

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

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

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

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I. INTRODUCTION

1.1 Background of the Study

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

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

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

Brand trust is the willingness of average consumer to rely on the ability of the brand to perform its stated functions which they have promised to their customers and what customers expect from them (Chaudhuri & Holbrook, 2001). Brand trust is having two dimensions, namely brand reliability and brand intention. Brand reliability is the customer satisfaction regarding the brand's capability in keeping promises and satisfies consumers' needs rather Brand intention is customer satisfaction to follow-on more and more convinced customers towards the brand as of that customers will tend to choose the brand and do not switch to another

brand (Delgado, Elena, Jose, Munuera, Maria, & Yague, 2003). Therefore, brand activations should be formed to cover the brand intention and brand reliable in customers' mind set.

Marketing Promotion is one of the main element of 7Ps under marketing mix and it's a communication structure or set of methods which stand for convey information related to the marketing entities to their target audience and through that its provision to generate sales to the organization(Wood, 2009). Simply promotion is as a system of communication between producers and the consumers. Promotion mix consists with different types of promotion tools which support to engage with the customers. Personal selling is a form of promotion in which can make direct contact between seller and buyer which including face to face interaction, understanding the customer's needs, and demonstrating how the product or service provide the value. Door to door promotion is one of the technique that can use under the personal selling and simply door to door selling can define as the offering products for sale by going door-to-door (Promotion:IMC, 2015). Sales people should go in door to door and meet the customer face to face and it may support to increase the brand trust. Sales people always attempt to give the best experience to their customers to create brand trust. Therefore, experiential brand activation may having a impact in creating brand trust in Mobile telecommunication service provider's door to door promotions in Sri Lanka.

Telecommunication service providers do in to different types of activities in order to increase their customers' trust towards the respective brands (Gunawardane, 2015).Mobile telecommunication service providers have to make a impact on customer experience which proves that they try to keep the brand promise toward customers.(Akther, 2017) and It may support to build up brand trust in the customers' mind.

Mobile Telecommunication industry is one of the most competitive and growing industry in Sri Lanka (Central Bank of Sri Lanka, 2015). Hence Customers tend to switch among competitive brands without any harassment thus there is no any switching cost. Therefore, making strong brand trust amongst customers is considerable to think of. There is significant competition among the existing operators, consisting of three fixed-line operators, four mobile phone operators, and 11 Internet Service Provider. Even though in this study it focuses on mobile telecommunication service providers only. Mobile telecommunication industry revenue comes in four ways; to be precise; voice, message, data and rich media content (Karunarathna, 2017).The Telecommunications Regulatory Commission of Sri Lanka (TRCSL) is a statutory body established under the Sri Lanka Telecommunications Act, No. 25 of 1991, as amended by the Sri Lanka Telecommunications (amendment) Act, No.27 of 1996. TRCSL is carrying out its role as a regulator in the field of Telecommunications.

Mobile telecommunication industry is an oligopoly market since market characteristics of the industry is more similar to oligopoly. The Oligopoly market can be defined as few sellers, selling the homogeneous or tinny differentiated products (Oligopoly Market, 2017). Therefore, Mobile telecommunication industry lies under the oligopoly market structure and a few industry players run the industry according to the communication act provided by the Sri Lankan Government. All the players in this mobile telecommunication industry have similar characteristics to some extend because of that industry has aggressive competition. Therefore, creating brand trust in customers' mind leads to retain customers and attract prospects towards the network. Brand activation is a mechanism to make top of the mind awareness and increase brand recalling power (Alberts, 2009).

As per Colombo Commerce Blog (2018) Dialog Axiata is the market leader in mobile telecommunication industry with 46% of active subscribers. Mobitel is in the second place with 24%. Airtel only have the 8% of active subscribers. In the beginning of 2018 Hutch and Etisalat made agreement for a merger to combine their mobile telecommunication operations in Sri Lanka because of that merger, total active subscribers' rate has grown to 22%.

The mobile phone subscription amount is more than the population of the Sri Lanka according to the TRCSL statistics. Cellular mobile phone subscription in Sri Lanka in 2017 was 28,199,083 and 2018 was 32,528,104 (TRCSL:Statistic, 2019) .There can be seen an increasing demand for both internet and cellular phone connections and its lead to increase the competitiveness among the mobile telecommunication service providers.

1.2 Research Problem

Brand activation enhance the effectiveness of traditional modes of communications as they can be more focused to a particular target market (McKay, 2006; Alberts, 2009; Saeed et al., 2015). Further Brand activation is a adaptable mean which can be customized to cater to the communications needs of different industries (Amin, 2013;Attri & Road, 2013.)Thus, there is a need of identifying experiential brand activation and how its supports to create the brand trust within consumer. Brand activation is a persuasive communication method which organizations use to have in order to induce customer positive attitudes towards the brand. According to Persuasive Communication Theory that a persuasive communication modes does attract more customers towards the object through means of persuasion(Ajzen, 1992).Furthermore Gunawardane,

Munasinghe, and Dissanayake, (2016) considered that brand activation is a novice research section which is a probable area to study with reference to brand-related behaviors and evaluations. By supporting that Dissanayake and Gunawardane, (2018) encouraged to investigate how brand activations could result in consumer behavioral responses that eventually influence brand performances within different product scopes. Mobile telecommunication industry is growing industry in Sri Lanka (Kumaresh & Dias, 2009; Gunawardane, 2015). Being, less number of players run the industry and the competition among those service providers are intense and turbulent (Etisalat, 2016). Therefore, the service providers need to create faith on consumer mind to survive in the industry and protect their market shares. For that they have to provide the real experience to their customers and deliver what have promised. In certain instances, it is obviously hard to create faith in the customers' mind for those organizations though they do several marketing communication activities. Hence this study focused to identify the role of experiential brand activation in driving the customer trust.

2 LITERATURE REVIEW

2.1 Experiential Brand Activation

Brand activation is a marketing related creation between brand and consumers in a way that consumers understand the brand in better and consider it as a part of their lives as well as it is a process that support for activating the customers by engaging the all available methods of the communication in a creative manner (Saeed et al., 2015). Further brand activation divided in to six platforms as experiential marketing, relationship marketing, content marketing, influencer marketing, promotional marketing and retailer marketing (PQMedia's & ANA, 2016).

The plus points of brand activation strategy compared to some other marketing communications approaches, which is where the brand activation using experiential approach, and trying to give the brand experience to the customer (Lia, 2008). The importance of the brand activation is; it enhances the effectiveness of the traditional modes of communications since they can be more focused to a particular target market and brand activation is a versatile tool that can be customized to cater to the communication needs of specific industries (Amin, 2013).

Brand Activation always appealed with experiential and behavioral aspect in between customer and the brand which connect the brand using customer experience via a big idea (Dissanayake & Gunawardane, 2018). While Brand activation is a tool which provides benefits to both the company and the brand simultaneously by giving exposure and experience to the target customers. Brand activation use experiential approach through that try to give the brand experience with all aspects of building consumer sensory (Lia, 2008).

Brand activation being a communication tool that create experience and which could not separate the experience created via the brand activation (Liembawati, Dharmayanti, Karina, Pemasaran, Petra, & Siwalankerto, 2014). Brand Activation enhance the bond between brand and the customers by creating customer experience in interactive manner and it supports for the customer to obtain the product related information in experiential way (Saeed R. , Zameer, Tufail, & Ahmad, 2015).

According to Barkus, Schmitt and Zarantonello, (2009) brand experience can be conceptualized as sensations, feelings, cognitions, and behavioral responses which are internal responses of the consumers; evoked by brand related stimuli that are part of brand's design and identity, packaging, communications, and environment. In service sector, brand experience can be seen as the totality of consumers' perceptions at each touch point, whether it being perception through any marketing communication activity, or during contact with service providers (Alloza, 2008). Brand experience initiates when consumers search for the products, purchase or obtain services and consume the products. Brand experience can be felt directly or indirectly when consumers engage with any kind of marketing communication tactics provided by the organization (Barkus, Schmitt, & Zarantonello, 2009).

It is essential to create products, marketing communications and that should reflect consumer senses, touch their hearts and stimulates their minds. (Anderson, 1969) These different types of customer experience also known as SEMs – Strategic Experiential Modules which includes sense, feel, think, act and relate elements (Schmitt, 1999). Hence it enhance the experiential learning (Davis & Summers, 2015).

The four dimensions of brand experience are Sensory, Affective, Behavioral and Intellectual and using those elements; constructed the brand experience scale (Barkus, Schmitt, & Zarantonello, 2009). The same scale used as the experiential brand activation measurement scale (Liembawati et al., 2014).

2.1.1 Sensory

Sensory dimension addresses to the interesting brand presentation that can be captured by human five senses which are associated with vision, hearing, smell, taste, and touch (Lee & Kang, 2012).

2.1.2 Affective

It is also known as "feel" and this dimension defined as the responses for consumers brand related stimuli that are engaged with the consumer in an emotional way - feeling or mood (Chen & Ma, 2018).

2.1.3 Behavioral

This dimension refers to the bodily and physical experience related to the brand or actions stimulated by the brand (Lee & Kang, 2012).

2.1.4 Intellectual

Known as “Think or Cognition”. Intellectual dimension is defined as consumer’s cognitive responses toward the brand in which let consumer to think or feel about aspects within the brand (Lee & Kang, 2012).

2.2 Brand Trust

Brand trust can be defined as important and essential factor that supports to maintain the good and long term relationship between the organization and the customer (Morgan & Hunt, 1994; Singh & Sirdeshmukh, 2000). Brand trust can motivate customer to rely on the capability of brand to perform its stated promises and functions (Chaudhuri & Holbrook, 2001). According to Ballester, (2003) brand trust can be defined as assurance perceived by the customer to the brand that will meet the needs and desires what it has promised.

Confidence of the brand trust can be divided in to two factors; namely Brand Reliability and Brand Intention (Chaudhuri & Holbrook, 2001; Liembawati, Dharmayanti, Karina, Pemasaran, Petra, & Siwalankerto, 2014) .

2.2.1 Brand Reliability

Brand reliability can be defined as the customer trust on the technical functions of the brand that what it promised to the customers and customer believe that the promised functions may satisfy their needs and desires (Hussein, 2016; Ballester, 2004)

2.2.2 Brand Intention

Simply brand intention is customer satisfaction and its leads to build more convinced customer who will not tend to switch to another brand (Delgado, Elena, Jose, Munuera, Maria, & Yague, 2003). The good intention of a brand has the good relation with customer regarding the welfare of the customer and the after sales services (Hussein, 2016).

2.3 Door to Door Promotion

Marketing Promotions used by organizations in order to communicate and maintain continuous relationship with their customers regarding organizations’ offerings (Rowley, 1998). The key role of the promotion is to determine the profitability and the market success since promotion is one component of the 7Ps and promotional mix include: advertising, direct marketing, sales promotion, public relations & publicity, personal selling and sponsorship (Rowley, 1998). Brand activation is an unconventional marketing promotion mechanism which supports to communicate the product related information to the customers while creating an experience to them (Saeed R. , Zameer, Tufail, & Ahmad, 2015).

Door to door promotion is one of effective channel to acquire the customers; generate the high awareness level related to the products; increase the sales level and support to create future brand recognition (Frost & Sullivan, 2012). Door to door promotion is an effective traditional technique that uses to drive sales. Simply it can be define as a promotional tool which involves the sales people moving from door to door and knocking uninvited target customers after that try to sell the offerings at the door step or the house premises (Frost & Sullivan, 2012).

Brand Activation can be divided into six platforms and door to door promotion which we selected in the study can be applied under the promotional brand activation (PQMedia's & ANA, 2016) .This has proven by Saeed R. , Zameer, Tufail, and Ahmad, (2015) as they mentioned “the right mean for brand activation may sales promotion, retail marketing, event marketing, niche promotion, and social programming”.

3 CONCEPTUALIZATION & OPERATIONALIZATION

3.1 Conceptual Model

Conceptual Model refers the pattern of the relationship between the key variables of the concepts. Conceptual model of this study consists with independent and dependent variables and is graphically shown below in figure. According to this study; independent variable is experiential brand activation and dependent variable is brand trust. Brand activation was identified as a Experiential driven element which leads to generate brand trust on customers’ mind (Marist, Yuliati, & Najib, 2014; Liembawati, Dharmayanti, Karina, Pemasaran, Petra, & Siwalankerto, 2014). Customers can experience the brand simultaneously in different ways of sensual, emotional, behavioral, and intellectual, since the brand will be more trustful (Lau & Lee, 1999). This conceptual framework indicates how the study link in to the selected variables.

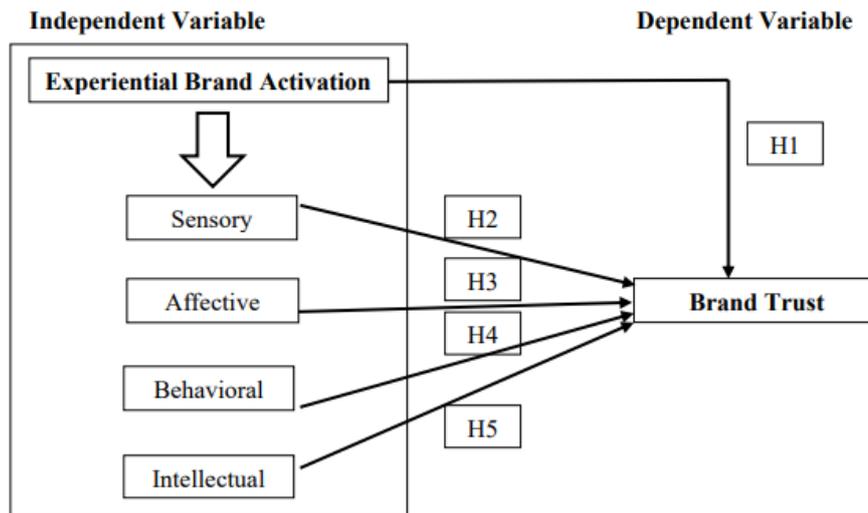


FIGURE 1 : CONCEPTUAL FRAMEWORK

3.2 Hypothesis

H1: There is positive impact of experiential brand activation on Brand Trust.

Brand activation creates trust among consumers, society and which leads to the loyalty (Saeed R. , Zameer, Tufail, & Ahmad, 2015). Thus brand activation is a one of persuasive marketing promotional tool which could enhance consumer trust (Marist, Yuliati, & Najib, 2014; Liembawati, Dharmayanti, Karina, Pemasaran, Petra, & Siwalankerto, 2014). Whereas brand activation is a mode which create the experience leaning for the participants of the activation which make the respondent more attached towards the brand (Anderson, 1969). Hence, Brand activation always attempts to provide the brand experience to the customer while creating the brand trust. Brand activation gives real time experience to customers and it leads to ensure that the promises which service provider has stated; based on that argument the researcher postulate the first hypothesis.

H2: There is a positive impact of Sensory dimension on Brand Trust.

Brand activation can create the experience which leads to consumer sensory appeal (Liembawati, Dharmayanti, Karina, Pemasaran, Petra, & Siwalankerto, 2014). According to Lee and Kang, (2012) customers enjoy brand experience simultaneously in different ways of sensual, emotional, behavioral, which enhance the brand trust. Based on that argument the researcher postulates the second hypothesis.

H3: There is a positive impact of Affective dimension on Brand Trust.

For successful activation of a brand it is essential to connect the brand emotionally with the consumer at the right time, in the right way and at the right place (Saeed et al., 2015). Therefore, Brand activation involves creating emotional aspect to connect with brand. Meanwhile brand activation corporate to build brand trust (Liembawati, Dharmayanti, Karina, Pemasaran, Petra, & Siwalankerto, 2014). Based on that argument the researcher postulates the third hypothesis.

H4: There is a positive impact of Behavioral dimension on Brand Trust.

Brand activation can be connected to many marketing communication related contexts including experiential programs and relationship building activities, events and celebrity involvement. Moreover, Brand activations may build up within the concepts of experiential and behavioral contexts of branding (Dissanayake & Gunawardane, 2018). Most of the times experiential events try to give the customer experience physically. Brand activation should be capable of activating a change in consumer behavior (McKay, A.; Brown, C., 2016). Not only that Brand Activation is a marketing tool that enhance consumer trust (Marist, Yuliati, & Najib, 2014). Therefore, brand activation gives the behavioral experience to the customer and through brand activation can generate the brand trust in customers' mind set. Based on that argument the researcher postulates the fourth hypothesis.

H5: There is a positive impact of intellectual dimension on Brand Trust.

Intellectual dimension is defined as consumer's cognitive response toward the brand that the consumer is aroused to think or feel about aspects and functions within the brand (Lee & Kang, 2012). Simply it means how customers think about the brand and the promotion; what kind of curiosity that customer has. The promotional element should have the ability to make customer think regarding the brand. Sales people go to the

customers' door step and it may make customers to think. Because of the door to door technique, the brand will be more trustful. Based on that argument the researcher postulates the fifth hypothesis.

4 RESEARCH METHODOLOGY

4.1 Research Design

This study's dependent variable is brand trust and the independent variable is experiential brand activation. Independent and dependent variables were designed by referring previous literature. Quantitative observations were used to carry out the current study.

4.2 Population

Population of this study is the people who use mobile telecommunication connections in Sri Lanka. Cellular mobile phone subscribers in Sri Lanka in 2018 was 32,528,104 (TRCSL:Statistic, 2019) and that rate is higher than the Sri Lankan population, consequently it can claim that Mobile telecommunication industry is having a saturated market in Sri Lanka at the moment.

4.3 Sample

The sample that researcher wishes to approach is the people who live in western province (Colombo, Kalutara and Gampaha) and participated in a door to door promotion. The reason behind that is, all the industry players cover the network better in western province. According to the coverage map of Sri Lanka; western province has good coverage (Better than - 85 dBm) of all 2G, 3G, 4G coverages (Axiata, 2018). Therefore, better to select sample from the western province. The sampling method in this research is convenience sampling technique. Moreover, the people who represent the population have not the same probability to be selected as the sample. Therefore, sample selection will be non-probability basis. The researcher likes to use selected sampling under the non-probability base. The previous research as regards the brand activation has been taken sample size as 200 units (Liembawati, Dharmayanti, Karina, Pemasaran, Petra, & Siwalankerto, 2014). Thus, the researcher wishes to approach 200 respondents for this study in western province of Sri Lanka.

4.4 Data Collection Method

Primary Data and Secondary Data Collections are the two type of data collection methods use to carry out the research. Primary data collected through distribution of the questionnaire among the selected sample. The questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from the respondents. The researcher used both open and close ended questions in line with the objectives of the study using five-point Likert scale for close ended questions.

Secondary data collected by using statistical reports related to the mobile telecommunication industry and previous research articles regarding to the subject area. The collected data has been analyzed by using the statistical software; IBM SPSS used as statistical software in this research.

V. DATA ANALYSIS AND DISCUSSION

5.1 Reliability Test

Reliability test is an indication of the stability and consistency which enables to assess the goodness of the measure. Internal reliability measures are the indicative homogeneity of the items in the measure that taps the construct (Sekaran & Bougie, 2013). Cronbach's alpha is the most commonly used test to determine the internal consistency or reliability of the data which is one aspect in studying reliability of collected data and it is used for multipoint scaled items. Every item developed to measure the construct is required to be significantly correlated with each other in the set of items. The study examines the consistency of results for different items of the same construct within the measure. An acceptable reliability score is 0.7 and more than it (Nunnally, 1978). According to Sekaran and Bougie, (2013) they have exposed that the score above 0.8 is considered to be strong reliability of the data set.

According to the study, brand intention is having the highest Cronbach alpha value as 0.93 and the lowest value has represented by the Affective variable. The value is 0.866. When considering overall the below table has reported all the variables are represented the value of Cronbach's alpha more than 0.8. Therefore, these measures which were taken for this study can be considered as reliable.

TABLE I: RELIABILITY ANALYSIS

Variables	Number of items	Cronbach's Alpha
Sensory	3	0.927
Affective	3	0.866
Behavioral	3	0.904
Intellectual	3	0.869
Brand Reliability	4	0.929
Brand Intention	4	0.931

Source: Survey Data 2020

5.2 Correlation Analysis

Pearson correlation matrix indicates the direction, strength and significance of the bivariate relationships among all variables that were measured. The measure assesses the change of one variable through a variation in another. The correlation coefficient would signify the strength and the direction of the relationship. The correlation range would be from -1 to +1, where a positive relationship is represented through +1 and a negative relationship through -1. A significant and acceptable correlation falls within the range above 0.5 (Hinkle, Wiersma, & Jurs, 1998). In social science studies the accepted significance level is $p < 0.05$ which would indicate that 95 times out of 100, there is a certainty of a true or significant correlation existing among the variables and there is a 5% chance of that the relationship truly does not exist (Sekaran & Bougie, 2013). The p value is 0.01 where the correlation is confident at 99%. The highest person correlation represents in Experiential Brand Activation to Brand Trust (H1) and it is 0.862 with 86.2% of relationship among the variables. The lowest person correlation represents in Affective to Brand Trust (H3) and it is 0.462 with 46% of relationship between the variables.

TABLE II : CORRELATION ANALYSIS

		Experiential Brand Activation	Sensory	Affective	Behavioral	Intellectual	Brand Trust
Experiential Brand Activation	Pearson Correlation	1	.893**	.702**	.899**	.874**	.862**
	Sig. (1-tailed)		.000	.000	.000	.000	.000
	N	208	208	208	208	208	208
Sensory	Pearson Correlation	.893**	1	.483**	.753**	.765**	.825**
	Sig. (1-tailed)	.000		.000	.000	.000	.000
	N	208	208	208	208	208	208
Affective	Pearson Correlation	.702**	.483**	1	.490**	.399**	.462**
	Sig. (1-tailed)	.000	.000		.000	.000	.000
	N	208	208	208	208	208	208
Behavioral	Pearson Correlation	.899**	.753**	.490**	1	.784**	.772**
	Sig. (1-tailed)	.000	.000	.000		.000	.000
	N	208	208	208	208	208	208
Intellectual	Pearson Correlation	.874**	.765**	.399**	.784**	1	.845**
	Sig. (1-tailed)	.000	.000	.000	.000		.000
	N	208	208	208	208	208	208
Brand Trust	Pearson Correlation	.862**	.825**	.462**	.772**	.845**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	
	N	208	208	208	208	208	208

** Correlation is significant at the 0.01 level (1-tailed).

Source: Survey Data 2020

5.3. Descriptive Statistics

The below table illustrate the descriptive statistics which are mean and standard deviation according to the data set.

TABLE III : DESCRIPTIVE STATISTIC

	Mean	Std. Deviation
Experiential Brand Activation	3.4575	.74242
Sensory	3.6170	.90219
Affective	3.0144	.87139
Behavioral	3.5080	.88946
Intellectual	3.6907	.86064
Brand Trust	3.6502	.90671

Source: Survey Data 2020

5.4. Regression Analysis

In multiple regression analysis there is a presence of more than one independent variable to explain the variance of the dependent variable.

MODEL SUMMARY

TABLE IV : MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.893 ^a	.798	.794	.41162	1.477

Source: Survey Data 2020

According to the Table, it can be determined that R square denotes a value of 0.798. This can be interpreted as 79.8% of the variation in Brand Trust is described by Sensory, Affective, Behavioral and Intellectual.

ANOVA

Table V : ANOVA Table

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	135.785	4	33.946	200.352	.000 ^b
	Residual	34.395	203	.169		
	Total	170.180	207			

Source: Survey Data 2020

Based on the results depicted in the Table, it can be concluded that the p value is less than 0.01 which is denoted through “sig” in the table. The p value is statistically significant of the independent variables on Brand Trust in mobile telecommunication providers’ door to door promotions in Sri Lanka. This states that any of the four variables, Sensory, Affective, Behavioral and Intellectual can be used to model Brand Trust.

5.5 Testing Hypotheses Coefficients

TABLE VI : TABLE OF COEFFICIENTS

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-.012	.138		-.085	.993
Sensory	.371	.054	.369	6.805	.000
Affective	.048	.039	.046	1.236	.218
Behavioral	.119	.058	.117	2.069	.040
Intellectual	.477	.059	.452	8.034	.000

Source: Survey Data 2020

This table represents the beta and significant values (P values) of the research study. As predicted, Sensory ($\beta = 0.371$, $p = 0.00$) is positively related to Brand trust. Intellectual ($\beta = 0.477$, $p = 0.000$) also has reported a positive relationship towards the Brand Trust. According to the multiple regression analysis Sensory, Behavioral and Intellectual variables are in the accepted range of the significant level. ($p < 0.05$). Because of that those independent variables contribute to impact on the Brand Trust, However Affective dimensions significant value is higher than the 0.05. Affective does not give the positive impact on the brand trust. Therefore, the alternative hypothesis is rejected with related to the Affective and Brand.

5.6 Summery of the Key findings

Based on the comprehensive data analysis conducted; following results can be concluded through the research study.

The researcher analyzed 208 respondents for this study and out of that 107 were male and other was female. According to the demographic analysis, the respondents who live in Colombo faced door to door promotions rather than other districts respondents.

Goodness of data was calculated through reliability using Cronbach Alpha where all the variables of the study had a value above 0.7 and proving the reliability of the questionnaire used in the study. There is a positive relationship between Experiential Brand Activation and the Brand Trust according to Pearson correlation coefficient with value of the 0.862 in the significant level of 0.001.

The hypothesis was tested by using Multiple Regression analysis. According to that all the hypotheses are accepted except H3 which called “There is a positive impact of Affective dimension on formation of brand trust”. In other words, H3 alternative hypothesis is rejected while the null hypothesis of its accepted because of the significance value is 0.218. The significance value should be below than the 0.05.

TABLE VII : SUMMERY OF HYPOTHESIS TESTING

Path	Hypothesis	P	Decision
Experiential Brand Activation to Brand Trust	H1	0.000	Accepted
Sensory to Brand Trust	H2	0.000	Accepted
Affective to Brand Trust	H3	0.218	Rejected
Behavioral to Brand Trust	H4	0.040	Accepted
Intellectual to Brand Trust	H5	0.000	Accepted

Source: Survey Data 2020

VI. CONCLUSION AND RECOMMENDATION

6.1 Contribution to Practice

According to the key findings of the research study experiential brand activation can build the brand trust in consumer mind. Door to door promotion is being a kind of traditional mode of promotion and the brand activation is as newest ways of the promotion, The combination of these two modes of promotion support to build the brand trust on the on customers' mind. Mobile telecommunication industry changes rapidly with the updated technology and the investments. Therefore, retain customer and make their trust is important to survive in the market with the high competitiveness. The customer engagement with the brand is much better and effective way if experiential brand activation is used. According to the findings of the research study reveals, it is effective to use brand activation in order to build customer trust.

Mobile telecommunication sector can use brand activation to increase their awareness level with experiential mood. It may more familiar to the customer and increase the trustworthiness. Customers always seek for the service that gives the value to their money. In such a case, customers mostly seek for the service with good quality, speed, promotional items, connection, continuous service, recharge facilities and more. Therefore, the industry players have to prove it to their customer. The best method is Experiential Brand Activation. Whilst point Door to door promotion gives the biggest support because customers cannot avoid the promotion when the promotion team reaches to the customers door step. Yet, town storming, event marketing or any other ground based customer reach activates may not that much effective as compare to Door to Door promotion. The reason is that, customer can avoid other promotional activities easily. However, the customer may listen to the sales people who come to their door step. Therefore, door to door promotion can recommend as better promotional element that can use to mobile telecommunication industry to retain their customers with positive notes and attract new customers.

6.2 Direction to Future Research

This paper has examined only door to door promotion pertaining to mobile telecommunication industry, where the future studies can focus on other industries as House hold consumer durables, Fast moving consumer goods (FMCG) as it can give the customer experience about the product itself and which can use brand activation as a the mechanism to do so. Moreover, future research can carry out in order to examine the impact of the experiential brand activation on brand trust through a mediating or moderating effect.

6.3 Conclusion

The main objective of the study was to examine the impact of Experiential Brand Activation on Brand Trust in mobile telecommunication service providers' door to door promotions in Sri Lanka. Based on the literature review, experiential brand activation can be measure through the brand experience. The reason for that is brand activation always target to make the real brand experience to the customer which is a result of action learning (Anderson, 1969; Liembawati, Dharmayanti, Karina, Pemasaran, Petra, & Siwalankerto, 2014). Brand experience was identified as one essential element under brand activation which leads to consumer brand trust (Liembawati, Dharmayanti, Karina, Pemasaran, Petra, & Siwalankerto, 2014; Marist, Yuliati, & Najib, 2014). Based on the regression analysis reveals that, there is positive impact of experiential brand activation on brand trust. Moreover, the multiple regression depicted that all the hypotheses were accepted except the H3 which is "There is a positive impact of the Affective dimension on formation of brand trust".

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