

The Impact of Experiential Marketing on Purchase Intention with Special Reference to Dialog 4G Routers

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Telecommunication companies face a huge completion in the marketplace today. The increase of offerings to customers and the rise of competition have made it harder for organizations to differentiate themselves. The companies, in order to have a competitive advantage, are pressured by both the market and their customers, to come up with experiences that stimulate their target's emotions and sensations (Gentile; Spiller; Noci, 2007). Therefore, the focus of market offerings has changed from product to experiences, and for that, marketers have started using experiential marketing.

Having this in mind, Dialog Axiata PLC one of the leading telecom service providers in Sri Lanka has come up with an idea of offering their Home Broadband routers with a free 7 day trial. Objective of this idea is to give an opportunity to their customers to trial the unit before purchasing it. So the research problem is "To what extent experiential marketing has been influenced on consumer purchase intention with reference to Dialog 4Grouters". The study is carried out with the objective of understanding about the impact of experiential marketing on purchase intention for 4G routers and sub objectives are to identify experiential marketing & types of experiences.

This research employs the mixed method approach which uses the elements of both qualitative and quantitative research. Research results shows the experiential marketing dimensions and purchase intention have strong relationship. These findings can be used by the companies who sell technological products, like 4G routers to better identify the impact they have from the experiential marketing and can arrange relevant strategies accordingly hence will be able to better compete with its rivals.

Key words: *Experiential Marketing, Purchase Intention, 4G Routers*