

## **Creating Lasting Customer Relationships: The Impact of Experiential Marketing on Customer Behaviour in Tourism and Hospitality Industry" The Mediating role of brand trust".**

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### **Abstract**

Experiential marketing has received increasing attention among researchers and practitioners who see it as an innovative approach to advertising campaigns for companies and governments. It is a marketing campaign that helps implement the marketing strategy through customer engagement and new brand experience. Through experiential marketing, public trust is gained. So, the study relied on adopting a quantitative research with deductive approach and using mono method quantitative (field survey) over a structured questionnaire form filled by 502 customers from travel agents and five stars hotels in Egypt. Statistical analyses were accomplished by using Statistical Package for Social Sciences (SPSS version 23) and IBM Amos ver 25. The findings reveal significant positive relationships between brand trust and Customer Behavior.

**Keywords:** Experiential Marketing - Customer Behavior- Brand Trust- Tourism and Hospitality Industry.

### **Introduction**

Experiential marketing finds broad and multifaceted applications across various industries. Within the context of the tourism industry, where the very essence of the experience is paramount, the fusion of experiential marketing and tourism holds significant potential. This synergy allows customers to engage with tourism products on multiple levels, encompassing their sensory perceptions, cognitive processes, emotions, and actions. This immersive approach deepens the impression of tourism products and can even lead to spiritual enlightenment (Song et al., 2022). For tourism enterprises seeking to enhance the viability and growth prospects of their products, experiential marketing assumes a critical role. However, the utilization of experiential marketing in the tourism sector remains imperfect and necessitates further refinement (Haumer & Reiners, 2020).

Experiential marketing has demonstrated its effectiveness in shaping brand perceptions and influencing purchasing decisions. It provides customers with a comprehensive understanding of products, which plays a pivotal role in their decision-making process (Lee, 2018). By arousing emotions and raising the perceived value of goods or brands, experiential marketing not only helps consumers make educated judgments about what to buy (Mutohar & Haryati, 2020), but it also affects the volume of purchases made by customers (Lutfie & Marcelino, 2020). In this perspective, experiential marketing recognizes consumers as rational and sentient beings who seek diverse experiences and pleasure while fulfilling their needs (Alagöz & Ekici, 2014).

At its core, experiential marketing aims to create stimuli such as unique environments, atmospheres, and novel settings. By doing so, it encourages consumers to respond actively to these stimuli, exhibit engaged buying behaviors, and acquire diverse feelings such as pleasure and entertainment (Ambarwati & Sari, 2023). Experience marketing, within the tourism-related sector, caters to the experiential needs of tourists. It leverages tourism products to provide tourists with sensory, emotional, cognitive, and action-based experiences (Chiang Koong et al, 2020).

Notably, the environment in which the experience takes place also assumes importance for the product or service, as hotels and travel agencies present these experiences to customers. This environment significantly impacts the perceived benefits and brand image associated with the product or service in the realm of experiential marketing (Chang & Chiu, 2023). According to Xu and Chan (2010), a successful hotel brand is contingent upon the quality of its customer experience. Hotels may create a strong emotional bond with guests by creating unified, genuine, and visually engaging experiences. This will ensure that guests will choose and remain loyal to their brand (Guan et al., 2021).

Luxury hotels have pioneered novel experiential marketing strategies, introducing activities designed to highlight various touch points during guests' stays (Miller, 2023). These experiential marketing endeavors seek to forge emotional bonds between consumers and providers through the presentation of experiential elements that cater to social and personal needs, often incorporating local culture and authenticity to enrich consumer experiences. Mody et al. (2017) describe experiential marketing as a form of cultural programming, emphasizing the immersion of consumers in local music, cuisine, arts, and other activities. Hotels play a pivotal role in orchestrating on-property and off-site programs that enable guests to explore the locale in which the hotel is situated.

Experiential marketing represents a concerted effort by hotels and marketers to package products in a manner that elicits deep emotional experiences in consumers. According to Lutfie & Marcelino (2020), experiential marketing has a very beneficial influence on customers' purchase decisions. The goal of business stakeholders is to use the five dimensions of sensations, feelings, ideas, actions, and connected experiences to pique customers' attention and create long-lasting connections (Ambarwati & Sari, 2023).

Experiential marketing has emerged as a strategic tool employed by hotels and marketers to curate unforgettable experiences that resonate with consumers, evoking desired emotions (Rahmania & Wahyono, 2022). In the evolving landscape of online business, trust plays a pivotal role in nurturing robust consumer relationships (Trivedi & Yadav, 2018). Investigating the effects of sense, feel, think, act, and relate experiences on brand trust—and how brand trust affects customer behavior—is the purpose of this research.

## **Literature review**

### **Experiential marketing**

Experiential marketing is a term formed by combining "experience" and "marketing." The term "experience" pertains to the subjective aspect of an individual's transformation, with a strong emphasis on emotions and sensory experiences during immersion rather than cognitive dimensions (Grundey 2008). On the other hand, "marketing" is the social process that facilitates individuals and groups in acquiring what they need and desire by creating and exchanging products and values with others (Hurriyati & Sultan, 2020). Schmitt (2007) defines experiential marketing as a means to engage customers in sensing, feeling, thinking, and relating to a company and its brands.

In a broader sense, experiential marketing centers around crafting consumer experiences through the activation of human senses, creating effective emotional experiences, stimulating creative cognitive experiences, generating physical, behavioral, and lifestyle experiences, and fostering socio-cultural experiences (Kustin, 2011). Experiential marketing not only encourages current customers to purchase additional services but also attracts new customers and fosters repeat purchases. Simultaneously, it leads to heightened brand awareness, increased sales, and the organic recommendation of products and services. As Schmitt & Zarantonello (2013) points out, experiential marketing has four unique qualities: 1) focusing on the experiences of the consumer; 2) viewing consumption as a holistic experience; 3) acknowledging the emotional and rational aspects of consumption; and 4) applying a variety of approaches. Holbrook & Hirschman (2007) presented the idea of customer experience as a brand-new experiential strategy for understanding consumer behavior at the beginning of the 1990s. A customer's experience is the result of their contacts with a company, a product, or a division within it, which elicits emotional reactions. There are several facets to these connections, including mental, emotional, physical, sensory, and spiritual. Businesses are using cues like texture, sound, or fragrance more often to engage emotionally with customers and bring them closer to their businesses.

### Theoretical framework

Holbrook & Hirschman (1982) contended that experience is a multidimensional construct, suggesting a holistic approach to its treatment, and identified the experiential components that give rise to these dimensions. While perspectives on the dimensions of experience vary, Schmitt (1999) classifies them as "strategic experiential modules."

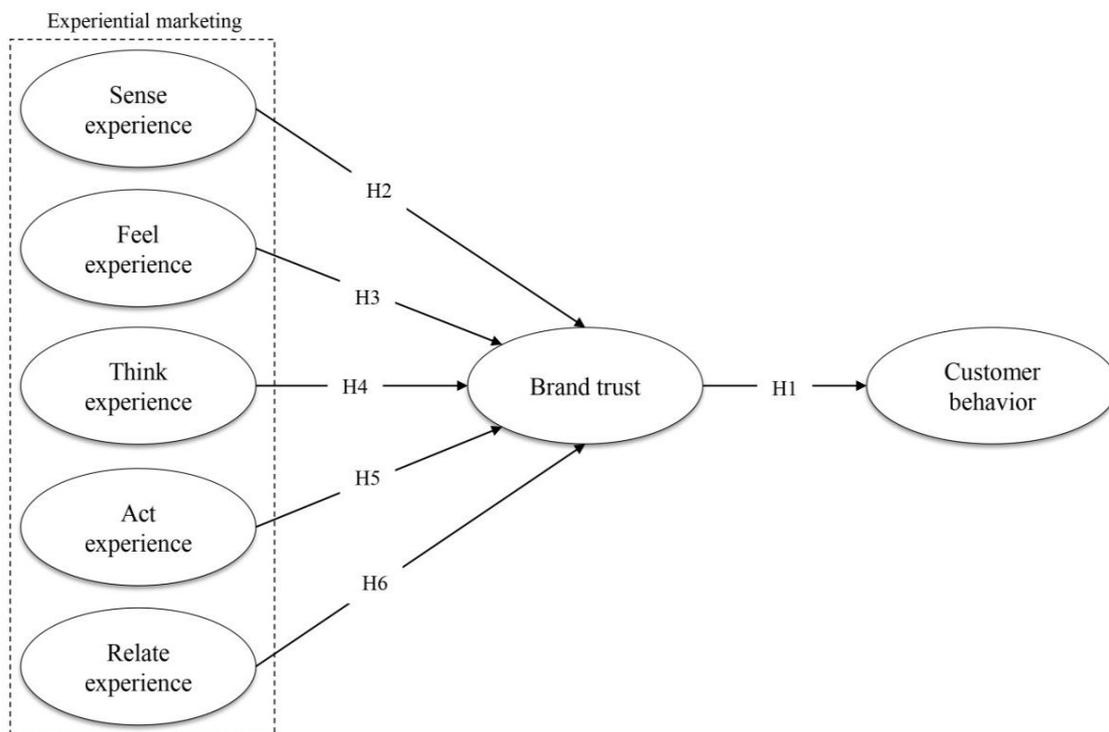


Figure 1. Research model.

### **Brand trust and customer behavior**

When customers engage with a brand, they feel secure because they trust the company to be dependable and to be interested in their best interests, which is known as brand trust (Guan et al., 2021). Customer experiences with products or services are crucial sources of information for evaluating brands (Huang, 2017). A brand that consistently delivers on its promised performance fosters customer confidence and feelings of security (Sunyansanoa et al., 2013).

In the advertising context, customer behavior is often characterized by optional, voluntary actions that go beyond consumers' immediate expectations and do not entail immediate rewards. These behaviors are driven by a sense of perceived higher quality and contribute to the effective functioning of organizations (Nazar & Hamidizadeh, 2018). In the marketing setting, purchase intentions tend to occur during the decision-making phase when consumers have established a clear intent to proceed with a purchase (Enehasse & Sağlam, 2020). Brand trust plays a pivotal role in influencing customer commitment and loyalty. Brand trust significantly impacts customer behavior and loyalty (Li & Chen, 2020). Brand trust is recognized as a key determinant of customer behavior and purchase intention (Xu et al., 2022). As a result, this paper advances that:

#### **H1. Brand trust positively affects customer behavior**

##### **Experiential marketing dimensions**

###### **Sense Experience**

Sensory marketing, colloquially referred to as sense marketing, is a strategic approach that engages the human senses, encompassing sight, sound, touch, taste, and smell, with the aim of eliciting sensory perceptions (Schmitt, 2000). Sensory marketing enables consumers to connect with products and services through the five senses at their disposal (i.e., eyes, ears, tongue, skin, and nose) and form their opinions about the products and services (Hwang et al., 2022).

According to Yuan & Wu (2008), customers base their judgments of products and services on their sensory experiences. Vargo & Lusch (2004) emphasize that consumers rely on their own logic to evaluate products and services, considering their sensory and intellectual experiences. Sensory and intellectual experiences, which involve touching, seeing, and knowing, have cognitive elements, and their shared cognitive components suggest that sensory and intellectual experiences may impact brand trust (Kanopaite, 2015). Likewise, behavioral experiences, as part of the hierarchy of effects encompassing behavior, cognition, and affection, may influence cognitive responses, such as brand trust (Madeline & Sihombing, 2019).

Numerous studies have demonstrated the significant impact of sensory experiences on brand trust (Başer et al., 2015; Huang, 2017). The overarching objective of sensory experience marketing is to evoke feelings of enjoyment, satisfaction, and delight by stimulating consumers' sensory organs. Advertising campaigns designed in this manner establish meaningful connections with customers and yield significant results (Kanopaite, 2015). Customers' impressions of a company's dependability and influence on their lives are strongly linked to their level of brand trust. From a theoretical perspective, customers are more likely to display purchasing intentions and customer behavior and to think about making a purchase in the near future when they feel secure and trusted in a brand.

Customers can experience a wide range of emotions and sentiments through sensory-induced experiences (Sims et al., 2007). Customers can feel strongly positive feelings about a brand through sensory experiences (You & Ko, 2012). It is critical to understand that experiences are intentionally molded by the marketing tactics used by firms rather

than appearing in the thoughts of customers at random (Bilgili et al., 2019). A brand's identity and ability to draw in customers are greatly influenced by sensory experiences (You & Ko, 2012). Thus, this paper posits that:

## **H2. Sense experience positively affects brand trust**

### **Feel Experience**

Emotional marketing, commonly known as feel marketing, is oriented toward evoking customer emotions with the purpose of crafting experiences between gentle moods and profound emotions, including sensations of pleasure and pride (Amir, 2007). Feel marketing constitutes an integral component of the experiential marketing strategy and can be achieved through exceptional service and friendly interactions. Emotions hold a considerable sway, and the conveyance of emotions is an effective strategy for influencing the brand's impact on consumers through communication (advertising), product packaging, product content, co-branding, environmental elements, websites, and the people representing the brand (Kustini, 2011).

The consumption experience—the feelings customers encounter when using specific products—generates mental images in their minds, ultimately influencing their decision-making process. Such feelings serve to attract and engage consumers through the emotions they experience, including joy and positive perceptions of customer service. Experiences can be integrated into marketing concepts by understanding consumers' emotions and moods. The primary goal is to elicit emotional responses through experiential feeling strategies that impact consumers' emotions and moods (Madeline & Sihombing, 2019).

Consumers tend to exhibit higher levels of trust in a brand when it is perceived as safe, reliable, and trustworthy (Amyx et al., 2016). Brand trust can alleviate consumers' uncertainty about products, facilitating their purchasing decisions (Hassan et al., 2016). In the context of tourism, tourists' brand trust assumes a significant role in destination management. Tourists are more likely to trust hospitality establishments where they feel comfortable, particularly when their travel experiences align with their expectations (Han & Hyun, 2015; Xu et al., 2022). Tourists' emotional experiences can positively predict brand trust and revisits. Consequently, this paper advances that:

## **H3. Feel experience positively affects brand trust**

### **2.4.3. Think Experience**

Cognitive experience, often referred to as Think Marketing, constitutes a creative and intellectual process that necessitates cognitive engagement and creative thinking to generate cognitive experiences and creative problem-solving (Chen & Wu, 2022). Think marketing aims to inspire consumers to think in a creative and engaging manner, thereby contributing to a reevaluation of the company, its products, and its services. Think marketing seeks to stimulate consumers' creative thinking and create awareness through a thought process that results in the reevaluation of the company, its products, and its services.

Accordingly, this approach is underpinned by elements such as surprise, intrigue, and provocation, which collectively generate creative thinking in consumers' minds (Andalas & Kartika, 2021). Direct personal experience holds a profound influence on individuals, who tend to trust firsthand experiences more than commercial advertisements (Swaminathan et al., 2001). Continuous interactive experiences with a brand foster positive perceptions and build trust (Agustin and Singh, 2001). Hence, Kim et al. (2019) demonstrated that brand experience significantly predicts brand trust. Consequently, this paper posits that:

#### **H4. Think experience positively affects brand trust**

##### **Act Experience**

Behavioral experience, or act marketing, is designed to cultivate consumer experiences related to physical bodies, behaviors, lifestyles, and interactions, as well as experiences arising from social interactions with other individuals (Yoo et al., 2020). This form of experiential marketing aims to enhance physical experiences, influence behavior patterns and lifestyles, and enrich social interaction strategies.

Act marketing seeks to create customer experiences related to their physical bodies, lifestyles, and interactions with others (Andalas & Kartika, 2021). It encompasses both the tangible and intangible elements of the customer experience. Existing research has shown that tourists' sensory, emotional, cognitive, and behavioral experiences positively impact brand trust (Wu and Lee, 2016). Experiential marketing extends beyond the functional aspects of products and services; it focuses on evoking emotions and stimuli. Therefore, this paper posits that:

#### **H5. Act experience positively affects brand trust**

##### **Relate Experience**

Relational marketing, in contrast to the previously mentioned experiential marketing types (sensory, emotional, cognitive, and behavioral), is a comprehensive approach that connects individuals with the external world. It transcends private, personal feelings and seeks to establish connections between individuals and external entities, allowing consumers to connect with social entities through their interactions with products and services (Schmitt, 2000). Furthermore, relational marketing aims to facilitate personal growth within a broader social framework. It leverages the individual's desire to present a better version of them, fostering positive perceptions from others in their community. Relational marketing in the hotels and travel agencies involves the integration of sensory, emotional, cognitive, and behavioral experiences with the intent of connecting individuals with external elements. These experiences forge relationships between individuals and other social groups, enhancing a sense of pride and acceptance within their community (Andalas & Kartika, 2021).

Chen et al. (2022) proved that the dimensions of experiential marketing, including sensory, emotional, cognitive, and relational experiences, positively influence brand trust. In the realm of online business, research has confirmed the positive correlation between experiential marketing and brand trust (Rahmania & Wahyono, 2022). Therefore, this paper posits that:

#### **H6. Relate experience positively affects brand trust**

##### **Methods**

The research aim is to study the impact of experiential marketing on customer behaviours through brand trust. Therefore, the quantitative research with deductive approach is implemented by using mono method quantitative (field survey), quantitative research purpose is to test philosophies about people's attitudes and behaviours which are recognized by numerical and statistical indication. Subsequently, the field survey method was applied to get the study results and conclusion. The primary data were collected from a structured questionnaire.

##### **Questionnaire development**

To attain the study objectives, and test the conceptual model, the researchers depend on designing a structured questionnaire with a 5-point Likert-style scale ("1=strongly disagree" to "5=strongly agree"). Questionnaire items were amended from previous studies Bernarto, et al. (2020) and Maghnati & Nasermodeli( 2012) for scales of experiential marketing, while as the scales for brand trust , was extracted from Mabkhot, etal. (2017). But Customer behaviour came from Ramanathan, et al. (2017).

### Sampling frame and Data Collection

The used sampling method is a convenience sample with its ingrained limitations, as convenience sample is suitable for large populations. In total, 502 customers of five stars hotels and travel agents, were approached in our survey which is conducted from to September to November of 2023.

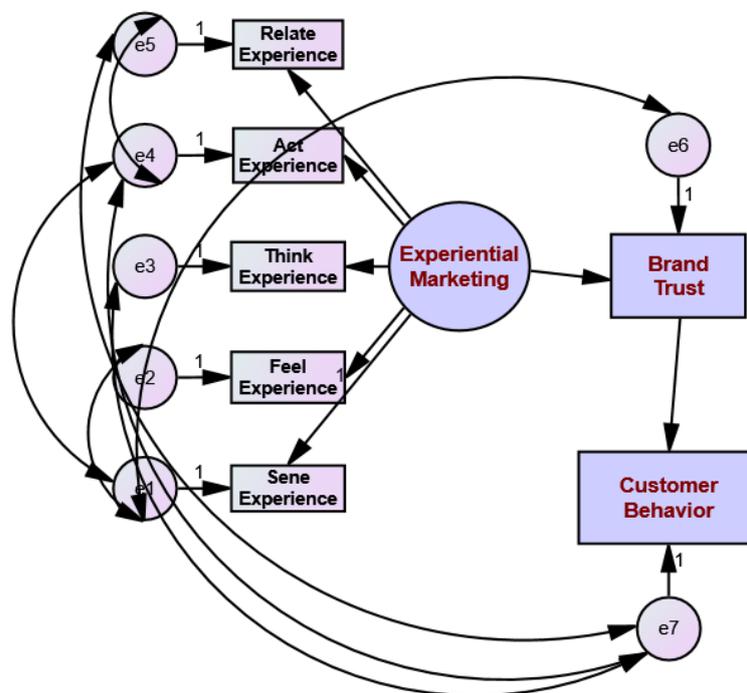
### The validity (Structural validity)

Structural validity measures the degree to which the scores are an adequate reflection of the dimensionality of the construct to be measured. In this study, the structural validity of the questionnaire was assessed by confirmatory factor analyses (CFA). A quinary factor model of the questionnaire was tested.

Unidimensionality was examined by CFA on the polychoric correlation matrix with Weighted Least Squares with Mean and Variance adjustment (WLSMV) estimation. The Comparative Fit Index (CFI), Tucker Lewis Index (TLI), Root Means Square Error of Approximation (RMSEA), and Standardized Root Mean Residual (SRMR) evaluate model fit. We report scaled fit indices, which are considered more exact than unscaled indices as shown in Table 1.

**Table 1**

Indicators	TLI	RMSEA	SRMR
Evaluation value	> 0.9	< 0.06	< 0.08
Model Value	0.917	0.048	0.029



**Figure2:** Structural validity by confirmatory factor analyses (CFA), Using IBM Amos ver. 25.

**Reliability**

Reliability by Internal consistency measures the degree of the interrelatedness among the items. Internal consistency was assessed by calculating Cronbach’s alpha. A Cronbach's alpha value is 0.694≈ 0.70 was considered sufficient evidence for reliability.

**Descriptive Statistics**

**The First: Experiential Marketing**

**Sense Experience:**

TABLE 2: Descriptive Statistics of Sense Experience

#	Items	Sector/ Type	Strongly Disagree		Dis Agree		Neutral		Agree		Strongly Agree		Chi <sup>2</sup> (x <sup>2</sup> ) Value sig.
			F	%	F	%	F	%	F	%	F	%	
A1	My visual focus is drawn to this place.	Hotels	7	3.3%	12	5.6%	7	3.3%	42	19.5%	147	68.4%	3.416 0.491
		Travel Agents	12	4.2%	8	2.8%	9	3.1%	66	23.0%	192	66.9%	
A2	This place is intriguing from a perceptual perspective	Hotels	3	1.4%	5	2.3%	6	2.8%	55	25.6%	146	67.9%	2.233 0.693
		Travel Agents	10	3.5%	6	2.1%	7	2.4%	70	24.4%	194	67.6%	
A3	This place exudes a strong sensory allure.	Hotels	7	3.3%	5	2.3%	5	2.3%	65	30.2%	133	61.9%	4.637 0.327
		Travel Agents	2	0.7%	7	2.4%	7	2.4%	86	30.0%	185	64.5%	
A4	This place leaves a favorable impact on my visual and other sensory perceptions.	Hotels	1	0.5%	2	0.9%	1	0.5%	50	23.3%	161	74.9%	1.297 0.862
		Travel Agents	3	1.0%	1	0.3%	1	0.3%	69	24.0%	213	74.2%	

Item	Type	Mean	weighted mean	Std. Dev	T test
Aa (Sense Experience)	Hotels	18.17	4.54	1.65	t= -0.370 sig (0.711)
	travel agents	18.23	4.56	1.85	

The result revealed insignificant differences at the level of significance of (α) 0.05 in Sense Experience (T= -0.370, p. > 0.05) between hotels (mean= 18.17) and travel agents (mean= 18.23).

**Feel Experience:**

TABLE 3: Descriptive Statistics of Feel Experience:

#	Items	Sector/ Type	Strongly Disagree		Dis Agree		Neutral		Agree		Strongly Agree		Chi <sup>2</sup> (x <sup>2</sup> ) Value sig.
			F	%	F	%	F	%	F	%	F	%	
A5	This place evokes an emotional reaction from me.	Hotels	9	4.2%	10	4.7%	3	1.4%	55	25.6%	138	64.2%	2.622 0.623
		Travel Agents	9	3.1%	7	2.4%	6	2.1%	78	27.2%	187	65.2%	
A6	This place prompts pleasant feelings and emotions	Hotels	7	3.3%	8	3.7%	3	1.4%	67	31.2%	130	60.5%	4.359 0.360
		Travel Agents	3	1.0%	10	3.5%	3	1.0%	105	36.6%	166	57.8%	
A7	I harbor favorable emotions towards this place	Hotels	2	0.9%	8	3.7%	3	1.4%	50	23.3%	152	70.7%	5.621 0.229
		Travel Agents	3	1.0%	7	2.4%	0	0.0%	79	27.5%	198	69.0%	

<i>Item</i>	Type	Mean	weighted mean	Std. Dev	T test
<b>Ab (Feel Experience)</b>	<b>Hotels</b>	<b>13.42</b>	<b>4.47</b>	<b>1.96</b>	<b>t= -0.895 sig (0.371)</b>
	<b>travel agents</b>	<b>13.56</b>	<b>4.52</b>	<b>1.68</b>	

The result revealed insignificant differences at the level of significance of ( $\alpha$ ) 0.05 in Feel Experience (T= -0.895, p. > 0.05) between hotels (mean= 13.42) and travel agents (mean= 13.56).

**Think Experience:**

TABLE 4: Descriptive Statistics of Think Experience:

#	Items	Sector/ Type	Strongly Disagree		Dis Agree		Neutral		Agree		Strongly Agree		Chi <sup>2</sup> (x <sup>2</sup> ) Value sig.
			F	%	F	%	F	%	F	%	F	%	
<b>A8</b>	This place triggers my thought process.	Hotels	11	5.1%	12	5.6%	2	0.9%	55	25.6%	135	62.8%	3.598 0.463
		Travel Agents	12	4.2%	8	2.8%	1	0.3%	78	27.2%	188	65.5%	
<b>A9</b>	I find myself contemplating extensively within this place	Hotels	7	3.3%	7	3.3%	3	1.4%	44	20.5%	154	71.6%	8.431 0.077
		Travel Agents	5	1.7%	4	1.4%	0	0.0%	73	25.4%	205	71.4%	
<b>A10</b>	This place piques my inquisitiveness.	Hotels	19	8.8%	26	12.1%	10	4.7%	64	29.8%	96	44.7%	13.475** 0.009
		Travel Agents	21	7.3%	19	6.6%	6	2.1%	70	24.4%	171	59.6%	
<b>A11</b>	This place fosters my creative thinking.	Hotels	15	7.0%	28	13.0%	6	2.8%	68	31.6%	98	45.6%	5.544 0.236
		Travel Agents	17	5.9%	22	7.7%	9	3.1%	111	38.7%	128	44.6%	
<b>A12</b>	I find this place captivating.	Hotels	9	4.2%	11	5.1%	0	0.0%	58	27.0%	137	63.7%	6.755 0.080
		Travel Agents	8	2.8%	4	1.4%	0	0.0%	82	28.6%	193	67.2%	

\*\*Significant at  $\alpha < 0.01$ .

<i>Item</i>	Type	Mean	weighted mean	Std. Dev	T test
<b>Ac (Think Experience)</b>	<b>Hotels</b>	<b>21.15</b>	<b>4.23</b>	<b>3.34</b>	<b>t= -3.079** sig (0.002)</b>
	<b>travel agents</b>	<b>21.97</b>	<b>4.39</b>	<b>2.62</b>	

\*\*Significant at  $\alpha < 0.01$ .

The result revealed significant differences at the level of significance of ( $\alpha$ ) 0.01 in Think Experience (T= -3.079, p. < 0.01) between hotels (mean= 21.15) and travel agents (mean= 21.97). On a more detailed level, the result revealed significant differences at the level of significance of ( $\alpha$ ) 0.01 in the third phrase " This place piques my inquisitiveness " ( $x^2= 13.475$ , p. < 0.01) between hotels (mean= 3.89) and travel agents (mean= 4.22).

**Act Experience:**

TABLE 5: Descriptive Statistics of Act Experience:

#	Items	Sector/Type	Strongly Disagree		Dis Agree		Neutral		Agree		Strongly Agree		Chi <sup>2</sup> (x <sup>2</sup> ) Value sig.
			F	%	F	%	F	%	F	%	F	%	
A13	I wish to capture memories with photographs at this place	Hotels	8	3.7%	9	4.2%	2	0.9%	51	23.7%	145	67.4%	3.128 0.537
		Travel Agents	13	4.5%	13	4.5%	9	3.1%	67	23.3%	185	64.5%	
A14	I desire to exchange my experiences from this place	Hotels	10	4.7%	9	4.2%	0	0.0%	79	36.7%	117	54.4%	3.753 0.440
		Travel Agents	7	2.4%	9	3.1%	2	0.7%	107	37.3%	162	56.4%	
A15	I'm interested in participating in activities at this place	Hotels	7	3.3%	16	7.4%	1	0.5%	58	27.0%	133	61.9%	6.349 0.175
		Travel Agents	7	2.4%	8	2.8%	2	0.7%	81	28.2%	189	65.9%	

Item	Type	Mean	weighted mean	Std. Dev	T test
Ad (Act Experience)	Hotels	13.16	4.39	2.04	t= -1.024 sig (0.306)
	travel agents	13.33	4.44	1.73	

The result revealed insignificant differences at the level of significance of ( $\alpha$ ) 0.05 in Act Experience (T= -1.024, p. > 0.05) between hotels (mean= 13.16) and travel agents (mean= 13.33).

**Relate Experience:**

TABLE 6: Descriptive Statistics of Relate Experience:

#	Items	Sector/Type	Strongly Disagree		Dis Agree		Neutral		Agree		Strongly Agree		Chi <sup>2</sup> (x <sup>2</sup> ) Value sig.
			F	%	F	%	F	%	F	%	F	%	
A16	This place evokes a feeling of self-identity within me.	Hotels	7	3.3%	11	5.1%	1	0.5%	75	34.9%	121	56.3%	3.970 0.410
		Travel Agents	7	2.4%	10	3.5%	1	0.3%	83	28.9%	186	64.8%	
A17	This place prompts thoughts of social structures and connections.	Hotels	1	0.5%	9	4.2%	0	0.0%	49	22.8%	156	72.6%	9.746* 0.045
		Travel Agents	2	0.7%	5	1.7%	4	1.4%	89	31.0%	187	65.2%	
A18	This place encourages me to contemplate relationships.	Hotels	7	3.3%	15	7.0%	2	0.9%	49	22.8%	142	66.0%	3.862 0.425
		Travel Agents	8	2.8%	10	3.5%	2	0.7%	76	26.5%	191	66.6%	
A19	Visiting this place allows me to connect with others.	Hotels	2	0.9%	7	3.3%	4	1.9%	97	45.1%	105	48.8%	11.255* 0.024
		Travel Agents	1	0.3%	8	2.80%	0	0.0%	105	36.6%	173	60.3%	

\*Significant at  $\alpha < 0.05$ .

Item	Type	Mean	weighted mean	Std. Dev	T test
<b>Ae</b> (Relate Experience)	<b>Hotels</b>	<b>17.78</b>	<b>4.44</b>	<b>2.15</b>	<b>t= -1.915</b> <b>sig (0.056)</b>
	<b>travel agents</b>	<b>18.13</b>	<b>4.53</b>	<b>1.92</b>	

The result revealed insignificant differences at the level of significance of ( $\alpha$ ) 0.05 in Relate Experience (T= -1.915, p. > 0.05) between hotels (mean= 17.78) and travel agents (mean= 18.13). Although on a more detailed level, the result revealed significant differences at the level of significance of ( $\alpha$ ) 0.05 in the second phrase " This place prompts thoughts of social structures and connections." ( $\chi^2= 9.746$ , p. < 0.05) between hotels (mean= 4.63) and travel agents (mean= 4.58), and there are significant differences at the level of significance of ( $\alpha$ ) 0.05 in the fourth phrase " Visiting this place allows me to connect with others." ( $\chi^2= 11.255$ , p. < 0.05) between hotels (mean= 4.38) and travel agents (mean= 4.54).

### The Second: Brand Trust

TABLE 7: Descriptive Statistics of Brand Trust:

#	Items	Sector/ Type	Strongly Disagree		Dis Agree		Neutral		Agree		Strongly Agree		Chi <sup>2</sup> (x <sup>2</sup> ) Value sig.
			F	%	F	%	F	%	F	%	F	%	
<b>B20</b>	I have faith in the brand's reliability.	Hotels	5	2.3%	7	3.3%	0	0.0%	57	26.5%	146	67.9%	1.428 0.699
		Travel Agents	4	1.4%	6	2.1%	0	0.0%	82	28.6%	195	67.9%	
<b>B21</b>	I believe this place provides products that are safe to use.	Hotels	16	7.4%	10	4.7%	1	0.5%	75	34.9%	113	52.6%	6.906 0.141
		Travel Agents	9	3.1%	10	3.5%	0	0.0%	103	35.9%	165	57.5%	
<b>B22</b>	I am of the opinion that place consistently fulfills its promises	Hotels	2	0.9%	6	2.8%	0	0.0%	72	33.5%	135	62.8%	1.416 0.702
		Travel Agents	2	0.7%	4	1.4%	0	0.0%	94	32.8%	187	65.2%	
<b>B23</b>	This brand consistently lives up to my expectations	Hotels	0	0.0%	2	0.9%	2	0.9%	73	34.0%	138	64.2%	2.897 0.408
		Travel Agents	0	0.0%	2	0.7%	0	0.0%	103	35.9%	182	63.4%	
<b>B24</b>	This brand ensures my satisfaction.	Hotels	11	5.1%	6	2.8%	6	2.8%	65	30.2%	127	59.1%	4.611 0.330
		Travel Agents	6	2.1%	5	1.7%	7	2.4%	84	29.3%	185	64.5%	
<b>B25</b>	I believe this brand will address my concerns honestly and sincerely.	Hotels	9	4.2%	7	3.3%	1	0.5%	84	39.1%	114	53.0%	13.748** 0.008
		Travel Agents	15	5.2%	11	3.8%	20	7.0%	102	35.5%	139	48.4%	
<b>B26</b>	I can depend on this brand to resolve any issues.	Hotels	4	1.9%	7	3.3%	3	1.4%	80	37.2%	121	56.3%	2.263 0.687
		Travel Agents	7	2.4%	6	2.1%	6	2.1%	94	32.8%	174	60.6%	

\*\*Significant at  $\alpha < 0.01$ .

Item	Type	Mean	weighted mean	Std. Dev	T test
<b>B</b> (Brand Trust)	<b>Hotels</b>	<b>31.02</b>	<b>4.43</b>	<b>2.59</b>	<b>t= -1.760</b> <b>sig (0.079)</b>
	<b>travel agents</b>	<b>31.40</b>	<b>4.49</b>	<b>2.24</b>	

The result revealed insignificant differences at the level of significance of ( $\alpha$ ) 0.05 in Brand Trust (T= -1.760, p. > 0.05) between hotels (mean= 31.02) and travel agents (mean= 31.40). Although on a more detailed level, the result revealed significant differences at the level of significance of ( $\alpha$ ) 0.01 in the sixth phrase " I believe this

brand will address my concerns honestly and sincerely." ( $\chi^2 = 13.748$ ,  $p. < 0.01$ ) between hotels (mean= 4.33) and travel agents (mean= 4.18).

**The Third: Customer Behavior**

TABLE 8: Descriptive Statistics of Customer Behavior

#	Items	Sector/ Type	Strongly Disagree		Dis Agree		Neutral		Agree		Strongly Agree		Chi <sup>2</sup> (x <sup>2</sup> ) Value sig.
			F	%	F	%	F	%	F	%	F	%	
C27	I intend to revisit this place.	Hotels	6	2.8%	10	4.7%	2	0.9%	78	36.3%	119	55.3%	6.096 0.192
		Travel Agents	5	1.7%	4	1.4%	5	1.7%	105	36.6%	168	58.5%	
C28	I plan to endorse this place to my friends on social media	Hotels	9	4.2%	8	3.7%	6	2.8%	70	32.6%	122	56.7%	9.586* 0.048
		Travel Agents	8	2.8%	2	0.7%	3	1.0%	110	38.3%	164	57.1%	
C29	I'm willing to allocate my time and money for a return trip to this place.	Hotels	7	3.3%	11	5.1%	3	1.4%	71	33.0%	123	57.2%	6.278 0.179
		Travel Agents	5	1.7%	10	3.5%	0	0.0%	102	35.5%	170	59.2%	
C30	This place ranks as my preferred choice for future travel.	Hotels	8	3.7%	10	4.7%	5	2.3%	72	33.5%	120	55.8%	3.654 0.455
		Travel Agents	6	2.1%	23	8.0%	6	2.1%	101	35.2%	151	52.6%	
C31	I'm eager to spread positive feedback about this place to others	Hotels	2	0.9%	10	4.7%	1	0.5%	72	33.5%	130	60.5%	3.434 0.488
		Travel Agents	8	2.8%	8	2.8%	1	0.3%	93	32.4%	177	61.7%	

\*Significant at  $\alpha < 0.05$ .

Item	Type	Mean	weighted mean	Std. Dev	T test
C (Customer Behavior)	Hotels	21.87	4.37	2.34	t= -1.613 sig (0.107)
	travel agents	22.18	4.44	1.87	

The result revealed insignificant differences at the level of significance of ( $\alpha$ ) 0.05 in Customer Behavior (T= -1.613,  $p. > 0.05$ ) between hotels (mean= 21.87) and travel agents (mean= 22.18). Although on a more detailed level, the result revealed significant differences at the level of significance of ( $\alpha$ ) 0.05 in the second phrase "I plan to endorse this place to my friends on social media." ( $\chi^2 = 9.586$ ,  $p. < 0.05$ ) between hotels (mean= 4.34) and travel agents (mean= 4.46).

**Test of Hypotheses**

**The Main Hypothesis: "The Brand Trust as a Moderator for the Relationship between Experiential Marketing and Customer Behavior ", It is divided into the following hypotheses**

H1: The Brand Trust effects on Customer Behavior.

H2: Sense Experience effects on Brand Trust.

H3: Feel Experience effects on Brand Trust.

H4: Think Experience effects on Brand Trust.

H5: Act Experience effects on Brand Trust.

H6: Relate Experience effects on Brand Trust.

**Hypothesis 1: “There is a statistically significant effect between Brand Trust and Customer Behavior”.**

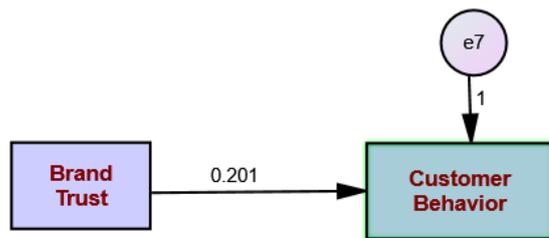
The first hypothesis was tested using the liner regression analysis. Results are presented on table 9.

TABLE 9: Liner Regression Analysis Showing the effect between Brand Trust and Customer Behavior. (n= 502):

	B	T	P.value	R	R <sup>2</sup>	F	P.value
(Constant)	16.587	113.919**	0.001	0.201	0.041	21.126**	0.001
<b>Brand Trust</b>	0.175	4.596**	0.001				

\*\* Significant at  $\alpha < 0.01$ .

The result revealed a significant effect Brand Trust and Customer Behavior ( $R^2 = 0.041$ ,  $F= 21.126$ ,  $P. < 0.01$ ). This indicates that Brand Trust contributed significantly (4.1%) to Customer Behavior. Figure 3 shows a regression model.



**Figure3:** Liner Regression Analysis Showing the effect between Brand Trust and Customer Behavior, using IBM Amos ver. 25.

study results with an agreement with the study results of Li, ( 2016) and Xu et al., (2022) Brand trust plays a pivotal role in influencing customer commitment and loyalty. Brand trust significantly impacts customer behavior and loyalty where Brand trust is recognized as a key determinant of customer behavior and purchase intention

**Hypothesis 2: “There is a statistically significant effect between Sense Experience and Brand Trust ”.**

The second hypothesis was tested using the liner regression analysis. Results are presented on table 10.

TABLE 10: Liner Regression Analysis Showing the effect between Sense Experience and Brand Trust (n= 502):

	B	T	P.value	R	R <sup>2</sup>	F	P.value
(Constant)	33.062	29.779**	0.001	0.073	0.005	2.715	0.100
<b>Sense Experience</b>	-0.100	-1.648	0.100				

\*\* Significant at  $\alpha < 0.01$ .

The result revealed a non-significant effect Sense Experience and Brand Trust ( $R^2 = 0.005$ ,  $F = 2.715$ ,  $P > 0.05$ ).

This result disagreed with the study results of Kanopaite( 2015) and You & Ko, (2012)where they pointed that The overarching objective of sensory experience marketing is to evoke feelings of enjoyment, satisfaction, and delight by stimulating consumers' sensory organs. Advertising campaigns designed in this manner establish meaningful connections with customers and yield significant results. Customers' impressions of a company's dependability and influence on their lives are strongly linked to their level of brand trust. From a theoretical perspective, customers are more likely to display purchasing intentions and customer behavior and to think about making a purchase in the near future when they feel secure and trusted in a brand. Customers can feel strongly positive feelings about a brand through sensory experiences.

**Hypothesis 3: " There is a statistically significant effect between Feel Experience and Brand Trust".**

The third hypothesis was tested using the liner regression analysis. Results are presented on table 11.

TABLE 11: Liner Regression Analysis Showing the effect between Feel Experience and Brand Trust (n= 502):

	B	T	P.value	R	R <sup>2</sup>	F	P.value
(Constant)	30.083	37.188**	0.001	0.064	0.002	2.086	0.149
<i>Feel Experience</i>	0.086	1.444	0.149				

\*\* Significant at  $\alpha < 0.01$ .

The result revealed a non-significant effect Feel Experience and Brand Trust ( $R^2 = 0.002$ ,  $F = 2.086$ ,  $P > 0.05$ ).

The current study disagreed with the study results of Hassan et al. ( 2016), Han & Hyun (2015) and Xu et al. ( 2022) where they indicate that Brand trust can alleviate consumers' uncertainty about products, facilitating their purchasing decisions. In the context of tourism, tourists' brand trust assumes a significant role in destination management. Tourists are more likely to trust hospitality establishments where they feel comfortable, particularly when their travel experiences align with their expectations. Tourists' emotional experiences can positively predict brand trust and revisits.

**Hypothesis 4: " There is a statistically significant effect between Think Experience and Brand Trust".**

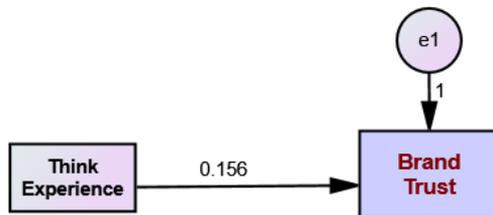
The fourth hypothesis was tested using the liner regression analysis. Results are presented on table 12.

TABLE 12: Liner Regression Analysis Showing the effect between Think Experience and Brand Trust. (n= 502):

	B	T	P.value	R	R <sup>2</sup>	F	P.value
(Constant)	28.516	36.567**	0.001	0.156	0.024	12.439**	0.001
<i>Think Experience</i>	0.126	3.527**	0.001				

\*\* Significant at  $\alpha < 0.01$ .

The result revealed a significant effect between Think Experience and Brand Trust ( $R^2 = 0.024$ ,  $F = 12.439$ ,  $P < 0.01$ ). This indicates that Think Experience contributed significantly (2.4%) to Brand Trust. Figure 4 shows a regression model.



**Figure4:** Liner Regression Analysis Showing the effect between Think Experience and Brand Trust, using IBM Amos ver. 25.

The current study agreed with the studies of Swaminathan et al. (2001) Agustin and Singh(2001) Kim et al. (2019) where Direct personal experience holds a profound influence on individuals, who tend to trust firsthand experiences more than commercial advertisements. Continuous interactive experiences with a brand foster positive perceptions and build trust. Hence, demonstrated that brand experience significantly predicts brand trust.

**Hypothesis 5: "There is a statistically significant effect between Act Experience and Brand Trust".**

The fifth hypothesis was tested using the liner regression analysis. Results are presented on table 13.

TABLE 13: Liner Regression Analysis Showing the effect between Act Experience and Brand Trust (n= 502):

	B	T	P.value	R	R <sup>2</sup>	F	P.value
(Constant)	28.176	37.253**	0.001	0.180	0.032	16.744**	0.001
<i>Act Experience</i>	0.231	4.092**	0.001				

\*\* Significant at  $\alpha < 0.01$ .

The result revealed a significant effect between Act Experience and Brand Trust ( $r^2 = 0.032$ ,  $f = 16.744$ ,  $p < 0.01$ ). This indicates that Act Experience contributed significantly (3.2%) to Brand Trust. Figure 5 shows a regression model.



**Figure5:** Liner Regression Analysis showing the effect between Act Experience and Brand Trust, using IBM Amos ver. 25.

The current study agreed with the study of Wu and Lee(2016) Existing research has shown that tourists' sensory, emotional, cognitive, and behavioral experiences positively impact brand trust. Experiential marketing extends beyond the functional aspects of products and services; it focuses on evoking emotions and stimuli.

**Hypothesis 6: "There is a statistically significant effect between Relate Experience and Brand Trust".**

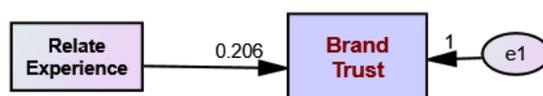
The sixth hypothesis was tested using the liner regression analysis. Results are presented on table 14.

TABLE 14: Liner Regression Analysis Showing the effect between Relate Experience and Brand Trust (n= 502):

	B	T	P.value	R	R <sup>2</sup>	F	P.value
(Constant)	26.844	28.542**	0.001	0.206	0.042	22.137**	0.001
<i>Relate Experience</i>	0.245	4.705**	0.001				

\*\* Significant at  $\alpha < 0.01$ .

The result revealed a significant effect between Relate Experience and Brand Trust ( $r^2 = 0.042$ ,  $f = 22.137$ ,  $p < 0.01$ ). This indicates that Relate Experience contributed significantly (4.2%) to Brand Trust. Figure 6 shows a regression model.



**Figure6:** Liner Regression Analysis showing the effect between Relate Experience and Brand Trust, using IBM Amos ver. 25.

On the other hand, the findings agreed with Andalas & Kartika ( 2021) and Chen et al. (2022) Relational marketing in the hotels and travel agencies involves the integration of sensory, emotional, cognitive, and behavioral experiences with the intent of connecting individuals with external elements. These experiences forge relationships between individuals and other social groups, enhancing a sense of pride and acceptance within their community proved that the dimensions of experiential marketing, including sensory, emotional, cognitive, and relational experiences, positively influence brand trust. In the realm of online business, research has confirmed the positive correlation between experiential marketing and brand trust .

**Conclusion of Hypotheses**

As a result of this research, think , act and relate experiences are positively related to brabd trust , as well as brand trust is positively related to customer behaviors . On the other hand, the findings from this research rejects Sense and feel experiences to be related with brand trust.

**Future research**

It is suggested that future studies will be able to develop the results of this study by adding additional variables like customer citizenship behavior , Customer Satisfaction and Loyalty.

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## إنشاء علاقات دائمة مع العملاء: تأثير التسويق التجريبي على سلوك العملاء في صناعة السياحة والضيافة" الدور الوسيط لثقة العلامة التجارية."

### المستخلص

لقد حظي التسويق التجريبي باهتمام متزايد بين الباحثين والممارسين الذين يعتبرونه نهجًا مبتكرًا للحملات الإعلانية للشركات والحكومات. فهو حملة تسويقية تساعد على تنفيذ استراتيجية التسويق من خلال مشاركة العملاء وتجربة العلامة التجارية الجديدة. حيث من خلال التسويق التجريبي يتم اكتساب ثقة الجمهور. لذا اعتمدت الدراسة على البحث الكمي ذو المنهج الاستنباطي واستخدام الطريقة الأحادية الكمية (المسح الميداني) وذلك من خلال استمارة استبيان تم ملؤها بواسطة 502 عميل من وكلاء السفر وفنادق الخمس نجوم في مصر. تم إجراء التحليلات الإحصائية باستخدام الحزمة الإحصائية للعلوم الاجتماعية (SPSS الإصدار 23) و IBM Amos ver. 25. كشفت النتائج عن وجود علاقات إيجابية كبيرة بين الثقة في العلامة التجارية وسلوك العملاء. الكلمات المفتاحية: التسويق التجريبي – سلوك العملاء – الثقة بالعلامة التجارية – صناعة السياحة والضيافة.

الكلمات الدالة: التسويق التجريبي – سلوك العملاء – الثقة بالعلامة التجارية – صناعة السياحة والضيافة.