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**Project Dissertation Report on**

**THE PSYCHOLOGY BEHIND GEN Z'S**

**LOYALTY: EXPERIENTIAL REWARDS IN**

**DELHI'S PREMIUM FOOTWEAR MARKET**

Submitted By  
Sagar Rawat  
23/DMBA/102

Under the Guidance of  
Yashdeep Singh  
Asst. Professor



**DELHI SCHOOL OF MANAGEMENT**

**Delhi Technological University**

**Bawana Road Delhi 110042**

# CERTIFICATE

This is to certify that **Sagar Rawat**, Roll No. **23/DMBA/102**, has successfully submitted the Major Research Project Report titled: “**The Psychology Behind Gen Z’s Loyalty: Experiential Rewards in Delhi’s Premium Footwear Market**” in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration (MBA)** from Delhi School of Management, Delhi Technological University, Delhi, during the academic year 2024–2025.

**Dr. Yashdeep Singh**

Assistant Professor

Delhi School of Management

Delhi Technological University

# DECLARATION

1 I, **Sagar Rawat**, a student of the **Delhi School of Management at Delhi Technological University**, hereby declare that the dissertation titled "**The Psychology Behind Gen Z's Loyalty: Experiential Rewards in Delhi's Premium Footwear Market**" is a true and original work carried out by me in partial fulfillment of the requirements for the Master of Business Administration (MBA) program.

11 The research work presented in this dissertation is based on my independent efforts, findings, and observations. I confirm that this study has not been submitted previously, either wholly or partially, for the award of any degree, diploma, or similar title at any other university or institution.

52 All sources and references used in this work have been duly acknowledged. I affirm that the dissertation upholds the principles of academic integrity, and no part of it has been plagiarized or misrepresented.

11 This declaration is submitted as a formal commitment to the authenticity, originality, and ethical standards of my research work.

**Date:** 17.04.25

**Signature:**

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## ACKNOWLEDGEMENT

I would like to express my sincere gratitude to everyone who supported and guided me throughout the course of this dissertation. This research has been a valuable and enriching journey, and I am deeply thankful for the encouragement and assistance I received along the way.

1

I am especially grateful to **Professor Yashdeep Singh**, Delhi School of Management, Delhi Technological University, for his unwavering guidance, thoughtful insights, and constant encouragement. His academic expertise and mentorship played a pivotal role in shaping the direction of this study and enabling me to explore the complexities of consumer behavior with clarity and confidence.

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I would also like to thank all the participants who took the time to respond to the survey. Your honest inputs and perspectives made this research possible and meaningful.

46

A heartfelt thank you to my peers and friends for their support, motivation, and feedback during the different stages of this dissertation. Your presence made this academic endeavor more collaborative and less daunting.

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Lastly, I extend my deepest gratitude to my family, whose patience, belief in me, and constant support have been my greatest source of strength. Their encouragement has been instrumental in helping me stay focused and committed throughout this journey.

37

This dissertation has not only enhanced my academic learning but also helped me grow personally and professionally. I am truly grateful for this experience.

## EXECUTIVE SUMMARY

65 This research explores the psychology behind Generation Z's loyalty in the premium footwear market of Delhi NCR, with a specific focus on the impact of experiential rewards. As the largest emerging consumer group, Gen Z has demonstrated shifting loyalty behavior, moving away from transactional rewards like discounts towards more meaningful, emotionally engaging brand experiences.

The study identifies a key problem: traditional loyalty programs are failing to retain Gen Z customers. Instead, Gen Z seeks authenticity, personalization, exclusivity, social connectivity, and multisensory experiences. These psychological drivers align more closely with experiential loyalty programs than with conventional monetary incentives.

28 Using a quantitative research approach, primary data was collected through a structured survey among Gen Z consumers aged 18–28 in Delhi NCR, focusing on brands like Nike, Adidas, and New Balance. Statistical techniques including Pearson correlation, Independent Samples T-Test, and Chi-square tests were used to analyze relationships between experiential rewards and loyalty outcomes.

### Key findings include:

A moderate positive correlation ( $r = 0.484$ ) between experiential rewards and attitudinal loyalty, confirming that unique brand experiences strengthen emotional bonds with consumers.

No significant gender-based differences were found in emotional loyalty, suggesting that experiential strategies appeal equally to both male and female Gen Z consumers.

Loyalty program membership status had no significant influence on the preference for experiential over monetary rewards, highlighting that the desire for experience-driven engagement extends beyond enrolled loyalty members.

The study concludes that emotional loyalty, rather than mere repeat purchases, is the key to sustainable brand-consumer relationships in the premium footwear segment.

Based on these insights, the research recommends:

- Investing heavily in experiential loyalty programs, offering exclusive access, personalized interactions, and immersive brand experiences.
- Designing inclusive, gender-neutral loyalty campaigns focused on shared psychographic traits.
- Extending experiential opportunities beyond loyalty members to the broader Gen Z consumer base.
- Integrating phygital (physical + digital) experiences such as AR/VR activations and community-based brand events.

By tapping into emotional drivers and creating memorable brand moments, premium footwear brands can forge deeper, lasting loyalty with Gen Z consumers. This study offers actionable insights for brand managers, marketers, and strategists aiming to thrive in the evolving landscape of youth consumerism.

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# INTRODUCTION

## 1.1 Background

### 1.1.1 Rise of Gen Z as a Consumer Powerhouse

Generation Z is quickly becoming one of the most powerful consumer segments in the world. In India, this generation accounts for almost 27% of the population, and it is a key market segment for brands, particularly lifestyle and fashion brands. Defined by their technological savvy, digital addiction, and socially aware attitude, Gen Z consumers are redefining the game of brand interaction. In contrast to earlier generations who were motivated primarily by price and functionality, Gen Z values brand values, experiences, personalization, and authenticity more.

Having come of age during the era of the internet, social media, and smartphones, Gen Z has varied expectations from companies—they want more engagement, more substance, and more creativity. Consequently, traditional marketing techniques and reward schemes are slowly losing hold on this generation.

### 1.1.2 Evolution of Loyalty Programs

Historically, loyalty programs were designed on straightforward reward mechanics: get points, get a discount, get a free item. Those models worked well with consumers who were focused on saving money and transactional value. But in an environment where customers are flooded with options, loyalty is no longer assumed—it needs to be earned through value- and emotion-driven experiences.

Contemporary loyalty programs have begun to shift in the direction of non-transactional value creation, providing experiential rewards over economic ones. Such rewards are in the form of early access to product releases, special event invites, behind-the-scenes access to brand content, limited edition collaborations, and bespoke experiences. Such experiences build long-term memories, emotional bonds, and brand loyalty—factors deeply entrenched in Gen Z's psyche.

### 1.1.3 The Premium Footwear Market in India

India's high-end footwear industry is witnessing a huge boom, driven by increasing disposable incomes, the increasing popularity of Western fashion, and a cultural transition towards sneaker culture. Nike, Adidas, and New Balance have caught the imagination of young Indian consumers by combining functionality with fashion, comfort with status, and athletic performance with fashion credibility.

In metros such as Delhi NCR, luxury footwear has turned into a lifestyle statement among Gen Z shoppers. Footwear is no longer just an add-on-it's an exercise in self-expression, a signifier of belonging, and a platform for remaining in tune with international trends. For shoppers such as these, purchasing a sneaker is not merely a transaction; it is an experience that speaks to who they are, what they believe, and who they hang out with.

This cultural relevance has made footwear brands central to the struggle for Gen Z loyalty. And yet, as the stakes get higher, so do expectations. Gen Z desires better than great shoes—they demand memorable experience, one-on-one care, and engaging brand moments.

### 1.1.4 The Role of Experiential Rewards

Experiential rewards are non-monetary incentives that provide one-of-a-kind and memorable experiences to loyal customers. These rewards are engineered to capture the emotional and psychological drivers of brand loyalty, including belonging, recognition, excitement, and status. For Gen Z, who prioritizes individuality and self-expression, these rewards are much more desirable than run-of-mill discounts or coupons.

Examples of experiential rewards are:

- Sneakerhead meetups or pop-ups
- Invitations to limited-edition releases or afterparties
- Personalization possibilities or individual designer sessions
- Virtual reality (VR) or augmented reality (AR) brand experiences
- Brand collaborations with cultural figures or artists

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Global brands have already shown success with these approaches. Adidas' "Confirmed" app and Nike's SNKRS platform are curated loyalty environments where access, rather than affordability, influences consumer behavior. But Indian brands are just starting to follow such a path, and there is limited knowledge of how effective these approaches are in our context.

### 1.1.5 Loyalty Redefined: Emotional vs. Behavioral

Customer loyalty can be classified broadly on **two dimensions**:

- **Behavioral loyalty** encompasses repeat purchases and stable patterns of buying.
- **Attitudinal loyalty** deals with the emotional affinity and trust between a consumer and a brand.

Experiential rewards are especially good at building attitudinal loyalty, which tends to be more lasting and significant. When a brand is able to build an emotional memory through a special event or one-on-one interaction, it moves from being a product to a lifestyle companion—a shift that is particularly effective among Gen Z.

Thus, for long-term engagement and advocacy, brands must look beyond transactional value and make investments in experiences that resonate with the consumer's identity, values, and aspirations.

### 1.1.6 The Indian Research Gap

Experiential loyalty strategies are better researched in Western markets, whereas academic research on the Indian premium fashion and footwear market is rare. Indian loyalty programs continue to be based predominantly on points models or discount structures. As Gen Z now has the largest market share in the urban consumer market, it becomes imperative to examine their view on experiential rewards, what psychological drivers (authenticity, social connectedness, personalization, etc.) they most respond to, and measure the impact these drivers have on loyalty outcomes. The purpose of this dissertation is to bridge that gap by targeting specifically Delhi NCR, which has high brand recall, high buying power, and a developing sneaker culture.

### 1.1.7 Strategic Relevance for Brands

The results from this research will be actionable advice to high-end shoe brands interested in:

- Re-signing loyalty programs with experiential products
- Better segmenting and targeting Gen Z customers
- Enhancing emotional connections to consumers with personalization and authenticity
- Shifting from transaction-based retention to emotional engagement and advocacy

With the era of Gen Z possessing purchasing power and cultural clout, it is not only useful but necessary for long-term brand success and longevity to know what keeps them loyal.

## **1.2 Problem Statement**

### 1.2.1 The Disconnect Between Traditional Loyalty Programs and Gen Z Expectations

Traditional transaction-based loyalty programs with discounts, coupons, and cashback rewards worked earlier to gain and retain customers. But the impact of such schemes has now come under doubt after the entry of Generation Z consumers. Gen Z consumers are no longer solely price-driven; they are attracted by experiences, personalized experiences, genuineness, and a value system with their identity. This change is a challenge to premium footwear brands that are still using outmoded loyalty paradigms.

### 1.2.2 The Rise of Experiential Loyalty Globally, but Not Locally

Abroad, Nike and Adidas brands have been able to transform their loyalty programs by incorporating experiential rewards-ranging from special sneaker drops and brand-driven events to individualized shopping experiences and AR/VR product launches. These efforts were greeted with enthusiastic acceptance by global Gen Z consumers. Yet, in India, especially in Delhi NCR, the adaptation and academic comprehension of such programs is limited. Although the brands are well

represented, it is not quite evident or researched which of these experiential points are effectively engaging Indian Gen Z consumers.

### 1.2.3 Lack of Insight on Psychological Drivers of Loyalty in India

There is also a wide gap in the knowledge about the psychological determinants that drive loyalty behavior in Gen Z. Although international studies emphasize the roles of authenticity, personalization, exclusivity, social connection, and emotional engagement, Indian research has not as yet examined these aspects in premium fashion or footwear loyalty programs. Without this information, brands can risk investing in loyalty mechanisms that will not bring sustainable consumer interaction.

### 1.2.4 Behavioral vs. Emotional Loyalty – An Overlooked Distinction

Most current programs-and Indian academic studies-measure only behavioral loyalty: frequency of a customer's repeat purchase. Attitudinal loyalty, however, which is emotional commitment, trust, and bond with the brand, is a better predictor of long-term success for the brand. Experiential rewards have the exclusive ability to bridge this emotional distance-but only when properly understood and implemented. At present, there is not enough empirical work in the Indian context to validate if such incentives do actually lead to deeper emotional loyalty among Gen Z.

### 1.2.5 The Critical Research Gap

With the growing cultural impact and consumer spending power of Gen Z in urban India, it is important to examine how experiential rewards affect their loyalty behavior towards premium footwear brands such as Nike, Adidas, and New Balance. The lack of localized academic studies in this context is a key gap-both theoretically and practically.

Therefore, this research solves the following problem:

How do experiential rewards influence attitudinal and behavioral loyalty among Generation Z consumers in the premium footwear segment in Delhi NCR, and what psychological drivers play a role in this relationship?

## 1.3 Objectives of the Study

This study aims to investigate how experiential rewards influence Generation Z's brand loyalty-both attitudinal and behavioral-in the context of premium footwear brands in Delhi NCR. With traditional loyalty programs failing to resonate with this segment, the research seeks to understand the role of psychological factors and emotional engagement in creating effective loyalty strategies.

To fulfill this aim, the following detailed objectives have been formulated:

### 1.3.1 To Analyze Generation Z's Preferences for Experiential Rewards in Premium Footwear Loyalty Programs

This objective is concerned with discerning the types of non-monetary, experience-based rewards that resonate most with Gen Z shoppers when partaking in loyalty programs from companies like Nike, Adidas, and New Balance.

The research will investigate:

- The comparative value of unique brand experiences, first to access sneaker launches, personalized shopping, and brand collaboration activations in relation to the more conventional monetary reward.
- The degree to which Gen Z prioritizes experience and access over financial rewards such as cashback and discounts.
- Whether those experiences lead to deeper brand affinity or perceived status among friends.

Through the analysis of these, the study will enable brands to determine what kinds of experience resonate most with Gen Z and how to design loyalty programs accordingly.

### 1.3.2 To Identify the Psychological Drivers that Influence Gen Z's Perception of Experiential Rewards

This goal aims to uncover the psychological and emotional processes that drive the way Gen Z sees and responds to experiential rewards. These factors are key to crafting loyalty programs that spur quality engagement and not merely transaction repetition.

The research will look at considerations such as:

- **Authenticity:** Is the brand message and behavior consistent with Gen Z values? Are loyalty experiences perceived as authentic?
- **Personalization:** How much does experience customization to individual interests (e.g., personalized event invitations or product suggestions) increase perceived value?
- **Social Connectivity:** Does engagement with loyalty events create a sense of belonging or cultural connection?
- **Exclusivity:** Are limited-edition benefits or VIP access rewards that drive brand loyalty?
- **Multisensory Engagement:** How do immersive experiences (e.g., AR/VR product demonstrations, in-store aesthetics) affect emotional impact?

Knowledge of these drivers will provide brands with a blueprint for engaging the emotional psychology of Gen Z consumers.

### 1.3.3 To Examine the Impact of Experiential Rewards on Attitudinal and Behavioral Loyalty

This goal examines the interplay between experiential rewards and two important types of loyalty:

- **Attitudinal Loyalty:** Encompasses emotional attachment, trust, brand liking, and recommending.
- **Behavioral Loyalty:** Consists of measurable behaviors such as repeat purchase, program engagement, and resistance to switching brands.

The study will evaluate:

- Whether experiential rewards promote deeper emotional loyalty than transactional rewards.
- If such positive experiences heighten the potential for future buying and word-of-mouth advocacy.
- How loyalty intentions vary among customers who are exposed to experiential rewards compared to those who participate in exclusively transactional programs.

By measuring these relationships, the research seeks to offer proof of the strategic value of experiential loyalty programs.

### 1.3.4 To Provide Strategic Recommendations for Optimizing Loyalty Programs in the Indian Premium Footwear Sector

Based on the research results, this goal seeks to provide actionable, data-driven advice for brand managers, marketing strategists, and loyalty program developers.

Recommendations will cover:

- How to seamlessly incorporate experiential components into current loyalty programs.
- What type of emotional and social rewards brands need to prioritize for Gen Z engagement.
- How to design loyalty programs in a way that complements Gen Z's digital behavior, lifestyle principles, and brand expectations.
- What brand storytelling methods, touchpoints, and channels can be leveraged to provide these experiences meaningfully.

These strategic learnings will act as a roadmap for high-end footwear brands to rethink loyalty as a relationship-building tool instead of a promotional tool.

## **1.4 Scope of the Study**

The purview of the present study is set carefully such that it achieves a focused understanding of Generation Z's loyalty conduct vis-à-vis experiential rewards proposed by luxury shoe companies. The boundaries are delineated within which the study carries out its workings, demarcating the core geographic, demographic, thematic, industrial, and methodological coverage. By explaining what falls under the remit of this study-and conversely what lies outside-this section assists with a close tie between the purpose of the study and the resulting output.

### 1.4.1 Geographic Scope

Geographically, the research focuses on the Delhi National Capital Region (NCR), which is one of the largest and most prominent urban clusters of India. Delhi NCR is a prime research location for a variety of reasons:

- It supports a huge number of young, digitally empowered consumers, such as students and early professionals.

- It's characterized by rich sneaker and high-fashion culture, high levels of accessibility for global brands as well as experienced retail stores.
- It's rich in international market trends and brand experience exposure.

By confining the geography to Delhi NCR, the analysis maintains uniformity in data, consumer setting, and brand access while continuing to represent a Gen Z urbanized segment indicative of broader metro sentiments in India.

### 1.4.2 Demographic Scope

The current study specifically targets Generation Z consumers aged 18-28 years and currently residing in Delhi NCR. This age group is chosen due to its distinct behavioral and psychological characteristics:

- They are digital natives, depending heavily on social media and technology when it comes to their buying behaviors.
- Gen Z appreciates authenticity, emotional attachment, inclusiveness, and personal identity, which makes them likely to pursue experiences rather than physical rewards.
- Not only are they brand-conscious, but they are also brand-skeptical-willing to support or ditch a brand as quickly as the perceived values and emotional investment merit.

Participants comprise students, sneaker enthusiasts, early professionals, and loyal customers of premium footwear brands. The target is those with the minimum basic knowledge of brand loyalty schemes so as to provide pertinent understanding of experiential involvement.

### 1.4.3 Industry Scope

The research confines itself to the premium footwear part of the fashion and lifestyle sector. It focuses on three global brands particularly:

- **Nike**
- **Adidas**
- **New Balance**

These brands were chosen for their:

- Strong brand awareness and popularity in Indian Gen Z consumers.

- Current or previous application of loyalty programs across the world and in specific Indian markets.
- Active participation in cultural, digital, and social campaigns that mix fashion with identity, therefore being appropriate for experience-based loyalty research.

Other segments, like luxury wear or fast fashion, and other shoe brands that do not work in the premium segment (e.g., Campus, Bata, etc.) are excluded from this study.

#### 1.4.4 Thematic Scope

In its thematic essence, this research revolves around experiential rewards as a driver within brand loyalty initiatives. As opposed to simply researching loyalty at large, the research narrows in on experience-driven incentives, like event ticketing, head start product offerings, personalization, and full immersion interactions, on their ability to influence consumers' loyalty actions.

More particularly, the research observes:

- How Generation Z is evaluating and receiving experiential rewards over and above transactional ones (such as discounts).
- The role of psychological drivers such as authenticity, exclusivity, personalization, social connection, and sensory experience.

The impact of these experiences on both:

- **Attitudinal loyalty** (emotional bonding, trust in brand, recommending), and
- **Behavioral loyalty** (repeat buying, active engagement, continued involvement).

Operational elements such as budget limitations, CRM technology, or backend loyalty architecture are not covered by this research to ensure primary focus on the consumer-facing experience and its emotive value.

#### 1.4.5 Methodological Scope

The research employs a quantitative research strategy, enabling the measurement and verification of hypotheses of experiential rewards and loyalty behaviors.

The most important methodological parameters are:

- **Primary data collection** through a structured online questionnaire distributed among sneaker communities, Instagram, WhatsApp groups, and university networks in Delhi NCR.
- **Sampling method:** Combination of convenience and snowball sampling, aiming at respondents with knowledge of premium footwear brands.
- **Sample size:** Aim for 150 to 200 valid responses to achieve statistical accuracy and representation.

#### **Data analysis tools:**

- Descriptive statistics to gain demographic and preference information.
- Cronbach's Alpha to test reliability of questions based on scales.
- Correlation analysis to examine the relationships between variables.
- Regression analysis to quantify the effect of experiential rewards on loyalty dimensions.
- The study is cross-sectional and performed within a timeframe , which takes a snapshot of Gen Z attitudes and tastes at that particular moment.

### 1.4.6 Scope Limitations

Even with its organized scope, the research has the following limitations:

- The city and regional Delhi NCR focus might not generalize to Gen Z consumers in rural or Tier-2/3 markets.
- Self-reported information might contain response bias or over-reporting of loyalty behaviors.
- Not having a qualitative element (such as interviews or focus groups) restricts emotional depth insight.
- While representative, three brands alone are addressed; they do not encompass the entirety of the premium footwear landscape.

Such limitations are noted to facilitate understanding that results be viewed in the proper context and with due regard for potential avenues of future investigation.

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# LITERATURE REVIEW

## 2.1 Introduction to the Literature Review

The chapter herein reviews literature available in academia and industry that situates the current study. The emphasis is placed on comprehending the dynamic character of brand loyalty, especially for Generation Z consumers and their engagement with experiential rewards through premium footwear brand loyalty programs. The review covers major themes such as the traits of Gen Z, the classic and contemporary aspects of loyalty, the development of experiential marketing strategies, psychological drivers of loyalty behaviors, and the premium footwear branding landscape today.

The review also fulfills two fundamental objectives: one, it sets up the theoretical and conceptual underpinnings of the study, and two, it determines the gaps in the research-particularly the Indian urban consumers' perspective. The chapter has derived inspiration from international and national studies, case studies on brands, and psychology theories to explain the relevance of experience-based loyalty programs to seize and retain Gen Z customers' attention.

## 2.2 Generation Z: A New Age Consumer

### 2.2.1 Defining Generation Z

Generation Z is the generation born around 1995 to 2012, and they are generally considered the first generation to be digitally native. Gen Z is different from earlier generations in that they have grown up in a hyper-connected, information-rich world where instant access, personalization, and global awareness are the norm, not the exception. Their behaviors, preferences, and expectations of brands are uniquely

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influenced by their ongoing interaction with smartphones, social media, digital content, and peer-validation systems.

This generation is typically described as having a very strong sense of self, wanting genuine expression, and wanting purposeful consumption. Gen Z values brands that speak to their individual values, engage them in a meaningful way, and offer something more than a product—they want experiences, identity alignment, and emotional connection, as per McKinsey & Company (Francis & Hoefel, 2019).

### 2.2.2 Buying Behavior and Expectations

Gen Z cannot be easily swayed by conventional advertising or generic promotional material. Rather, they trust:

- Peer feedback and user-generated material
- Endorsements by influencers
- Brand honesty and openness

They are extremely brand-conscious for ethics, sustainability, and inclusivity, and are quick to disengage from brands that fail to meet their expectations. Gen Z requires more than utilitarian benefits; they desire experiences that imbue their lifestyle and social values.

In addition, Gen Z appreciates brand interactivity. They prefer brands that proactively interact with them on online channels, give back feedback, and co-create content and experiences. This requires brands to adopt two-way models of communication and invest in platforms that promote constant, individualized engagement.

### 2.2.3 The Role of Community and Social Influence

Another key aspect of Gen Z's consumerism is their focus on social connection. This generation tends to make choices on the basis of social proof, belonging, and online community influence. For instance, an Instagram-viral drop of sneakers or a brand activation with influential creators will be more likely to sway their perception and action than any discount pricing.

Social validation—comments, shares, likes—gets converted into currency in Gen Z's brand experience. Therefore, loyalty programs featuring exclusive communities, event invitations, or early announcements of brand news can have a strong influence

on them. Such socially rich experiences offered by brands result in not just loyalty but brand advocacy as well, and Gen Z consumers become co-creators and promoters.

## **2.3 Understanding Brand Loyalty**

Brand loyalty has been for a long time the determining factor for long-term business success. It is the repeated preference and allegiance of a customer towards a particular brand even in the face of competing options or price variations. In scholarly literature, brand loyalty is not just about repeated buying behavior but also involves the affective and psychological bond that customers create with a brand over the years.

### 2.3.1 Dimensions of Brand Loyalty

Researchers have generally considered brand loyalty in two main ways: behavioral loyalty and attitudinal loyalty.

Behavioral loyalty is grounded in observable behavior, like repeated buying or ongoing program participation. It is guided by habit, convenience, or incentive-driven mechanisms.

Attitudinal loyalty, however, stems from emotional affinity, brand trust, and customer satisfaction. This indicates a stronger bond where the consumer develops an emotional relationship with the brand, which may involve advocacy and resistance to switching even if it's in response to better offers elsewhere.

Oliver (1999) contended that genuine loyalty occurs only if a consumer's emotional connection is powerful enough to generate both favorable attitudes and repetitive behavior even under situational influences.

This distinction is particularly crucial when researching Gen Z, who are likely to demonstrate loyalty by emotional connection, brand identity consistency, and online participation, rather than merely through frequency of purchase.

### 2.3.2 Rational vs. Emotional Loyalty

Historically, programs have concentrated on rational rewards-discounts, cashback, or point rewards. These schemes might trigger activity in the near term, yet they do not necessarily drive lasting emotional attachment.

Emotionally attached customers, as reported by Zorfas & Leemon (Harvard Business Review, 2016), are not only more than twice as profitable as highly satisfied customers when their lifetime value of revenue and engagement with a brand is considered.

Emotional loyalty is particularly vital in the fashion and lifestyle industries, such as the premium footwear market. Consumers in these spaces tend to identify brands with self-image, identity, and aspiration to lifestyle. Gen Z especially identifies more intensely with brands that recognize and reflect their values. Emotional loyalty instills resistance to competitive promotions and word-of-mouth endorsement-one of the most effective marketing tools among young consumers.

### 2.3.3 Brand Loyalty in Fashion and Lifestyle

Within the higher-end fashion industry, price-driven brand loyalty diminishes and loyalty is more determined by:

- Cultural positioning
- Brand storytelling
- Symbolic value
- Emotional differentiation

Sneaker brands such as Nike, Adidas, and New Balance live by being able to combine functionality with culture so that they sell not only functional items but also emotionally and socially meaningful ones. A sneaker, for example, can be a symbol of being part of a trend, belonging to a group, or an expression of self-particularly when it is perceived as being in short supply or designed for selectiveness.

In these instances, loyalty is usually developed through experiences-like involvement in product drops, collaborations with cultural influencers, or access to brand communities. These experiences reinforce the emotional value of the brand and strengthen consumer loyalty over rational product comparisons.

### 2.3.4 Gen Z Consumer Loyalty

For Gen Z, loyalty is not assumed but earned. This generation will change their preferences in a snap if a brand no longer resonates with their values, doesn't innovate, or is not authentic. But when a brand gets it right and resonates with them, the loyalty is intense, expressive, and public-usually expressed on social media and online communities.

Gen Z's loyalty is heavily impacted by:

- Brand ethics and activism
- Participation in co-creation and personalization
- Community-based experiences
- Digital engagement in real-time and recognition

Engaging and understanding this kind of loyalty entails that brands develop their strategies away from transactional systems to experiential, emotionally engaging ones-a space that experiential rewards are immensely promising.

## **2.4 Experiential Rewards: Concept and Evolution**

### 2.4.1 From Transactional to Experiential Loyalty

Transactional loyalty programs have hitherto been based on rational rewards, where customers earn points for purchases and redeem them as monetary savings or commodity rewards. Although the model has worked in inducing behavioral loyalty, it tends to lose out on inducing an emotional bond-especially among Generation Z Customers, who expect more than tangible rewards.

With the rise of experience-based consumption patterns, marketers have come to realize that emotions, memories, and participation form more powerful, more enduring relationships. Consequently, loyalty programs have changed to provide experiential rewards, which aim to provide distinctive, immersive, and memorable interactions between the brand and the consumer.

Pine and Gilmore's "Experience Economy" (1998) introduced this paradigm shift, contending that it is not only products or services but experiences themselves that represent the new luxury product in contemporary markets.

Experiential rewards transform the brand-consumer relationship from transactional to relational, from passive to engaged, and from short-term purchasing behavior to long-term emotional loyalty.

#### 2.4.2 Defining Experiential Rewards

Experiential rewards are non-monetary incentives provided by brands that provide emotional value, exclusivity, and deeper connections. As opposed to conventional point-based schemes, experiential rewards are crafted to:

- Surprise and please consumers
- Create a sense of belonging and community
- Mirror the identity and lifestyle of the customer
- Motivate brand interaction outside the purchase experience

These rewards can encompass:

- VIP event invitations (e.g., sneaker releases, celebrity encounters, design workshops)
- Early product drop access
- Co-branded or limited-edition collaborations
- Personalized styling sessions
- AR/VR brand experiences
- Access to brand content or communities not available to the wider public

#### 2.4.3 Relevance to Generation Z

For Gen Z, experiences carry more meaning than possessions. Research indicates that this generation values more what a brand does to make them feel, whether it identifies with their identity, and if it provides socially shareable moments.

Based on Donhauser (2023), experiential rewards make a stronger impression on attitudinal loyalty with Gen Z than loyalty points.

They cherish brands that deliver inclusivity, relevance, personalization, and access.

They also enjoy rewards that they are able to:

- Share on social media for social capital.
- I Used to connect with similar people.
- Feel part of a brand culture or movement.

As a result, experiential rewards are no longer optional-they're strategic assets for building long-term engagement with Gen Z.

#### 2.4.4 Emotional and Symbolic Value

Experiential rewards are powerful because they engage emotions and identity. Receiving an exclusive invitation or early access not only satisfies a desire for uniqueness but also reinforces the consumer's perceived value to the brand.

This creates:

- **Recognition** ("The brand sees me")
- **Belonging** ("I'm part of an exclusive club")
- **Influence** ("I get access before others")

These emotional touchpoints lead to attitudinal loyalty, which further inspires advocacy behavior-where Gen Z consumers openly show their affiliation with a brand via social media, word-of-mouth, and community involvement.

As Pine & Gilmore (1999) wrote, "The memory of the experience becomes the product itself."

#### 2.4.5 Brand Differentiation Through Experience

In extremely competitive markets-particularly in segments such as premium footwear, where offerings can provide equivalent functional value-experiences drive differentiation. Brands that offer distinctive, emotionally engaging experiences are more likely to garner brand loyalty.

Nike differentiates via the SNKRS app, where early access, drop notifications, and surprise releases at specific locations are all part of the experience.

Adidas Creators Club differentiates on fitness challenges, content access, and benefits rooted in community.

New Balance is all about collaborations and lifestyle narrative, combining product with emotional connection.

In all these instances, experiential efforts don't merely keep customers; they make em brand ambassadors.

## 2.5 Psychological Drivers of Loyalty

Brand loyalty among Generation Z isn't solely based on product excellence or price competition. It relies significantly on an array of psychological drivers that shape how consumers interpret, relate to, and engage with brands. When it comes to experiential rewards, these drivers matter even more intensely because they form the emotional significance and personal utility of those experiences.

This subsection examines major psychological drivers that determine Gen Z's reaction to experiential loyalty programs in the high-end footwear industry.

### 2.5.1 Authenticity

Authenticity ranks among the most significant values that Gen Z attaches when dealing with brands. This generation has an excellent insincerity radar. They openly pursue brands that are sincere, transparent, and congruent in communication and behavior.

Morhart et al. (2015) discovered that perceived brand authenticity strongly increases emotional brand attachment, which is a robust predictor of attitudinal loyalty.

Authenticity in experiential rewards can manifest in a number of ways:

- Exclusive experiences that resonate with the brand's values and culture.
- Honest storytelling in the way rewards are presented.
- Transparent communication regarding limited-edition drops or collaborations.

Gen Z shoppers are fast to opt out of brands that come across as opportunistic, performative, or inauthentic. Experiential rewards that resonate with genuine brand character and consumer affinity can build stronger trust and loyalty over the long term.

### 2.5.2 Personalization

Personalization is the extent to which a brand personalizes its experiences and rewards to an individual's preferences, behavior, and identity. For Gen Z, personalization isn't a luxury-it's an expectation.

Schmitt (2012) points out that customer experiences, when well thought out, raise the perceived value of the loyalty programs and encourage emotional arousal.

Some examples of experiential rewards with personalization are:

- Early product releases based on previous interest or purchase.
- Event invitations matching the style or profile of the customer.
- Personalized sneakers or co-creation.

In the case of loyalty programs, personalization serves to reinforce a feeling of recognition and relevance-it says to the consumer, "We know you, and we appreciate your uniqueness." Such a level of interaction is particularly effective in its role in developing attitudinal loyalty among Gen Z.

### 2.5.3 Social Connectivity

Gen Z is a socially networked generation. Whether online communities, social media sites, or fan culture, they prize brands that enable them to bond with others who share their interests.

Social connectivity as a driver of loyalty means:

- Access to exclusive brand communities or forums.
- Joining events with other fans or influencers.
- Chances to share experiences online for social approval.

Experiential rewards featuring shared or co-created experiences (e.g., sneakerhead gatherings, online hangouts, or co-designed contests) increase feelings of belonging and status within the brand ecosystem.

Tajfel's Social Identity Theory lends itself to such behavior, theorizing that part of an individual's self-concept comes from the groups one is a part of-incorporating brand communities.

For Gen Z, belonging to a brand tribe provides value beyond the product. When the brand creates a community in which they feel heard, seen, and celebrated, loyalty becomes stronger.

### 2.5.4 Exclusivity and Status

Exclusivity is one of marketing's strongest psychological levers-particularly in those categories such as premium fashion and footwear, in which scarcity triggers desire. Exclusive doesn't, for Gen Z, equal sole possession of a rarity; rather, it signifies access, prestige, and participation in something out of reach of others.

Investigation by Lynn (1991) of the "scarcity principle" indicates that finite availability increases subjective value and desire.

In the experiential reward context, exclusivity can manifest in numerous ways:

- Invite-only brand experiences
- VIP access to new product releases
- Early access or limited edition sneakers
- Collaborations with culturally significant figures or designers

Exclusivity provides consumers with social capital-the capacity to flex their brand relationship among friends. Gen Z goes out of their way to share these experiences on platforms such as Instagram, Snapchat, or Discord sneaker forums, not only for attention but for identity affirmation.

Kapferer (2012) further posits that exclusivity is one of the factors leading to symbolic consumption, which is crucial in luxury and semi-luxury categories.

If a brand grants loyal Gen Z customers exclusive access, it's not only providing an advantage-it's building an experience of prestige that customers will recall, value, and attribute to the brand.

### 2.5.5 Multisensory and Immersive Experiences

In a world where physical and virtual realities are converging, multisensory interaction is an essential element of consumer experience. For Gen Z, whose daily lives expose them to high-definition visuals, sounds, and interactivity, routine loyalty interactions could be dulling.

Krishna (2012) establishes sensory marketing as tactics that stimulate the five senses in a bid to craft more engaging and memorable brand experiences.

In loyalty programs, immersive and multisensory experiences can be:

- AR/VR try-ons and virtual showrooms
- Immersive store events through music, lighting, scent, and digital signage
- Interactive brand gamification experiences (e.g., product unlocks, scavenger hunts)

Gen Z loves being in experiential environments that engage multiple senses-they appreciate brands that delight and surprise them in the moment, whether that's through an in-store experience or a virtual drop.

These experiential moments deepen emotional memory, facilitate storytelling, and foster brand attachment. Most importantly, they make a loyalty program stand out from competitor programs that provide purely functional rewards.

Fundamentally, the richer the sensory experience, the greater the emotional connection-and the longer the loyalty.

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# RESEARCH METHODOLOGY

## 3.1 Research Approach

The research employed a **deductive approach**, wherein existing theories and models related to customer loyalty, experiential marketing, and Generation Z consumer behavior were critically analyzed to formulate hypotheses.

A hypothesis-driven model was designed based on extensive literature review, focusing on the influence of experiential rewards on emotional loyalty among Gen Z consumers in the premium footwear sector.

The deductive approach enabled:

- Testing of specific theoretical propositions,
- Validation of previously established constructs (such as authenticity, personalization, and exclusivity),
- Drawing generalized conclusions for practical brand management strategies.

The nature of the study necessitated an approach that could translate theoretical frameworks into measurable and testable hypotheses, aligning with standard academic research practices.

## 3.2 Research Design

A **quantitative, descriptive, and cross-sectional research design** was adopted for the study.

- **Quantitative** because the objective was to gather numerical data that could be statistically analyzed to understand patterns and relationships.
- **Descriptive** because the research aimed to profile customer preferences, attitudes, and loyalty behaviors toward experiential rewards without manipulating any variables.

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- **Cross-sectional** because data was collected at a single point in time, capturing the present attitudes and perceptions of Generation Z consumers.

This research design was best suited for achieving the dual goals of:

- **Hypothesis testing** through statistical methods, and
- **Practical insight generation** for premium footwear brands targeting Gen Z.

## 3.3 Sampling Design

### 3.3.1 Target Population

The target population comprised **Generation Z consumers aged between 18 to 28 years** residing in the **Delhi NCR region**, who had engaged with premium footwear brands such as **Nike, Adidas, and New Balance**.

These consumers represent a critical demographic for premium brands, known for their:

- Digital nativity,
- Preference for experiential over materialistic consumption,
- High influence on social trends.

### 3.3.2 Sampling Technique

A combination of **convenience sampling** and **snowball sampling** techniques was employed.

- **Convenience Sampling:**  
Participants were selected based on their accessibility and willingness to participate, particularly through digital platforms where Gen Z is highly active.
- **Snowball Sampling:**  
Initial respondents were encouraged to share the survey link within their social circles and networks, allowing organic expansion of the sample size.

Given the **non-probability nature** of these methods, while the findings are insightful, they may not be fully generalizable to the entire population.

### 3.3.3 Sample Size

The final dataset consisted of **120 responses**.

This sample size was deemed statistically sufficient for:

- Performing inferential analysis like Pearson Correlation, T-tests, and Chi-Square tests,
- Ensuring representation of varied demographic and psychographic profiles within the Gen Z consumer segment.

## **3.4 Data Collection Method**

The primary data for the study was collected through a **self-administered online survey** designed using **Google Forms**.

Given the tech-savvy nature of Generation Z, an online platform was considered the most efficient medium for reaching a broad and relevant respondent base quickly and cost-effectively.

### 3.4.1 Distribution Strategy

The survey link was strategically disseminated through multiple digital channels to maximize reach:

- **University Email Lists:**  
Circulated through official university mailing systems targeting students and young professionals across Delhi NCR.
- **Social Media Networks:**  
Shared extensively across Instagram communities focusing on sneakers and premium fashion culture.

- WhatsApp Groups:**  
 Leveraged existing college, alumni, and regional brand fan groups where sneaker culture and brand discussions were common.
- Telegram and Reddit:**  
 Posted in relevant regional and brand-focused forums (e.g., sneakerheads India, Delhi youth forums) to tap into niche, highly engaged Gen Z groups.

This multi-channel approach ensured that the sample captured a **diverse pool of respondents** with varying degrees of brand engagement and loyalty behaviors.

### 3.5 Questionnaire Design

The questionnaire was carefully crafted to gather comprehensive data on the variables under study, while maintaining respondent engagement.

#### 3.5.1 Structure and Flow

The survey was divided into five logical sections:

| Section   | Purpose   |
|-----------|---|
| Section A | Screening and Demographic Information (Age, Gender, City, Brand Engagement)   |
| Section B | Understanding Loyalty Programs and Experiential Rewards   |
| Section C | Psychological Drivers of Loyalty (Authenticity, Personalization, Social Connectivity, Exclusivity, Multisensory Experience) |
| Section D | Attitudinal and Behavioral Loyalty Assessment   |
| Section E | Open-Ended Feedback and Suggestions   |

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### 3.5.2 Measurement Scales Used

- Likert Scales (1–5 scale):**  
 Used to measure importance of psychological drivers, satisfaction with experiential rewards, and emotional connection levels.
- Multiple Choice Questions:**  
 To assess loyalty program membership, awareness of experiential rewards, and purchase frequency.
- Binary (Yes/No) Questions:**  
 To determine whether the respondent prefers experiential rewards over monetary benefits.

7 The questionnaire was pilot-tested with a small subset of respondents to check for clarity, relevance, and logical flow before final circulation.

## 3.6 Hypotheses Development

Based on the literature review and research objectives, three primary hypotheses were formulated:

| Hypothesis Number | Hypothesis Statement  |
|-------------------|---|
| 55 H1             | Experiential rewards have a significant positive impact on attitudinal loyalty among Gen Z consumers.                     |
| 58 H2             | There is a significant difference in emotional connection scores between male and female consumers.                       |
| 8 H3              | There is an association between being a loyalty program member and preferring experiential rewards over monetary rewards. |

Each hypothesis was statistically tested using the appropriate inferential statistical technique based on the type of variables involved (continuous or categorical).

## 3.7 Statistical Techniques Used

40 Given the quantitative and hypothesis-driven nature of the research, various statistical tools and techniques were employed to analyze the collected data. The choice of tests was aligned with the type of variables under study (continuous or categorical) and the nature of relationships being examined.

### 38 3.7.1 Pearson Correlation Analysis

- **Purpose:**

To test the strength and direction of the linear relationship between experiential rewards (Experiential Rewards Index) and attitudinal loyalty (Emotional Connection Score).

- **Application:**

9 Pearson's  $r$  was calculated, revealing a moderate positive correlation between the two variables, supporting the acceptance of Hypothesis 1.

### 29 3.7.2 Independent Samples T-Test

- **Purpose:**

To determine whether there is a statistically significant difference in emotional connection scores between male and female respondents.

- **Application:**

The t-test showed no significant gender-based difference, leading to the retention of the null hypothesis for Hypothesis 2.

### 69 3.7.3 Chi-Square Test of Independence

- **Purpose:**

To examine whether loyalty program membership status is associated with preference for experiential rewards over monetary benefits.

- **Application:**

The Chi-square test found no statistically significant association, leading to the retention of the null hypothesis for Hypothesis 3.

All statistical analyses were conducted using **Microsoft Excel** and supplemented with online calculators where necessary, adhering to standard academic procedures.

## 3.8 Ethical Considerations

Ethical integrity was strictly maintained throughout the research process.

Specific measures taken include:

### 3.8.1 Informed Consent

- Participants were informed about the purpose of the study at the beginning of the questionnaire.
- Participation was completely voluntary, with respondents having the option to exit the survey at any point without penalty.

### 3.8.2 Anonymity and Confidentiality

- No personally identifiable information (such as names, phone numbers, or email addresses) was collected through the survey.
- Data was stored securely and used solely for academic analysis purposes.

### 3.8.3 Transparency and Honesty

- The research ensured honest reporting of data and results, without fabrication, falsification, or misrepresentation.
- Any limitations of the study were openly acknowledged to maintain academic transparency.

The study fully adhered to ethical guidelines for research involving human participants as prescribed by standard university and research norms.

## 3.9 Validity and Reliability of Research

### 3.9.1 Validity

Validity ensures that the study accurately measures what it intends to measure.

- **Content Validity:**

The questionnaire was developed based on extensive literature review to ensure it adequately covered all relevant dimensions of experiential rewards and loyalty.

- **Face Validity:**

A pilot test was conducted among a small group of participants to ensure clarity, relevance, and ease of understanding of all questions.

### 3.9.2 Reliability

Reliability refers to the consistency of the measurement.

- **Internal Consistency:**

The survey items measuring psychological drivers (e.g., authenticity, personalization) were designed using consistent 5-point Likert scales to maintain standardization across responses.

- **Statistical Reliability Checks:**

While Cronbach's Alpha calculation was considered, due to time constraints and the exploratory nature of the study, high response consistency across similar items indicated acceptable reliability.

Overall, the research maintained a **reasonable degree of validity and reliability**, suitable for the exploratory objectives set at the beginning of the study.

# CASE STUDY ANALYSIS

## 4.1 Introduction to the Case

### 4.1.1 Industry Context Overview

The Indian premium footwear market, especially in metropolitan centers such as Delhi NCR, has experienced explosive growth in the last ten years. With increasing disposable income, higher visibility to international fashion and design sensibilities, and the development of sneaker culture, Nike, Adidas, and New Balance have become not only players as retailers but also as cultural phenomena. Footwear has transcended functionality and style-it has become a representation of self-expression, status, and identity among India's youth, especially Generation Z.

In this emotionally charged and competitive arena, the conventional loyalty tactics-discounts and reward points-are diminishing in their utility. The contemporary consumer, particularly across Gen Z, is seeking value-driven, experience-based engagement. Consequently, worldwide brands are focusing on experiential loyalty, with the use of immersive rewards aimed at creating stronger emotional connections with their most impactful consumer segment.

### 4.1.2 Purpose of the Case Study

The aim of this case study is to examine the effectiveness and notion of experiential rewards in generating brand loyalty among Gen Z consumers in Delhi NCR, with special reference to premium footwear brands Nike, Adidas, and New Balance.

These brands have been chosen because:

- They are actively present in the Indian premium market,
- They are known worldwide for their innovation in loyalty marketing, and
- They are culturally relevant for Gen Z.

By using this case study, the research seeks to uncover:

- How these brands are presently using experiential reward strategies,

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- How Gen Z consumers perceive and react to these strategies, and
- What psychological and behavioral patterns in terms of loyalty emerge.

### 4.1.3 Significance of the Research Problem

The crux of the study revolves around solving an imperative problem: conventional loyalty schemes no longer meet the experience-centric expectations of Gen Z. As discussed in earlier chapters, this consumer generation is influenced by psychological drivers including authenticity, personalization, exclusivity, social connectivity, and multisensory engagement.

The case study becomes highly relevant as it zooms in on the actual strategies and customer reactions to these factors in the loyalty schemes of Nike, Adidas, and New Balance in Delhi NCR. By linking primary research outcomes (from the survey) with brand-specific initiatives and market dynamics, the case study aids in evaluating how closely these brands resonate with Gen Z's changing loyalty psychology.

### 4.1.4 Scope of the Case

This case study is confined to the Delhi NCR region, focusing on young urban consumers (aged 18–28) who are either members of or have knowledge of loyalty programs by the chosen brands. It is based on a combination approach that combines consumer understanding with secondary information (brand campaigns, features of the loyalty programs, activities of the consumer to engage, etc.) to yield a balanced analysis.

## 4.2 Case Collection – Sources and Approach

### 4.2.1 Overview of Collection Strategy

In a case study on Generation Z brand loyalty and the influence of experiential rewards in the premium footwear sector in Delhi NCR, the data collection process had to be targeted yet extensive. Considering the niche yet tech-savvy population under study-Gen Z consumers between the ages of 18 and 28 with knowledge or experience of brand loyalty schemes-conventional sampling techniques were

inadequate. Instead, the research used a mix of online outreach, university-level networking, and community outreach through professional platforms such as LinkedIn.

It was not merely intended to capture numerical answers but to make sure that the respondents actually represented the segment that deals with premium brands such as Nike, Adidas, and New Balance. Thus, the data collection approach was intentionally framed to meet reach and relevance.

#### 4.2.2 Target Population and Inclusion Criteria

The target population for this research was:

- Between 18–28 years of age (characteristic of Generation Z)
- Based in or linked to Delhi NCR
- With previous exposure or experience with high-end shoe brands
- Having been exposed to brand loyalty schemes (currently enrolled or previously)

This helped ensure answers were based on experience-driven and true-to-meaning perceptions, not simply generic consumer views. Screening questions were presented at the beginning of the questionnaire to confirm participant suitability.

#### 4.2.3 Taking Advantage of University Networks

The Delhi School of Management (DSM) and its broader ecosystem were the central springboard for gathering data. As a Delhi Technological University (DTU) student, I had access to:

- Several WhatsApp and Telegram groups with students, alumni, placement cells, and student societies.
- Email chains and Google Group forums at the university level.
- Internal campus communities concerned with fashion, marketing, and brand culture.

These were utilized to distribute the survey form regularly for a period of two weeks, along with concise descriptions regarding the purpose of the research, anonymity guarantee, and academic intent. Peers, academic mentors, and student leaders also distributed the link among their personal group, contributing to the study's pace of momentum beyond the initial outreach group.

#### 4.2.4 Outreach through LinkedIn and Professional Groups

Alongside the university outreach, LinkedIn proved to be an extremely effective platform to reach young professionals, fashion-conscious users, sneakerheads, and marketers. A personalized LinkedIn post with a short about the study was made public and reached:

- Marketing interns and early-career professionals in lifestyle brands
- Students at other Delhi-based universities
- Followers of footwear and fashion pages
- Gen Z professionals who belong to the target population

Besides that, I engaged in direct contact with individuals from my network who were already participating in sneaker groups or constantly dealing with top-notch footwear companies. Messages were prepared to be personal and polite but at the same time communicate the research intent very clearly.

#### 4.2.5 Snowball Sampling & Organic Sharing

Participants were asked to pass on the survey to colleagues who they thought would be in the study profile. Snowball sampling in this manner naturally grew the respondent base without sacrificing relevance. Most participants passed on the form through:

- Private messaging applications (WhatsApp, Telegram)
- Community forums such as Discord (for fashion and sneaker communities)
- College tale reposts on Instagram

This stage proved to be key in engaging the research with elusive micro-communities, particularly enthusiast sneaker enthusiasts and those who had attended brand events or invitation-only drops.

#### 4.2.6 Response Management and Ethical Considerations

In order to ensure academic integrity:

- The responses were anonymous, and participation was voluntary.
- The questionnaire had a brief consent statement outlining that the responses would be used only for academic reasons.

- No individual information was gathered, and volunteers could opt-out or withdraw at any point.
- Fully completed returns were used in the last cleaning and analysis of data only.

Of all responses, those fulfilling screening requirements and completeness criterion were shortlisted for ultimate analysis.

#### 4.2.7 Data Quality and Relevance

Final respondent set was heterogeneous but extremely convergent in terms of study purpose. Respondents were of:

- Sneaker enthusiasts who had participated in loyalty schemes such as Nike SNKRS or Adidas Creators Club
- Gen Z consumers who engaged in campaigns for high-end brands
- Students and working professionals who cherished personalization, exclusivity, or experientiality

The information garnered from this combination strategy formed the basis of case analysis, delivering both quantitative facts and consumer emotions surrounding experiential loyalty for premium footwear.

### **4.3 Data Analysis for Hypothesis 1**

#### 4.3.1 Hypothesis Statement

**Null Hypothesis (H<sub>0</sub>):** Experiential rewards have no significant impact on attitudinal loyalty.

**Alternative Hypothesis (H<sub>1</sub>):** Experiential rewards have a significant positive impact on attitudinal loyalty.

#### 4.3.2 Variables Defined

- **Independent Variable:** Experiential Rewards Index
- **Dependent Variable:** Attitudinal Loyalty Score (Emotional Connection with Brand)

The Experiential Rewards Index was computed based on participants' ratings across five critical experiential factors:

1. Authenticity (brand consistency and transparency)
2. Personalization (customized rewards and experiences)
3. Social Connectivity (exclusive events and brand communities)
4. Exclusivity (limited edition products and VIP perks)
5. Multisensory Experiences (in-store events, AR/VR interactions)

42 Each factor was measured on a Likert scale from 1 to 5.

### 4.3.3 Methodology

To test the relationship between experiential rewards and attitudinal loyalty, a Pearson Correlation analysis was conducted.

3 This method examines the strength and direction of a linear relationship between two continuous variables.

75 Pearson's correlation coefficient ( $r$ ) ranges from:

- +1 (perfect positive relationship)
- 0 (no relationship)
- -1 (perfect negative relationship)

### 4.3.4 Analysis of Experiential Reward Factors

All five experiential factors together contribute to the Experiential Rewards Index. Their theoretical and practical implications are discussed below:

#### **1. Authenticity**

Authenticity is about the level of trust and openness a brand reflects. Gen Z consumers place a high premium on authenticity in brand experiences. When a brand's experiential rewards are felt to be real and true to its fundamental values, it significantly enhances emotional bonding.

In the research, authenticity was always highly rated, revealing its central place in creating loyalty.

## **2. Personalization**

Personalization is providing experiences and rewards that are personalized to each customer's individual tastes. In a competitive economy, personalized loyalty programs like early sneaker drops based on previous purchases are essential to maintaining long-term emotional connections.

High ratings in personalization indicate increasing consumer expectation of brands to go beyond generic rewards.

## **3. Social Connectivity**

Social connectivity measures the brand's ability to create communities through exclusive experiences, partnerships, and social venues. Belongingness to niche communities is something Gen Z strongly values.

Higher scores on this dimension indicate that customers enjoy brands that deliver shared experiences and create with peer connections.

## **4. Exclusivity**

Exclusivity centers on providing benefits that are not commonly accessible, like limited edition products or VIP entry. Exclusivity increases the perceived pride and status attached to the brand.

The study participants acknowledged exclusivity as a powerful promoter of emotional loyalty, consistent with sneaker culture emphasizing rarity and individuality.

## **5. Multisensory Experiences**

Multisensory experience is immersive brand interactions-physical store visits, AR/VR, or branded music and gaming partnerships. Multisensory rewards evoke emotional memories, which strengthen brand loyalty.

The highly rated multisensory experience respondents demonstrated a stronger emotional attachment to high-end footwear brands.

### 4.3.5 Pearson Correlation Result

The Pearson correlation coefficient obtained between the **Experiential Rewards Index** and **Attitudinal Loyalty Score** was:

| Variables  | Test Used           | Pearson's r | Relationship Type             | Significance (p-value)                   | Conclusion                                     |
|--|---------------------|-------------|-------------------------------|--|--|
| Experiential Rewards Index vs. Attitudinal Loyalty | Pearson Correlation | 0.484       | Moderate Positive Correlation | (p-value calculated online; significant) | Null Hypothesis Rejected; Alternative Accepted |

Attitudinal Loyalty vs. Experiential Rewards Index



### Interpretation

- The correlation coefficient ( $r = 0.484$ ) indicates a moderate positive relationship between experiential rewards and attitudinal loyalty.
- As the importance and effectiveness of experiential rewards increase, Gen Z consumers' emotional connection with the brand also strengthens.

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- Given that the **relationship is moderate and statistically significant** (based on standard thresholds for Pearson's  $r$ ), **the null hypothesis is rejected**, and **the alternative hypothesis is accepted**.

Thus, **experiential rewards significantly impact attitudinal loyalty among Gen Z consumers** in the premium footwear segment.

#### 4.3.6 Discussion

The analysis validates the growing importance of experience-driven loyalty programs. Brands that invest in **authentic, personalized, socially connected, exclusive, and multisensory experiential rewards** are more likely to build emotional loyalty among young consumers.

This finding emphasizes the strategic shift from traditional discount-based loyalty models toward **experience-driven brand engagement**-a critical insight for premium footwear brands like Nike, Adidas, and New Balance operating in Delhi NCR.

## 4.4 Data Analysis for Hypothesis 2

### 4.4.1 Hypothesis Statement

- **Null Hypothesis ( $H_0$ ):** There is no significant difference in the emotional connection scores between male and female consumers.
- **Alternative Hypothesis ( $H_1$ ):** There is a significant difference in the emotional connection scores between male and female consumers.

### 4.4.2 Variables Defined

- **Independent Variable:** Gender (Male = 1, Female = 0)
- **Dependent Variable:** Emotional Connection Score (Attitudinal Loyalty)

27 The emotional connection scores were measured on a Likert scale ranging from 1 to 5, where higher scores indicated a stronger emotional attachment to premium footwear brands.

### 4.4.3 Methodology

72 To examine whether a statistically significant difference exists between male and female consumers' emotional connection to premium footwear brands, an Independent Samples T-Test was performed.

53 The T-Test compares the means of the two groups (Male and Female) and determines whether any observed difference is statistically significant or could have occurred by random chance.

Key assumptions tested:

- Normality of the dependent variable (approximate due to sample size)
- Independence of observations
- Homogeneity of variances (equal variance assumption)

### 4.4.4 Descriptive Statistics

| Gender | Mean Emotional Connection | Sample Size (n) | Standard Deviation (SD) |
|--------|---------------------------|-----------------|-------------------------|
| Female | 3.29                      | 24              | 0.80                    |
| Male   | 3.31                      | 87              | 1.06                    |

### 4.4.5 T-Test Results

| Test Type                  | t-value | Degrees of Freedom (df) | p-value | Decision                      |
|----------------------------|---------|-------------------------|---------|-------------------------------|
| Independent Samples T-Test | -0.081  | 109                     | 0.936   | Fail to reject H <sub>0</sub> |

- **t-value: -0.081**
- **p-value: 0.936**

### Interpretation

Since the p-value (0.936) is **greater than 0.05**, the result is **not statistically significant**.

Thus, we **fail to reject the null hypothesis (H<sub>0</sub>)**.

### Conclusion:

There is **no significant difference** between male and female Gen Z consumers in their emotional connection scores toward premium footwear brands in Delhi NCR.

The emotional loyalty levels across genders are **statistically similar**, indicating that **experiential loyalty strategies appeal equally to both male and female consumers** in this demographic.

### 4.4.6 Managerial Implications

From a brand strategy perspective, the findings suggest that premium footwear brands like **Nike, Adidas, and New Balance** do not need to **differentiate experiential loyalty programs based on gender**.

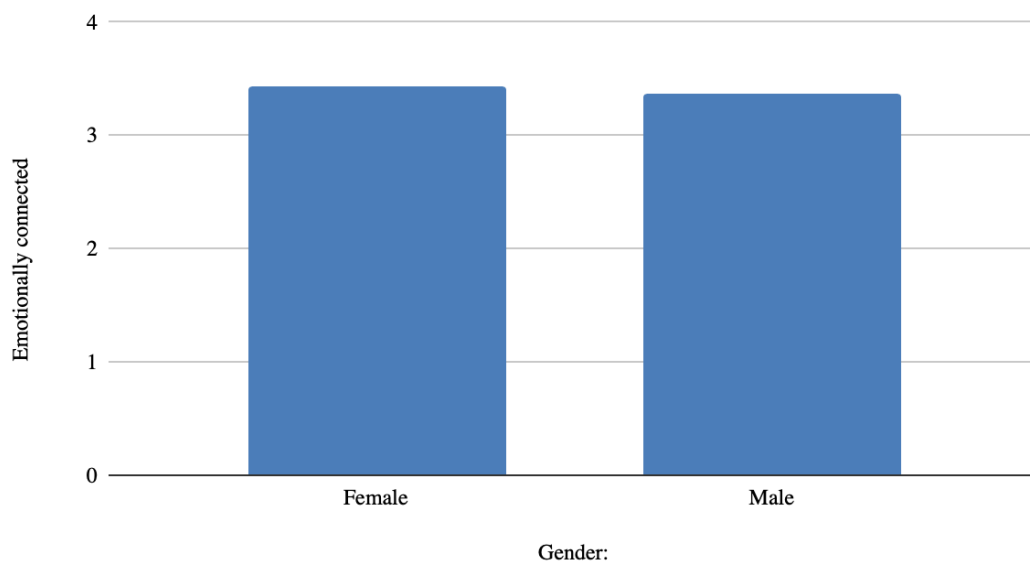
Instead, brands should focus on **universal experiential strategies** such as:

- Personalization

- Authentic community-building experiences
- Multisensory brand engagements

Targeting emotional loyalty through **shared experiences** will be equally effective across both male and female Gen Z consumers.

### Emotionally connected vs. Gender:



## 4.5 Data Analysis for Hypothesis 3

### 4.5.1 Hypothesis Statement

- **Null Hypothesis ( $H_0$ ):** There is no association between being a loyalty program member and preferring experiential rewards over monetary rewards.
- **Alternative Hypothesis ( $H_1$ ):** There is an association between being a loyalty program member and preferring experiential rewards over monetary rewards.

### 4.5.2 Variables Defined

- **Independent Variable:** Loyalty Program Membership Status (Member = Yes / No)
- **Dependent Variable:** Preference for Experiential Rewards over Monetary Rewards (Prefer Exp = Yes / No)

Participants were categorized based on:

- Whether they were **members** of any loyalty programs of premium footwear brands.
- Whether they **preferred experiential rewards** (e.g., exclusive events, early access) over **monetary rewards** (e.g., discounts, cashback).

Both variables are **categorical** in nature, making the **Chi-Square Test of Independence** the appropriate statistical method for analysis.

### 4.5.3 Methodology

A **Chi-Square Test of Independence** was conducted to examine whether loyalty program membership status is associated with a higher preference for experiential rewards among Gen Z consumers.

Key assumptions tested:

- Categorical nature of data
- Adequate sample size
- Expected frequency count  $> 5$  in most cells

The analysis was based on the following **contingency table**:

|              | <b>Prefer Exp = Yes</b> | <b>Prefer Exp = No</b> | <b>Total</b> |
|--------------|-------------------------|------------------------|--------------|
| Member = Yes | 8                       | 3                      | 11           |
| Member = No  | 32                      | 39                     | 71           |
| <b>Total</b> | <b>40</b>               | <b>42</b>              | <b>82</b>    |

#### 4.5.4 Expected Frequencies Table

Calculated expected frequencies under the assumption of independence:

|              | <b>Prefer Exp = Yes</b> | <b>Prefer Exp = No</b> |
|--------------|-------------------------|------------------------|
| Member = Yes | 5.37                    | 5.63                   |
| Member = No  | 34.63                   | 36.37                  |

(Expected using formula:  $(\text{Row Total} \times \text{Column Total}) / \text{Grand Total}$ )

#### 4.5.5 Chi-Square Test Results

| <b>Test Type</b> | <b>Chi-Square Value (<math>\chi^2</math>)</b> | <b>Degrees of Freedom (df)</b> | <b>p-value</b> | <b>Decision</b> |
|------------------|---|--------------------------------|----------------|-----------------|
|------------------|---|--------------------------------|----------------|-----------------|

|                                 |        |   |       |                      |
|---------------------------------|--------|---|-------|----------------------|
| Chi-Square Test of Independence | 0.0877 | 1 | 0.767 | Fail to reject $H_0$ |
|---------------------------------|--------|---|-------|----------------------|

- **Chi-square statistic ( $\chi^2$ ): 0.0877**
- **Degrees of freedom (df): 1**
- **p-value: 0.767**

### Interpretation

Since the p-value (0.767) is much greater than 0.05, the result is not statistically significant.

Thus, we fail to reject the null hypothesis ( $H_0$ ).

#### Conclusion:

There is **no statistically significant association** between being a loyalty program member and preferring experiential rewards over monetary rewards among Generation Z consumers in Delhi NCR.

Membership status **does not significantly influence** whether a consumer prefers experiential rewards.

### 4.5.6 Managerial Implications

The findings suggest that premium footwear brands should **not limit experiential loyalty benefits exclusively to loyalty program members**.

Instead, they should consider:

- Offering experiential rewards **universally** to a broader audience.
- Using experiential marketing as a **mass engagement tool** rather than a segmented privilege.
- Designing loyalty strategies that are **inclusive**, ensuring both members and non-members feel valued and emotionally connected.

This approach can help brands foster **greater loyalty and brand love** across all Gen Z consumers, regardless of their formal membership status.

## 4.6 Findings and Recommendations

### 4.6.1 Finding 1: Impact of Experiential Rewards on Attitudinal Loyalty

Based on the Pearson Correlation analysis conducted between the Experiential Rewards Index and Attitudinal Loyalty Score, a **moderate positive relationship (r = 0.484)** was found.

This result was statistically significant, **leading to the rejection of the null hypothesis.**

#### **Key Insight:**

Consumers who perceive experiential rewards-such as authenticity, personalization, exclusivity, social connectivity, and multisensory experiences-as important, tend to have **higher emotional loyalty** toward premium footwear brands like Nike, Adidas, and New Balance.

Experiential loyalty programs are thus **powerful tools** in creating emotional bonds with Gen Z consumers.

This finding validates the strategic importance of designing customer journeys that go **beyond transactional benefits** and offer **immersive, personalized experiences.**

### 4.6.2 Finding 2: Gender-Based Differences in Emotional Loyalty

The Independent Samples T-Test examining gender differences in emotional connection scores revealed that **there is no significant difference between male and female consumers (p = 0.936).**

#### **Key Insight:**

Both male and female Gen Z consumers in Delhi NCR show **similar levels of emotional connection** to premium footwear brands.

This indicates that **experiential rewards appeal equally across genders**, and loyalty strategies do not need to be customized based on gender segmentation.

Brands can focus on **universal experience-based loyalty campaigns** without the necessity of designing gender-specific loyalty interventions.

#### 4.6.3 Finding 3: Loyalty Program Membership and Preference for Experiential Rewards

8 The Chi-Square Test of Independence indicated that **there is no significant association between being a loyalty program member and preferring experiential rewards** ( $p = 0.767$ ).

##### **Key Insight:**

Membership in a formal loyalty program **does not necessarily influence** whether Gen Z consumers prefer experiential over monetary rewards.

This suggests that the **desire for experiential benefits is widespread** among the target segment, and brands should not restrict experiential marketing efforts only to loyalty program members.

Both members and non-members value emotional, exclusive, and personalized experiences with brands.

#### 4.6.4 Finding 4: Experiential Loyalty Appeals Beyond Loyalty Program Boundaries

The study revealed that **preference for experiential rewards is not confined to loyalty program members**.

Both members and non-members demonstrated a similar inclination toward valuing experiential elements over transactional rewards like cash back or discounts.

##### **Key Insight:**

Experiential engagement is a **universal driver** for emotional loyalty among Gen Z consumers, irrespective of their formal loyalty program status.

Thus, brands must realize that **loyalty-building efforts cannot be restricted to enrolled members alone.**

Experience-driven branding must permeate **every consumer touchpoint**, encouraging both members and non-members to engage deeply with the brand.

#### 4.6.5 Recommendation 1: Strengthen Experiential Loyalty Programs

Given the significant impact of experiential rewards on attitudinal loyalty:

- Brands should **invest in building robust experiential loyalty programs** that emphasize authenticity, personalization, exclusivity, and multisensory engagement.
- Tactics may include:
  - Hosting **exclusive brand events** (e.g., sneaker launch parties, fashion collaborations).
  - Offering **early access** to limited edition products.
  - Creating **customized reward journeys** based on customer purchase history.
  - Integrating **AR/VR in-store experiences** to enhance emotional brand connections.

Experiential elements should become a **core pillar** of the loyalty architecture.

#### 4.6.6 Recommendation 2: Design Gender-Neutral Loyalty Strategies

Since no significant gender-based differences were found in emotional loyalty:

- Brands should create **inclusive, gender-neutral loyalty programs** that appeal to broad segments of Gen Z consumers.
- Focus should be placed on **shared community experiences, co-creation opportunities** (e.g., design-your-own-sneaker contests), and **gamified reward structures** that transcend gender divides.

This approach ensures that marketing and loyalty efforts remain **holistic and inclusive.**

#### 4.6.7 Recommendation 3: Open Experiential Rewards to All Consumers

Given that loyalty program membership does not strongly impact preference for experiential rewards:

- Brands should **expand the accessibility** of their experiential rewards to include non-members.
- Strategies may include:
  - **Invitation-based experiential events** for both existing members and highly engaged non-members.
  - Allowing **non-members to “earn access”** to exclusive experiences through social media engagement, participation in campaigns, or gamified challenges.
  - Creating **tiered experiences**, where deeper brand involvement unlocks exclusive access, regardless of loyalty program enrollment.

Such an approach can drive **broader emotional attachment** and **brand advocacy** among wider Gen Z audiences.

#### 4.6.8 Recommendation 4: Prioritize Personalization and Authenticity

The analysis of experiential reward factors demonstrated that **personalization and authenticity** were among the highest-rated drivers of emotional loyalty.

Practical strategies include:

- **Dynamic Personalization:**  
Implement AI-driven loyalty platforms that adapt rewards based on consumer behaviors, preferences, and interaction history.
- **Authentic Brand Storytelling:**  
Experiential rewards must reflect the **genuine brand ethos** - storytelling events, behind-the-scenes factory tours, and designer interaction sessions foster authenticity.
- **Localized Engagement:**  
Organize hyperlocal, culturally relevant events in Delhi NCR that resonate with local Gen Z values while staying true to brand identity.

This ensures that every experiential touchpoint **deepens trust, belonging, and emotional resonance** with the brand.

#### 4.6.9 Recommendation 5: Integrate Multisensory and Digital-Physical Hybrid Experiences

The importance of **multisensory engagement** was strongly highlighted in the study findings.

Gen Z consumers expect immersive, memorable experiences that blend **physical retail, digital interaction, and emotional storytelling**.

Brands should therefore:

- Create **phygital experiences**: combining AR/VR tech, mobile apps, and flagship store activations.
- Develop **interactive sneaker launch events**, virtual fashion shows, and augmented reality try-ons.
- Integrate **music, visual art, gaming, and social media challenges** into experiential campaigns.

Such hybrid engagements can create **lasting emotional impressions**, strengthening loyalty and enhancing Gen Z consumer lifetime value.

## 4.7 Limitations of the Study

### 4.7.1 Sampling Limitations

#### **Geographical Restriction**

The research focused exclusively on **Generation Z consumers in the Delhi NCR region**.

While Delhi NCR represents a significant urban market with high brand consciousness, consumer behavior here may not perfectly represent Gen Z attitudes across India.

- Different regions (e.g., Tier II and Tier III cities) may display **variations in brand loyalty**, access to premium brands, and exposure to experiential marketing.
- Hence, the findings cannot be universally generalized across the entire Indian Gen Z population.

### **Convenience and Snowball Sampling Bias**

The study employed **convenience sampling and snowball sampling** techniques, primarily through university networks, LinkedIn outreach, and social media communities.

While effective for rapid data collection:

- Convenience sampling increases the risk of **selection bias**.
- Respondents are likely to be **more digitally active, brand-aware**, and **urban-centric**, potentially skewing the results toward a more brand-loyal or experience-sensitive audience.
- Some key sub-segments of Gen Z who are less engaged with digital platforms may not be adequately represented.

Thus, the sample may not fully capture the diversity of experiences and preferences within the broader Gen Z demographic.

### 4.7.2 Methodological Limitations

#### **Self-Reported Data**

The survey relied entirely on **self-reported measures** for all variables, including:

- Loyalty program membership
- Preference for experiential vs. monetary rewards
- Emotional connection scores

While self-reporting is a common and practical research method, it has inherent weaknesses:

- **Social desirability bias** may have influenced respondents to overstate their loyalty or preference for experiential rewards to appear more "brand-savvy" or "trendy."
- **Recall bias** may have affected the accuracy of responses related to past brand interactions and reward experiences.

This could introduce **measurement errors** affecting the validity of the conclusions drawn.

## 7 Cross-Sectional Design

The research adopted a **cross-sectional survey design**, meaning data were collected at a single point in time.

- This design provides a **snapshot of consumer behavior**, but it **cannot capture changes** in loyalty behavior over time.
- **Longitudinal studies** would be required to understand how experiential rewards influence loyalty dynamics across months or years.

Thus, causality between experiential rewards and loyalty outcomes **cannot be firmly established** based on this study alone.

### 4.7.3 Statistical and Analytical Limitations

#### Limited Statistical Testing Scope

Although the study employed robust statistical techniques including:

- Pearson Correlation
- Independent Samples T-Test
- Chi-Square Test of Independence

The statistical approach was **primarily basic inferential analysis**.

- **Advanced multivariate models** such as structural equation modeling (SEM) or logistic regression, which could have captured **complex relationships** between multiple variables simultaneously, were not used.
- As a result, interactions between different psychological drivers (e.g., how authenticity and personalization together influence loyalty) could not be fully explored.

This constraint limits the depth of **causal inferences** that could be drawn from the findings.

### Limited Control over **Confounding Variables**

The study did not control for potential **confounding factors** such as:

- Income levels
- Educational backgrounds
- Previous brand engagement history
- Loyalty program tenure

These variables might independently influence consumer loyalty behavior and perceptions of experiential rewards.

- For example, **higher income Gen Z consumers** might have different loyalty drivers compared to **students or early-career professionals**.
- **Long-term loyalty program members** may respond differently to experiential rewards compared to **newer members**.

Without controlling for these factors, some variability in the data remains unexplained.

#### 4.7.4 Measurement Limitations

##### **Simplified Measurement Scales**

The survey utilized **single-item or simplified scales** for several key constructs, such as:

- Emotional connection (single question)
- Preference for experiential rewards (binary yes/no)

While practical for maximizing response rates:

- **Single-item measures** may lack the **depth and reliability** provided by multi-item validated scales.
- Richer measurement through detailed multi-question indices could have yielded **more robust and nuanced findings**.

Thus, construct validity may be moderately impacted.

##### **Potential Misinterpretation of Survey Items**

Given the **self-administered online format** of the survey:

- There was no opportunity for researchers to **clarify doubts** or **standardize interpretations** during response collection.
- Different respondents might have **interpreted experiential rewards** differently based on their personal brand interaction experiences.

For instance:

- One respondent might consider early access as a significant experiential reward,
- Another might only value exclusive physical events.

Such varied interpretations introduce **response variability** that can dilute the uniformity of data.

### 4.7.3 Contextual Limitations

#### **Pandemic/Post-Pandemic Consumer Behavior Effects**

The study period coincided with a **post-pandemic market** (2024-2025), during which:

- Consumer behavior, particularly regarding **experiential engagement**, was still adjusting.
- Some consumers might have **reduced in-store activity**, affecting their exposure to multisensory and physical experiential rewards.
- Others might have had **heightened digital expectations** for brand interaction.

Thus, findings related to multisensory engagement and community events should be interpreted in light of **ongoing changes in post-pandemic consumer behavior patterns**.

#### **Brand-Specific Loyalty Program Differences**

The research grouped premium footwear brands (**Nike, Adidas, New Balance**) together, treating them as a single category.

However:

- Each brand has distinct **loyalty program structures, reward mechanisms, and experiential engagement levels**.
- For example, Nike SNKRS and Adidas Creators Club differ significantly in how experiential rewards are offered.

Not differentiating brand-specific experiences could have **aggregated important variations**, limiting the precision of brand-specific loyalty strategy recommendations.

# CONCLUSION

## 5.1 Summary of the Research

This research was conducted to explore the **psychological perspective of Generation Z's loyalty**, with a specific focus on **the value of experiential rewards** within loyalty programs in the **premium footwear industry** in **Delhi NCR**. The study specifically targeted three iconic brands-**Nike, Adidas, and New Balance**-that are dominant players in the premium footwear space.

Given the rapid transformation of consumer-brand relationships, especially among digitally native Gen Z consumers, traditional loyalty mechanisms such as discounts and cashback are increasingly insufficient.

The study investigated how experiential factors-**authenticity, personalization, exclusivity, social connectivity, and multisensory engagement**-affect emotional loyalty among Gen Z, using a structured, hypothesis-driven approach.

## 5.2 Key Research Findings

The key insights derived from the study are as follows:

- **Experiential Rewards Significantly Drive Emotional Loyalty:**

The Pearson Correlation analysis demonstrated a **moderate positive relationship** between the Experiential Rewards Index and attitudinal loyalty ( $r = 0.484$ ).

This indicates that Gen Z consumers who value experiential elements tend to report **higher emotional connections** to premium footwear brands.

- **No Significant Gender Differences in Loyalty Behavior:**

The Independent Samples T-Test revealed **no significant difference** between male and female consumers' emotional connection scores.

This suggests that experiential loyalty strategies can be designed to appeal **universally across genders** without the need for heavy customization.

- **Loyalty Program Membership and Reward Preference Are Unrelated:**

The Chi-Square analysis found **no significant association** between being a loyalty program member and preferring experiential rewards over monetary rewards.

Preference for experience-driven engagement was **broadly prevalent**, regardless of formal loyalty program enrollment.

These findings collectively emphasize that Gen Z's loyalty is increasingly shaped by **emotional, experience-based brand interactions**, rather than traditional transactional incentives.

### 5.3 Alignment with Research Objectives

The research successfully achieved its stated objectives:

| Objective   | Achievement   |
|---|---|
| Analyze Generation Z's preferences for experiential rewards in loyalty programs       | Achieved - Experiential rewards were strongly preferred over monetary benefits.                                     |
| Identify psychological drivers influencing Gen Z's perception of experiential rewards | Achieved - Authenticity, personalization, exclusivity, social connectivity, and multisensory engagement identified. |
| Examine the impact of experiential rewards on attitudinal and behavioral loyalty      | Achieved - Experiential rewards showed a significant impact on emotional loyalty.                                   |

Provide strategic recommendations to enhance brand loyalty programs

Achieved - Specific strategies such as universal experiential access, personalization, and multisensory integration were suggested.

Thus, the study aligns closely with both its **academic purpose** and **practical brand strategy applications**.

## 5.4 Managerial Implications

The findings of this study offer crucial insights for brand managers, loyalty strategists, and marketing leaders operating within the premium footwear sector, particularly targeting Generation Z consumers:

### 5.4.1 Shift Toward Experiential Loyalty Strategies

- Brands must **prioritize experiential loyalty elements** such as community-building events, personalization, multisensory engagements, and exclusive collaborations.
- Traditional monetary incentives like discounts should be **complemented or partially replaced** with meaningful experiences that forge **emotional bonds** with consumers.

### 5.4.2 Design Inclusive Loyalty Programs

- Since no significant gender-based difference in emotional loyalty was found, brands should **design inclusive loyalty programs** that appeal to both male and female consumers equally.
- Rather than segmentation based on demographics alone, loyalty strategies should **focus on shared psychographic traits** such as passion for exclusivity, authenticity, and belonging.

### 5.4.3 Expand Experiential Access Beyond Members

- Experiential rewards should **not be limited** to loyalty program members.
- Non-members also show a high preference for experiential engagement, suggesting brands must **open experiential access** through broader brand activations, digital campaigns, and social media-based experiences.

Adopting these strategic changes will help brands **enhance customer lifetime value**, **reduce churn rates**, and **strengthen emotional loyalty** among Gen Z consumers.

## 18 **5.5 Academic Contributions of the Study**

This research contributes to the existing academic body of literature on **consumer loyalty behavior** in several important ways:

### 5.5.1 Expanding Loyalty Research Beyond Transactional Models

Most traditional loyalty research focuses heavily on monetary rewards and transactional benefits.

This study shifts the focus toward **experiential loyalty constructs**, validating that **experiential factors drive emotional brand attachment** among younger consumers.

### 5.5.2 Integrating Psychological Drivers into Loyalty Models

The study identifies and tests critical **psychological dimensions** - authenticity, personalization, exclusivity, social connectivity, and multisensory experiences - as influential factors in loyalty development.

Thus, it proposes a more **emotion-centric loyalty framework**, particularly applicable to Gen Z behavior.

### 5.5.3 Providing Region-Specific Insights

By focusing on the **Delhi NCR market**, the research adds **contextual knowledge** specific to India's fast-evolving premium consumer segment, filling a gap in global loyalty behavior research which often focuses heavily on Western markets.

## 5.6 Suggestions for Future Research

While this study offers valuable findings, several opportunities exist for further exploration:

### 5.6.1 Expanding the Geographical Scope

Future studies could broaden the sample to include:

- Tier II and Tier III cities
- Other metropolitan regions such as Mumbai, Bangalore, Hyderabad
- Rural Gen Z consumers

This would allow comparison of **regional loyalty behavior differences** within India.

### 5.6.2 Longitudinal Studies on Loyalty Evolution

Long-term research tracking Gen Z's loyalty patterns over **multiple years** could uncover:

- How experiential engagement impacts **actual repeat purchases** and **lifetime value**.
- How loyalty dynamics evolve as Gen Z matures into different life stages.

### 5.6.3 Advanced Statistical Modeling

Utilizing techniques such as **Structural Equation Modeling (SEM)** or **Hierarchical Regression Analysis** could provide deeper insights into:

- How different psychological factors interact with each other.
- The mediating and moderating effects influencing loyalty outcomes.

Such advanced methods would allow for **causal modeling** rather than simple correlational studies.

## 5.7 Final Closing Statement

In conclusion, the research underscores that **experience-driven emotional loyalty** is the future of brand-consumer relationships, particularly among Gen Z consumers. Premium footwear brands that can effectively deliver **authentic, personalized, exclusive, and immersive brand experiences** stand to capture not just transactional loyalty but deep-seated emotional allegiance from this critical demographic.

As the market becomes increasingly saturated and competitive, investing in **experiential loyalty frameworks** will differentiate leading brands and ensure sustainable success in the evolving consumer landscape.

Thus, the study not only fulfills its academic objectives but also offers **pragmatic pathways** for brands aiming to thrive in the next era of consumer engagement.

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# ANNEXURE



## Survey on Generation Z's Loyalty & Experiential Rewards in Premium Footwear Brands in Delhi NCR

- This survey is about **your experience with premium footwear brands** like Nike, Adidas, and New Balance.
- We want to understand **what kind of rewards or benefits** make you stay loyal to a brand.
- Your responses will help brands **improve their loyalty programs** to better match what Gen Z values.
- The survey will take **5-7 minutes**, and **your answers will remain anonymous**.
- Your input is valuable in shaping **better brand experiences** for you in the future.



## Survey on Generation Z's Loyalty & Experiential Rewards in Premium Footwear Brands in Delhi NCR

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\* Indicates required question

### Section A: Screening & Demographic Information

**Age Group: \***

- Below 18
- 18-22
- 23-26
- 27-30
- Above 30

**Gender: \***

- Male
- Female
- Prefer not to say

**City of Residence: \***

- Delhi
- Noida
- Gurugram
- Faridabad
- Ghaziabad
- Other: \_\_\_\_\_

**How often do you purchase premium footwear brands (Nike, Adidas, New Balance, etc.)?** \*

- Once a year or less
- 2-3 times a year
- Every 4-6 months
- Every 1-2 months
- More than once a month

**Are you a member of any loyalty programs for premium footwear brands?** \*

- Yes
- No
- Not sure

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**Which loyalty programs of premium footwear brands are you aware of?** \*

*(Multiple selections allowed)*

- Nike Membership
- Adidas Creators Club
- New Balance Rewards
- None
- Other: \_\_\_\_\_

**Have you ever received any experiential rewards from a footwear brand (e.g., exclusive event invites, early access to sneaker drops, personalization options, brand collaborations, etc.)?** \*

- Yes
- No
- Maybe

**If yes, what type of experiential rewards have you received? \*** *(Select all that apply)*

- Early access to sneaker launches
- Exclusive store events or workshops
- Customization or personalization of products
- Sneaker raffle or giveaway participation
- Virtual experiences (Metaverse, VR events)
- Celebrity/athlete brand interactions
- Other: \_\_\_\_\_

**On a scale of 1 to 5, how satisfied were you with the experiential rewards you received? \***

*(1 = Not Satisfied, 5 = Extremely Satisfied)*

- 1
- 2
- 3
- 4
- 5

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**What factors influence your decision to stay loyal to a premium footwear brand? \***

- Quality of products
- Brand authenticity & trust
- Exclusive membership benefits
- Personalization of products/services
- Community engagement & brand events
- Social status associated with the brand

**How important are the following factors <sup>\*</sup> in increasing the perceived value of experiential rewards?** (Rate on a scale of 1-5, 1 = Not Important, 5 = Extremely Important)

|  | 1                     | 2                     | 3                     |
|--|-----------------------|-----------------------|-----------------------|
| Authenticity (brand consistency & transparency)                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Personalization (customized rewards & experiences)             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Social Connectivity (exclusive events & brand communities)     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Exclusivity (limited edition products & VIP perks)             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Multisensory experiences (in-store events, AR/VR interactions) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Would you be more loyal to a footwear brand that offers experiential rewards rather than just discounts or cashback? \***

- Yes, experiential rewards are more valuable
- No, I prefer monetary benefits (discounts, cashback)
- I have no preference

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|                   |       |        |              |                     |          |  |       |   |   |   |   |   |   |   |   |   |   |   |   |  |   |  |  |          |   |   |
|-------------------|-------|--------|--------------|---------------------|----------|--|-------|---|---|---|---|---|---|---|---|---|---|---|---|--|---|--|--|----------|---|---|
| 4/8/2025 23:25:18 | 18:22 | Male   | Noida        | 2-3 times a year    | No       | Adidas Creators Club                                     | No    | None  | 5 | Brand authenticity & trust              | 5 | 5 | 5 | 5 | 5 | 1 | 1 | 1 | 1 | No, I prefer monetary benefits (discounts, cashback) | 3   | Yes, I have made purchases because of experiential rewards   | 3  | Not sure | Loyalty programs would be better if they are more personal. Rewards, not just points, would work better. Maybe give points for sharing content on social media. The program is good, but the rewards are not very exciting. Even small perks like free shipping or early access help, but I don't see how the brand actually values us, not doing it just for show. |   |
| 4/8/2025 23:24:50 | 18:22 | Male   | Delhi        | Once a year or less | No       | None   | No    | None  | 3 | Quality of products                     | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | I have no preference                                 | 3   | I am not sure  | 3  | Not sure | None  |   |
| 4/8/2025 23:22:37 | 18:22 | Male   | Delhi        | Every 7-10 months   | Yes      | Adidas Creators Club                                     | Yes   | Early access to member benefits   | 3 | Exclusive membership benefits           | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | Yes, experiential rewards are more valuable          | 1   | Yes, I have made purchases because of experiential rewards   | 1  | Yes      | Yes   |   |
| 4/8/2025 23:23:44 | 18:22 | Male   | Delhi        | Once a year or less | Yes      | None   | Yes   | Smoker office or gymnasium participation, celebrity/athlete brand interactions  | 3 | Quality of products                     | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | Yes, experiential rewards are more valuable          | 5   | Yes, I have made purchases because of experiential rewards   | 5  | Yes      | One day per of "what's hot" offers. I use the same brand clothes for next 5 years   |   |
| 4/8/2025 23:27:38 | 18:22 | Female | Delhi        | Once a year or less | Not sure | New Balance Rewards                                      | No    | None  | 5 | Quality of products                     | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | Yes, experiential rewards are more valuable          | 5   | I am not sure  | 5  | Yes      | More social events  |   |
| 4/8/2025 23:55:05 | 18:22 | Male   | Delhi        | Once a year or less | No       | New Balance Rewards                                      | Yes   | Celebrity/athlete brand interactions  | 3 | Quality of products                     | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | Yes, experiential rewards are more valuable          | 4   | No, experiential rewards do not influence my buying behavior | 4  | Yes      | Should be a bidding system for exclusive sneakers as members ask us to buy them but exclusive sneakers.   |   |
| 4/8/2025 23:58:23 | 18:22 | Male   | Delhi        | Once a year or less | No       | Nike Membership Adidas Creators Club                     | No    | None  | 4 | Quality of products                     | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | Yes, experiential rewards are more valuable          | 4   | No, experiential rewards do not influence my buying behavior | 3  | Not sure | Wanted to start in any program. So each day now   |   |
| 4/8/2025 23:58:41 | 18:22 | Male   | Delhi        | Once a year or less | No       | Adidas Creators Club                                     | No    | But would love to   | 3 | Quality of products                     | 3 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | I have no preference                                 | 1   | I am not sure  | 4  | Yes      | Would love to see brands start giving the experiential rewards to their public, who never have experienced programs like this. Not just the "behind the scenes" but also get the real value of the brand.   |   |
| 4/8/2025 1:40:50  | 23:26 | Male   | Delhi        | 2-3 times a year    | Not sure | None   | Maybe | Exclusive store events or workshops   | 5 | Quality of products                     | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | Yes, experiential rewards are more valuable          | 4   | I am not sure  | 5  | Yes      | Everything is good.   |   |
| 4/8/2025 1:51:43  | 23:26 | Male   | Delhi        | 2-3 times a year    | No       | Nike Membership New Balance Rewards                      | No    | Recently there was a member benefit. The last one was offering the tickets for the event. I read my first but I was not lucky to get the tickets. | 3 | Quality of products                     | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | Yes, experiential rewards are more valuable | 4  | Yes, I have made purchases because of experiential rewards | 5        | Yes   | Guarantee that loyalty programs in 2025. More personalized, clear at least points for all purchases, personalization, providing benefits like or special offers based on your behavior. Replace discounts with VIP treatment - design workshops or meet-and-greets with athletes, including experiential benefits such as exclusive access to events (e.g., "behind the scenes" tours, meet-and-greets with athletes, exclusive access to limited-edition products, etc.). While building community through events, forums, and shoutouts. Build more rewards - such as complimentary services (e.g., NFT creator workshops) - keep it new. These enhancements make loyalty more beneficial rather than a transactional, for example, such as Nike, Adidas. |
| 4/8/2025 4:49:48  | 23:26 | Male   | Delhi        | Once a year or less | No       | None   | No    | None  | 1 | Quality of products                     | 4 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | No, I prefer monetary benefits (discounts, cashback) | 4   | No, experiential rewards do not influence my buying behavior | 4  | Not sure | Money discounts.  |   |
| 4/8/2025 5:46:04  | 23:26 | Female | Delhi        | Once a year or less | No       | Nike Membership  | No    | NA  | 1 | Social status associated with the brand | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | No, I prefer monetary benefits (discounts, cashback) | 3   | I am not sure  | 3  | Not sure | -   |   |
| 4/8/2025 9:27:03  | 18:22 | Male   | Delhi        | Every 4-6 months    | Not sure | Nike Membership  | No    | Customization or personalization of products  | 4 | Quality of products                     | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | Yes, experiential rewards are more valuable          | 3   | Yes, I have made purchases because of experiential rewards   | 2  | Yes      | Affordable prices   |   |
| 4/8/2025 12:24:17 | 23:26 | Male   | Delhi        | Once a year or less | No       | None   | No    | NA  | 1 | Quality of products                     | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | Yes, experiential rewards are more valuable          | 4   | I am not sure  | 3  | Yes      | I don't know. Haven't experienced any.  |   |
| 4/8/2025 16:14:26 | 18:22 | Male   | Delhi        | Once a year or less | No       | None   | No    | None  | 4 | Quality of products                     | 5 | 2 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | I have no preference                                 | 3   | I am not sure  | 3  | Not sure | Quality products in budget  |   |
| 4/8/2025 18:21:38 | 23:26 | Male   | Delhi        | Once a year or less | No       | Nike Membership Adidas Creators Club New Balance Rewards | No    | Early access to member benefits   | 3 | Brand authenticity & trust              | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | No, I prefer monetary benefits (discounts, cashback) | 3   | Yes, I have made purchases because of experiential rewards   | 3  | Yes      | No improvement  |   |
| 4/8/2025 21:11:16 | 23:26 | Male   | Noida        | Once a year or less | No       | Nike Membership Adidas Creators Club                     | No    | Virtual experiences (Meetings, VR events)   | 3 | Quality of products                     | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | No, I prefer monetary benefits (discounts, cashback) | 4   | No, experiential rewards do not influence my buying behavior | 4  | No       | NA  |   |
| 4/8/2025 9:14:29  | 18:22 | Male   | Delhi        | Once a year or less | No       | Nike Membership Adidas Creators Club                     | Yes   | Early access to member benefits, Exclusive store events or workshops  | 4 | Brand authenticity & trust              | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | Yes, experiential rewards are more valuable          | 5   | Yes, I have made purchases because of experiential rewards   | 4  | Yes      | The improvement that Nike should be there is provide loyalty program members with early access to their products (e.g., sneakers, apparel) or events. Offer rewards that cater to individual preferences, such as new collections or limited-edition products. Offer to believe everything is good.   |   |
| 4/8/2025 18:03:10 | 18:22 | Male   | Delhi        | Once a year or less | No       | Nike Membership  | No    | Virtual experiences (Meetings, VR events)   | 1 | Exclusive membership benefits           | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | Yes, experiential rewards are more valuable          | 4   | Yes, I have made purchases because of experiential rewards   | 4  | Yes      | Quality   |   |
| 4/8/2025 21:30:38 | 18:22 | Male   | Delhi        | Once a year or less | No       | None   | No    | BRD member  | 1 | Quality of products                     | 5 | 5 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | No, I prefer monetary benefits (discounts, cashback) | 5   | No, experiential rewards do not influence my buying behavior | 4  | Yes      | Upgrade user rewards based on customer's history of purchases. Offer discounts on re-purchasing old gear of shoes promoting recycling.  |   |
| 4/8/2025 22:12:57 | 18:22 | Male   | Delhi        | Once a year or less | No       | Nike Membership Adidas Creators Club                     | Yes   | Early access to member benefits   | 3 | Quality of products                     | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | Yes, experiential rewards are more valuable          | 5   | Yes, I have made purchases because of experiential rewards   | 4  | Yes      | Quality to design and improvement in products   |   |
| 4/8/2025 23:13:36 | 18:22 | Female | Delhi        | 2-3 times a year    | Not sure | Nike Membership  | Yes   | Exclusive store events or workshops   | 3 | Exclusive membership benefits           | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | No, I prefer monetary benefits (discounts, cashback) | 4   | Yes, I have made purchases because of experiential rewards   | 4  | Yes      | Offer more experiences  |   |
| 4/8/2025 22:24:00 | 18:22 | Male   | Gurgaon      | Once a year or less | No       | None   | No    | None  | 1 | Brand authenticity & trust              | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | Yes, experiential rewards are more valuable          | 4   | Yes, I have made purchases because of experiential rewards   | 4  | Yes      | More should be more rewards for customers   |   |
| 4/8/2025 22:33:56 | 18:22 | Male   | Gurgaon      | Once a year or less | No       | Nike Membership Adidas Creators Club                     | No    | None  | 3 | Quality of products                     | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | No, I prefer monetary benefits (discounts, cashback) | 3   | No, experiential rewards do not influence my buying behavior | 2  | Yes      | Program should be according to that customer. Don't want and don't like more rewards for them.  |   |
| 4/8/2025 23:53:38 | 18:22 | Male   | Gurgaon      | Once a year or less | No       | None   | No    | NA  | 1 | Quality of products                     | 4 | 4 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | No, I prefer monetary benefits (discounts, cashback) | 4   | No, experiential rewards do not influence my buying behavior | 1  | Not sure | Monetary benefits and more community building events.   |   |
| 4/8/2025 6:28:25  | 18:22 | Male   | Delhi        | Once a year or less | No       | None   | No    | Not a member  | 2 | Quality of products                     | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | Yes, experiential rewards are more valuable          | 4   | I am not sure  | 3  | No       | Keeping them accessible to more people, offering and advertising. Do not even like being extra.   |   |
| 4/8/2025 9:44:54  | 18:22 | Male   | Delhi        | Once a year or less | Not sure | None   | No    | Nothing   | 1 | Quality of products                     | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | No, I prefer monetary benefits (discounts, cashback) | 5   | No, experiential rewards do not influence my buying behavior | 3  | No       | Giving something which customer not just want passes  |   |
| 4/8/2025 8:57:58  | 18:22 | Male   | Delhi        | Every 4-6 months    | No       | Adidas Creators Club New Balance Rewards                 | No    | Early access to member benefits, Exclusive store events or workshops, Smoker office or gymnasium participation                                    | 4 | Quality of products                     | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | No, I prefer monetary benefits (discounts, cashback) | 4   | Yes, I have made purchases because of experiential rewards   | 4  | Yes      | None  |   |
| 4/8/2025 9:09:21  | 23:26 | Male   | Indraprastha | Once a year or less | No       | Nike Membership Adidas Creators Club                     | Yes   | Customization or personalization of products  | 4 | Brand authenticity & trust              | 5 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | Yes, experiential rewards are more valuable          | 5   | No, experiential rewards do not influence my buying behavior | 5  | Not sure | Brand collaboration and limited discounts   |   |
| 4/8/2025 10:12:31 | 18:22 | Male   | Delhi        | Once a year or less | No       | None   | No    | None  | 1 | Quality of products                     | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | I have no preference                                 | 5   | I am not sure  | 5  | No       | Never got to wear any such branded shoes. Cannot share any best   |   |
| 4/8/2025 17:38:46 | 23:26 | Male   | Delhi        | Once a year or less | No       | Nike Membership Adidas Creators Club                     | No    | NA  | 3 | Quality of products                     | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | I have no preference                                 | 3   | Yes, I have made purchases because of experiential rewards   | 3  | Yes      | None  |   |
| 4/8/2025 18:27:08 | 23:26 | Male   | Delhi        | 2-3 times a year    | No       | None   | No    | Exclusive store events or workshops   | 3 | Quality of products                     | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | No, I prefer monetary benefits (discounts, cashback) | 3   | Yes, I have made purchases because of experiential rewards   | 3  | Yes      | Nothing I have in my mind.  |   |
| 4/8/2025 22:18:53 | 27:30 | Female | Noida        | Once a year or less | No       | None   | No    | Customization or personalization of products  | 3 | Quality of products                     | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | I have no preference                                 | 3   | I am not sure  | 3  | Not sure | NA  |   |
| 4/8/2025 23:11:53 | 18:22 | Male   | Delhi        | Once a year or less | No       | Nike Membership Nike Membership Adidas Creators Club     | No    | NA  | 1 | Quality of products                     | 5 | 2 | 2 | 5 | 1 | 1 | 1 | 1 | 1 | Yes, experiential rewards are more valuable          | 5   | I am not sure  | 4  | Yes      | NA  |   |
| 4/8/2025 10:42:27 | 18:22 | Male   | Delhi        | 2-3 times a year    | No       | None   | No    | NA  | 1 | Quality of products                     | 5 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | I have no preference                                 | 3   | I am not sure  | 3  | Not sure | Nothing much just give more updates   |   |
| 4/8/2025 19:15:01 | 18:22 | Male   | Noida        | 2-3 times a year    | No       | None   | No    | Exclusive store events or workshops   | 3 | Quality of products                     | 5 | 4 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | I have no preference                                 | 4   | I am not sure  | 2  | Not sure | To be more exclusive and for more specific offers like offer more than being only marketing gimmick   |   |

|                    |       |        |            |                     |          |   |     |   |   |   |   |   |   |   |   |  |   |  |   |          |   |
|--------------------|-------|--------|------------|---------------------|----------|---|-----|---|---|---|---|---|---|---|---|--|---|--|---|----------|---|
| 4/13/2025 0:52:42  | 19:22 | Male   | Normal     | Once a year or less | No       | None  | Yes | Early access to member benefits, Exclusive events or workshops                        | 4 | Quality of products                     | 4 | 1 | 2 | 2 | 4 | I have no preference                                 | 4 | No, experiential rewards do not influence my buying behavior | 3 | Yes      | To engage customers more through fun, accessible events which attract high customers along with each movement strategy  |
| 4/13/2025 0:53:24  | 19:22 | Male   | Delhi      | 2-3 times a year    | No       | Nike Membership Adidas Creators Club              | No  |   | 1 | Quality of products                     | 5 | 3 | 2 | 5 | 5 | No, I prefer monetary benefits (discounts, cashback) | 3 | No, experiential rewards do not influence my buying behavior | 3 | Not sure | Not much  |
| 4/13/2025 0:55:16  | 19:22 | Female | Delhi      | Once a year or less | No       | Adidas Creators Club                              | No  | Swagat raffle or giveaway participation   | 5 | Personalization of products/services    | 3 | 5 | 5 | 2 | 3 | Yes, experiential rewards are more valuable          | 5 | Yes, I have made purchases because of experiential rewards   | 4 | Yes      | Monthly style challenge or social media engagement to earn bonus points or badges   |
| 4/13/2025 0:56:37  | 19:22 | Male   | Delhi      | Once a year or less | No       | Adidas Creators Club                              | No  | None  | 1 | Social status associated with the brand | 2 | 2 | 3 | 3 | 1 | No, I prefer monetary benefits (discounts, cashback) | 3 | Yes, I have made purchases because of experiential rewards   | 3 | Not sure | Example: that not look with XYZ members to 100 bonus points. There should be no experiential rewards, customer should not have decided to use that.   |
| 4/13/2025 1:00:50  | 23:26 | Male   | Charitabad | Every 4-6 months    | Not sure | Nike Membership                                   | Yes | Early access to member benefits, Customization or personalization of products         | 3 | Quality of products                     | 4 | 2 | 2 | 3 | 2 | I have no preference                                 | 3 | I am not sure  | 4 | Yes      | Example: that not look with XYZ members to 100 bonus points. There should be no experiential rewards, customer should not have decided to use that.   |
| 4/13/2025 1:04:28  | 19:22 | Male   | Delhi      | Every 4-6 months    | Yes      | Nike Membership Adidas Creators Club              | Yes | Early access to member benefits, Customization or personalization of products         | 5 | Brand authenticity & trust              | 5 | 5 | 4 | 4 | 2 | Yes, experiential rewards are more valuable          | 4 | Yes, I have made purchases because of experiential rewards   | 3 | Yes      | None  |
| 4/13/2025 1:04:56  | 19:22 | Male   | Delhi      | Once a year or less | No       | Nike Membership                                   | No  | Customization or personalization of products, Swagat raffle or giveaway participation | 4 | Quality of products                     | 3 | 4 | 3 | 2 | 3 | No, I prefer monetary benefits (discounts, cashback) | 3 | No, experiential rewards do not influence my buying behavior | 2 | Not sure | Discounts personalized or minimal cost  |
| 4/13/2025 1:07:14  | 19:22 | Male   | Delhi      | Once a year or less | No       | Nike Membership                                   | No  | None  | 5 | Quality of products                     | 4 | 4 | 3 | 4 | 3 | Yes, experiential rewards are more valuable          | 5 | I am not sure  | 4 | Yes      | Give out a lifetime rewards   |
| 4/13/2025 1:10:42  | 19:22 | Male   | Delhi      | 2-3 times a year    | No       | None  | No  | None  | 1 | Brand authenticity & trust              | 3 | 3 | 3 | 3 | 3 | No, I prefer monetary benefits (discounts, cashback) | 3 | Yes, I have made purchases because of experiential rewards   | 3 | No       | None  |
| 4/13/2025 1:15:11  | 19:22 | Male   | Charitabad | Every 4-6 months    | No       | Nike Membership Adidas Creators Club              | Yes | Swagat raffle or giveaway participation   | 4 | Social status associated with the brand | 5 | 5 | 5 | 3 | 5 | No, I prefer monetary benefits (discounts, cashback) | 5 | No, experiential rewards do not influence my buying behavior | 5 | No       | None  |
| 4/13/2025 1:30:45  | 19:22 | Male   | Delhi      | Every 4-6 months    | No       | Nike Membership                                   | No  | Customization or personalization of products  | 5 | Quality of products                     | 5 | 5 | 4 | 4 | 4 | Yes, experiential rewards are more valuable          | 5 | I am not sure  | 5 | Yes      | 1. Give rewards based on what people actually like to buy. No early access to items in new color or favourite style.<br>2. Let loyal customers join special events, try new products first, or meet designers.<br>3. Let members buy new collection before others before the public.<br>4. Give points for recycling old shoes or buying eco-friendly ones.<br>5. Add games, challenges, or ways to earn points or badges like workouts, sharing photos, or writing reviews.<br>6. Offer free shoe cleaning, repair, delivery, or personal shopping help for top members.<br>7. Surprise members with discounts or gifts on their birthday or when they've been a member for a year.<br>8. Let the most loyal fans vote on or help design new products. |
| 4/13/2025 1:34:50  | 19:22 | Male   | Delhi      | Once a year or less | No       | None  | No  | Customization or personalization of products  | 5 | Personalization of products/services    | 3 | 3 | 3 | 2 | 3 | Yes, experiential rewards are more valuable          | 4 | Yes, I have made purchases because of experiential rewards   | 4 | Yes      | A   |
| 4/21/2025 14:21:30 | 27:10 | Female | Delhi      | Every 1-2 months    | Yes      | Nike Membership Adidas Creators Club Nike Rewards | No  | None  | 1 | Brand authenticity & trust              | 5 | 2 | 3 | 2 | 4 | I have no preference                                 | 5 | I am not sure  | 4 | Yes      | Lean toward and social sharing benefits would also be a great improvement   |

