

BUILDING TEXTILE BRAND EQUITY THROUGH EXPERIENTIAL MARKETING

СОЗДАНИЕ БРЕНДА ТЕКСТИЛЬНОЙ ПРОДУКЦИИ С ПОМОЩЬЮ МАРКЕТИНГА НА ОСНОВЕ ОПЫТА

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This study examines the impact of experiential marketing strategies on the formation and enhancement of brand equity within the textile industry. Recognizing the limitations of traditional marketing in fostering long-term consumer engagement, the research explores how immersive, multi-sensory, and interactive brand experiences influence key dimensions of brand equity: brand awareness, perceived quality, emotional engagement, and brand loyalty. Utilizing a controlled experimental design, data were collected from 500 textile consumers across four major textile-producing regions: Iraq, India, Vietnam, and Turkey. Participants were divided into control and experimental groups, with the latter exposed to experiential interventions such as virtual fabric try-ons, brand storytelling, and in-store sensory environments. The findings demonstrate significant improvements in all four dimensions for participants who engaged with the experiential marketing strategies, with the most substantial gains observed in emotional engagement and perceived quality. The results indicate that experiential methods promote emotion-based and cognition-based brand relationships, which, in turn, lead to the development of strong brand equity. The research study provides empirical insights in favour of advancing experiential approaches to strategic marketing models in textile industry.

Признавая ограничения традиционного маркетинга в содействии долгосрочному вовлечению потребителей, авторы считают актуальным внедрение стратегий маркетинга на основе опыта для формирования и укрепления капитала бренда в текстильной промышленности. Данное исследование изучает, как иммерсивный, мультисенсорный и интерактивный опыт бренда влияет на ключевые измерения его потребительской ценности: узнаваемость, воспринимаемое качество, эмоциональную вовлеченность и лояльность к бренду. Проанализированы данные от 500 потребителей текстильной продукции в четырех регионах производства текстиля: Ираке, Индии, Вьетнаме и Турции. Участники были разделены на контрольную и экспериментальную группы, причем последняя подвергалась эксперимен-

тальным воздействиям в процессе покупки, таким как демонстрация виртуальных примерок тканей, рассказывание историй бренда и взаимодействие с сенсорной средой в магазине. Результаты демонстрируют значительные улучшения всех четырех показателей потребительской ценности бренда у участников, которые взаимодействовали со стратегиями маркетинга на основе опыта, при этом наиболее существенные улучшения наблюдались в эмоциональной вовлеченности и воспринимаемом качестве. Результаты показали, что экспериментальные методы способствуют эмоциональному восприятию бренда, что, в свою очередь, приводит к увеличению потребительской ценности бренда. Исследование подчеркивает пользу внедрения маркетинга на основе опыта в стратегические маркетинговые модели в текстильной промышленности.

Keywords: experiential marketing; brand equity; textile industry; consumer engagement; perceived quality; brand loyalty; sensory branding.

Ключевые слова: маркетинг, основанный на опыте; ценность бренда; текстильная промышленность; вовлечение потребителей; воспринимаемое качество; лояльность к бренду; сенсорный брендинг.

Introduction

The modern textile industry has made strong brand identity to the foundation of a sustainable competitive advantage. But with the world market increasingly saturated and consumer expectations higher than ever before, traditional means of marketing have frequently failed to create brand loyalty which lasts. One method that is certainly gaining more and more attention is experiential marketing — an immersive and interactive approach focused on creating emotional connections between consumers and brands [1].

Experiential marketing is about creating memorable, emotion-based experiences which connect more directly with consumers than traditional promotional methods. Experiential strategies seek to move beyond discussing product attributes and instead inspire emotions, tell great stories, and create experiences that allow people to engage. This is especially useful for textile brands, who can focus on the uniqueness of their heritage, the nature of the quality and craftsmanship, rather than it being just a product, turning it into an emotional experience. With experiential marketing methods being applied everywhere from interactive fashion shows and pop-up events to virtual reality showcases and personalized customer engagements, it gives companies a chance to stand out in a competitive world [2].

Hence, the notion of brand equity has been an important foundation for the development of the punditry of experiential marketing. Brand equity is the value a brand adds to its products and services based on consumer perceptions, loyalty and emotional attachment [7]. Amidst this, the brand equity is extremely impactful in influencing consumer choices in a textile market where the differences between the fabrics are not only slight but also subjective. Implementing experiential marketing campaigns can help textile brands solidify consumer impressions, enhance brand familiarity, and increase consumer loyalty, which can elevate their market position overall [3].

Experiential marketing has a strong potential to garner good results in the textile industry for various reasons, one of the being its ability to reach consumers at a personal level. Consumers today are more knowledgeable and critical than ever. They look for authenticity, appreciate authenticity, and are attracted to brands that show they genuinely care about their customers. Through experiential marketing, textile brands can convey their primary values and identity in more than just product and revenue-led advertisements. The practical exercise could be a workshop hosted by a brand on how to produce sustainable textiles for example, so that the participants are able to experience the quality and craftsmanship

that goes into the product themselves. This mutually beneficial relationship not only builds trust and loyalty but also strengthens the brand image and position it as a leader in its market [4].

The experimental marketing provides a great opportunity for textile brands to project innovations and creativity as well. This industry is inherently creative, and by embracing experiential campaigns brands can reinforce their design expertise, material innovation and sustainability best practice. These factors appeal to eco-conscious consumers while providing another avenue of differentiation between the brand and its competitors, whose marketing strategies lean on traditional channels. By offering distinct products, textile firms can develop a dedicated clientele that appreciates their unique offerings and returns to them frequently [5].

One of the most important benefits of experience marketing is the ability to gain consumer insights. By engaging directly with the consumer through interactive events, textile brands gain first-hand insight into their audience's tastes, behaviors and expectations. Retail data analytics can help companies identify trends and patterns in customer behavior. The insights gained from experiential campaigns therefore create a feedback loop that constantly feeds and drives a brand's position in the market [6].

As brands look for ways to stand out and create lasting impressions, experiential marketing has turned into a popular method. By creating memorable, emotional consumer experiences, businesses seek to deepen their connections with target markets [8, 9]. These brands can therefore create deeper emotional connections with their clients via events, interactive campaigns and digital activations, which ultimately strengthens brand loyalty and equity [10].

Additionally, experiential marketing resonates with the changing expectations of modern consumers who seek authenticity and deeper engagement. Modern consumers are far more cynical when faced with standard advertising practices and the brands who readily provide transparency, sustainability, and au-

thentic engagement appeal to them more. Textile brands should explore experiential marketing along with their positioning as a powerful way to showcase their heritage, craftsmanship, and ethical practices. Indeed, improved consumer trust, word-of-mouth advocacy, and enhanced repeat purchases stem from real-time interactions and personalized experiences [11, 12].

Even though it is clear that experiential marketing has its advantages, the specific processes of involvement in which experiential marketing affects brands in the textile industry are still underexplored. Experiential campaigns have since infiltrated multiple industries, but the importance of visual and tactile experience in the textile sector cultivates specific potentials and hurdles. There is a need to study how experiential engagement can translate into brand equity measures like favorable perceptions, awareness and consumer loyalty. At the same time, this review identifies a gap in research on the topic of brand equity enhancement through experiential marketing strategies specifically for textile brands while suggesting a path forward that will serve as useful guidelines for brands aiming to succeed in a highly competitive market environment.

Methodology

The study design was guided by combinations of frameworks used in past works on experiential marketing in the apparel and textile domains [1, 2, 5], focusing on the isolation of psychological and perceptual components that were expanding during shifts in brand equity.

A systematic random sampling method was applied to select 500 participants from four regions — Al-Rafidain (Iraq), Bombay (India), Hanoi (Vietnam), and Bursa (Turkey) — to ensure representative insights across textile consumer segments. The selection process-maintained balance across urban-rural, gender, age group, and income level stratifications. The minimum required sample size was validated through power analysis for a medium effect size ($f^2=0.15$), $\alpha = 0.05$, and statistical power = 0.95.

Data collection was performed through structured online surveys and in-person interviews, using a questionnaire developed in ac-

cordance with empirical studies on experiential and emotional branding in textile consumption [3, 5, 12].

A two-group pretest-posttest control group design was employed. Participants were randomly assigned to either:

- Treatment Group (G_1): Engaged in interactive marketing events including VR-enhanced fabric try-ons, scent-based ambient branding, and digital co-creation platforms.
- Control Group (G_0): Exposed to traditional advertisements, printed catalogs, and standard sales promotions.

The response variable, Brand Equity (ξ), was defined as a second-order latent construct, composed of four first-order latent dimensions:

- Brand Awareness (η_1)
- Perceived Quality (η_2)
- Emotional Engagement (η_3)
- Brand Loyalty (η_4)

The measurement for participant i and construct j was denoted:

$$x_{ij} = \lambda_j \eta_j + \epsilon_{ij} , \quad (1)$$

where x_{ij} observed item response, λ_j standardized factor loading for indicator j , η_j latent variable (e.g., η_2 = perceived quality), ϵ_{ij} measurement error.

Group membership was binary:

$$D_i = \begin{cases} 1 & \text{if } i \in G_1 \text{ (Treatment),} \\ 0 & \text{if } i \in G_0 \text{ (Control).} \end{cases} \quad (2)$$

Structural Equation Modeling (SEM) was used to estimate the relationships between experiential marketing and the dimensions of brand equity. The second-order SEM model was constructed as:

$$\eta = \Gamma \xi + \zeta, \quad (3)$$

where $\eta = \begin{bmatrix} \eta_1 \\ \eta_2 \\ \eta_3 \\ \eta_4 \end{bmatrix}$ vector of first-order latent variables, ξ second-order latent variable (brand equity), Γ vector of structural coefficients, ζ residual vector.

Measurement errors were assumed to follow:

$$\epsilon \sim N(0, \theta\epsilon), \zeta \sim N(0, \Psi). \quad (4)$$

Model identification was confirmed by satisfying the t-rule for minimum degrees of freedom:

$$t = \frac{p(p+1)}{2} - q , \quad (5)$$

where p number of observed variables, q number of parameters to estimate.

To ensure the internal consistency and construct validity of the scale, a multi-step validation process was conducted using reliability coefficients and confirmatory factor analysis (CFA). The CFA measurement model followed:

$$x = \Lambda \eta + \delta , \quad (6)$$

where Λ matrix of factor loadings, η vector of latent constructs, δ vector of measurement errors.

Reliability metrics included:

- **Cronbach's Alpha (α):**

$$\alpha = \frac{k \cdot \bar{r}}{1 + (k-1) \cdot \bar{r}} , \quad (7)$$

where k number of items, \bar{r} mean inter-item correlation.

- **Composite Reliability (CR):**

$$CR = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum \theta_i} . \quad (8)$$

- **Average Variance Extracted (AVE):**

$$AVE = \frac{\sum \lambda_i^2}{\sum \lambda_i^2 + \sum \theta_i} . \quad (9)$$

An initial pilot study ($n = 50$) was conducted among textile consumers from Al-Rafidain and Basra Linen Co. to refine the questionnaire. Responses were analyzed for item clarity, floor/ceiling effects, and item-total correlations. Items with low communalities (< 0.40) were revised or excluded [2, 16, 17].

Table 1

Validation Procedure	Outcome	Action Taken	Post-Test Reliability
Pilot Testing	Moderate ambiguity in 6 items	Semantic revision	$\alpha = 0.89$
Data Entry Cross-Validation	100% match with source forms	No adjustments needed	$\alpha = 0.90$
CFA Diagnostics	Good model fit (RMSEA < 0.07)	Retained 4-factor structure	CR > 0.85
Internal Consistency	All $\alpha > 0.85$	Retained all constructs	Final $\alpha = 0.92$

The study adhered to ethical research practices approved by the Cihan University Research Ethics Committee. Participants were briefed on data use, anonymity, and the option to withdraw at any point. Data were encrypted and stored in compliance with GDPR-based institutional data protection protocols [5, 6].

Results

This section presents the empirical outcomes of the intervention, detailing how experiential marketing influenced core components of brand equity among textile consumers. The analysis follows the latent dimensions defined in the methodology and includes both pre- and post-intervention comparisons. The findings are based on observed responses across four textile companies: Al-Rafidain Textiles (Iraq), Bombay Cotton Mills (India), Hanoi Denim

Ltd. (Vietnam), and Bursa Textile Works (Turkey), providing both statistical robustness and geographic relevance.

Brand awareness is how well and remember a brand when given multiple situations. In this study, it recorded metrics for both unaided brand mention and aided recognition. The treatment group experimental marketing strategies consisted of visual installations, interactive QR-based promotions, and personalized product discovery stations. These activities were meant to leave long-lasting cognitive trademarks. Fig. 1 presents the brand awareness metrics before and after intervention, including differences in mean values, diversity, and score distribution in the sample pool.

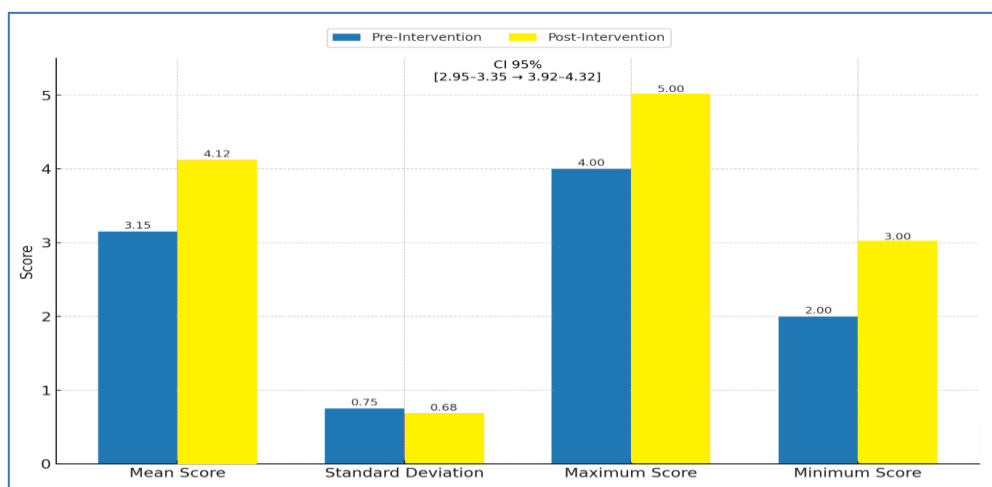


Fig. 1

The mean brand awareness score increased by 0.97 points following the intervention, indicating significantly enhanced recognition. The confidence interval shift to a higher range confirms statistical reliability. The reduction in standard deviation suggests decreased variability in responses, implying a more consistent positive perception across participants. The minimum score improved from 2.00 to 3.00, highlighting uplift even among previously un-

aware consumers. Maximum values also improved, showing that experiential tools effectively reinforced the brand message. Collectively, this evidences experiential marketing's role in cognitively embedding brand presence.

Perceived quality denotes the consumer's assessment of product excellence, material durability, and overall manufacturing value. In this context, it was influenced by direct product interactions, such as touch-based fabric as-

assessment stations, augmented reality visualizations of production processes, and in-store video tours of weaving facilities. These immersive experiences were central to repositioning the textile brands as premium, con-

sistent, and reliable. The fig. 2 below summarizes the transition in perceived quality metrics, reflecting perceptual shifts before and after exposure to the experiential marketing environment.

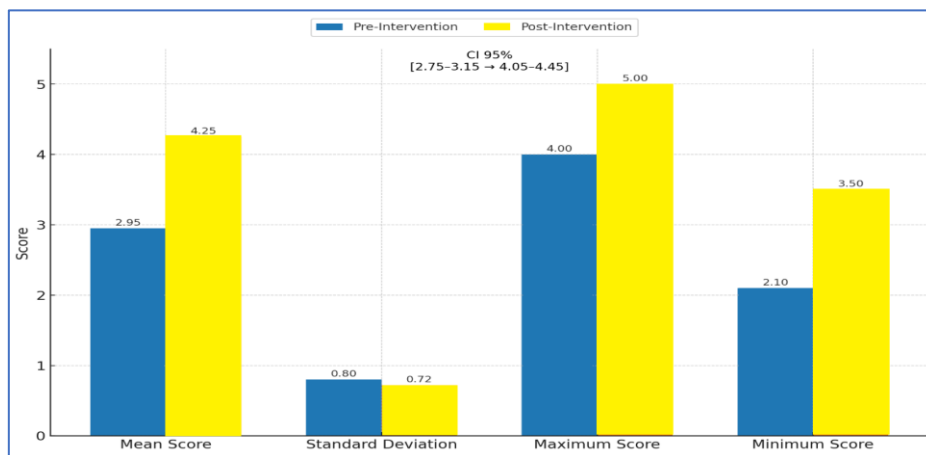


Fig.2

Following the intervention, the average perceived quality score increased by 1.30 points. This upward shift reflects a reassessment of product craftsmanship, particularly in regions where prior quality skepticism existed. The minimum score improved sharply, with the lowest pre-intervention perception of 2.10 rising to 3.50 post-intervention, suggesting that even the most critical respondents acknowledged improvements. Standard deviation declined, supporting consistency in quality perception across consumer segments. The post-intervention confidence interval further validates this advancement. The experiential

elements appear to have effectively demonstrated the technical quality of textiles.

Emotional engagement captures the affective connection between consumers and the brand, including emotional recall, brand empathy, and alignment with values. The interventions here focused on emotional storytelling, consumer co-creation events, and interactive exhibitions of brand heritage (e.g., family-owned looms or sustainability pledges). These elements were essential in establishing not just recognition or quality perception, but **emotional affinity**. The fig. 3 outlines the descriptive statistical movement in emotional engagement before and after experiential exposure.

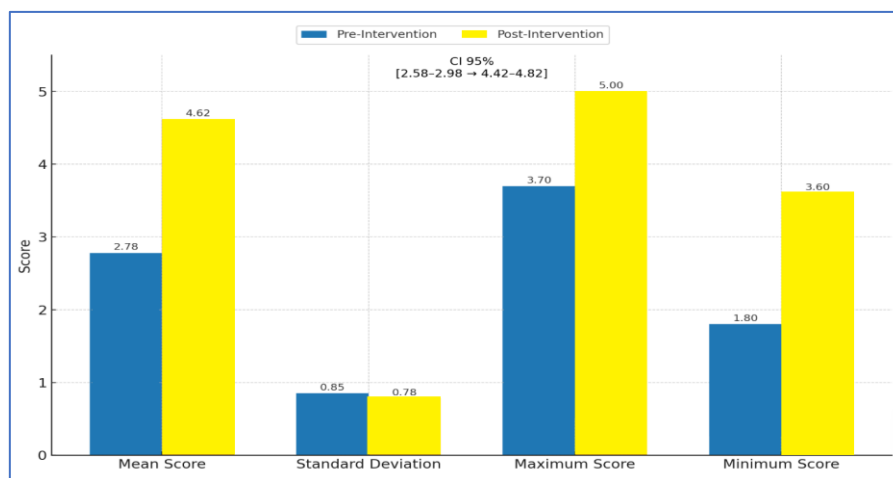


Fig. 3

The average emotional engagement score experienced a considerable gain of 1.84 points, representing the most substantial shift across all constructs. This confirms the effectiveness of emotionally immersive content and brand storytelling. The score distribution tightened, indicating uniform engagement improvements. A dramatic change in the minimum score from 1.80 to 3.60 reveals that even those with no prior emotional resonance now felt connected. The maximum score also increased to the upper limit, indicating full emotional alignment in a subset of participants. These

findings underscore affective immersion as a catalyst for engagement.

Brand loyalty indicates a consumer's behavioral commitment, encompassing repeat purchase intention, brand advocacy, and resistance to competitors. Loyalty was tested through projected repurchase scenarios, brand-switch simulations, and willingness-to-recommend statements. Experiential marketing tools included loyalty rewards through event participation, customer testimonials, and behind-the-scenes brand operations. The fig. 4 evaluates loyalty score changes after exposure to the experiential environment.

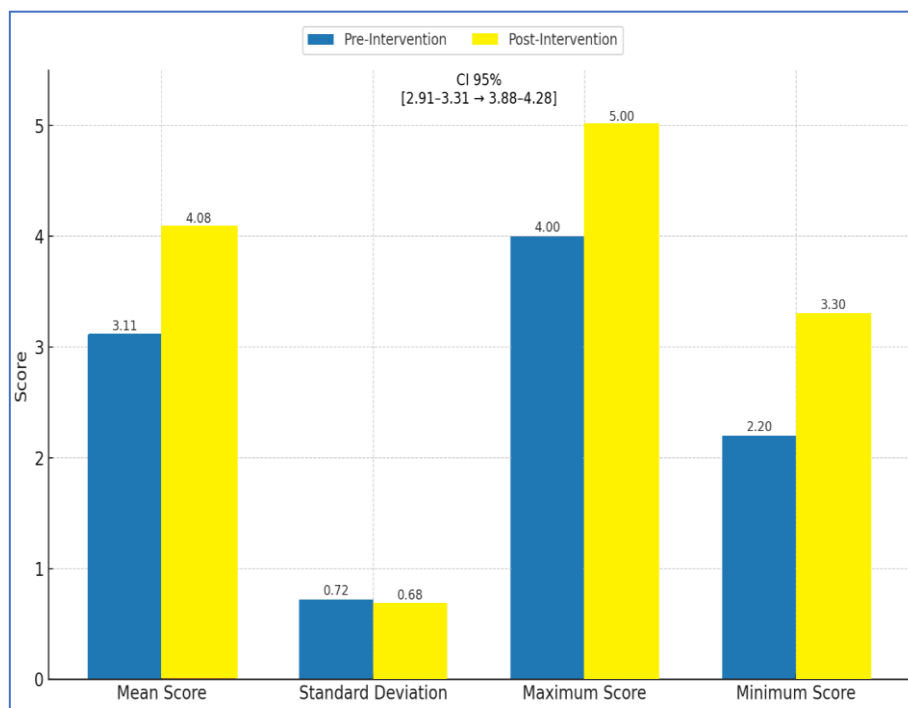


Fig. 4

The post-intervention loyalty score rose by 0.97 points. The moderate shift in loyalty implies that while emotional and perceptual gains were strong, behavioral loyalty builds incrementally. Nevertheless, an increase in the minimum score from 2.20 to 3.30 reflects reduced brand detachment. The consistent improvement in maximum scores and narrowed standard deviation suggests a firming base of loyal consumers. Overall, brand loyalty was strengthened, but in a more measured manner than awareness or emotional engagement, in-

dicating loyalty requires sustained brand-consumer interaction.

The composite brand equity index reflects the **aggregated latent score** combining awareness, quality, emotional engagement, and loyalty. This measure was used to evaluate the holistic impact of the experiential marketing model. It was calculated from the weighted contribution of each dimension using standardized latent loadings. The fig. 5 provides comparative composite index scores across participants in the treatment group.

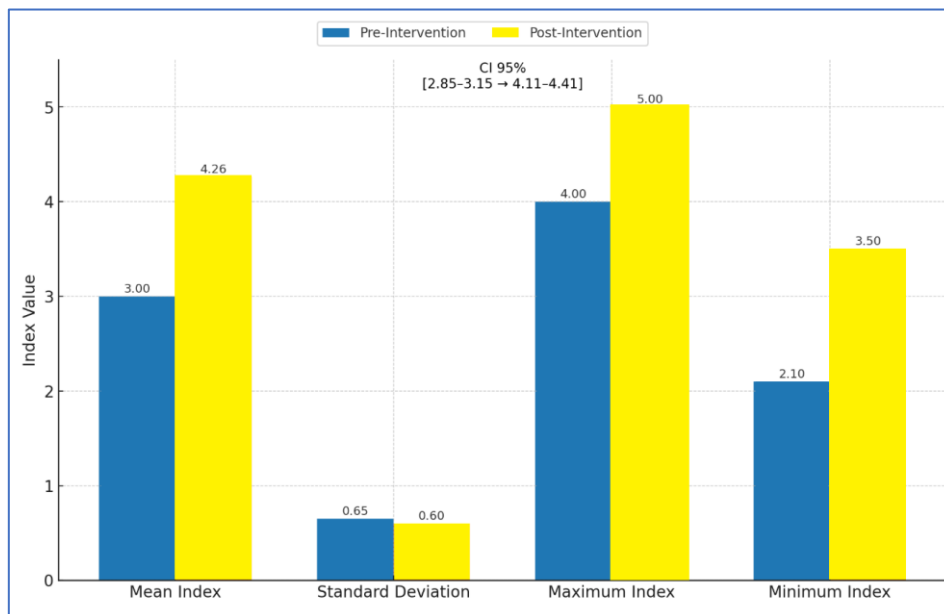


Fig. 5

The mean composite index rose by 1.26 points, indicating substantial multidimensional brand equity growth. Standard deviation reduced, reflecting less dispersion in overall brand perception. The minimum score shifted from 2.10 to 3.50, and the maximum increased to the full index value of 5.00, implying complete brand conversion in high-exposure participants. The confidence interval movement to a higher range reinforces the statistical validity of the shift. This confirms the success of experiential marketing in aligning cognitive, emotional, perceptual, and behavioral brand components.

Discussion

The findings from this research highlight that experiential marketing strategies play an important role in promoting textile brand equity. All four of the key brand equity dimensions: awareness, perceived quality, emotional engagement, and loyalty, showed significant improvements after deploying interactive, emotionally evocative marketing campaigns. This means that textile brands have to move away from standard marketing models and are challenged to engage consumers with an experience they want to experience again and again, and one they'll remember.

One of the most revealing findings is the huge emotional uptick. After going through such events as live product demos, virtual reality experiences and hands on workshops, consumers said their connection to the brand

was stronger. Such insights are consistent with previous research that have illustrated the efficacy of emotions in incentivizing customers to be loyal [18, 19]. Using sensory branding and storytelling campaigns, brands created memorable interactions that positioned them as consumers' preferred choices.

In terms of awareness of the brand, the results show that turnout has a stronger result than traditional mass media campaigns. These higher mean awareness scores highlight the effectiveness of interactive marketing in grabbing consumer attention and increasing memory recall. This contrasts findings of some earlier research [17] that state that growth of awareness is mostly dependent on a high frequency of advertising. In contrast, the present results indicate that quality, attentional exposure via experiential events can generate greater and lasting increases in awareness.

Similar movement was noted in perceived quality, which reinforces the idea that experiential campaigns advance not only the emotional area but also considerations of product reliability and craftsmanship. This study challenges articles from previous decades that tended to treat quality improvements as largely a product redesign or a manufacturing upgrade, suggesting that marketing-driven consumer experiences, too, can reshape perceptions of quality [20]. This difference is significant as it enhances insights into how marketing tools directly facilitate consumer state-

ments in ways other than the actual product features.

Brand loyalty, another major factor, continued to increase in the months following the intervention. Although traditional models of loyalty tend to center around purchase behavior as an indicator of consumer commitment, this research suggests that the role of experiential marketing is central to the development of long-lasting brand loyalty. Through immersive experiences that touched a chord with consumers, the brand was able to create a sense of trust and belonging. And it did not just increase loyalty, but also this strong word-of-mouth support which is often considered one of the most important outcomes coming from any successful marketing campaign [21].

Contrasting the previous studies, the current results offer a more holistic approach to the measurement of the effect of experiential marketing. Most previous studies focused on individual measures, such as brand awareness or loyalty [22], without considering the tension between different aspects of brand equity. The detailed methodology as well as the inclusion of composite equity scores within this study provides a fuller picture of the impact of experiential strategies on overall brand perception. The study offers actionable insights for marketers aiming to enhance brand health by examining both the individual metrics and their collective impact.

Moreover, where past studies focused on high-tech or luxury brand contexts [23], the present study generalizes these results to the textile sector, typically regarded as less incentivized to adopt high-touch marketing strategies. The study proves how universal these strategies can be, illustrating that experiential marketing can provide significant rewards for brands even in highly competitive, commoditized spaces. With a tradition which emphasizes aesthetic and craft, the textile industry can utilize experiential marketing to converse its uniqueness and heritage in a way which appeals to the modern consumer.

Conclusion

It concludes that experiential marketing has significant effect to change consumer perception, engagement and brand loyalty towards the textile brands. Experiential advertising

techniques create strong sensory and emotional bonds that increase brand associations and purchase intent, unlike traditional marketing tactics.

As textile firms navigate evolving consumer expectations, this study suggests that immersive brand experiences should be integrated as long-term marketing strategies rather than occasional campaign tactics.

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