



**TAPMI**

**T. A. PAI MANAGEMENT INSTITUTE  
MANIPAL - 576104**

*Research Seminar*

“Experiential Branding: A Comparative Case Study of  
Kingfisher Airlines and Veegaland Theme Park”

*Speaker*

***Prof. K. J. Jaims***

T. A. Pai Management Institute

3.00 p.m. Nov 04 2009, Classroom No. F2, TAPMI New Campus

All are invited

## Abstract

This is a research study of experiential branding practices in two organizations in India: Kingfisher Airlines (Bangalore), and Veegaland Theme Park, (Cochin). The main objective is to identify the factors responsible for the experiential branding practices of the two Indian firms. Experiential branding is beneficially differentiating a product or service in somebody's mind by focusing on the totality of the experience, rather than focusing on the features, attributes and benefits of the product or service.

The comparative two-case study research design in a longitudinal format will test the three null hypotheses: (1) The Gallup Formula for customer engagement (three factors of rational satisfaction, and eight factors of emotional attachment) does not operate in the Indian situation with respect to Kingfisher Airlines and Veegaland theme park. (2) There are no dissimilarities among the contributing factors between Kingfisher Airlines, and Veegaland theme park, and (3) Experiential branding practices of Kingfisher Airlines and Veegaland theme park do not give them differentiating advantages. This presentation will focus on the research design and methodology adopted to get representative samples of respondents from both the firms, and carry out the study.

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