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STATEMENT OF THE PROBLEM
OBJECTIVES
HYPOTHESIS (ES)
RESEARCH METHODOLOGY
RESULTS & DISCUSSION
FINDINGS
RECOMMENDATIONS/SUGGESTIONS
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EXPERIENTIAL BRANDING IN WONDERLA (VEEGALAND) AMUSEMENT PARK, KOCHI: THE ENHANCING ROLE OF GROUP ORIENTATION OF VISITORS

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ABSTRACT

Customer-centric and customer-delighting organisations resort to Experiential Branding to differentiate themselves from competitors and to maintain relevance and price premiums. Experiential Branding is 'beneficially differentiating a product or service in somebody's mind by focusing on the totality of the experience, rather than focusing on the features, attributes and benefits of the product or service'. One of the best metrics to study Experiential Branding is to apply the Gallup's metric for customer engagement (three factors of rational satisfaction and four factors in pairs of emotional engagement) to firms known for consistently superior brand equity or customer reviews. There is hardly any research on Experiential Branding on Indian firms. Hence, this study has been done on Wonderla (Veegaland) amusement park. The objective of the research is to identify the factors contributing to the customer engagement and Experiential Branding practice in Wonderla. The three null hypotheses are: 1.The Gallup formula for customer engagement (three factors of rational satisfaction and eight factors of emotional attachment) does not operate in the Indian situation with respect to Wonderla (Veegaland) amusement park, 2. Experiential Branding and customer engagement practices of Wonderla do not give it differentiating advantages, and 3.Group orientation of the visitors to the park does not result in repeat visits. On the basis of sampling 476 representative customers of Veegaland on two weekdays and two weekends in October 2011, and analysing the data structures, we are factually able to reject the three null hypotheses and establish that the Gallup formula does operate in Wonderla, Kochi, and that customer engagement and Experiential Branding practices give it significant advantages, and that group orientations of the visitors result in repeat customers. When the three prominent groups (family, friends, and schools) are cross tabulated against repeat visits three or more times, and again cross tabulated against the age groups, it is clearly seen that group orientations significantly contribute to higher levels of repurchases. The strength of the group orientations emerges from the substantial synergy arising out of the engaged youngsters in supportive family-friends-school networks which generate and reflect positive word of mouth feedback on account of Experiential Branding by the amusement park.

KEYWORDS
branding, amusement park.

INTRODUCTION

Experiential Branding is subjectively impacting the customers with a total experience of the brand by taking care of all the occasions when they come in contact with the brand. It is defined (Bernstein, 2005) as 'beneficially differentiating a product or service in somebody's mind by focusing on the totality of the experience, rather than focusing on the features, attributes and benefits of the product or service'. Experiential branding is seen to be essential to survive and grow in the current day world of competition and commoditization. As products and services are copied and marketed relatively easily on similar features, attributes, benefits, and cheaper prices, exclusive relevance and differentiation are difficult to achieve. Bernstein (2003) explains how products and services win when the competition is taken to the realm of customer's relationship with the products/ services, into the total experience of the product at every customer touch point with them. On shifting the playing field from the product to the larger, more complex field of product experience, the product itself becomes multi-dimensional, and hence more difficult and costly for competitors to imitate.

The benefits of customer engagement (through Experiential Branding) are improved customer loyalty (86%), increased revenue (76%), increased profits (75%) and bigger market share (56%)(The Economist Intelligence Unit, 2007). The EIU global survey also found that the winning differentiator is no longer the product or the price, but the level of engagement – the degree to which the company succeeds in creating an intimate long-term relationship with the customer or external stakeholder.

Experiential Branding is a scantily researched area in India, and therefore, it has been worthwhile to survey and analyse the customer engagement practices in Wonderla (Veegaland) amusement park in Kochi, Kerala. Wonderla (originally started in 2000 as Veegaland- from the House of V Guard) theme park has been consistently rated as one of the best amusement parks in India and possibly Asia. It has created a reputation for delighting most of the visitors (young or old, male or female) to the park. Thus, it has been the appropriate organisation to study the Experiential Branding practices in the country.

REVIEW OF LITERATURE

We can trace the concept and practice of Experiential Banding to Brand Equity, which emerged in the 1980s (Hayes and Abernathy, 1980 and Feldwork, 1996). For proving the long-term value of advertising and other marketing investments, marketing needed financial metrics. The term 'brand equity' was then used to imply the brand's long-term customer franchise and the financial value of that franchise (Barwise, 1993). The Marketing Science Institute also complemented by declaring brand equity as a priority area for research in the late 80s which resulted in extensive publications in journals like the International Journal of Research and Marketing (1993), and the Journal of Marketing Research (1994). Cutting through the plethora of definitions on brand equity, Aker (1991) defined it as 'the assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers'. He categorized it into five: brand loyalty, name awareness, perceived quality, brand associations, and other proprietor assets.

Research on brand equity is now broadly based on four standpoints: consumer-based, financially-based, relationally based, and network-based (Tauber, 1988; Farquhar,1990; Biel,1992;Simon and Sullivan,1993;Keller, 1993). Consumer-based research highlights equity in terms of the strengths of consumers' attachments to the brand, and their associations and beliefs about the brand(Keller, 1993). Financially-based research focused on the overall financial value of the brand to the organization (Simon and Sullivan, 1993; Davis and Smith, 1998; Interbrand, 1992; Srivastava et al, 1998). The emerging area of research is relationship-based, on the value of the relational and experiential aspects of branding, where the organization is the primary determinant of brand equity (Berry, 2000; Gronroos, 2000). The field of experiential branding is largely an offshoot of this stream of research on brand equity. And finally, the network perspective posits that equity emerges not only from the end-customer, but also from broad relationships within the marketing system- co-branding, brand alliances, channel partners, and joint ventures- (Rao and Ruekert, 1994;Simonin and Ruth, 1998; Samu et al.,1999; Park et al.,1996). Part of theoretical substructure of experiential branding comes from the network-based idea of brand equity.

The International Experiential Marketing Association(ixma.org), and its interactive newsgroup, Experiential Forum (experientialforum.com) researched on the empirical success factors of focusing on the relational and network-based approaches of brand equity in the present decade. The Association and the Forum popularized the empirical success factors of experiential branding by taking up global studies (ixma.org and experientialforum.com, 2007). The research found that the most successful marketing tactic was some form of live brand experience (58.6%). Next in order were word of mouth (14.3%), online experience (10%), and product engagement/ sampling (8.56%).

The crucially significant study conducted in the area was published by the Gallup Organisation in the article: The Constant Customer (Fleming, Gallup Management Journal, June 17, 2001). The research established that 'customer satisfaction alone was not enough to predict the future behaviour of customers. Satisfaction scores measure only past experience. It is a rational assessment at a particular moment. It fails to capture either the customer's intentions- whether she would recommend the brand to others- or emotions. People stay faithful to brands that earn both their rational trust and their deeply felt affection'. The Gallup team came out with an eleven point customer engagement metric (CE11) which measures rational formulations of loyalty on three key factors (L3), and eight factors of emotional attachment (A8). The Loyalty factors are: (1) overall satisfaction, (2) intent to repurchase, and (3) intent to recommend.

Gallup developed the eight emotional attachment questions as paired indicators of four emotional states: confidence in a brand, belief in its integrity, pride in the brand, and passion for it. Gallup's finding is that customers develop emotional attachment to a brand in a cumulative way: customers who agreed strongly with the first two statements of confidence in a brand were more likely to agree with the next two on belief in its integrity, then pride, and ending in agreeing with the passion for it. The proprietary formula for customer engagement was thus developed: $L^3+A^8= CE^{11}$.

Traditionally, passion for a brand was associated with only a few items: cars, beer, and jewellery. When Gallup surveyed 3611 customers in six industries, using its CE11 metric, the findings were that across industries, the proportion of emotionally attached consumers is remarkably consistent. (Fleming, 2001). 'No matter what the industry, there is an emotional element to how a customer interacts with the brand. For example, in the case of South West Airlines, five times as many of its customers were fully engaged as were the customers of United Airlines. The same dynamic occurs across industries, including retailing, among competitors with similar prices and products. Each of the brand pairs in the study seems interchangeable from the point of view of the traditional customer satisfaction measures. But when emotional investment is considered, winners emerge regarding the likelihood of attracting lifelong customers' (Fleming, 2001).

Driving word of mouth advocacy is crucial for successes today (Keller Fay Group, 2007). It is seen as a top influence on purchase decisions, and more trustworthy than other forms of communication. In a survey by Keller Fay Group among executives in the USA, and the UK in March-April 2007, word of mouth recommendation is the number one purchase influencer for business decision makers. Top influences after word of mouth are sales force, events/conferences, tradeshows, and the internet. Word of mouth has twice the influence of advertising, press coverage and direct mail/ email. Executives talk 18% more, and about 32% more brands than typical consumers. Seventy five per cent of executive word of mouth happens face-to-face. Eighty six per cent of word of mouth is based on personal experience. The study patently brings out the importance of the influence of word of mouth in the BtoB space.

When it comes to literature on research on customer engagement management, and experiential branding in the Indian context, especially on the theme parks, and the online retail sector, it is non-existent. When the relevance and effectiveness of experiential branding have been proven, and the metrics available, it is only a natural corollary that the sectors in India have to be researched, the veracity in the Indian context found out, and the findings passed on to the practitioners, the business community and the academic world.

IMPORTANCE OF THE STUDY
The topic of Experiential Branding calls for consistently customer-centric and customer delighting organisations in India to be compared on the same yardsticks with those rare ones in the rest of the world. Wonderla amusement park in Kochi was selected on Management quality, reputation for top-class experience delivery at multi-faceted levels, and rave reviews by the visitors to the park. As the customers have to share their memories and experiences as truthfully and subtly as possible in an emotionally pleasant context, a two-hour window of opportunity was available in the park, from around 5 pm to 7 pm, when the customers would have been through with most of the rides and be fresh to pass on some of their experiences to the research investigators. It has been a rare survey conducted unobtrusively to test the influencing parameters of Experiential Branding.

STATEMENT OF THE PROBLEM
The problem statement can be converted into the following questions:
1. How do we properly sample and study the engagement and experience levels of excited and busy customers?
2. Which is the best approach to capturing the delight levels of the customers: during lunch break when only half of the rides would be over; before exiting when they are through with their park visit; after a week or so through an self-administered email questionnaire?
3. Should we study the visitors on weekends alone, weekdays alone, or a combination of both on two typical weekends and two typical weekdays?
4. Which are the analytical tools to use to the data structures to get to the meaningful findings?

OBJECTIVES
The main objective is to identify the factors responsible for the Experiential Branding and customer engagement practices in Wonderla (Veegaland) amusement park, Kochi.

HYPOTHESES
The null hypotheses are:
1. The Gallup formula for customer engagement (three factors of rational satisfaction and eight factors of emotional attachment) does not operate in the Indian situation with respect to Wonderla (Veegaland) amusement park
2. Experiential Branding and customer engagement practices of Wonderla do not give it differentiating advantages.
3. Group orientation of the visitors to the park does not result in repeat visits.

RESEARCH METHODOLOGY
Wonderla (Veegaland) amusement park in Kochi attracts around 6000 to 9000 visitors every day. The sample has to match the visitor profiles, comprising tweens, teens, youngsters, middle-aged, and the older people. Accordingly, the stratified random sample was arrived at. On account of the peculiarity of the amusement park operations, and the movement behaviour of the visitors, the window of opportunity to interview them is around two hours from 5 pm to 7 pm. The interviewees could be only those who have around twenty to thirty minutes free time just before exit. Therefore, the convenient sampling was employed to meet the dynamic nature of visitor aggregations near the exit areas. In tune with the framework of visitor-mixes to be interviewed in a shifting window of opportunity, we employed sequential sampling to get the following break-up of the visitors of Wonderla (Veegaland):

TABLE 1: AGE GROUP AND GENDER MIX OF THE SAMPLE OF VISITORS INTERVIEWED AT WONDERLA (VEEGALAND) AMUSEMENT PARK, KOCHI IN OCT, 2011

		Gender		Total
		Male	Female	
Age Group	8-12	29	17	46
	13-19	44	100	144
	20-30	91	66	157
	31-50	62	35	97
	>50	18	14	32
Total		244	232	476

A structured non-disguised questionnaire was used by six to eight trained research investigators to interview the visitors.
The questionnaire shown in the Appendix had the elements from the Gallup study and the requisite demographic and classification data for the study.
Two typical weekdays (Friday in the second week of October, and Wednesday in the third week of Oct 2011) and two typical weekends (Sunday in the second week of October, and Saturday In the third week of Oct, 2011) were randomly selected. Debriefing was done at the end of the four days to properly sequentialise the sampling units and also to help in cleaning the filled in questionnaire. We used the IBM SPSS 19 programme to do the univariate and the multivariate analyses.

RESULTS AND DISCUSSION

The methodology of stratified random sampling based on age and gender groups had to be modified to sequential sampling, and convenience sampling, looking at the need for cutting down on the number of school children in the visitors' group. Debriefing was done at the end of day one for the modified methodology, and on day two and day three for getting cleaner data.

FINDINGS

More than 80% of the visitors gave a top rating of 7 or 6 to six of the factors and 79% of the respondents rated the remaining factor, Pride with 7 or 6.These ratings could be seen as an overwhelming acceptance of the applicability of the customer engagement metric to Wonderla amusement park. The strength of customer engagement and Experiential Branding in Wonderla could be seen in the ratings:

TABLE 2: RATINGS FOR OVERALL SATISFACTION

Likert Scale of 1 to 7; 7 showing highest, and 1 lowest		**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	1	3	.6	.6	.6
	3	3	.6	.6	1.3
	4	7	1.5	1.5	2.7
	5	34	7.1	7.1	9.9
	6	**182**	**38.2**	**38.2**	48.1
	7	**247**	**51.9**	**51.9**	100.0
	Total	476	100.0	100.0	

TABLE 3: RATINGS FOR INTENT TO REPURCHASE

Likert Scale of 1 to 7; 7 showing highest, and 1 lowest		Frequency	Percent	Valid Percent	Cumulative Percent
	1	6	1.3	1.3	1.3
	2	11	2.3	2.3	3.6
	3	4	.8	.8	4.4
	4	7	1.5	1.5	5.9
	5	49	10.3	10.3	16.2
	6	166	34.9	34.9	51.1
	7	233	48.9	48.9	100.0
	Total	476	100.0	100.0	

TABLE 4: RATINGS FOR INTENT TO RECOMMEND

Likert Scale of 1 to 7; 7 showing highest, and 1 lowest		Frequency	Percent	Valid Percent	Cumulative Percent
	1	3	.6	.6	.6
	2	3	.6	.6	1.3
	3	4	.8	.8	2.1
	4	8	1.7	1.7	3.8
	5	41	8.6	8.6	12.4
	6	151	31.7	31.7	44.1
	7	266	55.9	55.9	100.0
	Total	476	100.0	100.0	

TABLE 5: RATINGS FOR CONFIDENCE IN THE BRAND

Likert Scale:1 lowest, 7 highest		Frequency	Percent	Valid Percent	Cumulative Percent
	1	1	.2	.2	.2
	2	3	.6	.6	.8
	3	8	1.7	1.7	2.5
	4	10	2.1	2.1	4.6
	5	59	12.4	12.4	17.1
	6	190	**39.9**	40.0	57.1
	7	204	**42.9**	42.9	100.0
	Total	475	99.8	100.0	
Missing	System	1	.2		
Total		476	100.0		

Highly engaged customers not merely showed their intent to repurchase, but did demonstrate their affection with repeat visits:

TABLE 6: NUMBER OF TIMES THE RESPONDENTS VISITED WONDERLA

Number of times customers visited Wonderla Kochi amusement park		Frequency	Percent	Valid Percent	Cumulative Percent
	Once	167	35.1	35.5	35.5
	Twice	107	22.5	22.7	58.2
	Thrice	97	20.4	20.6	78.8
	Four Times	42	8.8	8.9	87.7
	Five Times	23	4.8	4.9	92.6
	More than5times	35	7.4	7.4	100.0
	Total	471	98.9	100.0	
Missing	System	5	1.1		
Total		476	100.0		

Percentage of Repeat Visitors (Who have visited twice or more): 64.50%. Percentage of Veegaland guests who have visited the park three or more times: 41.80%.

Group Orientation of visitors also showed a conspicuous trend in repeat visits:

TABLE 7: GROUP ORIENTATION OF VISITORS

The Groups the respondent came to Wonderla with.		Frequency	Percent	Valid Percent	Cumulative Percent
	Family	**147**	**30.9**	**31.1**	31.1
	School	**145**	**30.5**	**30.7**	61.9
	College	**79**	**16.6**	**16.7**	78.6
	Organisation	20	4.2	4.2	82.8
	Friends	**76**	**16.0**	**16.1**	98.9
	Lovers	1	.2	.2	99.2
	Honeymooners	1	.2	.2	99.4
	Others	3	.6	.6	100.0
	Total	472	99.2	100.0	
Missing	System	4	.8		
Total		476	100.0		

The age group of the visitors was important in contributing to the higher engagement levels and repeat visits.

TABLE 8: AGE GROUP VS TIMES VISITED CROSS TABULATION

Age Groups		Times Visited						Total
		Once	Twice	Thrice	FourTimes	Five Times	More than5times	
Age Group	8-12	17	13	9	4	2	1	46
	13-19	49	36	**27**	**9**	**4**	**15**	**140**
	20-30	55	31	**43**	**12**	**6**	**10**	**157**
	31-50	28	20	**15**	**14**	**10**	**9**	**96**
	>50	18	7	3	3	1	0	32
Total		167	107	97	42	23	35	471

Finally, we noticed the significant impact group orientation has on repeat visits and engagement levels with a cross tabulation of Times Visited Vs. Group Orientation.

TABLE 9: CROSS TABULATION BETWEEN TIMES VISITED AND GROUP ORIENTATIONS

Number of Times Respondents as Groups Visited Wonderla		Group Orientation								Total
		Family	**School**	**College**	Organisation	**Friends**	Lovers	Honeymooners	Others	
Once	Count	52	51	30	12	19	0	1	1	166
	Expected Count	51.8	50.4	28.0	7.1	27.0	.4	.4	1.1	166.0
	% within Times Visited	31.3%	30.7%	18.1%	7.2%	11.4%	.0%	.6%	.6%	100.0%
	% within Group Orientation	35.6%	35.9%	38.0%	60.0%	25.0%	.0%	100.0%	33.3%	35.5%
	% of Total	11.1%	10.9%	6.4%	2.6%	4.1%	.0%	.2%	.2%	35.5%
Twice	Count	38	33	26	3	5	1	0	1	107
	Expected Count	33.4	32.5	18.1	4.6	17.4	.2	.2	.7	107.0
	% within Times Visited	35.5%	30.8%	24.3%	2.8%	4.7%	.9%	.0%	.9%	100.0%
	% within Group Orientation	26.0%	23.2%	32.9%	15.0%	6.6%	100.0%	.0%	33.3%	22.9%
	% of Total	8.1%	7.1%	5.6%	.6%	1.1%	.2%	.0%	.2%	22.9%
Thrice	Count	29	23	14	4	26	0	0	0	96
	Expected Count	29.9	29.1	16.2	4.1	15.6	.2	.2	.6	96.0
	% within Times Visited	30.2%	24.0%	14.6%	4.2%	27.1%	.0%	.0%	.0%	100.0%
	% within Group Orientation	19.9%	16.2%	17.7%	20.0%	34.2%	.0%	.0%	.0%	20.5%
	% of Total	6.2%	4.9%	3.0%	.9%	5.6%	.0%	.0%	.0%	20.5%
FourTimes	Count	11	16	5	0	10	0	0	0	42
	Expected Count	13.1	12.7	7.1	1.8	6.8	.1	.1	.3	42.0
	% within Times Visited	26.2%	38.1%	11.9%	.0%	23.8%	.0%	.0%	.0%	100.0%
	% within Group Orientation	7.5%	11.3%	6.3%	.0%	13.2%	.0%	.0%	.0%	9.0%
	% of Total	2.4%	3.4%	1.1%	.0%	2.1%	.0%	.0%	.0%	9.0%
Five Times	Count	9	7	2	1	3	0	0	1	23
	Expected Count	7.2	7.0	3.9	1.0	3.7	.0	.0	.1	23.0
	% within Times Visited	39.1%	30.4%	8.7%	4.3%	13.0%	.0%	.0%	4.3%	100.0%
	% within Group Orientation	6.2%	4.9%	2.5%	5.0%	3.9%	.0%	.0%	33.3%	4.9%
	% of Total	1.9%	1.5%	.4%	.2%	.6%	.0%	.0%	.2%	4.9%
More than 5 times	Count	7	12	2	0	13	0	0	0	34
	Expected Count	10.6	10.3	5.7	1.5	5.5	.1	.1	.2	34.0
	% within Times Visited	20.6%	35.3%	5.9%	.0%	38.2%	.0%	.0%	.0%	100.0%
	% within Group Orientation	4.8%	8.5%	2.5%	.0%	17.1%	.0%	.0%	.0%	7.3%
	% of Total	1.5%	2.6%	.4%	.0%	2.8%	.0%	.0%	.0%	7.3%
Total	Count	146	142	79	20	76	1	1	3	468
	Expected Count	146.0	142.0	79.0	20.0	76.0	1.0	1.0	3.0	468.0
	% within Times Visited	31.2%	30.3%	16.9%	4.3%	16.2%	.2%	.2%	.6%	100.0%
	% within Group Orientation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	31.2%	30.3%	16.9%	4.3%	16.2%	.2%	.2%	.6%	100.0%

The groups which revisited the amusement park thrice or more significantly were family, friends, and schools.

RECOMMENDATIONS/ SUGGESTIONS

The segments of customers who feel engaged and visit the Wonderla (Veegaland) amusement park in Kochi are significantly more in Family, Friends, School and College groups and . This is further reinforced by the young age profile of the repeat visitors. Therefore, group-specific incentives and recognitions (memorabilia, greeting mails etc.) for repeat visitors in these group orientations and age-groups could be rewarding.

CONCLUSIONS

Customer-centric and customer-delighting organisations resort to Experiential Branding to differentiate themselves from competitors and to maintain relevance and price premiums. Experiential Branding is 'beneficially differentiating a product or service in somebody's mind by focusing on the totality of the experience, rather than focusing on the features, attributes and benefits of the product or service'. One of the best metrics to study Experiential Branding is to apply the Gallup's metric for customer engagement (three factors of rational satisfaction and four factors in pairs of emotional engagement) to firms known for consistently superior brand equity or customer reviews. There is hardly any research on Experiential Branding on Indian firms. Hence, this study has been done on Wonderla (Veegaland) amusement park. The objective of the research is to identify the factors contributing to the customer engagement and Experiential Branding practice in Wonderla. The three null hypotheses are: 1.The Gallup formula for customer engagement (three factors of rational satisfaction and eight factors of emotional attachment) does not operate in the Indian situation with respect to Wonderla (Veegaland) amusement park, 2.Experiential Branding and customer engagement practices of Wonderla do not give it differentiating advantages, and 3.Group orientation of the visitors to the park does not result in repeat visits.

On the basis of sampling 476 representative customers of Veegaland on two weekdays and two weekends in October 2011, and analysing the data structures, we are factually able to reject the three null hypotheses and establish that the Gallup formula does operate in Wonderla, Kochi, and that customer engagement and Experiential Branding practices give it significant advantages, and that group orientations of the visitors result in repeat customers.

When the three prominent groups (family, friends, and schools) are cross tabulated against repeat visits three or more times, and again cross tabulated against the age groups, it is clearly seen that group orientations significantly contribute to higher levels of repurchases. The strength of the group orientations emerges from the substantial synergy arising out of the engaged youngsters in supportive family-friends-school networks which generate and reflect positive word of mouth feedback on account of Experiential Branding by the amusement park.

LIMITATIONS

Although a significant share of the customers is from schools, the sample size does not have a proportionate share in the sample. (One could justify it referring to the logic of disproportionate stratified random sampling).Inspite of the clarity of the Gallup metric, it is difficult to cull out the articulated responses of the experience and memories of the visitors. Oxytocin-based scientific blood tests could not be done to confirm the feeling changes before and after the park visits.

SCOPE FOR FURTHER RESEARCH

Longitudinal studies can be done in similar organisations to find out the customer centricity, engagement, and experiential branding levels of theirs so that their strengths in these areas could be mapped.

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APPENDIX/ ANNEXURE

QUESTIONNAIRE TO THE VISITORS OF VEEGALAND/ WONDERLA, PALLIKKARA, COCHIN

As part of a doctoral research, I am studying the satisfaction levels of visitors to Veegaland/ Wonderla. I will be thankful, if you could spare a few minutes and answer these questions.

1. Overall, how satisfied are you with Veegaland/ Wonderla?

Not at all Satisfied 1	Mostly Not Satisfied 2	Partly Not Satisfied 3	Neither Satisfied nor unsatisfied 4	Partly Satisfied 5	Mostly Satisfied 6	Fully satisfied 7

2. How likely are you to visit Veegaland/ Wonderla again?

Least Likely 1	Most Unlikely 2	Partly Unlikely 3	Neither Likely nor Unlikely 4	Partly Likely 5	Most Likely 6	Fully Likely 7

3. How likely are you to recommend Veegaland/ Wonderla to your friends / relatives?

Least Likely 1	Mostly Unlikely 2	Partly Unlikely 3	Neither Likely nor Unlikely 4	Partly Likely 5	Mostly Likely 6	Fully Likely 7

The following are statements relating to your level of relationship with the Veegaland theme park. Please indicate your levels of agreement with the statement on a 1 to 7 scale; 1 meaning completely disagree, and 7 meaning completely agree.

4. Veegaland/ Wonderla is a name I can always trust

Completely Disagree 1	Mostly Disagree 2	Partly Disagree 3	Neither Agree nor Disagree 4	Partly Agree 5	Mostly Agree 6	Completely Agree 7

5. Veegaland/ Wonderla always delivers on what it promises

Completely Disagree 1	Mostly Disagree 2	Partly Disagree 3	Neither Agree nor Disagree 4	Partly Agree 5	Mostly Agree 6	Completely Agree 7

6. Veegaland/ Wonderla always treats me fairly

Completely Disagree 1	Mostly Disagree 2	Partly Disagree 3	Neither Agree nor Disagree 4	Partly Agree 5	Mostly Agree 6	Completely Agree 7

7. If a problem arises, I can always count on Veegaland/ Wonderla to reach a fair and satisfactory solution

Completely Disagree 1	Mostly Disagree 2	Partly Disagree 3	Neither Agree nor Disagree 4	Partly Agree 5	Mostly Agree 6	Completely Agree 7

8. I feel proud to be a Veegaland/ Wonderla customer

Completely Disagree 1	Mostly Disagree 2	Partly Disagree 3	Neither Agree nor Disagree 4	Partly Agree 5	Mostly Agree 6	Completely Agree 7

9. Veegaland/ Wonderla always treats me with respect

Completely Disagree 1	Mostly Disagree 2	Partly Disagree 3	Neither Agree nor Disagree 4	Partly Agree 5	Mostly Agree 6	Completely Agree 7

10. Veegaland/ Wonderla is the perfect company for people like me

Completely Disagree 1	Mostly Disagree 2	Partly Disagree 3	Neither Agree nor Disagree 4	Partly Agree 5	Mostly Agree 6	Completely Agree 7

11. I can't imagine a world without Veegaland/ Wonderla

Completely Disagree 1	Mostly Disagree 2	Partly Disagree 3	Neither Agree nor Disagree 4	Partly Agree 5	Mostly Agree 6	Completely Agree 7

12. How many times have you visited Veegaland/ Wonderla (including the present one)?

1	2	3	4	5	>5

13. What are the top 3 rides or facilities you like in Veegaland/ Wonderla (Use the cards)

Rating	Rides	FR / KR / WR /HR
1		
2		
3		

14. If you want to describe your engagement with Veegaland/ Wonderla in a few words, what would those be?

1	
2	
3	

15. From where did you hear about Veegaland/ Wonderla? (Rank, if necessary)

Word of mouth	TV advertisement	Print advertisement	Hoarding	Social Networking Sites	Others (Specify)

DEMOGRAPHIC DATA

16. Your Name

17. Age group

8 -12	13 - 19	20 - 30	31 - 40	41 - 50	>50

18. Education

Below 10	10	12 or Pre Degree	Degree BSc, BA, BCom	Professional Degree	Post Graduation	PhD and above

19. Occupation

Student	Home maker	Govt. Service (State)	Govt Service (Central)	Quasi-Govt service	Private Sector job	Employed in the Middle East/ Abroad	Self-Employed	Retired / Unemployed

20. Monthly Family Income (Rs)

< 10,000	10,000 – 30,000	30,001 - 50,000	50,001 – 70,000	70,001 – 90,000	>90,000

21. Most watched TV Channels(Rank the Channels from top (1) to bottom (5)and the programmes

Asianet	Surya	Kairali	Manorama	Others(Malayalam)	Others (Non-Malayalam)

22. Most read Newspapers (Rank the News papers from top (1) to bottom (5)

Manorama	Mathrubhoomi	Deepika	Madhyamam	Others(Specify)

23. Most read Magazines

Manorama Weekly	Mathrubhoomi Weekly	Malayalam	Kalakaumudhi	Others(Specify)

24. Most used Social Networking sites

FaceBook	MySpace	Orkut	Twitter	Blogs	Others

25. Most Listened to FM Radio Stations

Radio Mango	Big FM	Radio Mirchi	Red FM	Others	Others

26. Motor vehicles you own or your family owns
27. Where are you coming from?
28. Which group are you part of?

Family	School	College	organisation	Friends	Lovers	Honeymooners	Others

29. When you travel by flight, the airline you like most

King Fisher	Jet Airways	Air India	Other Domestic Airlines (specify)	Foreign Airlines (Specify)

Your email id: Gender: M/F Your mobile phone No.:

Thank you very much for your contributing to this study.

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