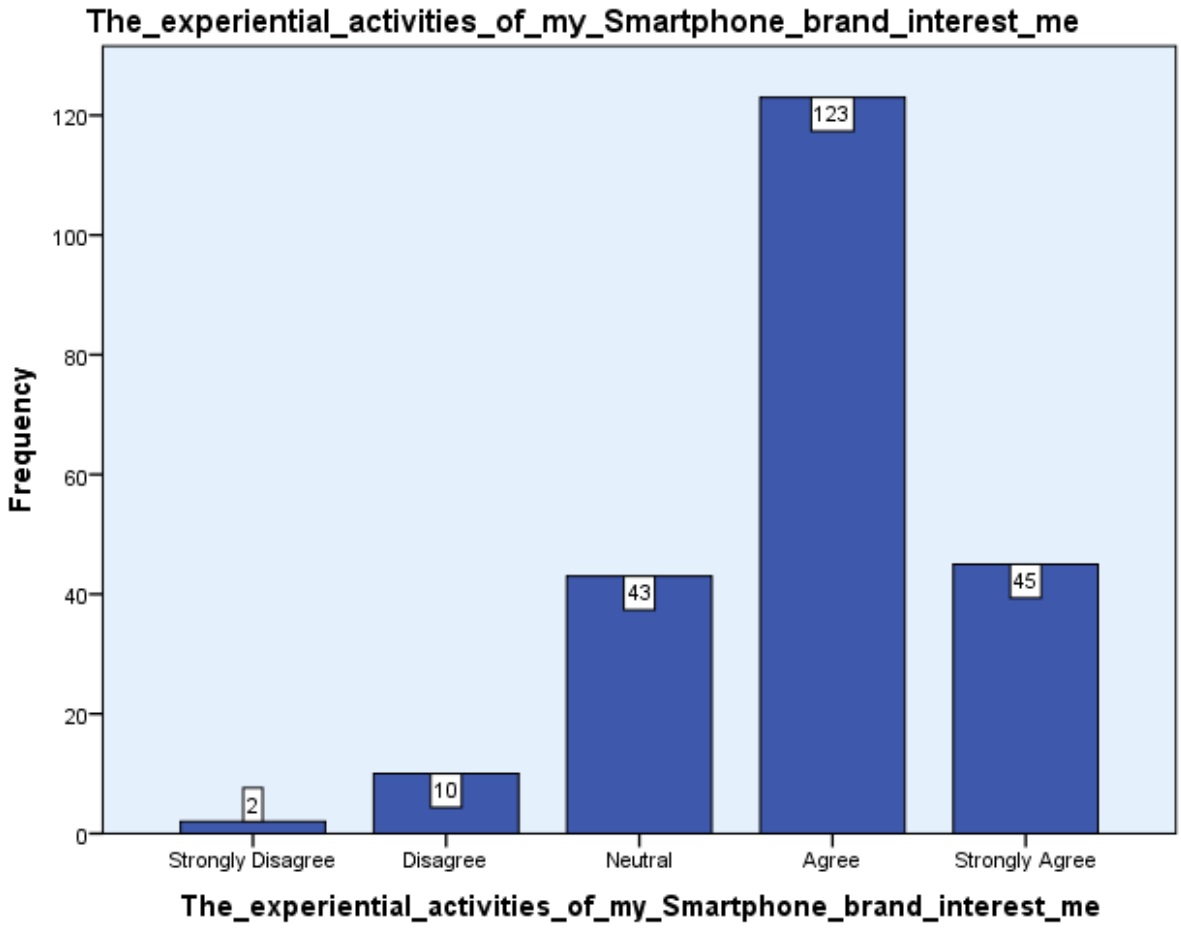

Figure 23: Bar Graph illustrating interest in Smartphone experiential activities

Majority of respondents agreed that they were interested by their Smartphone brand that was a total of 123 (55%) respondents, 45 (20%) strongly agreed, 43 (19%) while 12(5%) disagreed and strongly disagreed.

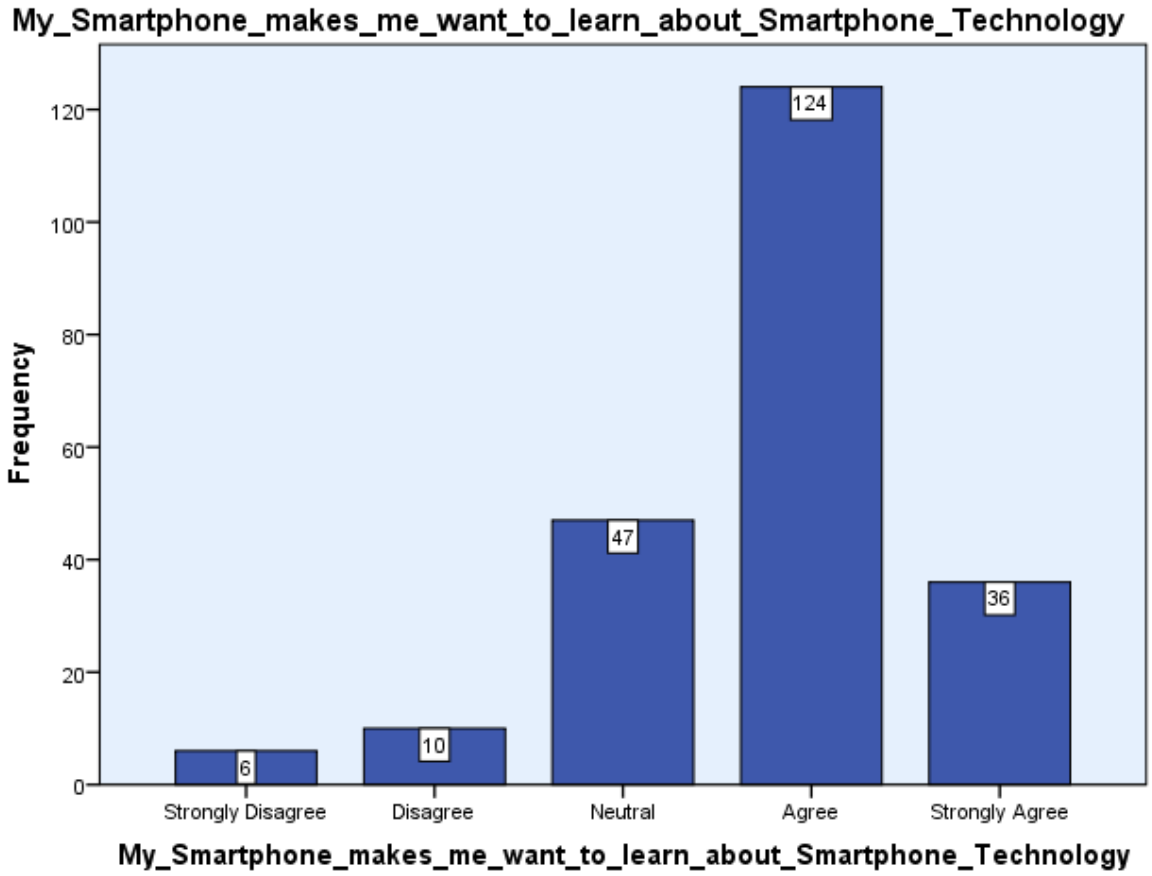

Figure 24: Bar Graph illustrating the want to learn about Smartphone technology

Majority of respondents agreed that their Smartphone brands made them want to learn more about Smartphone technology that was represented by a total of 124(56%) respondents. 36(16%) strongly agreed, 47(21%) were neutral and the remaining 16(7%) disagreed and strongly disagreed.

4.2.5 ***Relate Experience***

To measure Relate experience the following questions were asked to respondents:

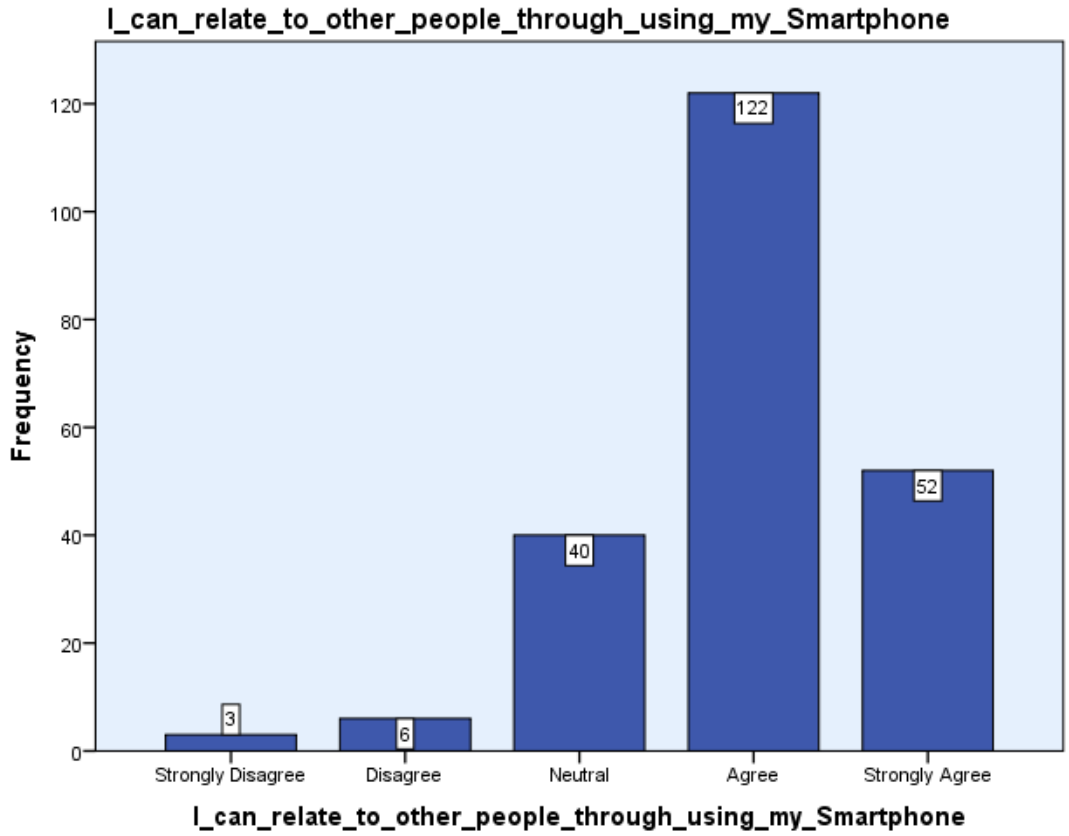

Figure 25: Bar Graph illustrating the relation to other people through using a Smartphone

Majority of respondents agreed and strongly agreed to relate other people through using their Smartphones that was a total of 174 (78%) respondents, 40 (18%) were neutral while 9 (4%) disagreed and strongly disagreed.

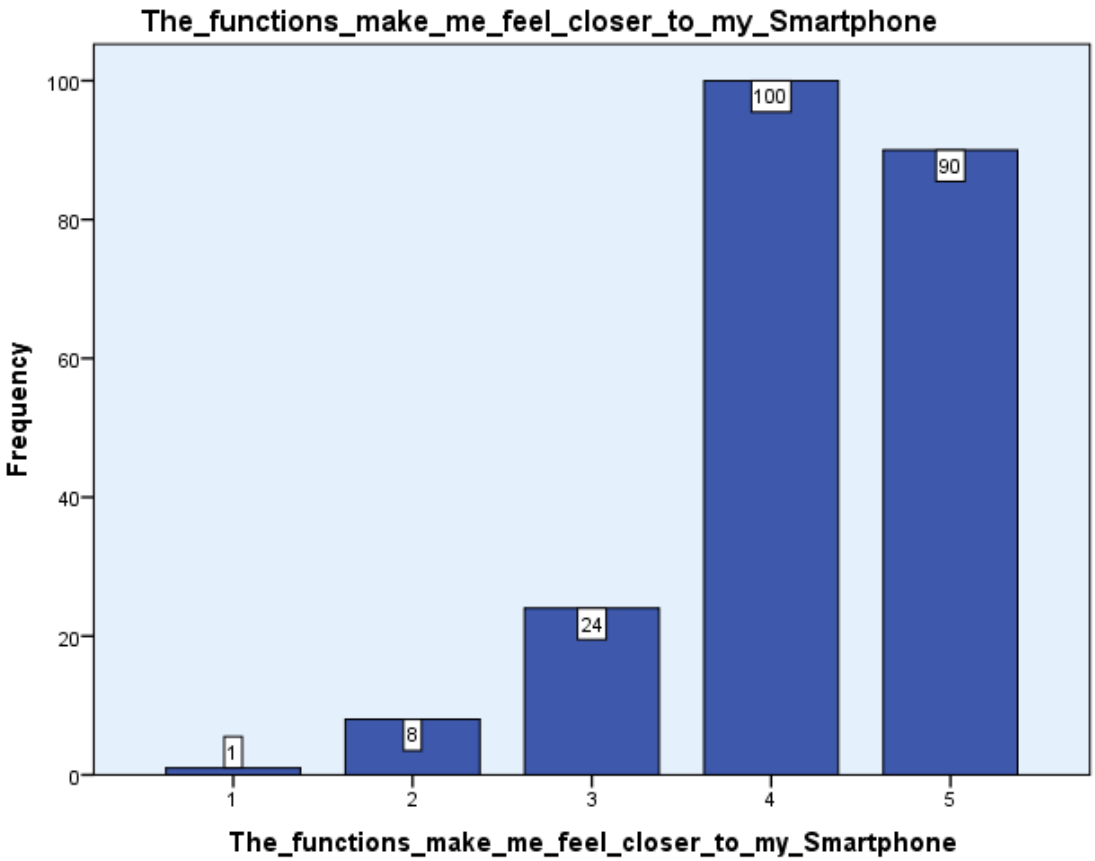

Figure 26: Bar Graph illustrating the closeness to the Smartphone

Majority of respondents agreed and strongly agreed that their Smartphones made them feel closer to their Smartphones, that was a total of 190 (85%) respondents, 24(11%) respondents were neutral while 9(4%) disagreed and strongly disagreed.

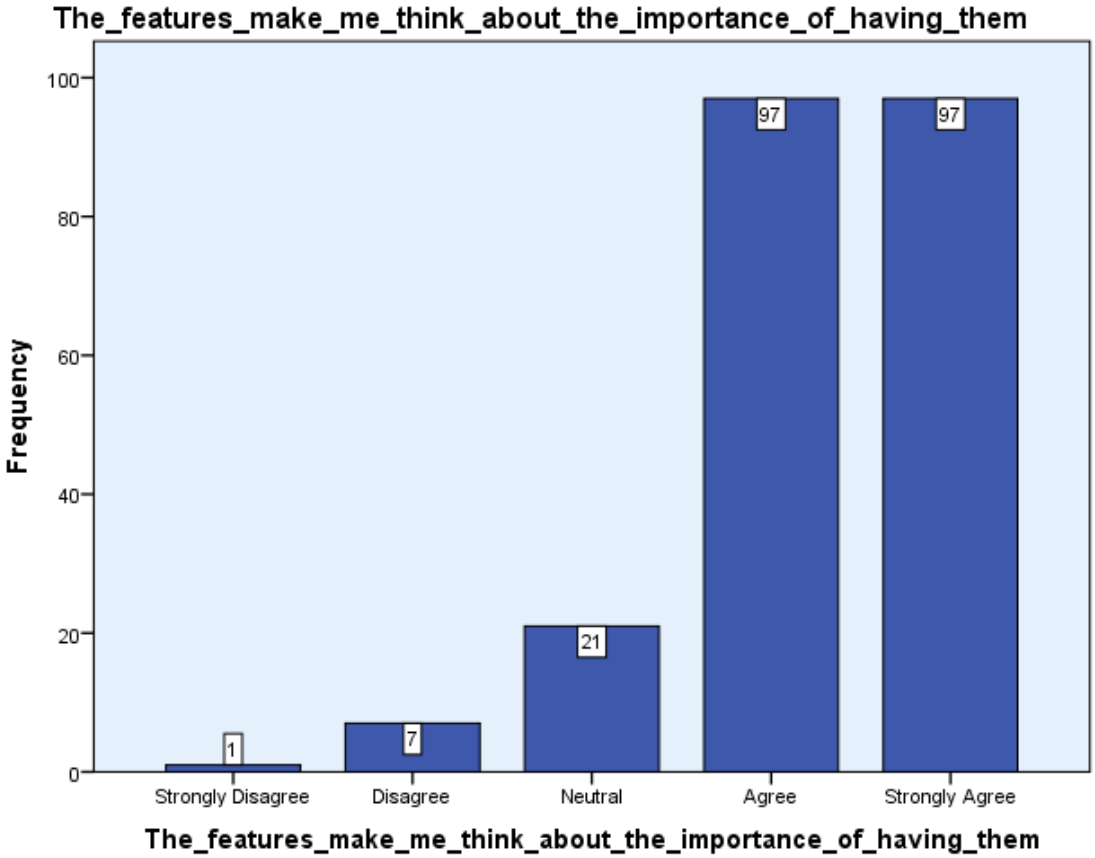

Figure 27: Bar Graph illustrating the importance of Smartphone features

Majority of respondents, 194 (87%), agreed and strongly agreed that the features on their Smartphones made them think about the importance of having them on their Smartphones. 21 (9%) respondents were neutral while 8 (4%) strongly disagreed and disagreed.

4.2.6 *Customer Satisfaction*

To measure Customer satisfaction the following questions were asked to respondents:

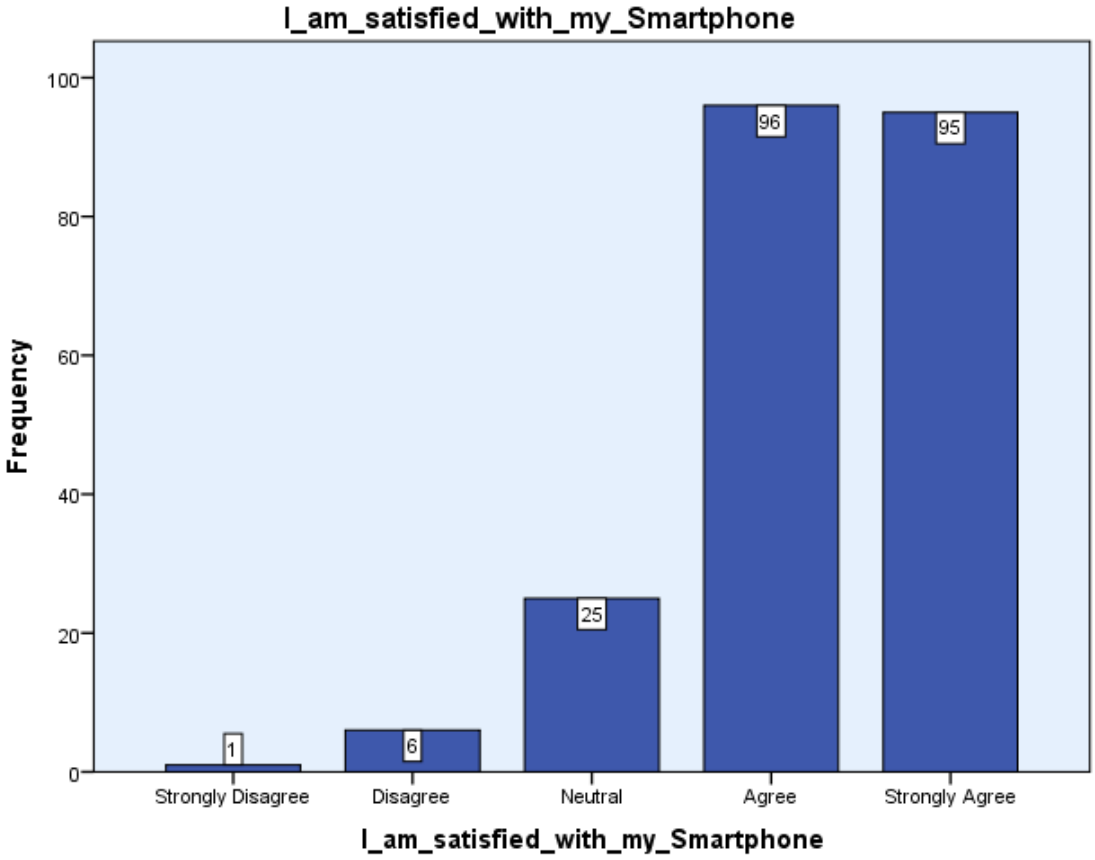

Figure 28: Bar Graph illustrating Smartphone satisfaction

A total of 191(86%) agreed and strongly agreed to being satisfied with their Smartphones, 25(11%) were neutral while the remaining 7(3%) disagreed and strongly disagreed to being satisfied with their phones. These results tell us that majority of respondents were satisfied with their Smartphones.

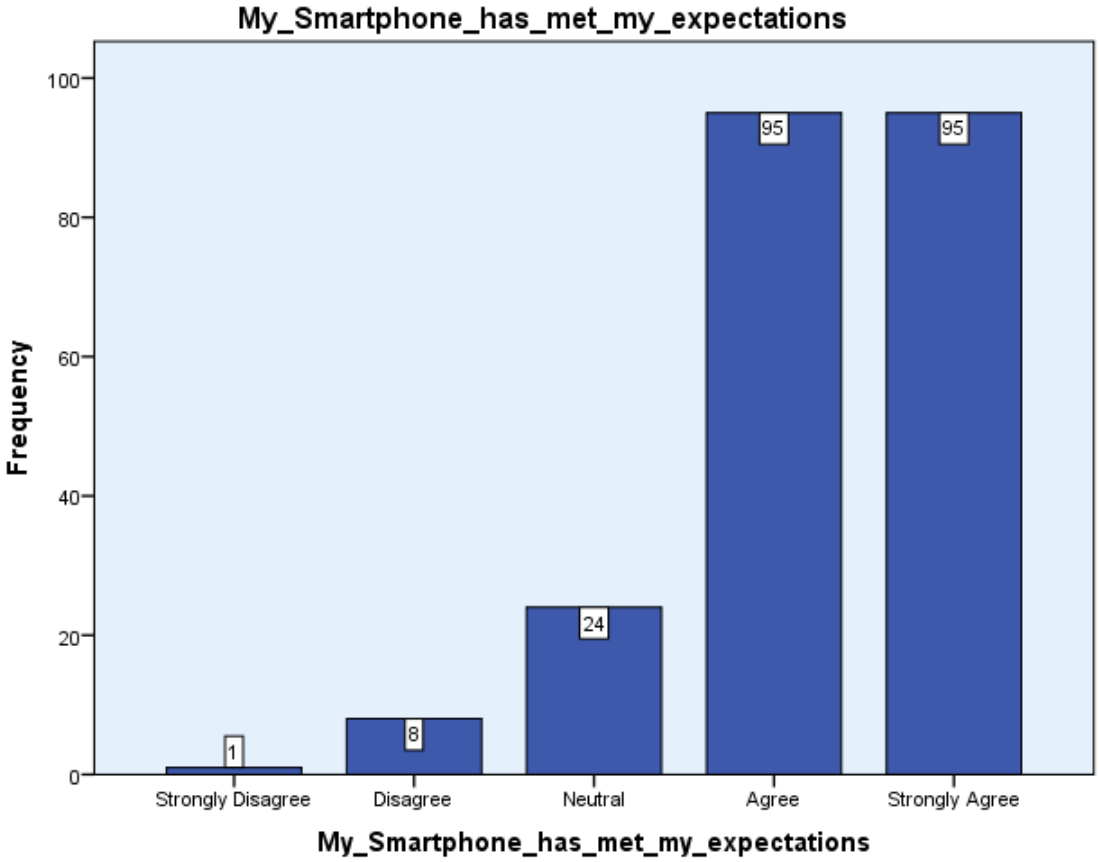

Figure 29: Bar Graph illustrating Smartphone expectations

A total of 190 (85%) of respondents strongly agreed and agreed to having Smartphones which had met their expectations, 24(11%) were neutral while 7 disagreed and strongly disagreed.

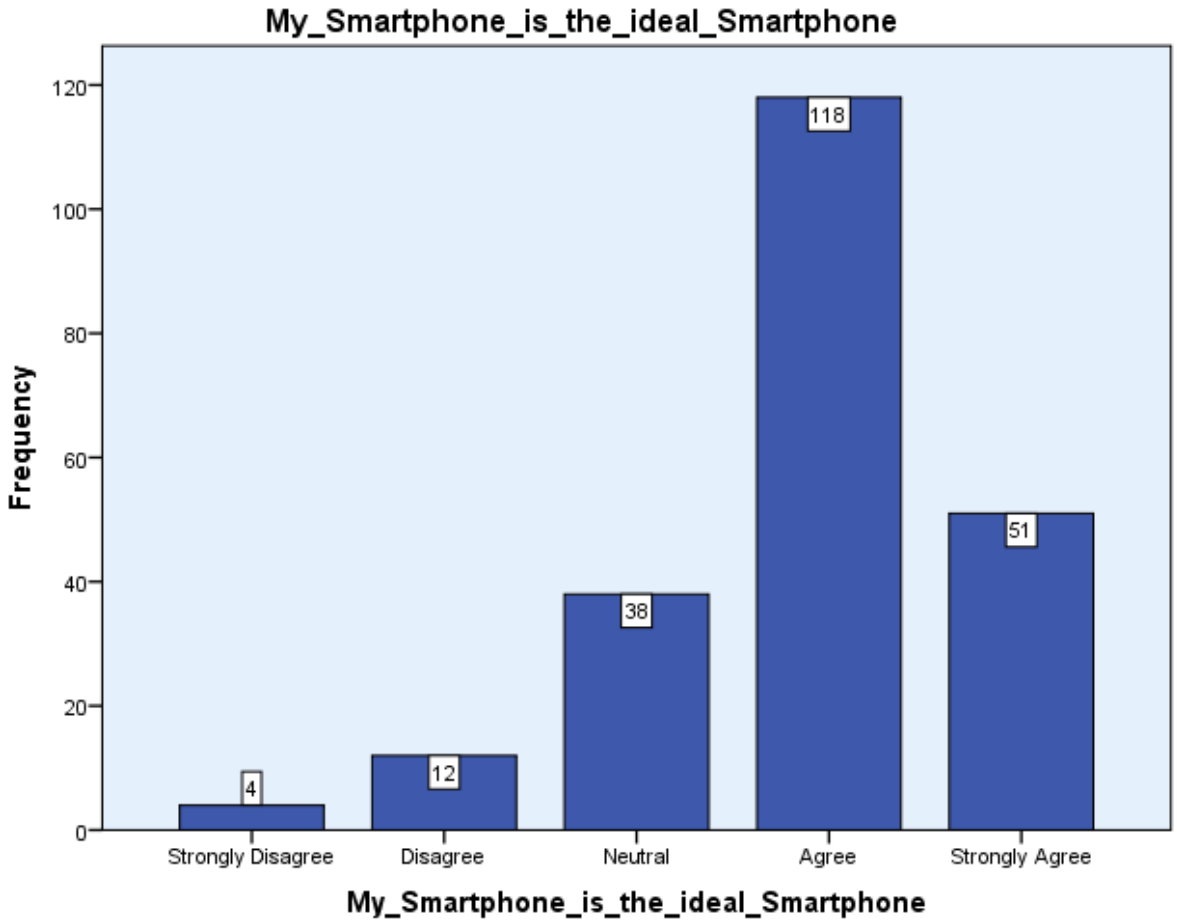

Figure 30: Bar Graph illustrating Smartphone preference

Majority of respondents which were 118(53%) agreed that their Smartphones were the ideal Smartphone, 51(23%) strongly agreed, 38(17%) were neutral, 12(5%) disagreed while the remaining 4(2%) strongly disagreed. These results tell us that most respondents were happy with their Smartphones as they said they responded to it being ideal.

4.2.7 *Repurchase Intentions*

To measure Repurchase intentions the following questions were asked to respondents

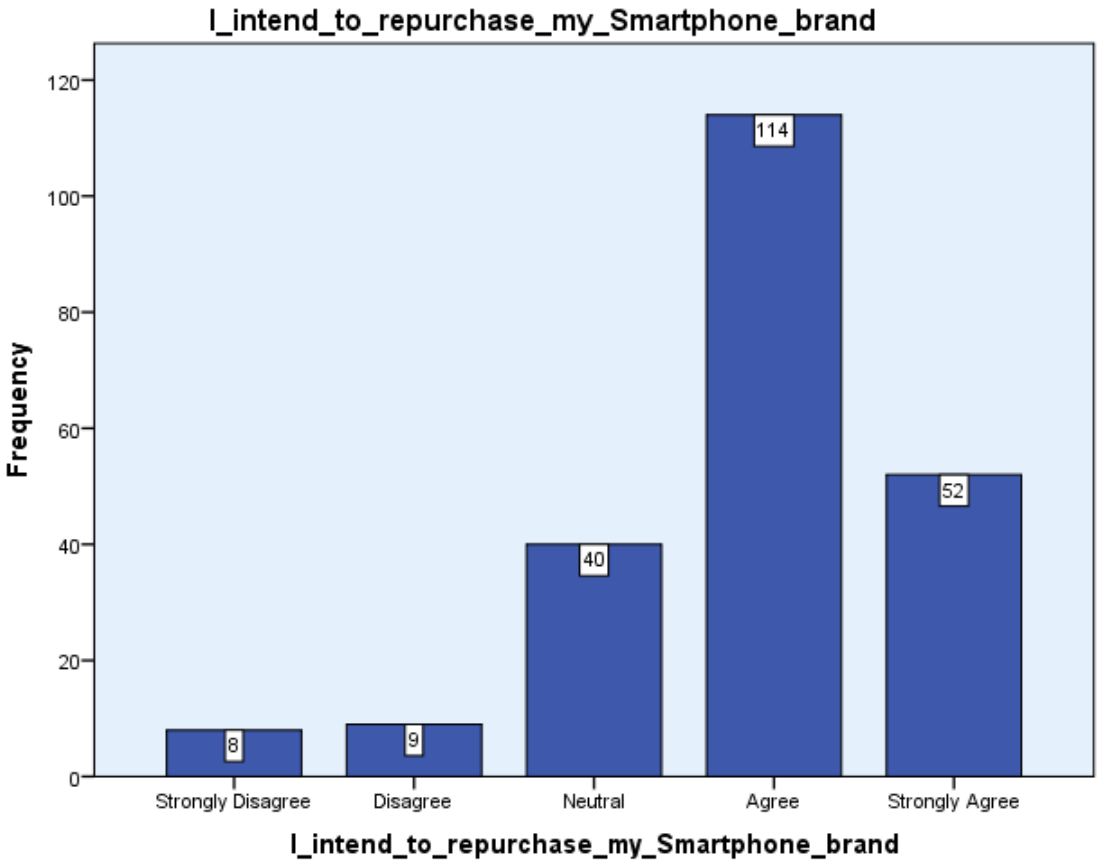

Figure 31: Bar Graph illustrating repurchase intention

A total of 114 (51%) of respondents agreed to intending to repurchase their Smartphone brands, 52 (23%) strongly agreed, 40 (18%) were neutral while the remaining 15 (7%) disagreed and strongly disagreed.

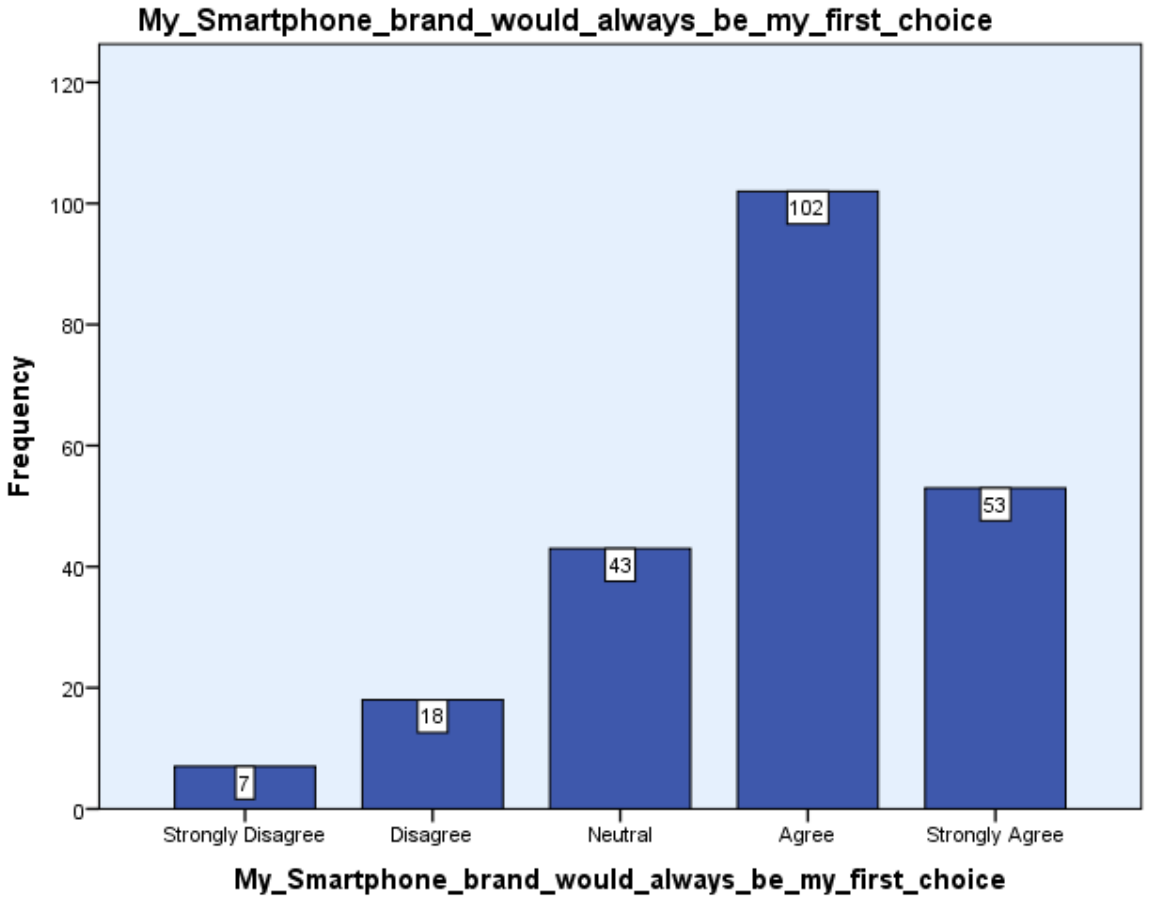

Figure 32: Bar Graph Illustrating Smartphone first choice

A total of 102(46%) respondents agreed that their current Smartphone brand would always be their first choice, 53(24%) strongly agreed, 43(19%) were neutral, 18(8%) disagreed and the remaining 7(3%) strongly disagreed.

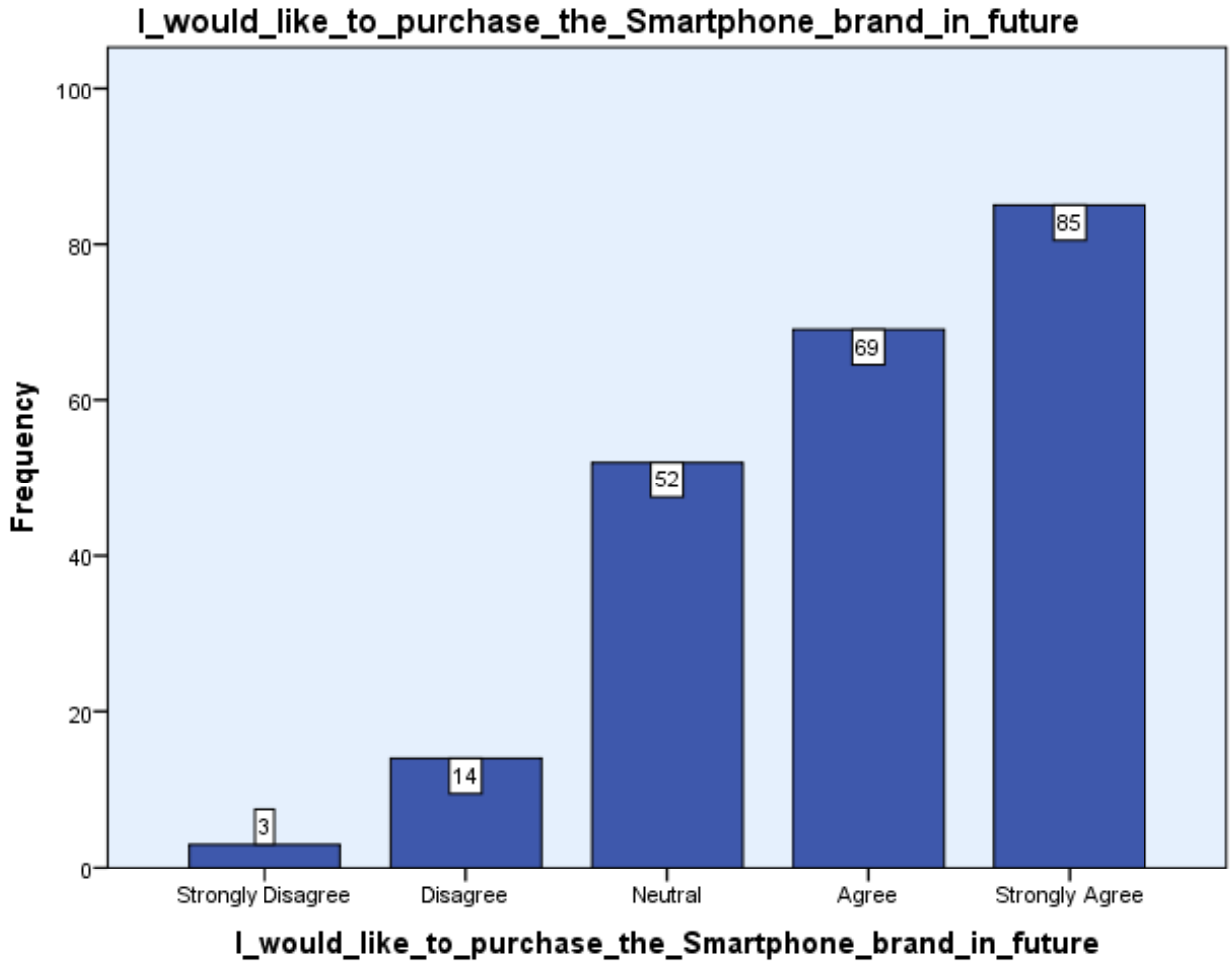

Figure 33: Bar Graph illustrating future Smartphone purchase intention

A total of 154(69%) respondents agreed and strongly agreed that they would like to purchase their Smartphone brand in future, 52 (23%) were nuetral, 14(6%) disagreed and 3 (1%) strongly disagreed.

4.3 Reliability and Validity

4.3.1 *Reliability Assessment*

To test reliability the study did the Cronbach's reliability test as well as the composite reliability test, the results are presented below:

Cronbach's Alpha Test

The Cronbach's Alpha test was created by Lee Cronbach in 1951 in order to have a measure which can be used for internal consistency of a scale or test. This internal consistency is expressed using a number between zero and one, internal consistency looks at the extent that items in a test are measuring the same construct or concept (Tavakol & Dennick, 2011). Gliem and Gliem (2003) state that the higher the Cronbach's alpha or the closer the coefficient is to 1 the better the reliability.

The Cronbach's Alpha was used in this study to determine internal consistency, the results a depicted in the table below. The values range from 0.772 – 0.892, see table therefore it can be concluded that there is internal consistency as the values are within the threshold required to confirm internal consistency.

Composite Reliability (CR)

Composite reliability is used to measure reliability, for this measure values above 0.6 are desirable to express reliability (Bagozzi & Yi, 1988).

Table 5 shows the calculations which lead to the results of composite reliability, the CR values which were calculated using factor loadings, all the values range from 0.772 – 0.960 which are above the recommended threshold of 0.6 therefore these values confirm reliability.

Research Construct	Research Items	Mean	Standard Deviation	Item-Total	CR Value	AVE	Cronbach's Value
Sense Experience	SE1	**4.17**	**0.844**	**0.565**	**0.82**	**0.44**	**0.828**
	SE2	**4.28**	**0.690**	**0.690**			
	SE3	**4.08**	**0.863**	**0.704**			
	SE4	**4.22**	**0.806**	**0.679**			
Feel Experience	FE2	**3.95**	**0.933**	**0.715**	**0.83**	**0.51**	**0.831**
	FE3	**3.86**	**0.951**	**0.768**			
	FE4	**4.18**	**0.886**	**0.593**			
Act Experience	AE1	**4.16**	**0.930**	**0.718**	**0.88**	**0.54**	**0.856**
	AE2	**4.28**	**0.749**	**0.696**			
	AE3	**4.20**	**0.753**	**0.638**			
	AE4	**4.16**	**0.881**	**0.764**			
Think Experience	TE1	**4.23**	**0.765**	**0.592**	**0.96**	**0.77**	**0.844**
	TE2	**3.96**	**0.769**	**0.763**			
	TE3	**3.90**	**0.803**	**0.766**			
	TE4	**3.78**	**0.866**	**0.614**			
Relate Experience	RE2	**4.21**	**0.809**	**0.628**	**0.77**	**0.52**	**0.772**
	RE3	**4.26**	**0.793**	**0.628**			

Customer Satisfaction	CS1	**4.25**	**0.794**	**0.755**	**0.86**	**0.55**	**0.858**
	CS2	**4.23**	**0.818**	**0.773**			
	CS3	**3.90**	**0.877**	**0.676**			
Repurchase Intentions	RI1	**3.87**	**0.933**	**0.781**	**0.94**	**0.75**	**0.892**
	RI2	**3.79**	**0.999**	**0.830**			
	RI3	**3.99**	**0.989**	**0.757**			

Table 4: Validity & Reliability Assessment Summary

Constructs			Estimate	(∑λYi)²	éi	∑éi	(∑λyi)² /[(∑λyi)² +(∑éi)]
SE4	<---	SEE	0.818	8.39261	0.330876	1.849831	0.819395476
SE3	<---	SEE	0.841		0.292719		
SE2	<---	SEE	0.680		0.5376		
SE1	<---	SEE	0.558		0.688636		
FE4	<---	FEE	0.748	5.62164	0.440496	1.123431	0.83344418
FE3	<---	FEE	0.811		0.342279		
FE2	<---	FEE	0.812		0.340656		
AE4	<---	AEE	0.894	10.31052	0.200764	1.391343	0.881100737
AE3	<---	AEE	0.666		0.556444		
AE2	<---	AEE	0.864		0.253504		
AE1	<---	AEE	0.787		0.380631		
TE4	<---	TEE	0.916	13.70480	0.160944	0.564014	0.960472269
TE3	<---	TEE	0.915		0.162775		
TE2	<---	TEE	0.867		0.248311		
TE1	<---	TEE	1.004		-0.008016		
RE3	<---	REE	0.712	2.49956	0.493056	0.737895	0.772075667
RE2	<---	REE	0.869		0.244839		
RI3	<---	REE	0.817	7.46929	0.332511	0.493111	0.938070054
RI2	<---	REE	1.002		-0.004004		
RI1	<---	REE	0.914		0.164604		
CS3	<---	CST	0.716	5.97314	0.487344	0.993384	0.857405993
CS2	<---	CST	0.886		0.215004		
CS1	<---	CST	0.842		0.291036		

Table 5: **Composite Reliability (CR) Calculation**

4.3.2 *Validity Assessment*

To check for validity, convergent and discriminant validity was used, the results are presented below:

Convergent Validity

Average Variance Extracted (AVE)

The average variance extracted is an estimate which reflects the average value of variation in which a latent variable can explain in the observed variables it is related to theoretically, this value is calculated by squaring factor loadings this then gives us the shared variances which are then averaged across and that results in the AVE (Farrell, 2010), See table 6 for calculations. An assessment of convergent validity can be done through checking the AVE and whether it is above 0.50 and that item loadings are above 0.7 (Peng & Lai, 2012). This is supported by Bagozzi and Yi, (1988) who state that when the AVE value is greater than 0.5 it is considered adequate. All the AVE values were found to be above the threshold of 0.5 except SEE which was 0.44 which is marginally acceptable. Therefore validity was confirmed.

Factor Loadings

To check convergent validity item loading were assessed, loadings need to be above 0.5 in order to confirm validity (Chinomona, Mahlangu & Pooe, 2013). All of the item loadings were found to be above threshold of 0.5, see Table 6, therefore validity can be confirmed.

Item to total correlations

An item to total is used to show the relationship between items and the scores of items in the scale. An item to total is considered sufficient when it is more than 0.4 (Azad,Taghizadeh, & Khaneghini 2011). The item to totals in the research were all above the recommended threshold, see table 4, those which were found below the recommended threshold were deleted namely, FE1 and RE1. Table 4 shows the results of the respecified model, the models were also respecified. All item to total values in the confirm validity.

Constructs			Estimate	λyi²	∑λyi²	ε̇i	∑ε̇i	∑λyi² / (∑λyi² + ∑ε̇i)
SE4	<---	SEE	0.818	0.669124	2.150169	0.552273	2.74126536	0.439578423
SE3	<---	SEE	0.841	0.707281		0.499754		
SE2	<---	SEE	0.680	0.4624		0.786186		
SE1	<---	SEE	0.558	0.311364		0.903052		
FE4	<---	FEE	0.748	0.559504	1.876569	0.686955	1.81962385	0.507703217
FE3	<---	FEE	0.811	0.657721		0.567403		
FE2	<---	FEE	0.812	0.659344		0.565265		
AE4	<---	AEE	0.894	0.799236	2.608657	0.361222	2.22360565	0.539841723
AE3	<---	AEE	0.666	0.443556		0.803258		
AE2	<---	AEE	0.864	0.746496		0.442744		
AE1	<---	AEE	0.787	0.619369		0.616382		
TE4	<---	TEE	0.916	0.839056	3.435986	0.295985	1.01390672	0.7721503
TE3	<---	TEE	0.915	0.837225		0.299054		
TE2	<---	TEE	0.867	0.751689		0.434964		
TE1	<---	TEE	1.004	1.008016		-0.0161		
RE3	<---	REE	0.712	0.506944	1.262105	0.743008	1.17273964	0.518351346
RE2	<---	REE	0.869	0.755161		0.429732		
RI3	<---	REE	0.817	0.667489	2.506889	0.554458	0.84854793	0.747112539
RI2	<---	REE	1.002	1.004004		-0.00802		
RI1	<---	REE	0.914	0.835396		0.302114		
CS3	<---	CST	0.716	0.512656	2.006616	0.737184	1.61833515	0.553556701
CS2	<---	CST	0.886	0.784996		0.383781		
CS1	<---	CST	0.842	0.708964		0.49737		

Table 6: Average variance extracted (AVE) Calculation

Discriminant Validity

For discriminant validity the researcher looked at the inter-correlation matrix in order to check discriminate validity.

Inter-Construct Correlation Matrix

According to Chinomona, Lin, Wang and Cheng (2010), the inter-construct correlation represents discriminate validity when it is below 0.1. Table 7 illustrates that all values were below 0.1 therefore valid.

	SE	FE	AE	TE	RE	CS	RI
Sense Experience (SE)	1			.*			
Feel Experience (FE)	.712**	1	*				
Act Experience (AE)	.570**	.712**	1				
Think Experience (TE)	.581**	.631**	.660**	1			
Relate Experience (RE)	.435**	.606**	.613**	.631**	1	.	
Customer Satisfaction (CS)	.571**	.526**	.595**	.588**	.517**	1	
Repurchase Intention (RI)	.486**	.503**	.552**	.504**	.394**	.719**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Table 7: Inter-Construct Correlation Matrix

4.3.3 *Model Fit*

When using Structural equation modelling a various criteria's are utilised to asses model fit (Larwin & Harvey, 2012). Fit indices are used to assess the model fit, these fit indices are used to determine whether a model fits the sample data (Hooper, Coughlan & Michael, 2008). There are three classes in which model fit indices can be

classified namely; *Absolute indices*, these evaluate the discrepancy implied covariance's as well as observed covariance's, these include the standardised root mean square residual (SRMR), the chi-square test and the Goodness of fit index (GFI). The parsimonious indices like the absolute indices evaluates the discrepancy between implied and observed covariance's however, it takes into account the complexity of the model, this includes the root mean square error approximation (RMSEA). Incremental indices evaluate absolute fit relative to the base model, these include the comparative fit Index (CFI) and the normed fit index (NFI) (Mueller & Hancock, 2007). For the f the research the researcher looked at the Chi-square test (DF), GFI, RMSEA, CFI, TLI, IFI, RFI and NFI for Confirmatory factor Analysis and Path modelling.

Model chi-square (χ2)

The Chi-Square is a measure used to assess the overall fit of a model, when using this index a model is considered to be insignificant at 0.05 (Hooper, Coughlan and Michael, 2008). A chi-square that is close to zero signifies that there's little difference between the covariance's which are expected and observed. Chinomona and Chinomona (2013) state that the Chi-square value should be equal to or less than 3.00.

Goodness of Fit Index (GFI)

Joreskog and Sordom (1993) created the Goodness of Fit Index as an alternative of the Chi-Square, it shows how a model is close a model is to duplicating covariance's by looking at covariance's as well as variances which are accounted for by the model. The GFI ranges from 0.00 to 1.00, a recommended statistic for GFI is 0.9 and above (Hooper, Coughlan & Michael, 2008; Mueller & Hancock, 2007; Hox & Bechger, 1998).

Comparative Fit Index (CFI)

The Comparative fit index was introduced by Bentler in 1990, it is a revised NFI but taking into consideration the sample size and does well even if the sample size is not big. The index assumes that latent variables are not correlated and then compares null model with the covariance matrix. The statistic gives values from 0.0 to 1.0 with

values closer to 1.0 being considered to give a good fit. Studies have shown that values greater than 0.9 are considered acceptable (Hox & Bechger, 1998; Suhr, 2006; Hooper, Coughlan & Michael, 2008).

Normed Fit Index (NFI)

The NFI statistic compares the X2 value to the X2 of the null model in order to assess the model. The values range between 0.00 to 1.00, with values above 0.9 representing a good fit (Hox & Bechger, 1998; Mueller & Hancock, 2007; Hooper, Coughlan & Michael, 2008).

Root mean square error of approximation (RMSEA)

The RMSEA was developed by Steiger and Lind (1980) it assesses how well a model would fit a population's covariance matrix. A statistic below 0.08 represents good fit (Hooper, Coughlan & Michael, 2008).

Tucker Lewis Index (TLI)

The Tucker Lewis Index also known as the Non normed fit index (NNFI) adjusts for how complex a model is, a perfect fit would be considered when the value is 1 however, a value of 0.9 is acceptable with 0.95 required for a model to be judged as a good fit (Hox & Bechger, 1998; Mueller & Hancock, 2007).

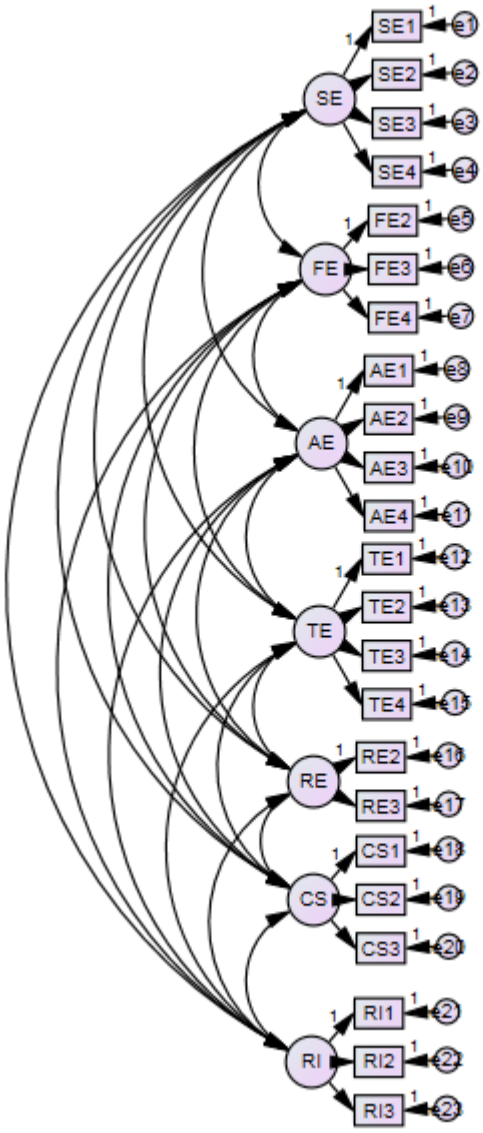

Figure 34 : Confirmatory Factor Analysis (CFA) Model

Indicator	Chi-Square	GFI	NFI	RFI	TLI	IFI	CFI	RMSEA
Indicator Value	1.140	0.936	0.952	0.925	0.990	0.994	0.994	0.025

The table shows the results of the model fit for Confirmatory Factor Analysis, the Chi-Square is 1.140 therefore significant as it is below 3.0, GFI, NFI, RFI, IFI and CFI are all above 0.9 therefore they all represent a good fit with IFI and CFI signifying a very good fit as the statistics are close to 1. TLI is 0.990 which is above the 0.95 needed for a good fit therefore it signifies a good Fit. RMSEA is 0.028 therefore significant as it is below 0.08 needed for a good fit. All the indices were within the recommended threshold therefore the model has a good fit.

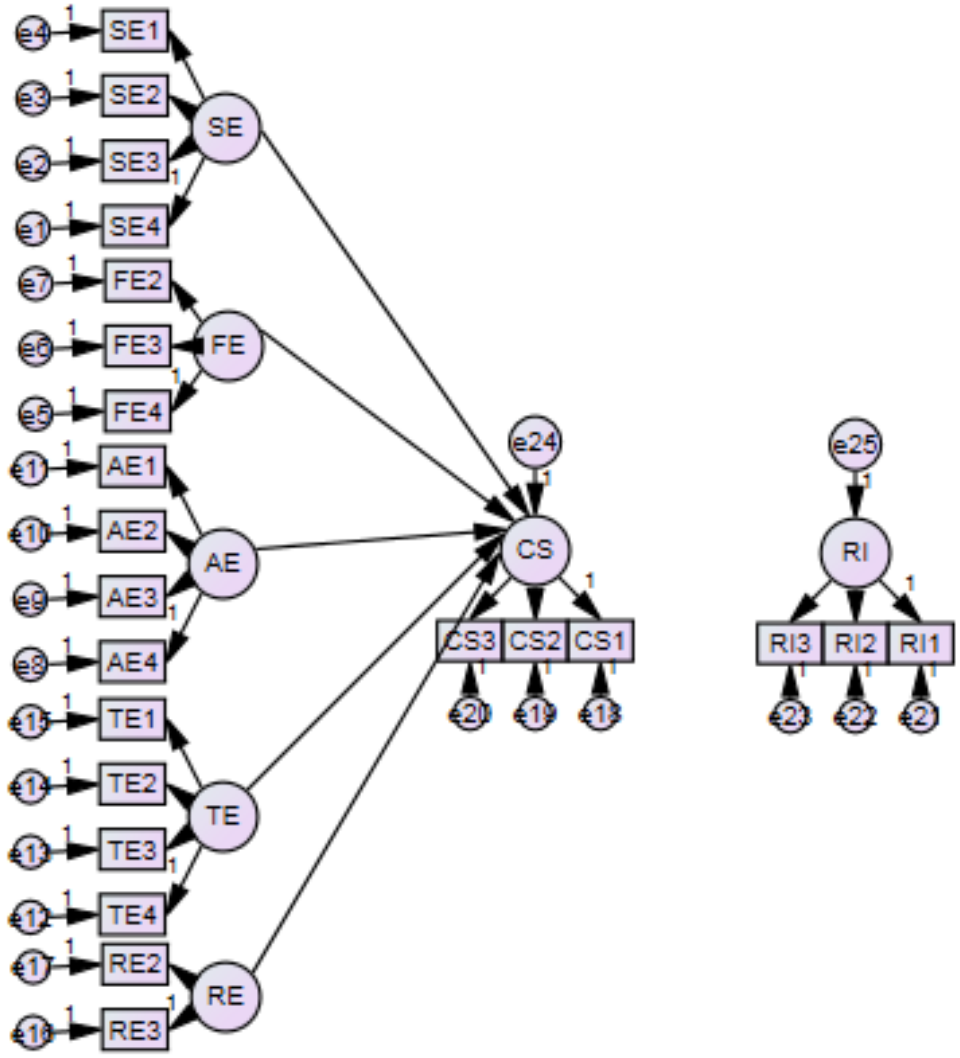

Figure 35: Structural Equation Model

The path coefficients are depicted in table 9 below.

Indicator	Chi-Square	GFI	NFI	RFI	TLI	IFI	CFI	RMSEA
Indicator Value	1.073	0.940	0.956	0.929	0.995	0.997	0.997	0.018

Path Modelling Results

To assess the path model the following indices were utilised: Chi-Square, CFI, NFI, TLI, IFI, RFI, GFI and RMSEA. In results are depicted in the table below. The chi-square is 1.22 which is below 3.00 therefore significant, the RMSEA is below 0.08 at a value of 0.018, CFI, CFI, NFI, IFI, RFI are all above 0.9 with values ranging from 0.929 – 0.997 therefore all values were found to be significant.

4.3.4 *Hypothesis Testing*

To test the hypothesis, Structural equation modelling was used which is a statistical method which tests the relationship between observed and latent variables, these can be tested in directional and non-directional patterns. The objective of Structural equation modelling is to be able to understand the patterns of covariance between the variables as well as explain the variance with the model (Suhr, 2006). The table shows the results from the hypothesis testing and the strength of the relationship between the variables which were tested based on the hypotheses.

Proposed Hypothesis	Hypothesis	Standardized Estimate	P Value	Results
SE → CS	H1	0.786	***	Supported and Significant
FE → CS	H2	-0.942	***	Not Supported and Significant
AE → CS	H3	0.295	0.026	Supported and not significant
TE → CS	H4	0.175	0.044	Supported and not Significant
RE → CS	H5	0.592	0.002	Supported and not Significant
CS → RI	H6	0.818	***	Supported and Significant

Table 8: Hypothesis results

Results of Hypothesis 1: Sense experience and Customer Satisfaction

In H1 it was hypothesised that sense experience has a positive relationship with customer satisfaction. The results show that the results were supported as the path coefficient is 0.01 representing a 99% confidence level and a positive estimate of 0.786. Therefore there is a positive significant relationship between sense experience and customer satisfaction.

Results of Hypothesis 2: Feel Experience and Customer Satisfaction

H2 hypothesised that Feel experience and customer satisfaction has a positive relationship, the results show that the hypothesis is not supported. The results show a path coefficient is 0.01 which represents a 99% confidence level and an estimate of -0.942 therefore based on the results there is negative significant relationship between Feel experience and customer satisfaction.

Results of Hypothesis 3: Act Experience and Customer Satisfaction

H3 hypothesised that Act experience has a positive relationship with customer satisfaction, the results support the hypothesis. The results show a path coefficient of 0.026 which signifies an insignificant relation and an estimate of 0.295 which shows that a positive relationship does exist between Act experience and Repurchase intentions. This means that there a positive insignificant relationship between Act experience and customer satisfaction.

Results of Hypothesis 4: Think Experience and Customer Satisfaction

For H4 it was hypothesised that there is a positive relationship between Think experience and customer satisfaction, the results support the hypothesis. The results show a path coefficient of 0.044 and an estimate of 0.175, these results show that while there is positive relationship between customer satisfaction and repurchase intentions the relationship is insignificant as the P value is not 0.01.

Results of Hypothesis 5: Relate Experience and Customer Satisfaction

H5 hypothesised that there is a positive relationship between relate experience and customer satisfaction. The results show a path coefficient of 0.002 which signifies insignificance and an estimate of 0.592 which shows that a positive relationship does exist between relate experience and customer satisfaction. This means that there is a positive insignificant relationship between customer satisfaction and repurchase intentions.

Results of hypothesis 6: Customer satisfaction and Repurchase Intentions

H6 hypothesised that there is a positive relationship between customer satisfaction and repurchase intentions. The results supported the hypothesis as they showed an estimate of 0.818 and path coefficient of 0.01 which represents a 99% confidence level. This means that there is a positive significant relationship between customer satisfaction and repurchase intentions.

Summary of the results

This chapter presented the results from the questionnaire which was conducted to test the impact of experiential marketing, customer satisfaction and repurchase intentions. The results which were analysed to see the descriptive statistics, validity and reliability, model fit and results from testing the hypothesis. Out of 6 hypothesises 5 were found to be supported. The following chapter discusses the results.

CHAPTER 5. DISCUSSION OF THE RESULTS

5.1 Introduction

The chapter discusses the results which were found in the study, starting with the demographic profiles of respondents then moves to the results of the hypothesis test.

The descriptive statistics from the study showed the following results: majority of the respondents in the study were female, only 4.5% of them were married while the rest were single; this was not surprising as the study targeted students who were still studying at university and from the students who were surveyed 89% of them were full time students, while the remainder were part time students. 87% of students in the study were between the ages of 19 – 25 years which could be attributed to the fact that the school leaving age in South Africa is 18 years and therefore students would generally start university at the age of 19 years (Mahery & Proudlock, 2011). Majority of the respondents had high school as their highest qualification level, this could be attributed to the fact that majority of the respondents were between 19 and 25 years of age, an age where people are studying towards their first qualifications as the general age where people leave school or get employment is South Africa is 18 years (Mahery & Proudlock, 2011).

5.2 Discussion pertaining to H1: Sense experience and Customer satisfaction

A positive significance was found between sense experience and customer satisfaction in the study. Out of all the experiential marketing modules which were tested sense experience was found to have the strongest relationship with customer satisfaction; in a previous study by Alkilani, Ling and Abzakh (2013) this was also found to be the case. This tells us that using sense experience in marketing in marketing can result in customer satisfaction as supported by the previous researcher. Agapito, Valle, and Mendes (2012) stated that it is important to stimulate consumer

senses like sight, vision, hearing, smell and taste and touch in marketing in order improve consumer experiences with a product or service. As per the literature, Alkilani, Ling and Abzakh (2013) highlighted that sight is one of the most powerful senses as they allow consumers to see the environment around them and perceive goods and services; in this study when testing sense experience respondents were asked about whether they found their Smartphones attractive, something that can be judged based on sight, 91% of the respondents agreed and strongly agreed to the question. Sight played an important role in creating the overall sense experience as respondents were able to look at their Smartphones then decide if they found the design attractive or not to show the importance of sight in the Smartphone industry. Appendix E shows the different innovations which have been growing for Smartphones over the years and the camera continues to be improved in order to make the images taken by users better in terms of quality, something that can be judged by sight. Alkilani, Ling and Abzakh (2013) also stated that sound is important as it can impact on consumer emotions about a product or service, touch was also found to be important as this affects how a consumers interacts with a product, in the questionnaire respondents were asked about whether they loved touching the screens of their Smartphones, this question was asked when testing sense experience and majority of respondents agreed showing us that touch is also important to create a good customer experience when using Smartphones which can lead to customer satisfaction. Appendix E shows that Smartphone producers have seen the importance of touch in the Smartphone environment as it shows that one of the biggest innovations that continue to happen in the Smartphone industry is the improvement of the touch screen. The results tells us that by stimulating different sense which meet customer expectations customers can become satisfied (Song, Ahn & Lee, 2015).

5.3 Discussion pertaining to H2: Feel Experience and Customer Satisfaction

A negative significant relationship was found between feel experience and customer satisfaction in this study. This tells us that the more feel experience is used in the Smartphone industry the more it leads to customer dissatisfaction. To test the feel

experience in the study respondents were asked if they felt comfortable using their Smartphones; if they were emotionally attached to their Smartphones; if the experiential activities of their Smartphone brands made them feel interesting and whether their Smartphone functions made them feel happy, majority of respondents agreed. Han and Back (2007) and Faullant, Matzler and Mooradian (2011) had found in their studies that positive feel experience leads to positive customer satisfaction; this was not found to be the case in this study as the majority of the respondents in the study responded agreed to having a positive feel experience with their phones but in the end the study found that feel experience lead to dissatisfaction. The difference in the results could be attributed to the different industries as the study done by Han and Back (2007) used a sample consisting of graduate students looking at their hotel experiences while Faullant, Matzler and Mooradian (2011) did a study in the tourism industry. Both these studies were done in different countries, this could have also contributed to the difference in findings. Alkilani, Ling and Abzakh, (2013) state that it is important for companies to understand the different stimuli which needs to be used In order to get ideal emotions from customers, this can tell us that although ideal emotions were found to be present as majority of respondents agreed to the questions these did not lead to satisfaction.

5.4 Discussion pertaining to H3: Act Experience and Customer Satisfaction

The study found that the relationship between Act experience and customer satisfaction is positive but not significant. This tells us that although act experience can lead to customer satisfaction it is not a strong predictor of customer satisfaction. Yang (2009) explained that act experience can create long term behaviour patterns and lifestyles. In a Smartphone context this can be done through creating experiences through the Smartphone which lead to a change in behaviour patterns or lifestyles for example in the questionnaire respondents were asked if their Smartphones made them want to get accessories for it or learn more about smartphone technology. You-Ming (2010) defines act experience as a way of linking with customer so that they can get social identity and have a sense of belonging, in a Smartphone context this could

link back to customers getting a sense of belonging with others just by using the Smartphone. Vila-López, Rodríguez-Molina (2013) state that factors like values, personal needs, personality, motivations and self-awareness can affect act experience this could explain why studies like the one done by Rahardja and Anandya (2010) found Act experience to have a positive significant relationship in a study done in Indonesia which is a different market; in this study the results were positive but insignificant. The insignificance could have been influenced by differences in the location and industry which was studied.

5.5 Discussion pertaining to H4: Think Experience and Customer Satisfaction

Think experience was found to have a positive relationship with customer satisfaction however, the relationship was found to be insignificant. This tells us that while a positive relationship has been found that it is not a strong relationship. Think experience has to do with appealing to a customer's intellect and triggering their creative side or problem-solving abilities (Schmitt, 1999). To test Think experience in the study respondents were asked whether their Smartphones stimulated their curiosity, intrigued them, interested them and made them want to learn more and majority of respondents agreed to the questions. A Smartphone offers many apps and features which could stimulate curiosity, intrigue, stimulate interest and make users want to learn more; appendix E shows the growing innovations in Smartphones and one of them is 3G which helps make the internet faster. Faster internet can help users explore the internet more looking for more information which stimulates their curiosity, intrigues them and allows them to learn more about different things, all of these contribute to a user's Think experience.

5.6 Discussion pertaining to H5: Relate Experience and Customer Satisfaction

H5 looked at the relationship between Relate experience and Customer satisfaction. These were found to be positive but not significant. Relate marketing campaigns are

designed to appeal to a consumers need for self-improvement; these campaigns do it in a way that relates a person to a broader social system (Schmitt, 1999). To test relate experience in the study respondents were questioned about whether they could relate to other people through the usage of their Smartphone, whether the features of their Smartphones made them feel closer to their Smartphones and if their Smartphones made them think about the importance of having them on their Smartphones. Majority of the respondents agreed to all questions, when looking at the questions which were asked in the profile questions majority of the respondents were using Samsung and iPhone, which means that they shared common Smartphone brands this could explain why they said they could relate to other people through the usage of their Smartphones. Features like social networking were highlighted in the context as some of the popular features used by Smartphone users; this could also explain why respondents agreed to this as they are able to interact with other people through social media apps like Facebook and WhatsApp. These are some of the things which could explain why relate experience was found to have a positive relationship with customer satisfaction in the study. In a study previously done by Gentile, Spiller and Noci (2007), it was found that the type of relate experience a consumer has was influenced by the type of product in which the experience is being created, this could explain why the results of the study were found to be positive but insignificant. Previous studies by Wu and Tseng (2015) and Rahardja and Anandya (2010) also found in their studies that relate experience and customer satisfaction have a positive relationship; this is consistent with the results of this study.

5.7 Discussion pertaining to H6: Customer Satisfaction and Repurchase intentions

The relationship between customer satisfaction and repurchase intentions was found to be supported and significant as it has an estimate of 0.607 and a path coefficient of $p<0.01$ which resulted in 99% confidence. Other studies have also found that there is a positive relationship between customer satisfaction and repurchase intentions (Aron, 2006; Rahardja & Anandya, 2010; Chinomona & Sandaba, 2013). In this industry particularly where some brands are experiencing sales declines (Kenney & Pon,

2011), it is important for brands to understand if customers are satisfied as this will give an indication of whether repurchase will occur, repurchase is important in business because it allows firms to save as retaining customers is cheaper than acquiring customers (Ahmed, Nawaz, Usman, Shaukat, et al., 2010; Chinomona & Sandaba, 2013). In the study when testing customer satisfaction majority of respondents in the study responded that they were satisfied with their Smartphones and when respondents were asked about repurchase intentions majority if the respondents agreed that they intended to repurchase their Smartphones, this could be attributed to the fact that majority of the respondents owned Samsung and Apple Smartphones which are continuing to grow in the market and projected to grow even more this growth has been linked to customer satisfaction (Kenney & Pon, 2011; Cecere, Corrocher, & Battaglia, 2015). Based on the results, this tells us that there is positive relationship between customer satisfaction and repurchase intentions in the Smartphone industry amongst youth in South Africa.

5.8 Conclusion

In this chapter, the results of the study were discussed, some of the results were found to be consistent with literature namely; the most popular Smartphone brands in South Africa and globally, from the hypothesis test it was found that sense experience had the strongest relationship with customer satisfaction, this is consistent with previous literature. The relationship between customer satisfaction and repurchase intention as also found to be positive as per literature which was discussed. The following chapter discusses the conclusions and recommendations based on the results which were discussed in this chapter.

CHAPTER 6. CONCLUSIONS & RECOMMENDATIONS

6.1 Introduction

This chapter concludes the results which were found the study of the impact of experiential marketing on customer satisfaction and repurchase intentions of Smartphones amongst the Youth in South Africa by looking at each hypothesis. This is followed by the Recommendations of the study then lastly, a look at the suggestions for future studies which can be conducted.

6.2 Conclusions of the study

6.2.1 *Feel experience and customer satisfaction*

The study found that Feel experience had a negative significant relationship with customer satisfaction in the Smartphone industry amongst the youth in South Africa. The results indicate that when experience feel is used in the Smartphone industry it leads to dissatisfaction amongst customers and the dissatisfaction is significant. This is contrary what was hypothesised as it was hypothesised that there is a positive relationship between feel experience and customer satisfaction.

6.2.2 *Sense experience and Customer Satisfaction*

In the study, it was found that Sense experience has a positive significant relationship with customer satisfaction. Out of all the experiential marketing modules which were tested, it was the only one found to have a positive significant relationship with customer satisfaction. These findings give an indication that in the Smartphone industry Sense experience can lead to customer satisfaction and as discussed in literature satisfied customers tend to stay with an organisation for longer. This is particularly important in the Smartphone industry as the context of this study

highlighted the fact that some brands were continuously losing market share and had customers without repurchase intentions of their brands.

6.2.3 *Act experience and customer satisfaction*

Act experience and customer satisfaction was found to have a positive relationship as hypothesised however, the relationship was found to be insignificant. The results indicate that while act experience can lead to satisfied customers but not necessarily highly satisfied as the results were found to be positive but insignificant.

6.2.4 *Think Experience and Customer Satisfaction*

The study found that Think experience and customer satisfaction had a positive relationship which supported the hypothesis, however, the relationship was weak or insignificant. The results give an indication that while Think experience and customer satisfaction might have a positive relationship the relationship is not strong particularly for Smartphones amongst the youth in South Africa as that is what the study looked at.

6.2.5 *Relate experience and Customer Satisfaction*

The study found that Relate experience had a positive relationship with customer satisfaction as hypothesised. Although the relationship exists it was found to be weak, these results indicate that using Relate experience in the Smartphone industry amongst the youth will likely lead to customer satisfaction.

6.2.6 *Customer Satisfaction and Repurchase Intentions*

A positive significant relationship was found to exist between customer satisfaction and repurchase intentions. The results gave an indication that the more satisfied customers were with their Smartphones the more likely they were to have the intentions to repurchase the same Smartphone brand. As highlighted in the context, brands like Nokia and Blackberry were experiencing declines and when users using the brand were asked about their future purchase intentions, they had no intentions of

repurchasing the brands therefore it is likely that the reason for this was that the customers using the brands were dissatisfied and therefore had no intentions of repurchasing the brands in future.

6.3 Recommendations

The problem statement highlighted that some Smartphone brands were facing a decline in sales, market share and non-intention to purchase, despite a growing global industry which is growing even more in emerging markets like South Africa. As a result the study looked at experiential marketing and how it could have an impact on customer satisfaction and repurchase intentions. To test experiential marketing, five variables were used namely; sense, think, act, relate and feel, in order to see if they had a positive relationship with customer satisfaction; customer satisfaction was also tested to see if it had a positive relationship with repurchase intentions. The results found that out of the five experiential marketing modules, four of them had a positive relationship with customer satisfaction namely, Sense experience, Act experience, think experience and relate experience. From those modules, Sense experience was the only one found to have a positive significant relationship with customer satisfaction. The relationship between customer satisfaction and repurchase intentions was also found to be positive and significant. Based on the results which were found the following is recommended:

6.3.1 *Recommendations: Sense Experience for Customer Satisfaction*

Out of all the experiential marketing modules, sense experience was found to have the strongest relationship with customer satisfaction therefore, it is recommended that when using experiential marketing to gain customer satisfaction sense experience must be focused on the most compared to the other experiential marketing modules. Sense experience stimulates the five sense namely, touch, sight, hearing, smell and taste. For a Smartphone, the recommendations are that the main senses which are to be stimulated be touch, sight and hearing as Smartphones are devices which can be touched, seen and emit sound.

To stimulate the touch sense it is recommended that companies design Smartphones which feel good to touch and hold. Appendix E highlights that the touch screen of Smartphones has been a continuous innovation which has happened in the industry therefore creating Smartphones with good touch screen, easy to use with the hands and are of a size and weight which is desirable to consumers could be beneficial to companies. Once that is done marketers should look at creative ways in which these Smartphones can be experienced by current and potential consumer's example: Teaching new users how to best handle the phones, having samples for consumers to be able to touch the phone or even going to where consumers are in order to give them an opportunity to experience the product.

Sight can be appealed to by creating visually appealing Smartphones as well as creating applications or features in the phone which will be visually appealing. Appendix F highlights all the features and applications most users use their Smartphones for and majority of them are features which require vision in order to experience them e.g. Email, Social networking, Maps, Video streaming etc. therefore it is recommended that companies focus on creating innovations which can make the applications and features more visually appealing for consumers in order to create good experiences for them and stay competitive. Good quality cameras on Smartphones are an example of the type of features which can be improved in order to have more visually appealing images through the Smartphone. Once that is done marketers can create campaigns which allow users and potential users to experience the features or applications which are visually appealing, e.g. displaying images taken by the Smartphone in public spaces, forming partnerships with car dealerships to provide the Smartphones with their cars in order for customers to experience the Maps through using the Smartphones.

A Smartphone is able to emit sound and this sound is used for Ringtones, music, radio, videos, etc. therefore it is recommended that companies focus on creating quality sound on the phones or make it easy to radio stream. Companies should then look at creative ways in which they can give users and potential users experience the sound, e.g. have or sponsor "silent parties" where attendees can only listen to music at the party through using the head phones provided to them on arrival, these ear phones

can emit the same quality of sound they would be able to receive in the Smartphone which is sponsoring the event. This could give attendees the opportunity to experience the quality sound in a non-conventional way.

What is important is for companies to understand which senses their core target market would like stimulated; once that is done they should create innovations which make focus on stimulating those senses then look into strategic ways to help consumers experience the product and its functions the best way possible. The marketing activities of the Smartphone can be designed to create memorable sense experiences for consumers which could lead to satisfied customers.

6.3.2 *Recommendations: Feel Experience for Customer Satisfaction*

The results in the study showed that feel experience has a negative significant relationship with customer satisfaction. That tells us that the more feel experience is used the more it leads to dissatisfaction of customers. An example of using feel experience in a Smartphone context would be creating marketing campaigns which appeal to emotions, these feelings could range from excitement to amusement, the reason that emotions could be leading dissatisfied consumers is that a Smartphone is a product which offers features and applications, as a result consumers might find that appealing to emotions is not important as they are more interested in the tangible item, features, applications and other experiences offered by the Smartphone therefore creating emotional experiences through the usage of the Smartphone could be deemed as irrelevant as emotions play a minimal role in the actual performance of the Smartphone. The recommendation is that feel experience is eliminated when marketing Smartphones particularly amongst the youth in South Africa.

6.3.3 *Recommendations: Act Experience for Customer Satisfaction*

A positive relationship was found between Act experience and customer satisfaction however, it was not significant. Although it was not significant, it is recommended that in the Smartphone industry, Act experience is used as a secondary or third strategy once sense experience has been implemented. In order to stimulate Act experience,

a company can look at creating applications or features on the phone which will influence a change in the lifestyle of users or encourage certain actions which would be desirable for the continued usage of the product. As stated in the context, one of the reasons Apple gained popularity was because of its ability to create a 360 degree experience for Apple users through linked the iPhone, iPod and iPad, this was not only able to create a great experience for users but influence the lifestyle of users by making it easy to use any gadget including their Smartphones and have them linked to the other as a result being well integrated in their lifestyle as it brings together the use of multiple gadgets. It is recommended that Smartphone companies look into ways to integrate Smartphones into the Lifestyles of users, in order to do this a good starting point would be understanding the targeted customers and their lifestyle then find ways in which Smartphones can be used to be integrated with their lifestyles, e.g. if a brand is targeting youth which is interested in Sports for their Smartphones a brand can look at getting a brand ambassador who is a prominent sports person, create great sporting apps on the Smartphone then have platforms which provide daily sports news. That could influence users and potential users to constantly be on their phones as they would be providing an experience which interests and enhances their Smartphone experience as it would influence then to act in a way which is aligned with their interests and lifestyle. Another recommendation would be to create completely new experiences for users which have not been previously done by others, e.g. creating events linked to a Smartphone brand, gaming platforms, applications, video streaming applications or the creation of complementary Smartphone products which will help enhance their lifestyles or uses for their Smartphones.

6.3.4 *Recommendation: Think experience for Customer satisfaction*

A positive but insignificant relationship was found between Think experience and customer satisfaction while the results gave an indication that a relationship did exist, it was found to be weak and from the four experiences which were found to have a positive relationship with customer satisfaction, think experience was found to have the weakest relationship. It is therefore recommended that if companies or practitioners are interested in using Think experience in their marketing programs in order to gain customer satisfaction should consider it as the last option as it has a very

weak yet positive relationship with customer satisfaction. As discussed in the literature Think experience appeals to the customer's cognitive side, a weak relationship could have happened as a result of customers not being very interested in the creativity of the Smartphone brands as they are more interested in the functions which the Smartphones are able to offer.

In order to appeal to consumers through the use of Think experience it is recommended that companies should look at creating adverts which stimulate curiosity or push customers to think about the Smartphone brand or what is being communicated, this could encourage consumers to get excited by the brand or want to learn more about the brand being advertised. A Smartphone brand can also look at creating interactive experiences with consumers which encourage them to think e.g. sponsoring radio or television programs which test general knowledge or knowledge on specific topics, consumers could be encouraged to use their Smartphones in order to get answers quickly. Another way to stimulate think experience could be through creating Smartphone functions which constantly offer different think experiences like triggering intellect, creativity or problem solving. For those applications which currently exist but are not widely used, brands should look at finding creative ways to help users understand their Smartphones better or communicate the functions more in order for the users to be able to experience the functions.

6.3.5 *Recommendations: Relate Experience for Customer Satisfaction*

The study found a positive insignificant relationship to exist between relate experience and customer satisfaction. Even though the relationship was found to be insignificant it has strongest relationship with customer satisfaction following sense experience which was found to have a positive significant relationship with customer satisfaction. Based on this, it is recommended that companies in the Smartphone industry consider using relate experience after sense experience in order to create customer satisfaction.

As discussed in the literature, relate experience looks at appealing to a consumer's need to relate with others by creating products or services which enable that. To create relate experiences the first recommendation would be to select a specific segment

with similar social needs, once that is done look at creating experiences related to the Smartphone which would allow for social interactions with others or create a sense of belonging for the Smartphone user or potential user. Appendix F shows that social networking in amongst the most popular activities used with a Smartphone, social networking is great example of relate experience as it allows people to interact and relate with others through using it. Smartphone brands can look at forming partnerships with social network owners in order to create better social network experiences specifically for their Smartphone brands in order to offer better experiences than competitors, these social networking additional features could be specific to just their brands giving them a competitive advantage. Another option could be looking at the lifestyles of the target population then find ways to connect them by merely using a specific Smartphone brand or even creating incentives connected to social interactions which come as a result of using the specific brand, eg. Offering Smartphone users of a particular brand discounts to event tickets or creating innovative applications which allow them to interact with only those using the same Smartphone brand and using that as a value proposition in the marketing communication.

6.3.6 *Recommendations: Customer Satisfaction for Repurchase Intentions*

The study found customer satisfaction to have the strongest relationship as it was found to have the strongest, most significant relationship, out of all the relationships which were tested in the study. The results show that the more satisfied customers are the more likely they are to have repurchase intentions. Based on this, it is recommended that companies in the Smartphone industry looking to get repurchase from consumers should first focus on satisfying the customers. In the study, five experiences were tested to investigate which had the strongest relationship with customer satisfaction and sense experience had the strongest and most significant relationship with customer satisfaction. Based on the findings it is recommended that in order to get the most customer satisfaction which will then lead to repurchase intentions, lot of focus should be put on creating sense experience for consumers in the Smartphone industry, particularly the youth. Once sense experience is used, relate

experience followed by act experience then then lastly, think experience can be stimulated in order to lead to customer satisfaction.

The above study clearly highlights that experiential marketing can lead to customer satisfaction then repurchase intentions of Smartphones amongst the youth in South Africa however, feel experience must be excluded as it leads to customer dissatisfaction. It is then recommended that Smartphone brands should consider stimulating the four experiences. Experiential marketing could also be beneficial to those looking to retain customers and have them repurchase their brands when they change their Smartphones.

Africa and other emerging markets are unique; they have unique needs as well as problems. It is important for companies offering Smartphone brands to do good research within these markets and find out what their unique needs are in order to improve Smartphone offerings and the communication of Smartphones within these markets, e.g. the context pointed out that internet usage in majority of the markets was used through Smartphones due to infrastructure problems and high cost of PC's; what is important to Smartphones to understand is how are the people using them and what exactly they are using them for then create unique offerings which enhance the experiences of the people within the emerging markets.

Suggestions for further research

It is suggested that future research uses longitudinal studies in order to pick up any changes or trends which may occur over the years within the population particularly because technology is always evolving therefore, needs may change over the years. Future studies should look at using larger samples in different provinces across South Africa and also look at conducting research amongst the youth who are both in tertiary and those who are not in tertiary institutions.

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APPENDIX A

Actual Research Instrument

The University of Witwatersrand
Graduate School of Business Administration
Cell: 0714586095
Email: boitscarol@yahoo.com
Date: July 2015

Dear Sir/Madam

RE: COMPLETION OF QUESTIONNAIRE

I am a post graduate student at the University of Witwatersrand – Graduate School of Business Administration, undertaking a Master of Management in the field of Strategic Marketing. The topic of my research is "Experiential marketing as a predictor of customer satisfaction and repurchase intention of Smartphone's amongst the youth in South Africa."

In order to accomplish my research objectives, a questionnaire has been prepared to gather information regarding the following:

- Sense experience
- Feel experience
- Relate experience
- Act experience
- Think experience
- Customer Satisfaction
- Repurchase Intention

This is to kindly request you to complete the attached questionnaire. Your response will be of great value to the research.

Please be advised that your identity and feedback will be kept anonymous.

Yours Sincerely

Caroline Boitumelo Sebopa
Research Supervisor
Prof. Richard Chinomona

Please answer the following questions by marking the appropriate answer(s) with an X. This questionnaire is strictly for research purpose only.

SECTION A: GENERAL INFORMATION

The section is asking your background information. Please indicate your answer by ticking (X) on the appropriate box.

A1 Please indicate your gender

Male	
Female	

A2 Please indicate your marital status

Married	
Single	

A3 Please indicate your age category

15 years – 18 years	
19 – 25 years	
26 – 35 years	

A4 Please indicate your highest academic level

High School Student	
Diploma	

Degree	
Post graduate degree	
Other (specify)	

A5 Please indicate your occupation

Full-time Student	
Part-time Student	

A6 Please indicate which Smartphone brand you currently own

Apple iPhone	
Black Berry	
Huawei	
Nokia	
Samsung	
Sony	
Other	

You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5 point scale below:

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

SECTION B:

1. Sense Experience

Please indicate to what extent you agree or disagree with each statement regarding the sense experience with your Smartphone.

		Strongly disagree	**disagree**	**neutral**	**agree**	**Strongly agree**
1	My Smartphone attracts my senses very much(e.g. touch, visually, sound)					
2	My Smartphone's design is very attractive.					
3	It is very interesting to touch the screen of my Smartphone.					
4	My Smartphone's features are very interesting.					

2. Feel Experience

Please indicate to what extent you agree or disagree with each statement regarding the feel experience with your Smartphone.

		Strongly disagree	disagree	neutral	agree	Strongly agree
1	I feel comfortable using my Smartphone.					
2	I am emotionally attached to my Smartphone's brand.					
3	My Smartphone brand's experiential activities (e.g. Ambassador or events) have made me feel interesting and fresh.					
4	The functions performed by my Smartphone make me feel happy.					

3. Act Experience

Please indicate to what extent you agree or disagree with each statement regarding the act experience with your Smartphone.

		Strongly disagree	disagree	neutral	Agree	Strongly agree
1	My Smartphone makes me wants to get accessories for it and other complementary products like apps.					
2	The features on my Smartphone make my life easier.					
3	There are indications on my Smartphone which make it easier to understand the features of my Smartphone.					
4	My Smartphone brand provides me with information that makes me want to buy more from it.					

4. Think Experience

Please indicate to what extent you agree or disagree with each statement regarding the think experience with your Smartphone.

		Strongly disagree	disagree	neutral	Agree	Strongly agree
1	The product features of my Smartphone intrigue me.					
2	The functions on my Smartphone stimulate my curiosity.					
3	The experiential activities of my Smartphone brand interest me.					
4	My Smartphone has made me want to learn more about Smartphone technology.					

5. Relate Experience

Please indicate to what extent you agree or disagree with each statement regarding the relate experience with your Smartphone.

		Strongly disagree	disagree	neutral	Agree	Strongly agree
1	I can relate to other people through the usage of my Smartphone.					
2	The functions provided by my Smartphone make me closer to the product.					
3	The features provided in my Smartphone get me to think about the importance of having them in my Smartphone.					

SECTION C:

1. Customer Satisfaction

Please indicate to what extent you agree or disagree with each statement regarding your satisfaction with your Smartphone.

		Strongly disagree	disagree	neutral	agree	Strongly agree
1	I am satisfied with my Smartphone.					
2	My Smartphone has met my expectations.					
3	My Smartphone is the ideal Smartphone.					

SECTION D:

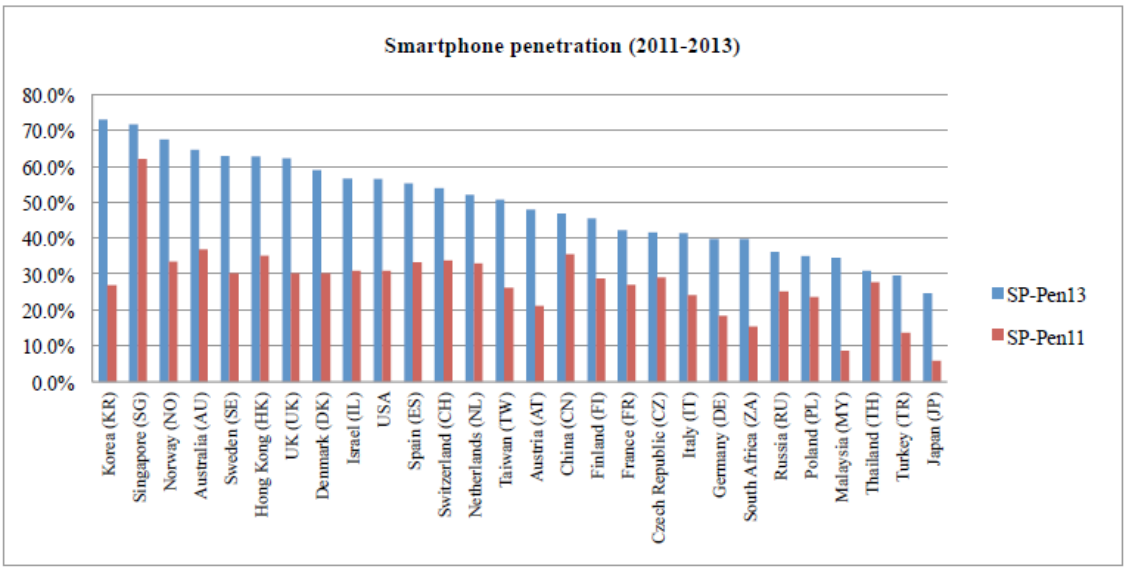
6. Repurchase intentions

Please indicate to what extent you agree or disagree with each statement regarding your repurchase intentions.

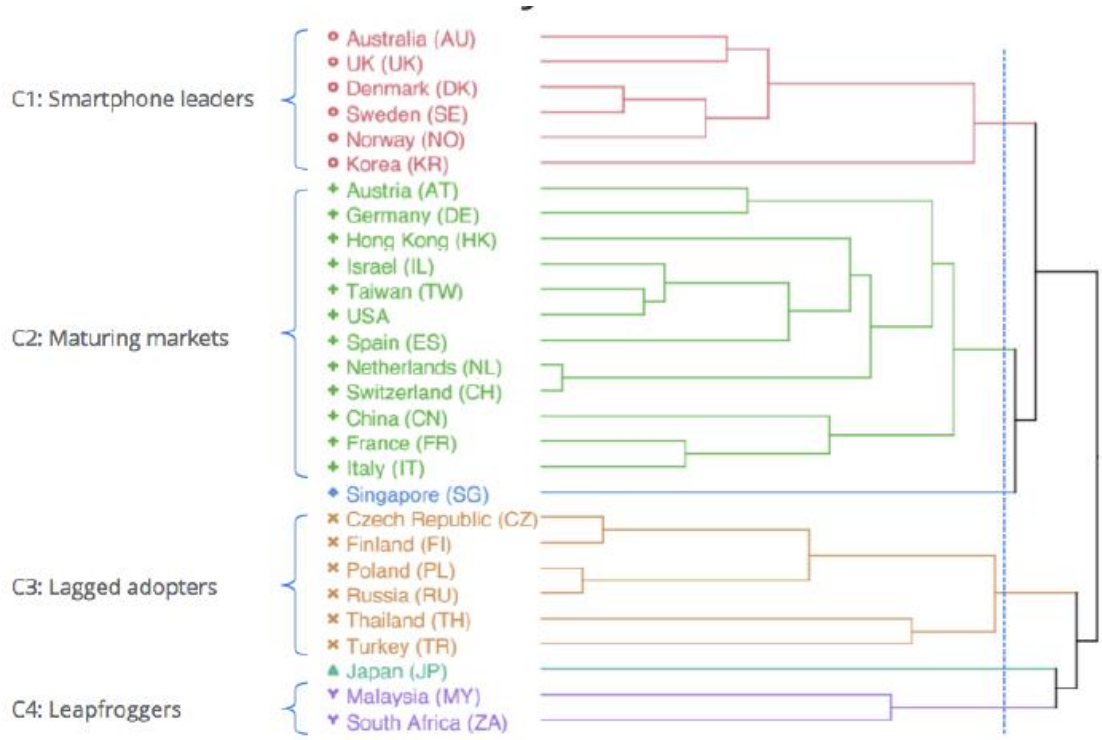
		Strongly disagree	disagree	neutral	agree	Strongly agree
1	I intend to repurchase my smartphone brand.					
2	My smartphone brand would always be my first choice.					
3	I would like to purchase the smartphone brand in future.					

APPENDIX C

GLOBAL SMARTPHONE PENETRATION



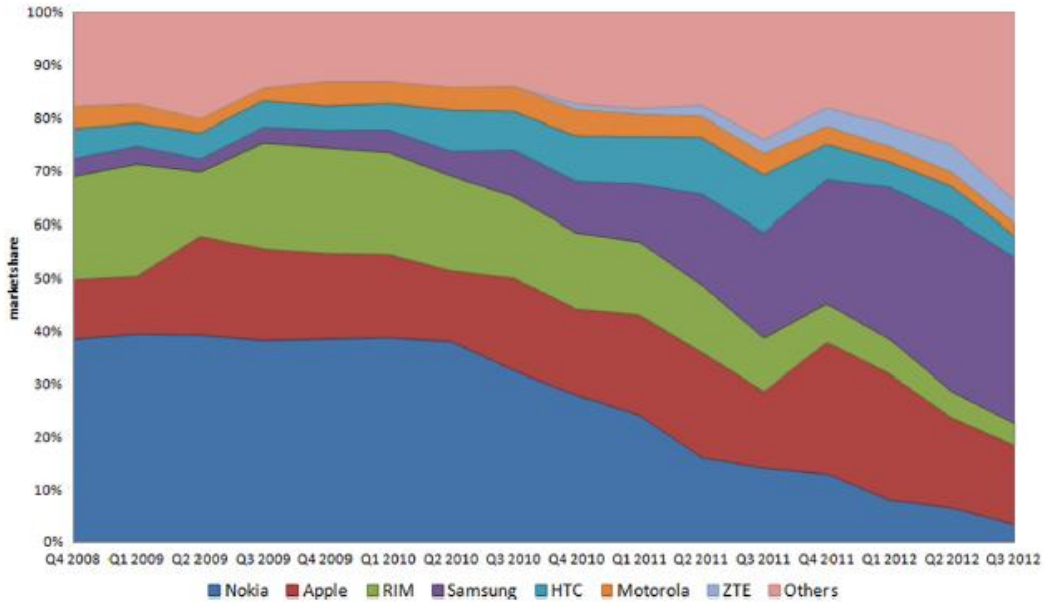
Source: Kakihara (2014)



Source: Kakihara (2014)

APPENDIX D

Smartphone Market Share Evolution



Source: Cecere, Corrocher, & Battaglia (2015)

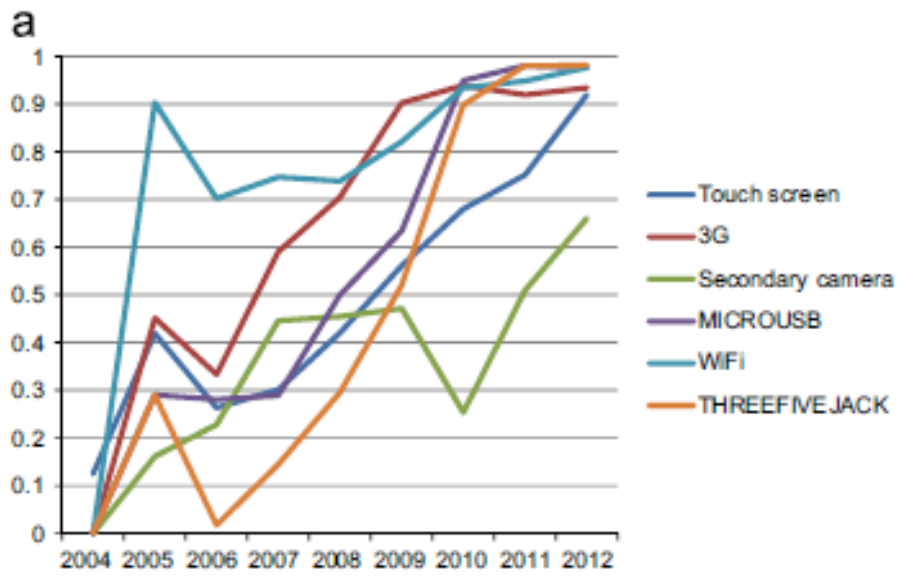
APPENDIX E

Smartphone Innovation

Top innovators in the industry.

Company	Number of new products	Average number of new products per year
Samsung	159	26.5
Motorola	112	14.0
HTC	108	18.0
Nokia	103	14.7
LG	79	15.8
RIM	54	6.8
Sony/Sony Ericsson	49	7.0
ZTE	37	12.3
T-Mobile	35	5.8
Huawei	31	10.3

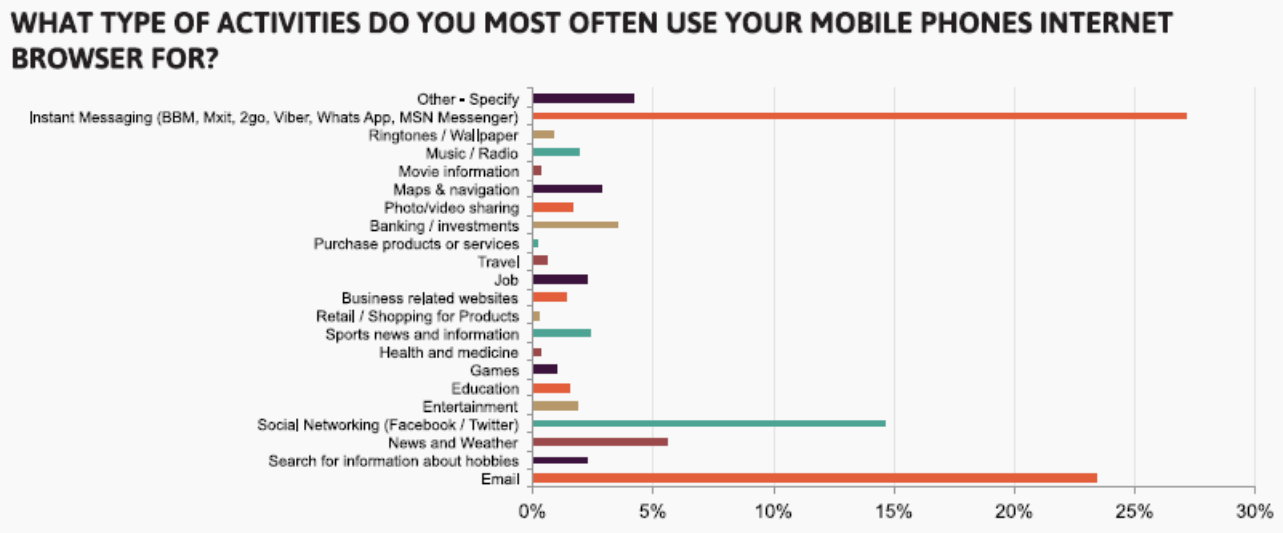
Source: Cecere, Corrocher, & Battaglia (2015)



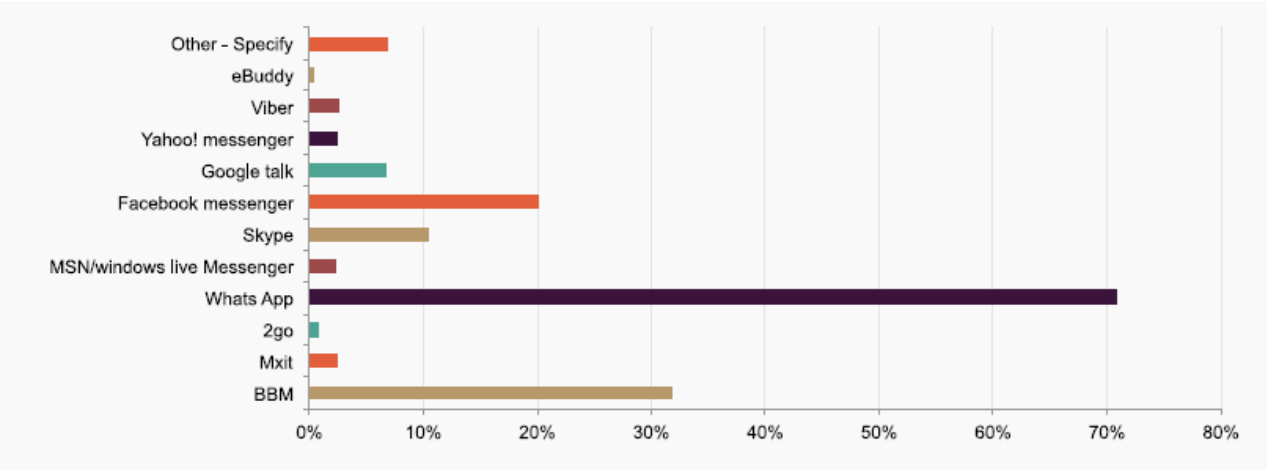
Source: Cecere, Corrocher, & Battaglia (2015)

APPENDIX F

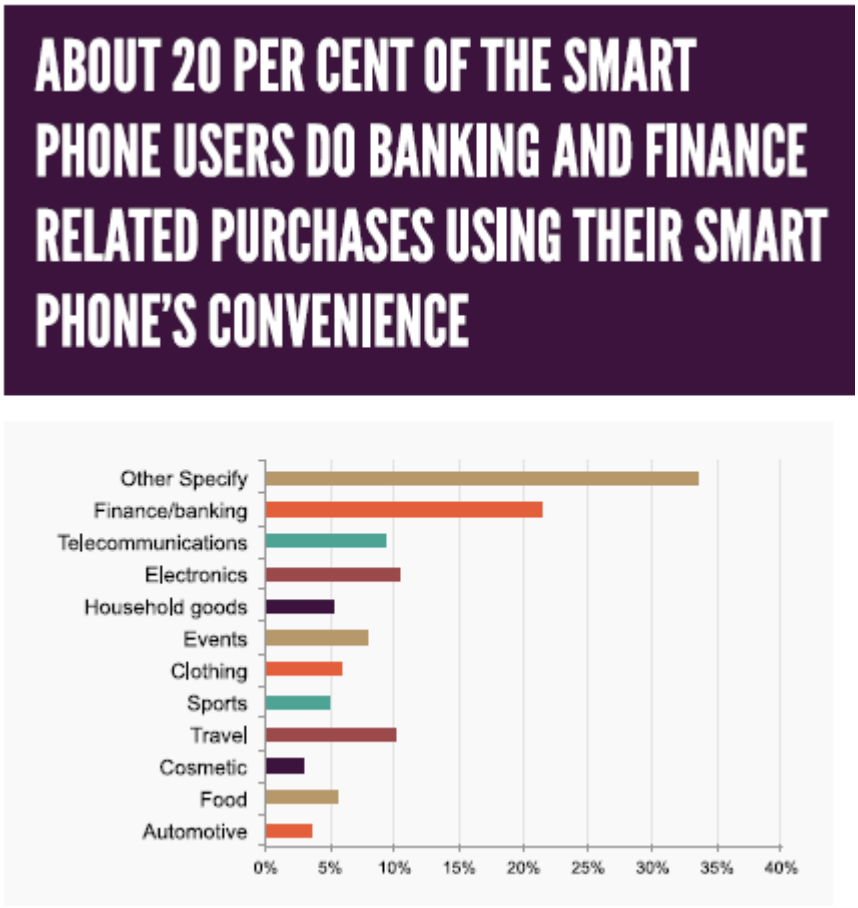
Smartphone usage trends in South Africa



Source: Effective Measure (2014)



Source: Effective Measure (2014)



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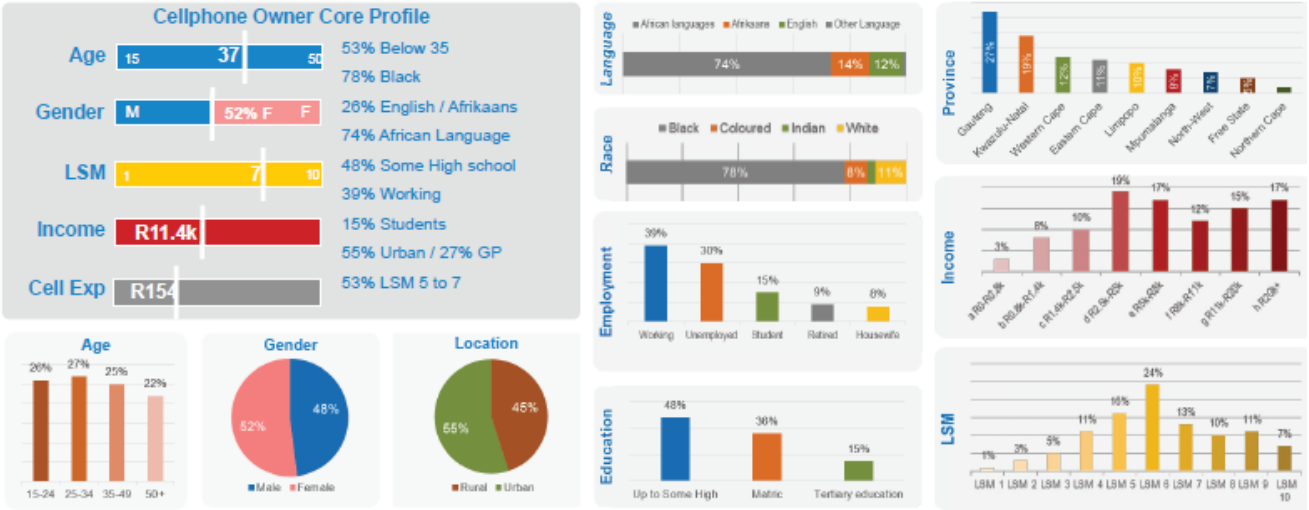
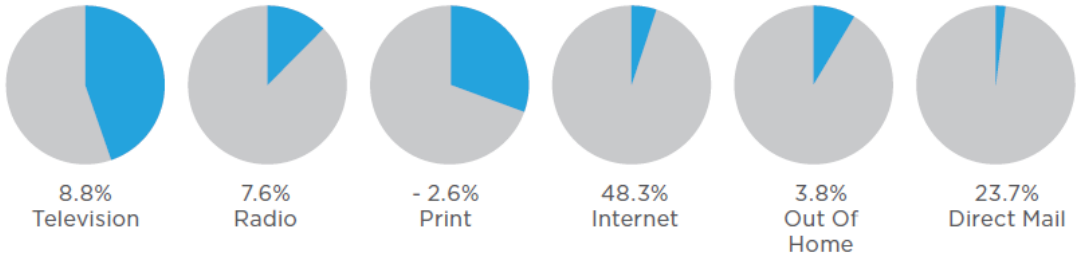


Source: Mobile Marketing Association (2014)

Investment in South African advertising spend for the year to end June 2014 reached R37,896 billion increasing ahead of inflation at 7.3%. All media types delivered growth, except for the continued pressure on Print media spend, both newspaper and magazine, which posted 2nd consecutive year declines. Investment in Internet ad spend moved past the billion Rand mark, to account for 3.3% of all spend.



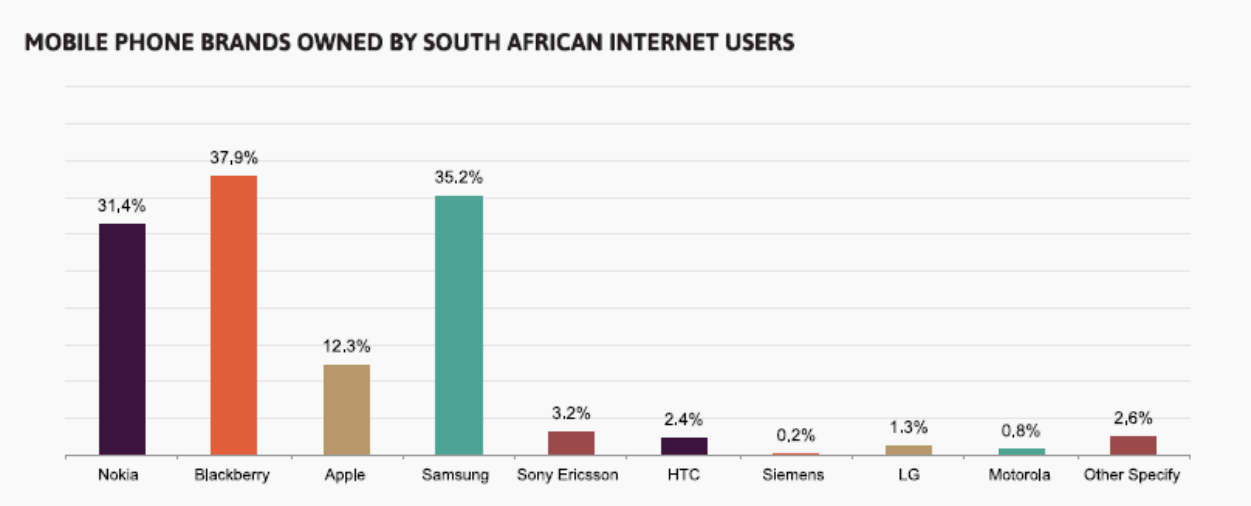
8.8% Television | 7.6% Radio | - 2.6% Print | 48.3% Internet | 3.8% Out Of Home | 23.7% Direct Mail

The top 5 growth categories are Financial Services, Government (Education & Health), Media Promotion, Retail and Travel (Sports & Leisure).

Source: Mobile Marketing Association (2014)

APPENDIX G

Smartphone purchase trends in South Africa



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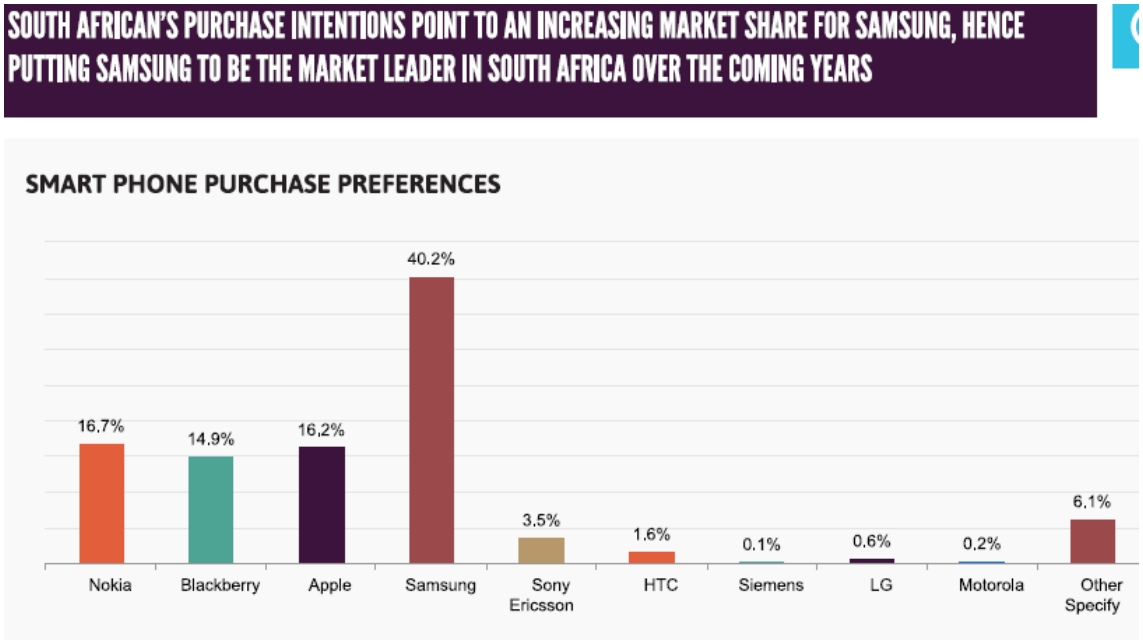

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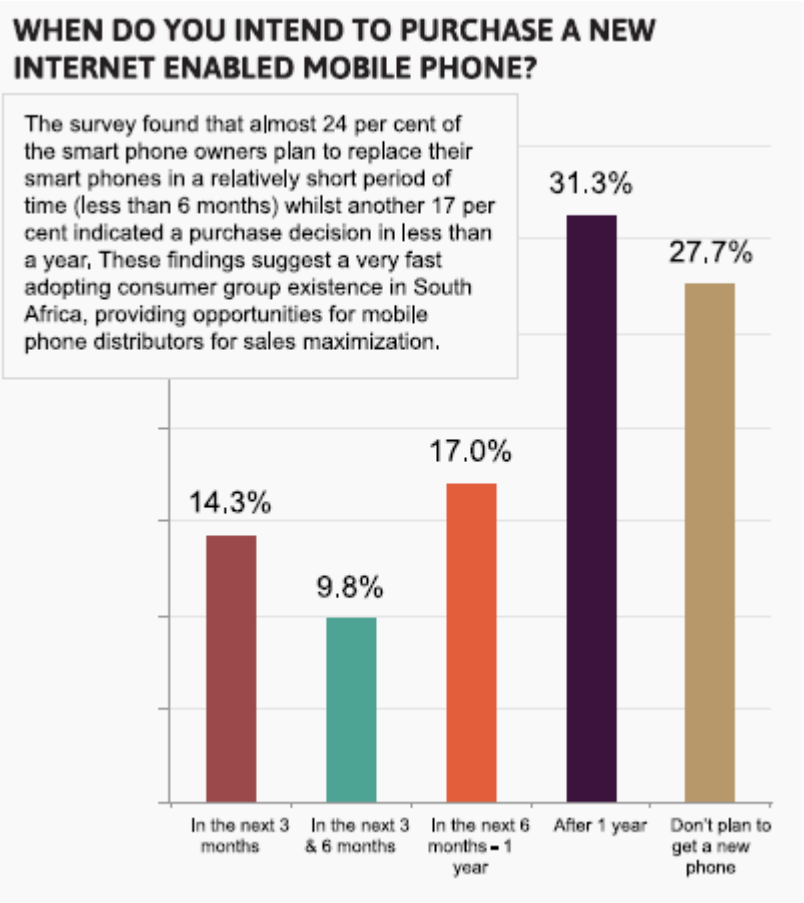

Source: Effective measure (2014)