

**Evaluating Impact of Experiential Marketing Activities on Repurchase Intention:  
Testing Mediating and Moderating Model on Apparel Industry.**

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**Abstract:**

This examination is giving critical data to the backers of Pakistan's private universities in understanding clients' necessities more significantly to add to the improvement of their business. The data is collected through surveys. The pieces of information have been inspected through expansive outlines, using a structure and factors that are simply uniquely crafted to the fascinating necessities of Pakistan. In the consistent review, gathers created utilizing existing hypotheses, produce speculations, embrace structures for data plan and perform tests to show the proposed hypothesis. The clothing business is the essential unit of assessment all through the assessment of these elements. Our assessment is quantitative and besides embraces an objective strategy. The model size 250 and the assigned people is from clothing industry of Pakistan. Firstly, we utilize descriptive statistics to scrutinize the respondents' characteristics and outcomes. Additionally, we centre around the appraisal of the assessment model's results. Finally, we examine the insightful significance and hypothesis testing of the model. This total technique engages us to secure significant encounters into the data, which can be used to seek after informed decisions and drive accomplishment. Additionally, while the current study used a survey method, qualitative data such as customers' opinions and the nature of products could be added through open-ended questions to provide more in-depth insights. In conclusion, our study provides valuable insights into the relationship between issue identification and social media engagement, perceived corporate identification, and loyalty towards a company. Future research can build upon these findings to explore additional factors and expand the scope of the study. This specific research framework is never been used earlier in Pakistan's Apparel industry. The originality and significance is to use Positive E-Wom as moderator in Pakistani market.

**Key-Words:** Experiential Marketing Activation, Positive E-WOM, Brand Image, Brand awareness, Brand loyalty, Repurchase Intention.

**Introduction**

**Background of the study**

With respect to the last viewpoint, the deficit of understanding over how to best assess Brand Worth adds to the difficulties ahead of time going toward propelling subject matter experts, especially to the extent that where to really put energy and assets in brand-building tries (Christodoulides, 2022). Online redirection is a displaying instrument used for four essential positions: quantifiable looking into and input; brand movement and notoriety of the board; client sponsorship and client relationship with the pioneers; and business network. Regardless of what its dynamic circuit is in relationship to becoming noticeable quality and obtaining clients, online redirection-centered client dedication creating and developing stay an explored district

(Suwannakul & Khetjenkarn, 2022). Subsequently, understanding what virtual entertainment rehearses mean for client dependability is essential for working on propelling systems. In various years, one of the structures that undeniably stazzmdnd separated among experts managing the brand the board is that of brand regard (from this point forward, Brand Equity) (Saeed & Anjum, 2023). This is a central concern in progressing and a huge resource for firms. In any case, educational comprehension concerning its definition, the points it incorporates, and its appraisal is yet to be reached (Goyal & Verma, 2022). If all else fails, online entertainment offers buyers another stage for understanding a thing and interfacing with individuals in any place for the most part to share thing-related encounters(Yang et al., 2022). This all-inclusive community is ordinarily implanted with various consideration headings before settling on a buy choice, which can be disconnected into brand care and worth consideration (Simbolon, Nurcholifa, & Safarina, 2022). To see: buyers having the brand care course believe the brand to be an image of authenticity and notoriety, but those with respect care regularly check and look at the costs and nature of various brands through electronic redirection to guarantee a best-respect buy. To this end, various affiliations utilize online redirection in completing unimportant expenses and high-effectiveness propelling exercises for clients(Hood, Han, & Leonas, 2023). The continuous survey analyzed the impact of virtual diversion set up promoting regarding mark unwavering quality through brand esteem. Ambitious and colossal business firms successfully attract online diversion-based displaying activities to enlighten and manufacture appeal for their arranged and current clients (Susanto et al., 2023). Also, the concentrate especially highlighted the impact of virtual diversion set-up checking practices regarding client-level brand worth and brand reliability concerning repurchase assumption. The BE thought insinuates the extra worth that a given brand credits to an organization's things (Iswati, Al'Mudatsir, Brabo, & Meidiyustiani, 2023). Thusly, it is "the differential effect of brand data on purchaser response to the exhibiting of the brand"(Balasse, Chemineau, Parisot, Fiorillo, & Keller, 2023). Stamping works with purchaser choices since it fills in as a thing detachment part that helps course, considering the experiences and trustworthiness connected with the brand being alluded to (Teekathananont, Arbsuwan, & Saewanee, 2022). Those brands with high BE will present better general incomes, will be more suitable in their correspondence tries, and will accept a colossal part in customer tendencies and purchase assumptions (Teekathananont et al., 2022). In this manner, various assessments have found that Brand Equity earnestly impacts, among alternate points of view: future advantages and pay; the client's capacity to completely finish more noteworthy costs; share regard; and the aftereffect of brand promoting works out (Rojas-Lamorena et al., 2022). It is in like manner known to help with restricting the risks related with advancement: firms with a raised level of BE will experience less unfriendly results related with a bombarded try at improvement than firms with a lower level of BE (Zeng, Wang, Lv, Wang, & Liao, 2022). Plus, Brand Worth accepts a basic part in the assessment of brand execution and the satisfaction of high grounds, for example enabling the firm to open an offered brand to new possibilities, make limits to entry against new competitors, produce successful brand developments, or addition its capacity to get through competitor headways (Rojas-Lamorena et al., 2022). In the award, BE is focused on using different approaches, for model as per the perspective of creators, retailers, or clients(Pedeliento, Leek, & Christodoulides, 2023), and it might be taken apart to the extent that whether its benefits are felt by the firm or by clients (Pedeliento et al., 2023). Accordingly, the award presents two critical streams (Christodoulides, 2022) :

- The monetary viewpoint centers around evaluating the monetary worth of the brand for the firm (Rojas-Lamorena et al., 2022). Here, the all out worth of a brand as a discernable resource can be sold or remembered for an accounting report, given its financial worth(Rojas-Lamorena et al., 2022). This viewpoint was generally embraced in the earliest examinations on BE, from the 1980s and 1990s (Reyes & Montolla, 2023).

- The customer perspective, by and large used since the last piece of the 1980s (Villalobos et al., 2023), began to serious solid areas for get during the 1990s(İkişik, Sezerol, Taşçı, & Maral, 2022). Here, the thought is generally known as client based brand esteem (CBBE). This is an extent of the data, viewpoints, affiliations, and loyalties that shoppers present tantamount to a given brand. As such, the power of the brand lies in what clients understand, feel, see, and find out about it, on account of their lived experiences. It subsequently addresses the value that a brand adds to a thing, considering clients' observations and the affiliations they make concerning that brand.

### **Problem Statement**

In today's business world, corporate sustainability has become crucial to retain customers. However, some companies resort to unethical behavior in the face of intense competition, putting customer retention at risk. As demand for sustainability in business continues to rise, companies often make false sustainability claims, such as vague, misleading, and false statements, which not only undermine their credibility but also harm the environment. This is known as corporate greenwashing, and it is a troubling evolution that needs to be addressed. That's why this study aims to explore the impact of false sustainability claims on customer retention, focusing solely on the company perspective. By answering the main research question, "How do false sustainability claims affect customer retention?" we can gain a deeper understanding of the issue and help companies make more informed decisions. Let's work together to ensure that sustainability claims are not just empty promises, but actual commitments that benefit both businesses and the environment. The theoretical framework has been developed based on the main research question and it has been refined during the empirical study. The empirical data has been collected through eight in-depth interviews using the purposive sampling technique, which is a type of non-probability sampling. The interviewees were owners or management level employees of Finnish companies that place a high value on corporate sustainability and have extensive experience in the field. The data collected was analyzed logically and organized with theory (Arachchige & Bashini, 2021).

The study's findings are aligned with previous literature on the subject, while also presenting new insights. The key results indicate that trust, transparency, commitment, customer satisfaction, and ethical behavior are the drivers of customer retention, and false sustainability claims negatively impact these factors. False sustainability claims harm customer retention, loyalty, reputation, brand image, and word of mouth. Therefore, the study concludes that false sustainability claims do not contribute to customer retention and are incompatible with sustainability. Apart from its theoretical contribution, this study can be used to guide managerial attention towards the relevant issue of false sustainability claims and their impact on customer retention.

### **Research Questions:**

- What are the harbingers, decisions, and consequences of the client's responsibility through electronic redirection?
- In the examination of the client's responsibility by means of virtual diversion, which hypotheses, settings, and techniques are utilized?
- What streets exist for extending exhaustiveness, broadening depiction, and developing data as per future exploration by means of virtual amusement?

### **Research Objectives:**

- To identify the sustainability of customer retention on brand image.
- The relationship assessment between Brand Equity, Brand Loyalty and Experimental Marketing Activities.
- Theory reliability assessment through hypothesis.

### **Scope of study:**

Effective communication is key to improving awareness. This is achieved through frequent exposure that reinforces recognition and a broad scope of exposure to cues related to usage and category that enhances recall. These findings highlight the importance of effective communication in today's world and emphasize the need to develop strategies that can help us communicate effectively and persuasively. This scope fills up the gap between the literature of repurchase intention and the literature on experiential marketing activation. There is much more room for research because these variables have potential, particularly the experimental marketing activation, since online sales are increasing rapidly and expected to increase to its utmost level.

### **Significance of study :**

This examination is giving critical data to the backers of Pakistan's private universities in understanding clients' necessities more significantly to add to the improvement of their business. The data is collected through surveys. The pieces of information have been inspected through expansive outlines, using a structure and factors that are simply uniquely crafted to the fascinating necessities of Pakistan. These encounters can help you with making informed decisions and gain an advantage watching out.

### **Literature Review**

#### **Cognitive load theory:**

Cognitive load theory has been outstandingly enticing in enlightening mind science during the most recent decade in giving principles to instructive arrangement. While different definite assessments have involved it as a speculative design, a closer examination reveals a couple of key sensible issues inside the speculation. Various theories of trial revelations become crude in light of the fact that the speculation grants exceptional and conflicting with possible results to figure out a couple of careful results. The article analyzes these speculative issues by taking apart the sensible capabilities between different sorts of mental weight. It underlines that diminishing of mental weight can now and again block progressing rather than overhauling it. Mental weight speculation is reexamined both as per the perspective of Vygotski's concept of the zone of proximal new development and as indicated by the perspective of assessment on evident learning. Task execution and learning are considered as related, yet eventually for the most part different cycles. Closes are drawn for the further improvement of the speculation too regarding definite investigation and instructive practice. (Group et al., 2022) Online clients find it hard to envision how items will squeeze into their surroundings, which expands their mental burden. Mental burden hypothesis holds that individuals' mental assets are restricted. At the point when the mental burden put on customers is exceptionally high, data handling takes up huge mental assets, which influences the procurement of item data and makes negative perspectives toward items (Heiderscheit, Hauer, & Smith, 2022). Individuals are frequently hesitant to put forth extra mental attempts past what is important. Consequently, assuming mental burden is too high, pessimistic feelings are evoked because of the contention between the buyer's own will and the requirements of the rest of the world, which adversely influences direction, or at least, the customer might not buy anything. It can assist purchasers with handling item data by giving virtual portrayals of how they could thoroughly search actually; thus, the data that clients need to process is all the more firmly connected with their own countenances/bodies, and less to their minds (Guo et al., 2023). It can assist shoppers with review items in their surroundings, and they need never again conclude whether items are appropriate in light of variables like past experience. Its capacity to overlay 3D virtual item portrayals onto certifiable circumstances can diminish buyers' mental load during the web-based item search process. This kind of representation permits purchasers to pursue choices in view of the presence of the item coordinated into this present reality, subsequently decreasing the significance of different elements in web based shopping, like item depictions (Long, Cvitić,

Zhang, Peraković, & Choo, 2022). VTO permits shoppers to check assuming items suit them, by improving their psychological imaging limit (Hu, Yuan, Liu, & Chen, 2023). Subsequently, the perception gave lessens buyers' mental burden and, thusly, decision over-burden, by expanding their psychological imaging limit.

Organizations should take part in Corporate Social Responsibility (CSR) initiatives not only because it is morally and ethically responsible but also because it is beneficial for their business. By being socially and environmentally responsible, they can gain the trust and loyalty of their customers and society as a whole. CSR obligation is the cycle by which affiliations see and raise CSR-related practices to accomplish business results. The European Commission portrays CSR as a framework in which affiliations unflinchingly coordinate social, customary, and moral worries into their endeavors and correspondences with colleagues to add to a cleaner climate and an unequaled society. This far reaching approach covers regularly one of a kind evened out reactions to social and normal issues, as well as their assistance for doing such measures. By rehearsing CSR, affiliations can show their opportunity and authenticity to their ornament. In that limit, affiliations should embrace CSR as an essential piece of their business procedure, as a humanitarian action, yet as a strategy for making gigantic length an inspiration for their business and society, by and large. Corporate choices truly ought to concur with the necessities of the client, particularly concerning CSR and reasonableness. The potential gains of CSR interest are dependably clear as studies have shown the way that it can energize trust through realness, worth, and goodness. By showing a partnership's morals and values to clients, CSR drives can create ideal ends which can prompt broadened client trust. As indicated by the hailing hypothesis, affiliations that are seen to be gotten with CSR are viewed as "genuine heads" who act contemplating a genuine concern for all colleagues, including clients. This positive sign can accomplish an improvement in client trust, which is portrayed as the energy of the standard client to depend on the restriction of the brand to manage its conveyed business. The stimulus-organism-response (S-O-R) worldview begins in the exemplary upgrade reaction hypothesis (Leesanga, Ru-Zhuae, & Aujirapongpan) which hypothesizes that, in the wake of being shown a particular improvement, subjects play out a matched reaction. The exemplary improvement reaction hypothesis was stretched out by (Nieves-Pavón, López-Mosquera, & Jiménez-Naranjo, 2023) and (Nagano, Ijima, & Hiroya, 2023) to show up in the S-O-R worldview. Upgrades are the particular factors that excite organismic cycles in the individual (Eroğlu & Calik, 2023). By handling these boosts, interior (creature) processes are produced. Eventually, this prompts reactions, like methodology or evasion of ways of behaving (Nagano et al., 2023). Consequently, the S-O-R model suggests that improvements incite organismic responses that lead to explicit activities. The organic entity intercedes the impact of a given boost on the reaction. The S-O-R model has been recently applied to web-based shopping environments (Barta, Gurrea, & Flavián, 2023), and is the most generally involved hypothetical starting point for inundation-based research (Armocida et al., 2022). Ongoing innovative improvements have adjusted the purchasing system. Some magnificence industry internet business locales coordinate advancements that permit item testing by utilizing facial channels through VTO. Other online business destinations don't yet give this choice, and items can be assessed exclusively through depictions, pictures and recordings. The innovation utilized during the buy cycle is the improvement proposed to influence the organic entity parts (saw similitude, disarray by over decision and prepurchase mental cacophony) and reactions (buy aim and readiness to pay more) (Branca, Resciniti, & Loureiro, 2023).

### **Experiential Marketing Activation:**

Experiential showcasing is the rising field of promoting that spotlights client encounters with items and administrations, conventional showcasing centers around advantages and elements of item or administration, however Experiential promoting centers around vital encounters that a client has for item or administration. (Davey, Sung, & Butcher, 2024), portrayed that experiential showcasing is about the client's insight about the organization, after buying the labour and

products. The clients' discernment and experience exercises may start after procuring labour and products. The client's great encounters with items or administrations invigorate him to repurchase an item or administration. Many investigations show that brand name, word and mouth, cost and promoting influences on client encounters (Kashif et al.), client experience is a blend of collaboration of client with item or administration that prompts a response (Guzzetti, Crespi, & Belvedere, 2024). The principal subject of Experiential advertising is Separating the significance of items or administration and afterwards changing them into physical, immaterial, critical encounters that upgrade the extent of the item or administration and back clients in the purchasing choice cycle (Podsakoff, Podsakoff, Williams, Huang, & Yang, 2024). Companies offer items as well as great recollections and encounters (Li, Zeng, Gao, & Yuan, 2024). Organizations ought to offer clients fruitful encounters to get the upper hand and consumer loyalty. Conventional promoting considers clients as an objective chief who just contemplate utilitarian highlights and advantages of items while experiential showcasing considers customers as sane and close-to-home individuals who are cognizant regard to charm encounters (Davey, Sung, & Butcher, 2024). Brand experience has drawn in a ton of consideration from marketers because brand experience is vital in creating promoting procedures (Davey, Sung, & Butcher, 2024).

### **Positive E-WOM:**

Consumers can easily access information about products or services and share their own opinions, ratings, or experiences online, which can significantly influence their perception, preference, perceived value, purchase intention, and decision-making (Hung, Hu, Lee, & Tsai, 2024) (Dviso, 2010). Therefore, e-WOM has become a crucial factor for the success and growth of any business. Positive e-WOM can create a buzz around a product and drive sales, while negative e-WOM can quickly lead to a crisis and damage a brand's reputation. Apart from e-WOM, the cost of a product or service is also a critical factor that determines online sales and profits. Online stores need to carefully consider their pricing strategies to stay competitive and attract customers. Moreover, the promotion strategies employed by online stores can significantly impact the price fluctuations and influence the perceptions, attitudes, and behaviors of consumers. Research has shown that promotions can boost sales, but they can also have some adverse effects, such as price erosion and lower visibility.

Finally, it is worth noting that even the best online stores can experience server congestion and lower quality of service during peak sales events like the Double Eleven sales. Therefore, online stores need to have robust IT infrastructure and customer service capabilities to handle the increased traffic and provide a seamless shopping experience for their customers. In today's world, a lot of research has been done to examine the impact of e-WOM and promotions on online stores and consumers' decision-making process. However, a significant gap in the literature is the lack of studies that explore the interactions between the factors that are relevant to online store operations. To address this gap, there is a need for a systematic discussion that discovers the relationships between these factors (Yin, Huang, & Zhou, 2024). Unfortunately, the methods used in previous studies were limited, and the research data collected mainly came from questionnaires, which lacked representativeness compared to real data. To fill these gaps, we present a new approach in this paper that uses the system dynamic method to build a model of online store operations, specifically focusing on the impacts of e-WOM and promotions (Zhai, Wang, & Zhao, 2024) (Dekimpe & Hanssens, 2024). We use real operation data from an online store to determine the causal relationships between variables and compare it with simulation results.

Our research makes three significant contributions to the field. First, we provide a comprehensive perspective to understand e-commerce by building a framework for the operations of online stores. Second, we consider both the positive and negative impacts of e-WOM on online store operations, which have been ignored in previous studies, and update the context of e-WOM. Finally, we use real data, which complements the empirical research methods used in previous research. Overall,

our research provides valuable insights to help online stores sustainably operate and manage their businesses. It also helps predict sales volume in the future, which is crucial for online stores' success. By bridging the research gap, our findings offer a new direction for future research in this field. Online stores can increase their sales and profits by offering effective promotions. A product's price and e-WOM are both important factors that contribute to these sales and profits. However, it is the promotions that online stores put in place that affect price fluctuations. Promotions have been proven to have a significant impact on consumer perceptions, attitudes, and behaviors, leading to short-term increases in product sales. However, it is important to remember that promotions can also have negative effects, such as price fatigue and lower perceived quality. Offering effective promotions is a key strategy for online stores to boost sales while maintaining customer satisfaction (Li et al., 2018).

### **Brand Image:**

A brand's image is shaped by many factors, including the quality of its products, its marketing campaigns, its reputation, and the experiences that consumers have with the brand. It's important for enterprises to carefully manage their brand image in order to create a positive impression in the minds of consumers, and to maintain that impression over time. This can involve a range of strategies, from investing in product development and customer service to engaging with consumers through social media and other channels. By building a strong brand image, enterprises can establish themselves as leaders in their industry, and earn the trust and loyalty of their customers (Kortüm, Braun, & Herzog, 1963). The setback of a regularly seen meaning of a brand picture can make it hard for specialists and specialists to comprehend the improvement of brand regard completely. Since brand picture has been applied in such endless various ways, it very well may be challenging to look at research disclosures across studies or to develop an irrefutable comprehension of what brand picture means for client directly. To decide this issue, two or three specialists have proposed utilizing more unambiguous expressing to portray various bits of brand picture, like imprint character, brand affiliations, and brand notoriety. By figuring out these various contemplations, prepared experts and experts can acquire a dominating perception of how the brand picture is framed, and the way that expanding brand regard for quite a while can be utilized. For instance how different educated authorities and specialists conceptualize brand picture in various ways. (Aaker, 1996) uses the term brand identity to refer to a company's corporate image, which includes elements such as the company's values, culture, and personality. This is often seen as a key component of the brand image, as it helps to shape consumer perceptions of the brand. In contrast, (Keller, 2001) conceptualizes brand picture concerning a degree of various variables, including brand affiliations, brand execution, brand symbolism, buyer decisions, and purchaser sentiments. By looking at these changed bits of the brand picture, Keller proposes that specialists and specialists can get a more nuanced insight into how brand regard is framed and remain mindful of it throughout a drawn-out time. All around, substitute points of view on brand pictures feature the need for more basic lucidity and consistency in how the idea is depicted and applied in appraisal and practice. You're completely correct! Closing the brand picture is a desperate piece of headway, as it assists relationships with organizing their things in the characters of purchasers. Notwithstanding, without a reasonable comprehension of what is a brand picture, this organizing can be hard to accomplish.

As you referred to, the point is to find the brand on the thing class ladder in the clients' minds and to isolate the brand from its opponents. This incorporates passing why the brand should be singled out over various decisions, and arranging the brand to such an extent that influences what clients comprehend concerning it. By doing this associations can grow their advantages and foster brand esteem for a long time. To achieve this goal, it is crucial to have an indisputable and consistent importance of the brand picture. As you noted, there are different implications of this term, which can provoke chaos and anomaly in investigation and practice. To determine this issue, the stream

research has focused in on minding past assessments associated with the brand picture, orchestrating the different implications of the term, and examining the qualifications among them. The point is to introduce a changed importance of brand picture that can be used by researchers and specialists to truly foster brand esteem more. By spreading out a regular cognizance of what the brand picture includes, associations can arrange their brands even more and make a more grounded relationship with their objective clients.

### **Brand Awareness:**

Brand awareness is a crucial factor in developing brand equity, as it allows consumers to identify and recognize a brand. (Glińska & Gorbaniuk, 2016) also suggests that brand awareness is an important asset that can influence consumer perceptions, likes, and behavior. When consumers are aware of a brand, it can have a positive impact on their purchase decisions and ultimately enhance their loyalty to the brand. Research has consistently shown that brand awareness has a positive effect on brand image, as well as on brand trust and loyalty. Studies in a range of industries, including packaged drinking water, beverage, social media communication, fast fashion, and tourism, have all confirmed this finding (Bernarto, Berlianto, Meilani, Masman, & Suryawan, 2020). When consumers are aware of a brand, they are more likely to trust it and to feel loyal to it over time. Overall, these findings highlight the importance of building brand awareness as a key component of brand equity. By developing strong brand awareness, businesses can increase their visibility, build trust with consumers, and ultimately enhance their bottom line.

### **Brand Loyalty:**

In today's business environment, brands are seen as a strategic requirement for organizations, as they help to create value for customers and develop competitive advantages over other companies (Quayson, Issau, Gnankob, & Seidu, 2024). For consumers, brands play an important role in determining the quality, value, and image of a company's products, and can help to support purchase decisions. Brand loyalty is another important concept in marketing, and is often seen as a key indicator of brand equity. This loyalty can be reflected in consumers' willingness to choose a particular brand as their first choice, and in their commitment to recommending the brand to others (Ryyänänen, 2024). Overall, these concepts highlight the importance of building strong and loyal brands in order to create value for customers and develop competitive advantages over other companies. By investing in their brands and creating positive associations with their products and services, businesses can enhance their reputation, build customer loyalty, and ultimately drive sales and profits over time. Attitudinal loyalty measures the consumer's psychological attachment and advocacy for a particular brand, while behavioral loyalty looks at the consumer's repurchase behavior and willingness to positively express their feelings about the product or service to others. According to (Hänninen & Karjaluo, 2017), loyalty is a multifaceted concept that consists of both attitudinal and behavioral elements, and manifests as the customer's intention to continue the relationship, make repeat purchases, and provide positive referrals. These different perspectives on brand loyalty have become an important source of advantage in markets where switching costs are high, and customers are reluctant to try new brands. As (de Sousa, Lopes, & Gonzalez, 2024) point out, loyalty in financial services is often measured in terms of the length of time a customer stays with a provider, the frequency of service usage, and the number of services used. For businesses, the importance of obtaining brand loyalty cannot be overstated, as retaining current customers is often far more cost-effective than acquiring new ones. By understanding the different perspectives on brand loyalty, misalliance businesses can develop strategies to enhance customer loyalty and build long-term relationships with their customers. This can involve a range of tactics, from providing excellent customer service and personalized experiences, to offering rewards and incentives to customers who make repeat purchases. By building a loyal customer base, businesses



can create a sustainable source of competitive advantage, and enhance their reputation and bottom line over time.

### **Repurchase intension:**

It refers to the probability or willingness of consumers to purchase a product or service again, and it is crucial for businesses in terms of customer retention and profitability. By investigating the factors that influence repurchase intention, researchers can contribute to the development of effective marketing strategies and customer relationship management (Marzo-Navarro & Berné-Manero, 2023)(Razzaque & Juenger, 2024). Brand equity, customer satisfaction, and brand resonance are three dimensions that directly impact consumer repurchase intentions. Furthermore, empirical findings suggest that the four factors that have the strongest total effect on repurchase intention are customer satisfaction, merchandise quality, perceived value, and trust. Research on repurchase intention is essential for understanding and predicting consumer behavior. It helps businesses gain insights into the likelihood of customers purchasing their products or services again. This understanding can also help assess customer satisfaction, perceived quality, and the impact of various external stimuli on consumer behavior. In conclusion, businesses that focus on understanding and meeting customer needs are more likely to earn customer loyalty and gain a competitive edge. Therefore, it is important to study repurchase intention to develop effective marketing strategies and customer relationship management (Putra, Mukhid, & Murthada, 2024).

### **Hypothesis Development:**

#### **Experimental marketing activation and Brand awareness:**

Client experiences are essential to the institution of experiential publicizing. (Vance, Raciti, & Lawley, 2023) directed out that all together toward truly survey upholds, supports ought to give brand understanding, responsibility, and affiliation, and not just rely upon media receptiveness. (Alshurideh, Abuaneh, Kurdi, Akour, & AlHamad, 2023) proposed that client experiences are conceptualized as a blend of resources, impact, and knowledge. The psychological part coordinates the authentic properties or inconsequential attributes that meet the utilitarian necessities, the precious part proposes clients' perspectives or opinions (e.g., irrationality or enjoyment), and the undeniable part can cause power and satisfaction (Lang, Behl, Guzmán, Pereira, & Del Giudice, 2023). Experiential displaying experts have raised that associations' excessively long high grounds can be gained by incessantly astounding clients' psychological, near and dear, and unmistakable presumptions. The possibility of experiential displaying is to ensure clients' near and dear association with a brand by attracting their five experiences. By utilizing experiential showing frameworks, affiliations can energize different encounters for their clients. In sponsorship research, sports sponsorship gives a medium to experiential foundation techniques to fabricate significant length precious affiliations and pass benefits on to brands. The saying "authorizing" recommends an action that is utilized to expand the impacts of sponsorship, and requirements striking assistance by the people. The initiation of experiential advancing can be accomplished through different structures, for example, themed parties, sponsorship-related roadshows or works, or encountering sports by utilizing created reality progression (Obuchowska et al., 2022). They proposed a games sponsorship commencement framework and rules for allies, for instance, games and contenders and proposed the gigantic characteristics and abilities to attract keep up with. As indicated by the perspective of experiential progressing, (Ellitan, 2022) prescribed that supporting brand associations need to plan an event environment to engage purchasers to partake in brand-related practices through striking and before long critical experiences. Since the mid-1950s, research on customer leads has placed a tremendous highlight on brand care (Faeq, 2022). (Faeq & Ismael, 2022) was the individual who initially settled on brand care. He also communicated that products have humanistic and up close and personal perspectives and that buyers collect significant relationships with brands. Since it recalls all of the linkages for the characters of clients that are

connected to that brand, brand care is the principal a piece of brand esteem. Subsequently, if there is anything influences a firm as indicated by the perspective of the customer, it is brand care (Ismael, 2022). Customers might even more at any point quickly recognize things and organizations by their singular brands (Ahmad et al., 2023). Subsequently, buyers' knowledge of notable brands is an asset that is unimaginably useful to associations. These points of view, which are laid out on linkages among credits and the brand name, are consistently suggested as the image of the brand (Alaqel & Rao, 2023) . Accordingly, brand care is on a very basic level what a client reviews about a brand, and it exhibits a client's perspective on a brand generally speaking(Faeq, 2022). These days, a brand isn't just seen as its connected logo; rather, it will undoubtedly be seen as an experience that has been totally assessed and is upheld by tremendous advancing monetary plans, activity, and a social standpoint (Faeq & Ismael, 2022). An affiliation's ability to remain mindful of its market position can be obtained from whether it has positive brand care (Anwar, 2017). Positive brand care effectively maintains different results, including a client's joy, the possibility of the help they with enduring, their commitment, and their suspicion to make additional buys (Faeq & Ismael, 2022) . Subsequently, a fundamental piece of the work that goes into showing is fixated on dealing with the client's psychological portrayals of the brand. Subsequently, CORPORATE SOCIAL RESPONSIBILITY has the probability to be critical for making positive brand care as well as building inconceivable perspectives among purchasers (Ismael, 2022). Thus, it is a fundamental wellspring of key position. Since an affiliation is open around two its internal and external correspondences and arrangements, broadening brand care through CORPORATE SOCIAL RESPONSIBILITY rehearses ensures unprecedented investigation and, throughout a lengthy time, is really ideal for the brand (Gangi, Daniele, D'Angelo, Varrone, & Coscia, 2023).

## **H1- Experimental marketing activation and Brand awareness has positive association.**

### **Experimental marketing activation and Brand Image:**

To get it and contextualize the importance of brand picture, which was spearheaded by (Nguyen, Tran, & Do, 2023), who characterized brand relationship as "brands resources and liabilities that incorporate anything connected in memory to a brand". (Grootendorst, 2022; Paton et al., 2022) place that purchasers could connect a brand with qualities, highlights and use circumstances. The arrangement of brand affiliations together structure a brand picture. The brand picture addresses how the brand affects purchasers. This significance as a rule creates from the customer's own involvement in the brand, the company's promoting blend exercises (Nguyen et al., 2023) and the assessments of different shoppers. Brand affiliations are significant; both to organizations and to purchasers (Flay, Hill, & Muguiro, 2022). Organizations use them to encourage uplifting outlooks towards the brand, propose related advantages and position it in the commercial center, while shoppers use them to process, sort out and recover data from their memory store to help buy direction (Nguyen et al., 2023). Generally speaking, researchers have found that great brand picture and brand mentalities emphatically affect buy aims (Marshall, Lopez-Villalobos, Loveday, Weeks, & McNabb, 2023). As per (da Costa et al., 2022), brand affiliations that inspire positive effects, as well as mental contemplations of advantages, give customers explanations behind purchasing a brand or item. Client experiences are essential to the institution of experiential publicizing. (Vance et al., 2023) directed out that all together toward truly survey upholds, supports ought to give brand understanding, responsibility, and affiliation, and not just rely upon media receptiveness. (Alshurideh et al., 2023) proposed that client experiences are conceptualized as a blend of resources, impact, and perception. The psychological part incorporates the genuine attributes or irrelevant qualities that meet the utilitarian necessities, the close to home part implies clients' perspectives or feelings (e.g., silliness or joy), and the unmistakable part can cause intensity and bliss (Lang et al., 2023). Experiential displaying experts have raised that associations' excessively long high grounds can be gained by incessantly astounding clients' psychological, near

and dear, and unmistakable presumptions. The possibility of experiential displaying is to ensure clients' near and dear association with a brand by attracting their five experiences. By using experiential displaying systems, associations can encourage various experiences for their clients. In sponsorship research, sports sponsorship gives a medium to experiential establishment methods to build long stretch near and dear affiliations and convey benefits to brands. The maxim "sanctioning" suggests an activity that is used to increase the effects of sponsorship, and needs striking help by the individuals. The activation of experiential promoting can be achieved through various frameworks, for instance, themed parties, sponsorship-associated roadshows or works out, or experiencing sports by using produced reality advancement (Obuchowska et al., 2022). They proposed a games sponsorship commencement framework and rules for benefactors, for instance, games and contenders and proposed the huge characteristics and abilities to attract upholds. As per the perspective of experiential promoting, (Ellitan, 2022) prescribed that supporting brand associations need to plan an event environment to engage purchasers to partake in brand-related practices through striking and before long critical experiences.

## **H2- Experimental marketing activation and Brand Image has positive association.**

### **Experimental marketing activation and Brand Loyalty:**

Client experiences are essential to the institution of experiential publicizing. (Vance et al., 2023) directed out that all together toward truly survey upholds, supports ought to give brand understanding, responsibility, and affiliation, and not just rely upon media receptiveness. (Alshurideh et al., 2023) proposed that client experiences are conceptualized as a blend of resources, impact, and perception. The psychological part incorporates the genuine attributes or irrelevant qualities that meet the utilitarian necessities, the close to home part implies clients' perspectives or feelings (e.g., silliness or joy), and the unmistakable part can cause intensity and bliss (Lang et al., 2023). Experiential displaying experts have raised that associations' excessively long high grounds can be gained by incessantly astounding clients' psychological, near and dear, and unmistakable presumptions. The possibility of experiential displaying is to ensure clients' near and dear association with a brand by attracting their five experiences. By using experiential displaying systems, associations can encourage various experiences for their clients. In sponsorship research, sports sponsorship gives a medium to experiential establishment methods to build long stretch near and dear affiliations and convey benefits to brands. The maxim "sanctioning" suggests an activity that is used to increase the effects of sponsorship, and needs striking help by the individuals. The activation of experiential promoting can be achieved through various frameworks, for instance, themed parties, sponsorship-associated roadshows or works out, or experiencing sports by using produced reality advancement (Obuchowska et al., 2022). They proposed a games sponsorship commencement framework and rules for benefactors, for instance, games and contenders and proposed the huge characteristics and abilities to attract upholds. As per the perspective of experiential promoting, (Ellitan, 2022) prescribed that supporting brand associations need to plan an event environment to engage purchasers to partake in brand-related practices through striking and before long critical experiences. Brand loyalty is described as "a significantly held mental commitment to rebuy or belittle a leaned toward thing/organization dependably later on, thus causing repetitive same brand or same brand-set purchasing, despite situational influences and displaying tries having the ability to cause trading conduct" (Bae & Jeon, 2022). Clients with a raised level of steadfastness to a particular brand subscribe to the brand through consistent purchases from here on out. Besides, various specialists have commonly recommended that unfaltering clients have the going with credits (Guerra-Tamez & Franco-García, 2022; Hwang, Abbas, Joo, Choo, & Hyun, 2022; Koseoglu, Wong, Kim, & Song, 2022). First and foremost, they have an intend to spend extra money on the brand regardless of the way that the expense is higher than they expected. Second, immovable clients have an outstandingly raised level of trust in a brand, so they ponder the brand first while purchasing a thing. Third, they

are most likely not going to change to various brands. Subsequently, understanding the advancement of brand reliability is crucial for work on corporate execution.

### **H3- Experimental marketing activation and Brand loyalty has positive association.**

#### **Brand awareness and repurchase intention:**

Since the mid-1950s, research on customer leads has placed a tremendous highlight on brand care (Faeq, 2022). (Faeq & Ismael, 2022) was the individual who initially settled on brand care. He also communicated that products have humanistic and up close and personal perspectives and that buyers collect significant relationships with brands. Since it recalls all of the linkages for the characters of clients that are connected to that brand, brand care is the principal a piece of brand esteem. Subsequently, if there is anything influences a firm as indicated by the perspective of the customer, it is brand care (Ismael, 2022). Customers might even more at any point quickly recognize things and organizations by their singular brands (Ahmad et al., 2023). Subsequently, buyers' knowledge of notable brands is an asset that is unimaginably useful to associations. These points of view, which are laid out on linkages among credits and the brand name, are consistently suggested as the image of the brand (Alaqel & Rao, 2023) . Accordingly, brand care is on a very basic level what a client reviews about a brand, and it exhibits a client's perspective on a brand generally speaking(Faeq, 2022). These days, a brand isn't just seen as its connected logo; rather, it will undoubtedly be seen as an experience that has been totally assessed and is upheld by tremendous advancing monetary plans, activity, and a social standpoint (Faeq & Ismael, 2022). An affiliation's ability to remain mindful of its market position can be obtained from whether it has positive brand care (Anwar, 2017). Positive brand care effectively maintains different results, including a client's joy, the possibility of the help they with enduring, their commitment, and their suspicion to make additional buys (Faeq & Ismael, 2022) . Subsequently, a fundamental piece of the work that goes into showing is fixated on dealing with the client's psychological portrayals of the brand. Subsequently, CORPORATE SOCIAL RESPONSIBILITY has the probability to be critical for making positive brand care as well as building inconceivable perspectives among purchasers (Ismael, 2022). Thus, it is a fundamental wellspring of key position. Since an affiliation is open around two its internal and external correspondences and arrangements, broadening brand care through CORPORATE SOCIAL RESPONSIBILITY rehearses ensures unprecedented investigation and, throughout a lengthy time, is really ideal for the brand (Gangi et al., 2023).

### **H4- Brand loyalty and repurchase intension has positive association.**

#### **Brand image and repurchase intention:**

To get it and contextualize the importance of brand picture, which was spearheaded by (Nguyen et al., 2023), who characterized brand relationship as "brands resources and liabilities that incorporate anything connected in memory to a brand". (Grootendorst, 2022; Paton et al., 2022) place that purchasers could connect a brand with qualities, highlights and use circumstances. The arrangement of brand affiliations together structure a brand picture. The brand picture addresses how the brand affects purchasers. This significance as a rule creates from the customer's own involvement in the brand, the company's promoting blend exercises (Nguyen et al., 2023) and the assessments of different shoppers. Brand affiliations are significant; both to organizations and to purchasers (Flay et al., 2022). Organizations use them to encourage uplifting outlooks towards the brand, propose related advantages and position it in the commercial center, while shoppers use them to process, sort out and recover data from their memory store to help buy direction (Nguyen et al., 2023). Generally speaking, researchers have found that great brand picture and brand mentalities emphatically affect buy aims (Marshall et al., 2023). As per (da Costa et al., 2022), brand affiliations that inspire positive effects, as well as mental contemplations of advantages, give customers explanations behind purchasing a brand or item. To get it and contextualize the

importance of brand picture, which was spearheaded by (Nguyen et al., 2023), who characterized brand relationship as "brands resources and liabilities that incorporate anything connected in memory to a brand". (Grootendorst, 2022; Paton et al., 2022) place that purchasers could connect a brand with qualities, highlights and use circumstances. The arrangement of brand affiliations together structure a brand picture. The brand picture addresses how the brand affects purchasers. This significance as a rule creates from the customer's own involvement in the brand, the company's promoting blend exercises (Nguyen et al., 2023) and the assessments of different shoppers. Brand affiliations are significant; both to organizations and to purchasers (Flay et al., 2022). Organizations use them to encourage uplifting outlooks towards the brand, propose related advantages and position it in the commercial center, while shoppers use them to process, sort out and recover data from their memory store to help buy direction (Nguyen et al., 2023). Generally speaking, researchers have found that great brand picture and brand mentalities emphatically affect buy aims (Marshall et al., 2023). As per (da Costa et al., 2022), brand affiliations that inspire positive effects, as well as mental contemplations of advantages, give customers explanations behind purchasing a brand or item.

#### **H5- Brand Image and repurchase intension has positive association.**

##### **Brand loyalty and repurchase intention:**

Accordingly, brand loyalty is on a very basic level what a client reviews about a brand, and it exhibits a client's perspective on a brand generally speaking (Faeq, 2022). These days, a brand isn't just seen as its connected logo; rather, it will undoubtedly be seen as an experience that has been totally assessed and is upheld by tremendous advancing monetary plans, activity, and a social standpoint (Faeq & Ismael, 2022). An affiliation's ability to remain mindful of its market position can be obtained from whether it has positive brand care (Anwar, 2017). Positive brand care effectively maintains different results, including a client's joy, the possibility of the help they with enduring, their commitment, and their suspicion to make additional buys (Faeq & Ismael, 2022). Subsequently, a fundamental piece of the work that goes into showing is fixated on dealing with the client's psychological portrayals of the brand. Subsequently, CORPORATE SOCIAL RESPONSIBILITY has the probability to be critical for making positive brand care as well as building inconceivable perspectives among purchasers (Ismael, 2022). Thus, it is a fundamental wellspring of key position. Since an affiliation is open around two its internal and external correspondences and arrangements, broadening brand care through CORPORATE SOCIAL RESPONSIBILITY rehearses ensures unprecedented investigation and, throughout a lengthy time, is really ideal for the brand (Gangi et al., 2023).

#### **H6- Brand loyalty and repurchase intension has positive association.**

##### **Positive words of mouth as mediator:**

As shown by the speculation of the advancement affirmation model proposed by Davis, the strength of lead point clearly impacts the occasion or nonappearance of direct (Alyoussef, 2023). Appropriately, the motivation of client verbal trade correspondence directly concludes casual trade lead. Right when clients consider eWOM to be a technique for moderating skeptical sentiments, unequivocal motivations drive their approach to acting. In focusing on clients' eWOM lead in a hotel setting, Yaou Hu saw that venting and financial spurring powers were unquestionable signs of negative eWOM direct (Fu, Wei, Wang, & Kim, 2022). In critical significant states, travelers' eWOM motivations consolidate venting, searching for retaliation, reminding others and searching for help (Kitsios, Kamariotou, & Mavromatis, 2023). Buyers oftentimes reduce their strain and pressure after a negative shopping experience by eWOM (Brivic, 2022). In a focus on client posting reviews in virtual organizations, it was seen that the assessment showed that negative eWOM motivations seriously impacted help remediation and purchaser satisfaction. More huge degrees of organization change independently increase positive customer responses (He, Wu, &

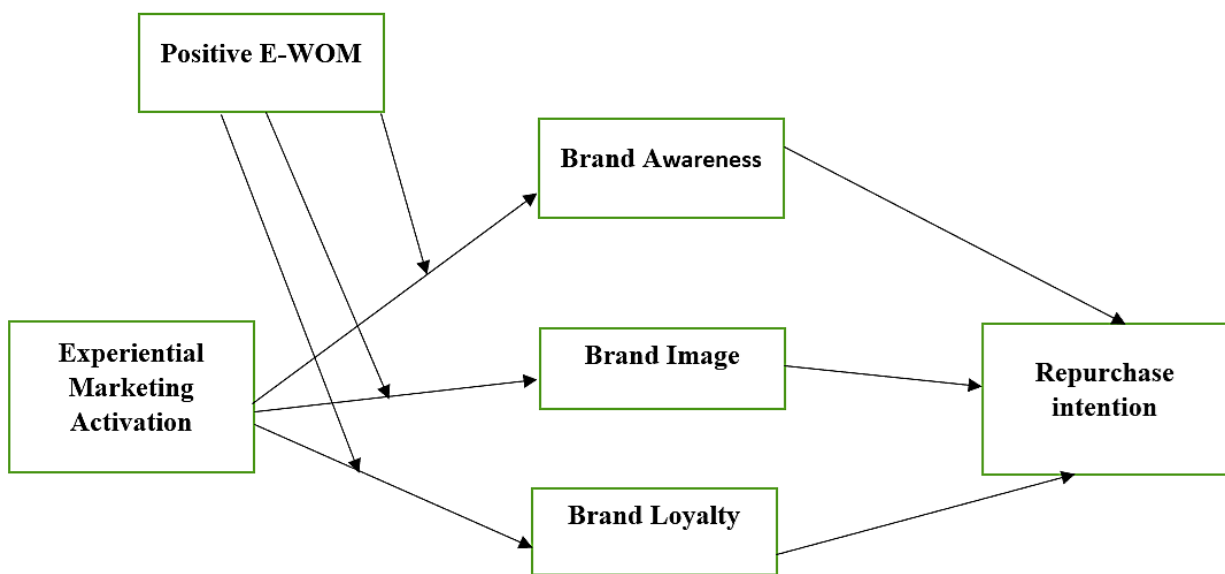
Wang, 2022). Critical eWOM correspondence is subject to a mix of components, for instance, the degree of damage of the negative web shopping experience and client character characteristics, and its transmission instrument isn't invariant. Berger and Schwartz further perceived eWOM correspondence approaches to acting into ceaseless and speedy verbal trade considering terms (Liu, Wu, & Ye, 2022).

**H7- Positive E-WOM positively moderates the relation of Experiential Marketing Activation and Brand Awareness.**

**H8- Positive E-WOM positively moderates the relation of Experiential Marketing Activation and Brand Image.**

**H9- Positive E-WOM positively moderates the relation of Experiential Marketing Activation and Brand Loyalty.**

**Framework:**



## Research Methodology

### Sampling technique and sample size:

In the consistent review, gathers created utilizing existing hypotheses, produce speculations, embrace structures for data plan and perform tests to show the proposed hypothesis. The clothing business is the essential unit of assessment all through the assessment of these elements. Our assessment is quantitative and besides embraces an objective strategy. The model size 250 and the assigned people is from clothing industry of Pakistan.

### Questionnaire and Pre-Test:

The continuous survey explores the relationship between virtual diversion promoting, E-wom, genius and online repurchasing objective in going after the normal chance to work through the coordinating capacity of the prerequisite for partnership stage. During this examination, the survey was consistently disengaged into two social occasions. For instance, it was reasoned that for demands concerning fragment characteristics like the individuals' age, direction, position/rank, and unequivocal variables, things that were both custom-fitted to the targets of this assessment and supported in the composing would be used. On a 5-point Likert scale from 1 (unequivocally digress) to 5 (immovably agree), everything was surveyed. Though "fair position," "strong grasping," "strong clash," "1," and "2" all show struggle.

### **Data collection and sample characteristics**

Google structures were utilized for information blend. A relationship with a Google Plans made study was conveyed off drug specialists through email. Respondents were gotten a few information about their viewpoints on the guinea pig in the survey. The motivation driving the review was made sense of in the study. For the informed authority, the respondents wrap up reviews. Messes up in the different testing focuses on made some of them come up short.

### **Unit of analysis and targeted population**

The focus of the study is on consumers in the Pakistani apparel industry, with a particular emphasis on youthful buyers. Many textile companies today follow a vertically integrated process, which includes fabric production and processing. Textile fabrics can range from bolts of cloth to carpeting, towels, upholstery, and even industrial products like fire hoses. The apparel industry, on the other hand, cuts fabrics and other materials and stitches them together to create clothing and accessories such as footwear, outerwear, pants, and tops. Additionally, the textile industry encompasses lesser-seen knitting mills.

### **Analysis and Interpretation of Data**

The analysis of data is of utmost importance in any research work. In this chapter, we utilized (SPSS) software to analyze the data. The analysis involved various techniques such as Mean, Standard Deviation, Frequencies, Item Analysis, Percentage, and Independent Sample t-tests. These techniques helped us to draw meaningful insights from the data and arrive at accurate conclusions.

### **Data Analysis Techniques**

Our study implements a powerful information analysis technique called partial least squares structural equation modelling. Through this method, we constructed an accurate underlying and estimation model, which we have included below to support our test results. The values we obtained demonstrate that our hypotheses are indeed establishing significant relationships between the various factors studied.

### **Findings**

In this section, we delve into the measurable examination of data, which is broken down into four sections. Firstly, we utilize descriptive statistics to scrutinize the respondents' characteristics and outcomes. Additionally, we centre around the appraisal of the assessment model's results. Finally, we examine the insightful significance and hypothesis testing of the model. This total technique engages us to secure significant encounters into the data, which can be used to seek after informed decisions and drive accomplishment.

### **Assessment of Reflective Measurement Model:**

During PLS, the entity loadings on everything's dormant development are analyzed to decide their separate dependability (Hulland, 1999). Higher loadings signal that the concept and measurement have more common variance as opposed to error variance, whereas lower loadings imply that the strength of the model explanation is relatively low, This brings down the projected parameters that connect the constructs (Hulland, 1999). Because the indicators and the reflective measurement model are inextricably linked and comparable, it is necessary to thoroughly examine. The scholar therefore verified the measurement model's validity and dependability before attempting to evaluate it. Internal consistency was evaluated using CFA (e.g. composite reliability), convergent validity (e.g. average variance extracted) & discriminant validity (i.e. cross loadings and Fornell-Larcker criterion, HTMT Ratio) of the instruments. Before taking a gander at the connections in the primary model, this is finished to ensure that the estimations are precise and dependable.

### Composite Reliability:

The construct's internal consistency reliability was calculated using composite reliability (CR). This technique checked all items' loadings for reflective structures to see if they surpassed the suggested cutoff value of 0.5 (Joseph F Hair Jr, Hult, Ringle, & Sarstedt, 2016). Table indicates that each item was loaded into its own constructs item. The suggested limit worth of 0.5 was surpassed by every single thing stacking. The loadings were somewhere in the range of 0.523 and 0.962, demonstrating that the builds were liable for the greater part of the noticed variable's difference. To attain a substantial threshold for the construct's internal consistency, items with loadings below 0.5 were deleted one at a time. As long as the construct maintains adequate internal consistency, omitted items on the reflective scale may not affect its conceptual meaning. This is because the items that were shown to represent the effects move in the same direction as the construct. Since they are set off by similar principal thoughts, the things are exceptionally corresponded (Joseph F Hair Jr et al., 2016; MacKenzie, Podsakoff, & Jarvis, 2005). The findings of this investigation revealed that all of the structures' internal consistency fell within an acceptable range when the scale's elements were removed. Ten latent reflective models have CR values between 0.893 and 0.956, which is higher than the recommended threshold of 0.7. As a result, all structures had extremely high levels of internal consistency and reliability.

### Reliability Analysis

Variable Name	No. of Items	Cronbach's Alpha
Experiential Marketing Activation	9	0.789
Positive E-WOM	9	0.909
Brand image	5	0.958
Brand awareness	8	0.926
Brand loyalty	5	0.855
Repurchase Intention	4	0.877

### Demographic

Gender	N	Percent
Male	158	64.22
Female	88	35.77
Total	300	100.0

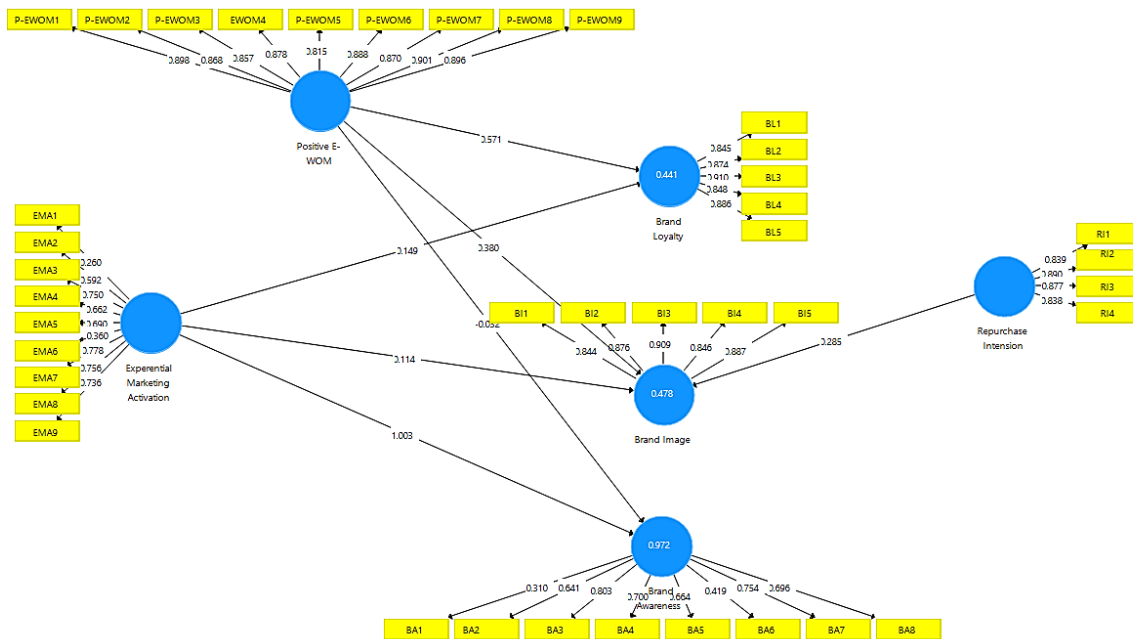
There were 300 participants from 18 to 25 years old ( $M=21.65$ ,  $SD=1.58$ ). The highest percentage for the age groups was 43.5% ( $n=162$ ), which is 22 years old, followed by 21 years old which covered 16.1% ( $n=60$ ). 9.1% was 20 years old ( $n=34$ ), 8.3% was 19 years old ( $n=31$ ), 8.1% was 24 years old ( $n=30$ ), 6.7% was 23 years old ( $n=25$ ), 4.8% was 25 years old ( $n=18$ ), and 3.2% was 18 years old ( $n=12$ ). Throughout the respondents, more than half of the respondents were female, which is 69.1% ( $n=257$ ), while only 30.9% of respondents were male ( $n=115$ ).

### Measurement model assessment:

The model was measurement and assessed, and convergent reliability was evaluated by the use of loading, AVE, and CR. The values of factor loadings are above 0.60, values of CR are above 0.7 and the values of AVE is above 0.50 (Hair Jr et al., 2016). All items with factor loading below 0.6, AVE below 0.5 and CR below 0.7 were deleted. Similar to this, Heterotrait-Monotrait Ratio (HTMT) and Fornell-Lacker were used to evaluate the discriminant validity, and all values were



below 0.9. (Kline et al., 2012). Values attained confirmed that research conducted is no danger by Discriminant validity.



### Convergent validity

#### Factor Loading, Average Variance Extracted (AVE), and Reliability

Variable	Items	Loadings	CR	AVE
Experiential Marketing Activation	EMA1	0.924	0.934	0.870
	EMA 2	0.905		
	EMA 3	0.897		
	EMA 4	0.823		
	EMA 5	0.833		
	EMA 6	0.867		
	EMA 7	0.834		
	EMA 8	0.860		
	EMA 9	0.882		
Brand image	BI1	0.874	0.926	0.814
	BI 2	0.839		
	BI 3	0.824		
	BI 4	0.865		
	BI 5	0.822		
Brand awareness	BA1	0.897	0.897	0.776
	BA 2	0.857		
	BA 3	0.768		
	BA 4	0.783		
	BA 5	0.761		
	BA 6	0.689		
	BA 7	0.895		
	BA 8	0.881		

**Fornell-larcker criteria**

	Experiential Marketing Activation	Brand image	Brand awareness	Positive WOM	E-Repurchase intention	Brand loyalty
<b>Experiential marketing activation</b>	0.729					
<b>Brand image</b>	0.518	0.857				
<b>Brand awareness</b>	0.531	0.715	0.869			
<b>Positive e-wom</b>	0.401	0.47	0.533	0.947		
<b>Repurchase intention</b>	0.428	0.633	0.607	0.552	0.882	
<b>Brand loyalty</b>	0.654	0.744	0.771	0.669	0.971	0.761
Positive E-WOM			PEWOM1 0.849	0.917	0.735	
			PEWOM 2 0.861			
			PEWOM 3 0.876			
			PEWOM 4 0.843			
			PEWOM 5 0.846			
			PEWOM 6 0.836			
			PEWOM 7 0.866			
			PEWOM 8 0.890			
			PEWOM 9 0.823			
Repurchase Intention			RP 1 0.876	0.788	0.712	
			RP 2 0.881			
			RP 3 0.761			
			RP 4 0.673			

To ensure the credibility and validity of our results, we conducted a thorough evaluation of joined legitimacy. We found that the typical difference separated is not entirely fixed, which emphasizes the importance of a careful assessment. Through the typical inferred fluctuation (AVE) assessment, we were able to test concurrent legitimacy. Our results, as presented in the table, showed that the AVE upsides of all dormant builds were more prominent than the adequate degree of 0.5, with values ranging from 0.49 to 0.899. This indicates that the dormant development made sense of the greater part of the fluctuation of its pointers, making our measures more reliable. Our estimation model, as shown in the table, confirmed the legitimacy of Social Media Marketing, Celebrity Endorsement, Perceived Usefulness, and Online Repurchasing Intention. These measures were found to be statistically significant and relevant, based on their boundary gauges. We are confident that our results are robust and accurate, and that they contribute to the advancement of our knowledge in this field.

**Fornell-Lacker:**

We incorporated the square foundation of AVE for all structures and separated it and the relationship expected gains of different factors to test discriminant credibility utilizing FLC. This solid that our exercises were undeniable from degrees of different makes and not excess. The utilization of FLC is major areas of strength for a persuading system for testing discriminant

realness. We are sure that our outcomes precisely mirror the idiosyncrasy of our exercises, guaranteeing their validness and importance. In the relationship system, the square root AVE coefficients are introduced askew. The squared AVE values ought to be more obvious than the squared relationship assessments to show discriminant legitimacy (E. Hair, Halle, Terry-Humen, Lavelle, & Calkins, 2006). The statistical analysis of the square root AVE values and other factors revealed an interesting correlation that sets this study apart from others. The discriminant validity of all constructs was found to be strong, with diagonal values consistently greater than off-diagonal elements in their respective rows and columns. Additionally, the researchers also took into account the loading of various elements to further bolster the strength of their findings. As (Biernaskie, 2010) stated for accurate estimates, aim for a loading factor of 0.50 or higher (0.70 is ideal). Remove items with low load factors and weigh construct components substantially by their award. This will lead to better project outcomes (Hair Jr, Sarstedt, Matthews, & Ringle, 2016). In our investigation, we found that all items had higher factor loadings than their cross-loadings. Because each indicator had its own underlying construct, there was no cross-loading.

### Discriminant Validity

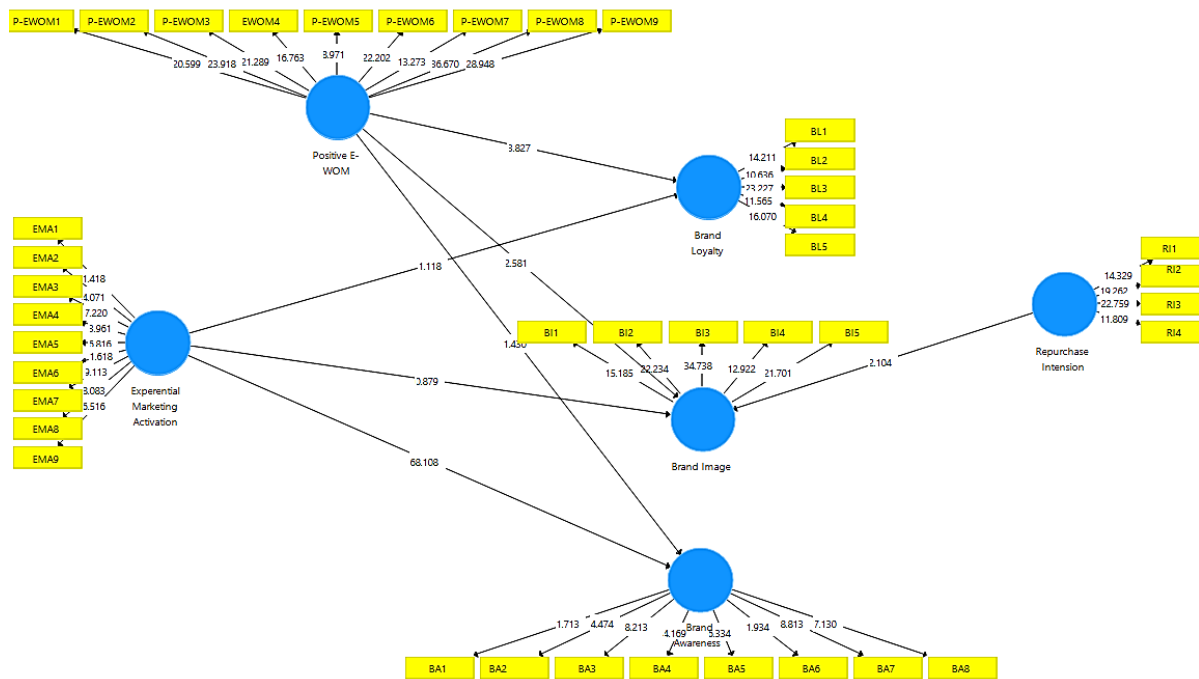
In a study by, this was suggested a new metric for discriminant validity in structural equation modelling with variance. Henseler, Ringle, and Sarstedt (2015). They both agreed that cross-loadings and the Fornell-Larcker criteria are the primary methods for evaluating the discriminant validity of variance-based structural equation modelling. Additionally, they argued the fact that a lack of discriminant validity in various study contexts had not been taken into account by these methods. Henseler et al. (2015) provided an alternate technique named "the heterotrait-monotrait ratio of correlations," This has a "multitrait-multimethod matrix" as its foundation. The HTMT ratio has been used to assess discriminant validity as recommended by a number of studies (Mahmood, Rehman, & Rehman; Sajid, Gull, Ali, & Hussain, 2022). The discriminant validity of the HTMT ratio may be assessed using two different methods: a criterion and a statistical test. (Henseler et al., 2015. The HTMT ratio for the first approach should be less than 0.85 (Clark & Watson, 1995; Kline, 2011) or less than 0.90. (Gold, Malhotra, & Segars, 2001). If the HTMT ratio is greater than the aforementioned criteria, discriminant validity is compromised. The second test is to determine whether the null hypothesis (H0: HTMT 1) is true in contrast to the alternative hypothesis (H1: HTMT 1). In this study, the first criteria technique's discriminant validity was assessed using the HTMT ratio. Table displays each Hetrotrait-Monotrait ratio value for the build. Table shows that all constructions' HTMT ratio values were less than 0.90 and satisfied the HTMT0.90 criteria (Gold et al., 2001. This suggests that discriminant validity existed for each and every one of the concepts, according to the results.

HTMT	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)		
<b>Experiential Marketing Activation</b>	0.826	0.87	0.869	0.531		
<b>Brand image</b>	0.91	0.912	0.933	0.735		
<b>Brand awareness</b>	0.959	0.96	0.965	0.754		
<b>Positive E-Wom</b>	0.885	0.907	0.945	0.896		
<b>Repurchase intention</b>	0.820	0.89	0.889	0.697		
<b>Brand loyalty</b>	0.881	0.612	0.782	0.851		

A survey done by Henseler et al. (2015) familiar one more norm with evaluate discriminant authenticity for vacillation in light of essential condition illustrating. Scholars accept that the Fornell-Larcker measure and cross-loadings are huge ways of managing assessing the discriminant authenticity for contrast based fundamental condition illustrating. Other than this, they battled that these approaches had not recognized the shortfall of discriminant authenticity in various assessment conditions. Appropriately, proposed an elective system, "the heterotrait-monotrait extent of connections", which relies upon the "multitrait-multimethod cross section" to assess the discriminant authenticity. There is a level of studies that in like manner used the HTMT degree to frame the discriminant realness what's more embraced the utilization of this methodology for managing to outline the discriminant authenticity. There are two strategies to survey discriminant validity by using the HTMT degree; the first is, when in doubt, and the going with one is as a conspicuous test. In the focal methodology, the HTMT degree should be under 0.85 or it should be under 0.90.

### Structural Model Assessment:

Once the model and data have been estimated, it's time to put the speculation to the test. The specialist will use t-values and standard errors to assess the significance of the model. With



the help of Savvy PLS 3, the expert will evaluate the direct and indirect effects of the speculations using the reliable bootstrapping approach. This method ensures accurate and trustworthy results that can guide decision-making with confidence (J. F. Hair, Ringle, & Sarstedt, 2013). The path analysis reveals the results of the theory's testing in two parts. The first table depicts the direct influence of the key variables, while the second table assesses the indirect hypothesis analysis. These findings are crucial for understanding the theory's implications and their potential impact. We utilized the bootstrapping structure with 1000 subsamples to lead the significant model evaluation in Splendid PLS. As per the disclosures, all of the three submodels contributed basically to the out-and-out change. The Splendid PLS-based beginning model assessment is presented in the above table, which clearly shows that proactive help execution, expert obligation, and driving environment all have R<sup>2</sup> expected

gains of 0.297 and 0.487, independently. These results validate the effectiveness of the chosen methodology and provide valuable insights for future research in this area.

<b>Paths</b>	<b>Coefficient</b>	<b>SD</b>	<b>T-Value</b>	<b>P-Value</b>	<b>Decisions</b>
<b>Experiential marketing -&gt; Brand loyalty</b>	0.317	0.036	8.703	0.000	Supported
<b>Experiential marketing -&gt; Brand Image</b>	0.463	0.051	9.211	0.000	Supported
<b>Experiential marketing -&gt; Brand Awareness</b>	0.599	0.034	17.513	0.000	Supported
<b>Experiential marketing -&gt;positive e-wom -&gt; Brand loyalty</b>	0.314	0.044	7.073	0.000	Supported
<b>Experiential marketing -&gt;positive e-wom -&gt; Brand image</b>	-0.062	0.025	2.375	0.018	Supported
<b>Experiential marketing -&gt;positive e-wom -&gt; Brand awareness</b>	0.478	0.031	6.439	0.020	Supported
<b>Brand Image -&gt; Re-purchase intention</b>	0.451	0.086	5.791	0.010	Supported

### **Discussion:**

Discovering new experiences is what makes traveling so exciting, and our study on tourists' experiences at a sugar heritage destination is proof of that. We wanted to understand the causal relationships between experience, brand image, satisfaction, and loyalty and how they impact tourism. While there has been some research on the impact of experience on satisfaction and loyalty, we wanted to explore how visitors' experiences at a sugar heritage destination affect satisfaction and loyalty. We also looked at how brand image and satisfaction mediate the relationship between experience and loyalty. Our study revealed that visitors' experiences at a sugar heritage destination can be grouped into five experiential modules, as proposed by (Wang, Wang, Han, & Cho, 2024). We believe that these findings will help tourism professionals create even better experiences for visitors, leading to greater loyalty and satisfaction. Our study has contributed to the existing knowledge in two significant ways. Without skipping a beat, it has added to the inheritance of the movement business composing by confirming that applying the experiential exhibiting to visitors' experiences at a sugar heritage objective yields five viewpoints: sense, feel, think, act, and relate. This component structure is consistent with the revelations of (Wang, Wang, Han, and Cho, 2024), as well as (Qin, Xu, Wang, and Škare). Our results have shown that visitors' experiences at a sugar inheritance objective are still up in the air by how they feel, think, and go about as they experience rich redesigns from the goal. For instance, the particular comprehension of the sugar refining history and drum performers' planning cooperation stimulated visitors' advantage and empowered thinking. The drum instructional class allowed visitors to associate really in the drum beating works out while relaxing getting done, rebuilding the stage plan, and especially staying aware of sugar refining equipment provoked sentiments and sentiments. Inquisitively, our examination found that the sense knowledge, which is a significant part of the time pondered the least difficult trigger, was not exactly as immense as in various cases (Tsauro, Chiu, and Wang, 2007; 손대현, 2002). Our findings revealed that visitors' experiences at a sugar heritage destination can be categorized into five experiential modules, as proposed by (Wang, Wang, Han, & Cho, 2024). We believe that

these findings can help tourism professionals create even better experiences for visitors, leading to greater loyalty and satisfaction.

Our audit has added to the heritage of the movement of business writing in two basic ways. Without skipping a beat, it confirms that applying the experiential elevating work to visitors' experiences at a sugar heritage objective results in five perspectives: sense, feel, think, act, and relate. This part structure lines up with the disclosures of (Wang, Wang, Han, and Cho, 2024), (Tsaur, Chiu, and Wang, 2007; 손대현, 2002). We saw that visitors' experiences at a sugar heritage objective are not set in stone by how they feel, think, and go about as they experience rich upgrades from the goal. For instance, the specific interpretation of the sugar refining history and drum performers' arrangement cycle began visitors' advantage and engaged thinking. The drum instructional class engaged visitors to associate genuinely in the drum beating works out, while the relaxing getting done, overhauled stage plan, and generally around stayed aware of sugar refining gear evoked assessments and sentiments. Inquisitively, our examination found that the sense experience was not commonly so exceptionally enormous as there of the brain (Wang, Wang, Han, and Cho, 2024) (손대현, 2002). This qualification blends with the targets of Ten Drum Culture Town, which hopes to propel drum music and shield the authentic background of the sugar business. By focusing in on visitors' personal and academic responses, the town's undertakings have been compelling concerning visitors' observations. Moreover, our survey has advanced how we could decipher the determinants of trustworthiness, their relative effect, and the mediating effect of brand picture and satisfaction on the association among experiences and faithfulness in the movement business composing. We found that brand picture is a greater determinant of reliability than satisfaction, considering the standardized way coefficients. To the extent that fortifying visitors' unwavering quality approaches to acting, the best picture that a visitor has towards the goal is more tremendous than understanding and satisfaction. This result lines up with the revelations of (Zhang, Xu, Zhang, Jiang, and Tooth, 2024), who uncovered that corporate picture, not satisfaction, through and through impacts dedication, and supports the dispute that brand picture and impact (experiences) ought to be joined to best expect commitment (Chen, 2023). In any case, a couple of experts have uncovered solid areas for among satisfaction and dependability. This mistake can be figured out by the way that the audit setting changes from that of past assessments. For instance, (Nicolau, Casado-Díaz, and Navarro-Ruiz, 2023) focused on visitors to Mallorca, a renowned goal among English occupants, while (Hussain et al., 2023) focused in on Northern Cyprus, known for its old evaluations and sandy shores. Of course, our outline dissected a sugar heritage district rich in present-day inheritance and drum culture, which is more experiential-coordinated and attracts visitors with amazing necessities on the other hand, with voyagers, as analyzed by various arranged specialists. As such, the benefits-based brand picture clear to visitors is essential in helping them make decisions about future ways of managing acting. This is other than reflected in visitors' assessment of the brand picture, with the sensible picture reviewed commonly raised, followed by subject matter expert and experiential pictures. This study planned to drive our continuous information by perceiving joins between CSR, brand picture, and verbal, utilizing brand trust as an immense focus person. Notwithstanding being one of the most amazing kinds of showing, little examination has been driven on what CSR means for publicizing results. Subsequently, this appraisal adds to the variety of CSR making by investigating CSR's different repercussions for propelling results. The speculative model, taking into account brief and variation way linkages between CSR, brand picture, and verbal, was first proposed and endeavored in this review. In addition, this study adds to the assortment of CSR composing by highlighting the imperative occupation of trust, which was in advance inconspicuous in the Pakistani clothing industry setting. By zeroing in on socially

and naturally trustworthy exercises, associations can redesign their money related acceptability. Regardless, by far most of the composing that has watched out for this subject so far has focused in on advanced economies. Appropriately, this study gives critical pieces of information into the gig of CSR in emerging economies like India, where the possibility of CSR is still fairly new. These disclosures have colossal regulatory repercussions for affiliations that at present take part in CSR activities and those that mean to do thusly. Through CSR drives, a firm will undoubtedly make and back relationships with clients leading to valuable outcomes, for instance, a positive brand picture and verbal trade exhibiting. It has been found that client trust mediates the association between CSR attempts and advancing outcomes. Subsequently, bank managers could achieve valuable outcomes by focusing in on CSR drives, particularly by growing brand trust among clients. Taking into account that customers like to help and reward socially competent associations by building trust towards them, these revelations recommend that bosses should place more on socially reliable exercises.

### **Managerial Implication:**

The study's results can also provide valuable insights for tourism practitioners looking to build loyalty. By uncovering the mediating impacts of the brand picture and fulfilment on perseverance, the review incorporates the need to make required guest encounters, as unambiguous guest encounters influence the brand picture, which prompts leaning toward responsibility. This can be accomplished by utilizing the experiential propelling procedure, especially by giving chances to urge guests to feel, think, and act. For instance, by making an air that is joined to guests' cherished, dependable recollections or brings out cheerful and loosened up feelings, through arranging and finishing the town with exceptional assortments in imaginative ways. Without a doubt, even guests who don't have direct consent to the past can energize nostalgic sentiments from the settings and recommend them to their families. Similarly, to fulfil guests' need for odds and ends and work on their memory of the excursion to the town, incredible sugar-related things could be made at a reasonable cost.

### **Conclusion:**

A recent review examined relevant literature and formulated examination theories to find solutions to research questions. The review confirmed the role of attitude as a mediator and celebrity endorsement as a moderator to strengthen the effect on purchase intention in the era of digital communication. Moreover, the study investigated the critical issue of customer perception of corporate social responsibility (CSR) and its impact on corporate brand trust, brand image, and word-of-mouth. The results supported all three hypotheses, indicating that brand trust plays a partial mediation role in the relationship between customer perception of CSR, brand image, and word-of-mouth. It is essential to understand that customer perception of firms' CSR programs has become a vital tool for building trust with customers. Trust is the foundation of any successful business, and customers who trust the business engage in more deliberate behavior and speak positively about the company with others. While the review has made significant contributions, there are still areas for future research. For instance, future studies could examine the effects of brand level and consumer demographic factors to predict the relationship between customer perception of CSR and corporate marketing outcomes. Future research could also integrate more social exchange factors, such as customer commitment, brand love, and brand passion, to create a more comprehensive framework and propose more details on the origins and benefits of CSR. These findings provide businesses with valuable insights into how to shape their marketing strategies and build long-term relationships with customers.

### **Future limitation:**

In our study, we tested a proposed model while controlling for issue congruency, which refers to the degree to which participants share companies' stances on social issues. It is important to note that our study did not focus solely on the attitudes, behaviors, and arguments of those who agreed with the companies' stances. Rather, we focused on how individuals' perceptions of a company's identification with societal-political issues (issue identification) relate to their social media engagement behaviors, identification with the company, attitudinal and purchase loyalty towards the company while controlling for issue congruency. In future research, issue congruency should be further examined in relation to the variables in our proposed model, such as its role in social media engagement, perceived corporate identification, attitudinal loyalty, and purchase loyalty. Additionally, while the current study used a survey method, qualitative data such as customers' opinions and the nature of products could be added through open-ended questions to provide more in-depth insights. In conclusion, our study provides valuable insights into the relationship between issue identification and social media engagement, perceived corporate identification, and loyalty towards a company. Future research can build upon these findings to explore additional factors and expand the scope of the study.

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