The Role of Live Entertainment Experiences in Enhancing Customer Engagement and Loyalty in Telecom Services

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Abstract

Telecommunications markets are increasingly saturated, and many operators rely on discounts, data bundles, and short-term promotions that often improve retention only temporarily. This study examines whether live entertainment experiences hosted by telecom brands—such as music concerts, sponsored parties, and interactive games—can deepen customer engagement, stimulate service usage, and strengthen loyalty. Drawing on customer engagement theory, service-dominant logic, experiential marketing, expectation-confirmation theory, and commitment-trust theory, the study applies a mixed-methods design. Survey data were collected from 120 telecom subscribers who had attended at least one telecom-sponsored entertainment event in the previous 12 months, and qualitative interviews were used to explain motivations and perceived value. Descriptive statistics, correlation analysis, regression, and mediation analysis were conducted in SPSS 28. Within the survey sample, participation in live entertainment experiences was strongly associated with satisfaction ($\beta = .82$, $t = 12.40$, $p < .001$), while satisfaction was positively associated with usage frequency ($\beta = .74$, $t = 10.50$, $p < .001$) and loyalty intention ($\beta = .78$, $t = 11.00$, $p < .001$). Satisfaction partially mediated the relationship between event participation and both usage and loyalty. Because the evidence comes from a cross-sectional sample of event attendees and relies on self-reported behavior, the findings should be interpreted as associative rather than causal. Even so, the results suggest that entertainment-based engagement can complement core service quality by creating memorable, socially meaningful touchpoints that may support retention and reduce churn.

Keywords: Customer Engagement; Telecom Services; Live Entertainment; Customer Loyalty; Experiential Marketing

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1 Introduction

The telecommunications sector is one of the most competitive service industries in both developed and emerging economies. Mobile and broadband offerings are easily comparable, operators frequently imitate one another's tariffs, and consumers can often switch providers with limited psychological or financial cost. In such an environment, customer churn becomes a strategic concern because defection erodes customer lifetime value and raises acquisition costs. Prior telecom research consistently shows that satisfaction, service quality, trust, and switching barriers shape loyalty, yet these drivers are usually studied from a functional perspective focused on network quality, pricing, contact centers, or billing reliability (Chen & Myagmarsuren, 2011; Kim et al., 2004; Kalia et al., 2021; Ribeiro et al., 2024).

At the same time, marketing scholarship has shifted from narrow transaction logic toward broader notions of customer experience and engagement. Pine and Gilmore (1998) argued that firms increasingly compete by staging memorable experiences rather than merely delivering products or services. Schmitt (1999) positioned experiential marketing as an alternative to attribute-based promotion, while Lemon and Verhoef (2016) showed that experience is shaped across multiple touchpoints in the customer journey. These perspectives matter in telecom because many core offerings are technologically standardized, making emotional differentiation difficult through product features alone.

One manifestation of this broader shift is the use of telecom-sponsored live concerts, football-viewing events, roadshows, campus parties, and interactive games. Such activities seek to move the brand from a purely utilitarian service role into a more socially visible and emotionally resonant position. Rather than interacting with a telecom operator only when purchasing airtime or solving a problem, customers encounter the brand in celebratory and communal settings. These settings may influence how customers interpret value, how strongly they identify with the brand, and whether they feel rewarded for remaining subscribed.

Yet the academic evidence base on this strategy remains limited. Existing telecom studies largely examine service quality, trust, relationship value, and churn determinants rather than brand-hosted live entertainment as a retention mechanism (Chen & Myagmarsuren, 2011; Kalia et al., 2021; Ribeiro et al., 2024). In adjacent literatures, brand-experience and event studies suggest that emotionally engaging experiences can increase satisfaction and loyalty (Brakus et al., 2009; Iglesias et al., 2011; Molina-Gómez et al., 2021), but the transfer of these insights to telecom services has not been adequately examined.

This study therefore investigates whether participation in telecom-sponsored live entertainment is associated with customer satisfaction, service usage frequency, recharge behavior, and loyalty intentions. It contributes by extending customer engagement scholarship into an underexplored telecom setting, integrating theoretical and empirical perspectives, and providing practical guidance for managers seeking alternatives to purely price-based retention strategies. The core argument is that live entertainment does not replace core service quality, but it can add emotional and relational value that makes loyalty more resilient. At the same time, the study does not claim definitive causation: the evidence is based on a cross-sectional sample of event attendees, self-reported behavioral measures, and no matched non-attending control group. The contribution is therefore to identify a plausible and managerially relevant pathway linking participation, satisfaction, usage, and loyalty, while clarifying the methodological constraints that bound inference.

2 Literature Review

2.1 Theoretical Review

Customer engagement provides the first theoretical anchor for the study. Brodie et al. (2011) describe customer engagement as a multidimensional construct involving cognitive, emotional, and behavioral investment in brand interactions. Verhoef et al. (2010) likewise frame engagement as a broader customer-management perspective that extends beyond purchase transactions. In telecom services, this distinction matters because a customer may continue using a SIM card or data service while remaining emotionally detached from the brand. Live entertainment experiences can deepen engagement by making the brand more vivid, socially present, and personally meaningful.

A second lens is service-dominant logic, which argues that value is co-created through interactions between firms and customers rather than embedded solely in products or transactions (Vargo & Lusch, 2004). Telecom-hosted events fit this framework because customers do not passively consume them; they co-create value through attendance, social interaction, and interpretation of the event. A concert or game activation therefore becomes a relational platform where operator and customer jointly produce value.

A third perspective comes from the experience economy and experiential marketing traditions. Pine and Gilmore (1998) differentiate experiences from goods and services by emphasizing memorability, immersion, and emotional intensity. Schmitt (1999) explains that experiential marketing engages customers through sensory, affective, cognitive, behavioral, and relational dimensions. Brakus et al. (2009) later showed that brand experience affects loyalty. These ideas are directly relevant to live entertainment because concerts and games mobilize sensory stimulation, emotional arousal, social identity, and behavioral participation in ways that routine telecom interactions rarely do.

Expectation-confirmation theory offers a fourth mechanism. Oliver (1980) argues that satisfaction emerges when perceived performance meets or exceeds expectations. When customers expect a telecom operator to be purely functional and instead encounter a rewarding and well-organized live experience, positive disconfirmation may enhance overall satisfaction. The event does not erase dissatisfaction with poor network service, but it adds a memorable evaluative episode that can influence the brand's overall assessment.

Finally, commitment-trust theory explains how temporary event experiences may translate into more durable loyalty outcomes. Morgan and Hunt (1994) argue that relationship commitment and trust are central to successful relationship marketing. Entertainment events can signal appreciation, reward continued patronage, and foster a sense that the operator invests in the relationship beyond immediate transactions. Across the five perspectives, the integrated implication is that entertainment-based engagement should be understood as an experiential pathway linking participation, satisfaction, usage, and loyalty.

Table 1
Theoretical foundations informing the study

Theory	Core proposition	Relevance to live entertainment in telecom	Implication for study
Customer engagement theory	Engagement involves cognitive, emotional, and behavioral investment in brand interactions.	Events create active participation and emotional presence beyond routine service use.	Supports the link between event participation and stronger engagement outcomes.
Service-dominant logic	Value is co-created through interaction rather than embedded in a product alone.	Customers co-create value at events through attendance, interpretation, and social interaction.	Frames events as relational platforms rather than one-way promotions.
Experience economy / experiential marketing	Memorable sensory and emotional experiences differentiate brands and shape later behavior.	Concerts, games, and parties create immersion, affect, and social identity for telecom brands.	Explains why live experiences can influence satisfaction and loyalty.

Theory	Core proposition	Relevance to live entertainment in telecom	Implication for study
Expectation-confirmation theory	Satisfaction rises when perceived performance exceeds prior expectations.	Unexpectedly rewarding events can positively shift overall evaluation of a functional telecom brand.	Positions satisfaction as the key mediating mechanism.
Commitment-trust theory	Trust and relationship commitment are central to durable loyalty.	Events may signal appreciation and strengthen perceived relationship investment by the operator.	Explains how temporary experiences can support longer-term loyalty intentions.

Note. The table synthesizes the theoretical review and links each lens to the proposed experiential pathway.

2.2 Empirical Review

The empirical literature on telecom loyalty has generally emphasized utilitarian and relationship-based drivers. Kim et al. (2004), in a landmark study of Korean mobile telecommunications, found that customer satisfaction and switching barriers significantly affect loyalty. Chen and Myagmarsuren (2011) extended this discussion by showing that brand equity, relationship quality, relationship value, and customer loyalty are tightly linked in telecommunications services. More recently, Kalia et al. (2021) used PLS-SEM with 615 telecom service users in India and concluded that service quality, trust, and commitment are key predictors of loyalty. Ribeiro et al. (2024), working with 3,004 bundled-service customers of a Portuguese telecom operator, found that specific service experiences—especially internet, television, and contact-center experiences—shape loyalty and churn. Taken together, these studies explain loyalty mainly through service reliability, relational quality, and switching considerations. What they do not isolate clearly is whether emotionally salient, operator-led events add a distinct mechanism over and above those functional drivers.

A parallel stream of empirical research demonstrates that richer brand experiences influence customer responses more broadly. Brakus et al. (2009) showed that brand experience is measurable and linked to loyalty outcomes. Iglesias et al. (2011) found that brand experience influences brand loyalty indirectly through affective commitment, indicating that emotional attachment is a key mechanism between experience and loyalty. Sahin et al. (2011) similarly reported that brand experience affects trust, satisfaction, and loyalty, reinforcing the idea that customers respond to brands not only through rational evaluation but through cumulative experiential meaning. In digital settings, Hollebeek et al. (2014) conceptualized consumer brand engagement in terms of cognitive processing, affection, and activation, while Thakur (2016) demonstrated that engagement is associated with loyalty in mobile-device shopping contexts. These studies do not contradict the telecom literature so much as extend it: functional quality may help explain why customers can justify staying, whereas experiential and affective mechanisms help explain why a brand remains liked, remembered, and recommended.

Event and festival studies provide especially relevant evidence for the present research because they examine entertainment-rich settings. Molina-Gómez et al. (2021), using structural equation modeling with 440 festival attendees in Spain, found that entertainment and aesthetic dimensions contribute strongly to satisfaction and loyalty. The study is important here because it shows that loyalty can be influenced by an experience that is temporarily staged yet symbolically powerful. Although festival tourism differs from telecom services, the mechanism—memorable entertainment generating satisfaction and repeat-oriented intentions—is conceptually transferable. It suggests that when firms create environments in which customers feel enjoyment, belonging, and stimulation, those experiences can shape future behavior beyond the event itself.

Despite these insights, an empirical gap remains. Telecom studies rarely isolate live entertainment experiences as a specific engagement strategy, while experience studies rarely examine operator-led events in subscription-based service markets. This omission matters because it leaves limited evidence on whether experiential touchpoints translate into satisfaction, usage, and loyalty in telecom contexts where churn, price imitation, and multi-SIM behavior can weaken differentiation. The present study addresses that gap by examining how participation in telecom-sponsored live entertainment experiences relates to customer engagement outcomes in a service context where retention remains strategically important.

Another useful empirical insight is that engagement effects are rarely uniform across all service contexts. Hollebeek et al. (2014) demonstrate that engagement contains cognitive processing, affection, and activation, while Thakur (2016) links stronger engagement to stronger loyalty outcomes in mobile shopping settings. These studies are not telecom-specific, but they indicate that customers respond most strongly when brands combine utility with emotionally engaging touchpoints. In telecom, such touchpoints may work through category-specific mechanisms such as increasing brand salience at the moment of recharge, generating peer visibility in communal settings, signaling appreciation beyond the transaction, and giving customers a socially shareable reason to keep the operator top of mind. At the same time, competing explanations must be considered, including novelty effects, concurrent promotions, service improvements, or self-selection by already engaged subscribers. That is precisely why live entertainment deserves closer attention in telecom services.

Table 2
Selected empirical studies relevant to customer experience, engagement, and loyalty

Study	Context and method	Main finding	Implication for current study
Kim et al. (2004)	Korean mobile telecommunications; survey-based analysis.	Customer satisfaction and switching barriers significantly influenced loyalty.	Shows the baseline importance of satisfaction in telecom retention.
Chen & Myagmarsuren (2011)	Telecommunications services; relational model of loyalty.	Brand equity, relationship quality, and relationship value were linked to customer loyalty.	Suggests that loyalty reflects more than service utility alone.
Kalia et al. (2021)	615 Indian telecom service users; PLS-SEM.	Service quality, trust, and commitment significantly predicted customer loyalty.	Confirms that relational variables remain central in telecom markets.

Study	Context and method	Main finding	Implication for current study
Ribeiro et al. (2024)	3,004 Portuguese bundled-service customers; SEM and churn analysis.	Internet, television, and contact-center experiences influenced loyalty and churn.	Supports the relevance of specific service experiences in explaining retention.
Brakus et al. (2009)	Multi-study brand-experience research.	Brand experience is measurable and linked to loyalty outcomes.	Provides a foundation for treating live entertainment as a meaningful brand experience.
Iglesias et al. (2011)	Survey-based brand-loyalty model.	Brand experience influenced loyalty through affective commitment.	Suggests emotional attachment is a key mechanism between experience and loyalty.
Molina-Gómez et al. (2021)	440 festival attendees; structural equation modeling.	Entertainment and aesthetics strongly influenced satisfaction and loyalty.	Shows how staged live experiences can shape repeat-oriented attitudes.

Note. The empirical review shows that telecom studies emphasize functional drivers, whereas experience studies point to the loyalty value of emotionally rich touchpoints.

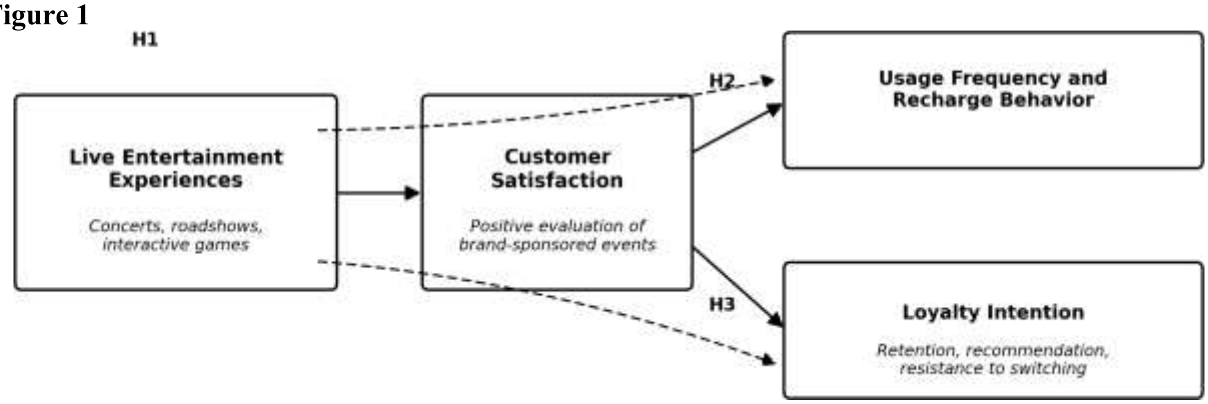
2.3 Review and Hypothesis Development

Conceptually, the study treats live entertainment experiences as brand-sponsored experiential touchpoints that place customers in an active, emotionally charged, and socially shared setting. These experiences include concerts, parties, roadshows, and interactive games that are designed or sponsored by telecom firms. The focal outcome variables are customer satisfaction, usage frequency, recharge behavior, and loyalty intention. Satisfaction is positioned as the central mediating construct because theory suggests that experiences influence future behavior most strongly when they are positively evaluated and integrated into the customer's overall judgment of the brand (Oliver, 1980).

The conceptual model proposes that participation in live entertainment experiences is positively associated with customer satisfaction because such experiences can generate enjoyment, visibility, and a sense of appreciation. Greater satisfaction should then be associated with more frequent usage and higher recharge or spending behavior because customers feel more positively disposed toward the operator. Satisfaction should also be associated with stronger loyalty intention, reflected in a greater willingness to remain subscribed, recommend the service, and resist competitive offers. The model does not assume that events act in isolation; instead, it assumes that experiential value is translated into behavioral value through customer evaluation of the event and the brand. Although the theoretical logic is directional, the empirical test is cross-sectional and therefore evaluates hypothesized associations rather than verified causal sequence.

On this basis, four hypotheses are advanced. H1 proposes that participation in live entertainment experiences positively influences customer satisfaction. H2 proposes that customer satisfaction positively influences service usage frequency and recharge behavior. H3 proposes that customer satisfaction positively influences loyalty intention. H4 proposes that satisfaction mediates the relationship between participation in live entertainment experiences and both usage-related outcomes and loyalty intention. Because the original evidence suggested partial mediation rather than full mediation, the model also leaves room for a direct influence of participation on post-event behavior. Figure 1 and Table 3 summarize the conceptual structure that guides the empirical analysis, but the later interpretation of results remains bounded by the study's cross-sectional design.

Figure 1



Conceptual framework linking live entertainment experiences, satisfaction, and loyalty outcomes

Note. Solid arrows indicate hypothesized mediated pathways. Dashed arrows indicate residual direct effects retained because mediation was partial under H4.

Table 3

Conceptual review, construct definitions, and hypothesis development

Construct	Working definition in this study	Role in model	Hypothesis
Live entertainment experiences	Telecom-sponsored concerts, parties, roadshows, and interactive games that create active and memorable customer touchpoints.	Independent variable.	H1: Participation positively influences customer satisfaction.
Customer satisfaction	Overall evaluative judgment of the telecom brand after participation in entertainment experiences and regular service interaction.	Core mediating variable.	H2: Satisfaction positively influences usage frequency and recharge behavior.
Usage frequency and recharge behavior	Post-event service activity reflected in more active use and stronger willingness to recharge or spend.	Behavioral outcome.	Indirectly strengthened through satisfaction.

Construct	Working definition in this study	Role in model	Hypothesis
Loyalty intention	Willingness to remain with, recommend, and continue favoring the operator over alternatives.	Attitudinal outcome.	H3: Satisfaction positively influences loyalty intention.
Mediating pathway	Participation creates experience-based value that is translated into behavior through satisfaction.	Indirect effect specification.	H4: Satisfaction mediates the relationship between participation and both usage and loyalty.

Note. The conceptual pathway integrates engagement, experiential, and relationship theories into a single explanatory model.

3 Methodology

The study employed a mixed-methods explanatory design in which quantitative survey analysis was complemented by qualitative interviews. The quantitative component provided evidence on the relationships among event participation, satisfaction, usage, recharge behavior, and loyalty intention, while the qualitative component helped explain why customers interpreted live entertainment as valuable or memorable. This design was appropriate because customer engagement in service contexts involves both measurable behaviors and subjective meanings that are not fully captured by numeric indicators alone. Even so, the design remains cross-sectional, so the results are best understood as evidence of patterned association rather than proof of temporal causation.

The target population consisted of telecom subscribers who had attended at least one live entertainment event hosted or sponsored by a telecom company during the previous 12 months. A total of 120 customers were included in the survey sample. Stratified sampling was used to improve representation across age, gender, and service-plan categories, with strata defined to reduce over-concentration in a single subscriber segment. However, the retained study materials available for this manuscript do not preserve the exact stratum allocation procedure, the recruitment frame, or the final response rate. For that reason, the sample should be read as an analytically useful attendee sample rather than as a fully representative cross-section of all telecom subscribers. Qualitative interviews were conducted with a subset of respondents to explore motivations for attendance, post-event feelings toward the telecom brand, and whether the event appeared to influence service usage or recharge decisions.

The survey instrument captured frequency of participation in live events, perceived satisfaction with the telecom brand, self-reported usage frequency, recharge behavior, and loyalty intentions. In operational terms, participation refers to the intensity of attendance at telecom-sponsored live experiences; satisfaction refers to the respondent’s overall evaluation of the operator after ordinary service use and event exposure; usage and recharge behavior refer to self-reported post-event service activity; and loyalty intention refers to willingness to remain, recommend, and continue favoring the operator over alternatives. Interview prompts explored perceived enjoyment, event quality, social meaning, and whether participation changed willingness to continue using or recommending the service. Participation was voluntary, respondents were informed about the academic purpose of the study, and confidentiality was maintained throughout the data-collection process. The archived manuscript version does not retain item wording, scale anchors, or reliability and validity statistics, so measurement precision should be interpreted cautiously and documented more fully in a final submission if the instrument appendix is available.

Data analysis was conducted in SPSS 28. Descriptive statistics were first used to summarize the overall response pattern and compare high-participation and low-participation respondents. Pearson correlation analysis was then applied to assess the direction and strength of association among participation, satisfaction, usage, recharge behavior, and loyalty intention. Multiple regression analysis was used to test whether event participation was associated with satisfaction and whether satisfaction was associated with usage-related outcomes and loyalty intention. Mediation was assessed by examining whether the association between participation and each outcome was transmitted through satisfaction. The retained output supports partial mediation, but it does not report bootstrapped indirect effects, standard errors, or confidence intervals. The mediation evidence should therefore be treated as suggestive rather than definitive until indirect effect sizes and confidence intervals are reported.

Bringing survey and interview evidence together also improved interpretation by linking statistical patterns with customer narratives and by helping distinguish short-term excitement from broader satisfaction-based loyalty formation. Because the available interview summary does not preserve a full coding-frequency table, the qualitative material is used here to illuminate mechanism and meaning rather than to make precise claims about prevalence across all interviewees.

Table 4
Advanced statistical procedures used in the study

Technique	Purpose in the study	Key output or decision rule	Interpretive contribution
Descriptive statistics	Summarize event participation, satisfaction, usage, recharge behavior, and loyalty intention.	Higher participation groups were compared with lower participation groups.	Established the overall pattern of stronger outcomes among frequent participants.
Pearson correlation analysis	Assess the direction and strength of association among key variables.	Positive coefficients indicate variables move in the same direction.	Provided preliminary support for the expected experiential pathway.
Regression model 1	Test whether event participation predicts customer satisfaction.	$\beta = .82$, $t = 12.40$, $p < .001$.	Supported H1 and identified satisfaction as the first key outcome.
Regression model 2	Test whether satisfaction predicts usage frequency and recharge behavior.	$\beta = .74$, $t = 10.50$, $p < .001$.	Supported H2 and linked satisfaction to behavioral activation.
Regression model 3	Test whether satisfaction predicts loyalty intention.	$\beta = .78$, $t = 11.00$, $p < .001$.	Supported H3 and showed the strength of satisfaction for retention intentions.

Technique	Purpose in the study	Key output or decision rule	Interpretive contribution
Mediation analysis	Assess whether satisfaction transmits the effect of participation to usage and loyalty.	Partial mediation observed; indirect-effect confidence intervals were not retained in archived output.	Supported H4 provisionally and clarified why live experiences may influence behavior.

Note. Analyses were conducted in SPSS 28. β = standardized beta coefficient. Indirect-effect confidence intervals were not available in the source analysis record and are therefore not reported here.

4 Findings

Descriptive analysis showed a clear difference between customers who frequently participated in live entertainment experiences and those who participated less often. High-participation respondents reported higher satisfaction, more frequent service use, stronger recharge activity, and more positive loyalty intentions. Interview responses reinforced this pattern. Participants commonly described telecom-sponsored events as moments that made the brand feel 'present,' 'rewarding,' or 'closer to people,' suggesting that live entertainment changed the symbolic meaning of the operator from a purely technical utility toward a more relational presence.

Correlation analysis supported the expected positive relationships among the study variables. Participation in live entertainment was positively associated with customer satisfaction, usage frequency, recharge behavior, and loyalty intention. Satisfaction was also positively associated with usage and loyalty outcomes. Although the study did not seek to build a highly complex predictive model, the correlation pattern provided an important first indication that event participation and relational outcomes moved in the same direction.

Within the survey sample, regression analysis produced strong results consistent with the hypotheses. Participation in live entertainment experiences was positively associated with customer satisfaction ($\beta = .82$, $t = 12.40$, $p < .001$), supporting H1. Satisfaction, in turn, was positively associated with service usage frequency and recharge behavior ($\beta = .74$, $t = 10.50$, $p < .001$), supporting H2. Satisfaction was also positively associated with loyalty intention ($\beta = .78$, $t = 11.00$, $p < .001$), supporting H3. These results show that event-related satisfaction was associated not only with positive sentiment but with more active marketplace behavior. Within this sample, the standardized coefficients are substantively large as well as statistically significant, suggesting that the modeled relationships are not trivial in magnitude.

The mediation analysis indicated that satisfaction partially mediated the relationship between participation in live entertainment experiences and both usage-related outcomes and loyalty intention, supporting H4. In practical terms, the findings are consistent with the idea that events matter partly because they elevate overall satisfaction, which then relates to greater usage and stronger loyalty intentions. The mediation was partial rather than complete, implying that live experiences may also be linked to immediate post-event behavior through excitement, promotional offers, or social momentum. At the same time, because the available output does not report bootstrapped indirect-effect estimates or confidence intervals, the mediation claim should be treated as preliminary rather than conclusive.

The qualitative evidence adds nuance to the statistical results and helps explain why satisfaction emerged as the central mediating mechanism. First, participants often described events as recognition or reward; remarks such as 'rewarding' and 'closer to people' help explain why participation was so strongly associated with satisfaction. Second, respondents repeatedly framed the event setting as making the brand feel more ‘present,’ suggesting a visibility mechanism through which a technical service brand becomes socially salient. Third, several narratives linked memorable events to concrete post-event action, including staying active on the network, recharging, or paying closer attention to future offers. These themes align with the positive associations observed between satisfaction, usage-related behavior, and loyalty intention. Because the retained interview summary does not report exact theme frequencies, the quotations are illustrative rather than frequency-based.

Table 5
Summary of hypothesis testing and key quantitative findings

Hypothesis	Relationship tested	Evidence reported	Decision
H1	Participation in live entertainment → customer satisfaction	$\beta = .82$, $t = 12.40$, $p < .001$	Supported
H2	Customer satisfaction → usage frequency and recharge behavior	$\beta = .74$, $t = 10.50$, $p < .001$	Supported
H3	Customer satisfaction → loyalty intention	$\beta = .78$, $t = 11.00$, $p < .001$	Supported
H4	Participation → satisfaction → usage and loyalty	Partial mediation observed	Supported

Note. The summary table consolidates the reported inferential results. The mediation finding should be interpreted cautiously because the source analysis record did not retain full indirect-effect statistics.

5 Discussion

The findings support the view that live entertainment experiences can play a meaningful role in telecom customer management. The strongest observed relationship in the study was between participation and satisfaction, which suggests that entertainment events are more than superficial publicity devices within this sample. The size of the standardized coefficient ($\beta = .82$) indicates a strong association, not merely a statistically detectable one. This result is consistent with expectation-confirmation theory because when customers encounter an enjoyable and well-executed event from a brand they usually perceive as functional, the experience may exceed expectations and lift overall satisfaction (Oliver, 1980).

The results also reinforce customer engagement theory. Brodie et al. (2011) conceptualize engagement as a multidimensional state involving cognitive, emotional, and behavioral dimensions, and the present findings illustrate all three. Customers paid greater attention to the brand, expressed positive feelings after participation, and subsequently reported more usage and stronger loyalty intentions. Live entertainment therefore works not only because it is enjoyable in the moment, but because it activates broader engagement processes that extend beyond the event site.

From a service-dominant logic perspective, the study shows that value creation in telecom does not occur only through signal strength, tariff design, or customer support. Live events create participatory settings in which customers co-produce value through attendance, social interaction, and interpretation of the brand experience (Vargo & Lusch, 2004). The qualitative findings strongly support this reading: respondents attached value not just to the entertainment itself, but to what the event communicated about the operator’s relationship with customers.

The findings further align with brand-experience research. Brakus et al. (2009) and Iglesias et al. (2011) show that richer experiences contribute to loyalty by shaping broader brand evaluations and affective commitment, while Molina-Gómez et al. (2021) shows that entertainment and aesthetic dimensions in festival settings influence satisfaction and loyalty. Read together with telecom studies that privilege service quality, trust, and switching barriers, the present results suggest that the two traditions are complementary rather than competing. Functional performance may help explain whether customers can justify staying, whereas experiential touchpoints may help explain why the brand remains salient, liked, and recommended.

At the same time, several boundary conditions matter. Live entertainment alone is unlikely to sustain loyalty if customers remain dissatisfied with the underlying service. More importantly, the study should not be read as proving that events caused later usage or loyalty. The design is cross-sectional, relies on self-reported behavior, and includes only individuals who had already attended telecom-sponsored events. Competing explanations remain plausible: already engaged customers may have been more likely to attend, concurrent promotions or service improvements may have raised both satisfaction and usage, and short-lived post-event enthusiasm may partly account for the observed associations. The event appears to matter because it contributes to a more favorable overall evaluation, but that interpretation remains probabilistic rather than definitive. This caution is consistent with telecom studies that continue to emphasize the importance of service quality, trust, and commitment (Chen & Myagmarsuren, 2011; Kalia et al., 2021; Ribeiro et al., 2024). Operators should therefore view entertainment-based engagement as a complement to—not a replacement for—network reliability, pricing clarity, and effective customer support.

Several managerial implications follow. First, telecom firms should integrate live entertainment into broader relationship programs rather than treat it as an isolated stunt. Second, managers should design event experiences that encourage measurable post-event behavior, such as app activity, bundle purchases, recharges, or referrals. Third, operators should segment customers by engagement preference because not all subscribers value the same event types. Fourth, event quality matters: a poorly organized activation may create dissatisfaction instead of enhancing loyalty.

The study also has implications for measurement. Telecom managers often evaluate campaigns through reach or attendance, yet the results here suggest the need to monitor relational indicators such as satisfaction, usage uplift, recharge frequency, recommendation intention, and churn risk after events. Linking entertainment investments to behavioral and attitudinal metrics can improve return-on-marketing assessments and justify experiential spending in a sector traditionally dominated by functional performance indicators.

A further implication concerns brand differentiation in telecom, especially in prepaid and multi-SIM environments where offers are easy to compare and brand attention is fragmented. In such contexts, live entertainment can work through several category-specific mechanisms: increasing salience at the moment of recharge, generating peer talk and visible social proof, signaling appreciation beyond the transaction, and associating the brand with community presence or youth culture. These mechanisms help explain why experiential strategies may matter even in a sector usually judged on price and technical performance.

For managers, this means experiential consistency matters: a single event may attract attention, but a recognizable program can build enduring brand associations.

6 Limitations and Future Research

This study has several limitations. First, the sample size of 120 respondents is adequate for exploratory mixed-method analysis but limits broader generalization across telecom markets. Second, much of the evidence is based on self-reported usage and recharge behavior rather than verified operator transaction data. Third, the design captures perceptions within a 12-month window and therefore cannot establish temporal ordering or the long-term durability of event-driven loyalty effects. Fourth, the study focuses on customers who had already attended telecom-sponsored events, meaning that it does not compare attendees with a fully matched non-attending control group. Fifth, the archived study record available for this manuscript does not retain the exact recruitment frame, response rate, stratum allocation counts, item-level scale details, reliability coefficients, or coded interview frequencies. These omissions do not invalidate the observed relationships, but they do limit claims about representativeness, measurement precision, and mediation strength.

Future research should therefore extend the model using stronger designs and fuller reporting. A longitudinal panel could follow subscribers before and after event exposure to test whether satisfaction gains persist and whether churn risk actually falls over time. Quasi-experimental approaches—for example matched attendee/non-attendee comparisons, propensity-score matching, or difference-in-differences designs using operator transaction data—would provide a more credible test of causation. Future studies should also report exact recruitment procedures, response rates, item wording, reliability and validity checks, and bootstrapped indirect effects with confidence intervals. Qualitative work would be strengthened by linking specific quotations to each theme and reporting how many interviews supported each one. It would also be valuable to examine whether different event types, such as music concerts, football-viewing events, roadshows, or game-based activations, produce different effects on satisfaction and spending, and whether social-media amplification sustains these effects after the event ends.

7 Conclusion

This study set out to examine whether live entertainment experiences are associated with stronger customer engagement and loyalty in telecom services. The evidence indicates that they are. Participation in telecom-sponsored concerts, parties, and interactive games was positively associated with satisfaction, usage frequency, recharge behavior, and loyalty intention. The clearest pattern in the data was the partially mediated pathway through satisfaction: customers who evaluated these experiences more positively were also more likely to report more active service use and stronger intentions to remain loyal.

The broader implication is that telecom loyalty should not be viewed only through the lens of network performance, pricing, and switching barriers. Those factors remain essential, but they do not fully explain why some customers feel attached to a brand and others remain indifferent. Live entertainment experiences can create memorable, relationally significant touchpoints that enrich the customer journey and may support retention when layered onto reliable core service delivery. Because the study is cross-sectional and based on attendee self-reports, these conclusions should be interpreted as evidence of a plausible and managerially relevant pathway rather than proof of causation. Even with that caution, the results highlight a contribution worth testing more rigorously in future telecom research.

8 Conflict of Interest

No formal conflict-of-interest declaration was included in the source manuscript. This section should be confirmed and finalized before submission.

9 Author Contributions

This manuscript is presented as a single-author study. The author appears to have led the conception of the study, the collection and interpretation of evidence, the analysis, and the preparation of the manuscript.

10 Funding

No funding statement was included in the source manuscript.

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12 Data Sharing Statement

The source manuscript does not provide a public repository link or a formal data-sharing declaration. Any access conditions for the underlying data should be confirmed before submission.

13 Software and Tools Use

The manuscript reports the use of IBM SPSS Statistics 28 for quantitative analysis. No further software disclosure was provided in the source manuscript.

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