

THE EFFECT OF POSITIVE CUSTOMER EXPERIENCES CREATED BY
EXPERIENTIAL MARKETING TOOLS AND MESSAGES
ON CUSTOMER LOYALTY

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ABSTRACT

THE EFFECT OF POSITIVE CUSTOMER EXPERIENCES CREATED BY EXPERIENTIAL MARKETING TOOLS AND MESSAGES ON CUSTOMER LOYALTY

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The economy has evolved from commodity to experience economy eventually in its historical adventure. This evolution process happened synchronically with the developments in technology, production process, and the tools of competition. Standardized products and services in goods and service economy have given their place to customized and highly differentiated products and services in the experience economy. In line with these changes, the focus of marketing has turned from the functional features of products and services to unique and unforgettable customer experiences.

The evolution process in the economy has also forced the marketing to revise, redefine and reformulate concepts and tools. It became compulsory for businesses to reconsider their marketing strategies in an intensely competitive market. Businesses also had to redefine products and services and rearrange marketing tools adapted to new marketing strategies.

The most important reaction by businesses was to place the concept of customer experience at the focal point of their marketing strategies. In the last decades, they have started using experiential marketing tools and policies for product differentiation and

customization efforts. They aimed to create unique and unforgettable customer experiences through the use of experiential marketing tools, thereby creating loyal customers and keeping themselves alive in a highly competitive marketplace. However, because there are a few numbers of researches in the literature, we know little about those efforts for maintaining customer loyalty. In this sense, the fundamental aim of this study is to reveal whether positive customer experiences created by experiential marketing tools and messages create a significant effect on customer loyalty or not.

Keywords: Customer Experience, Experience Economy, Experiential Marketing

ÖZ

DENEYİMSEL PAZARLAMA ARAÇ VE MESAJLARI İLE YARATILAN OLUMLU MÜŞTERİ DENEYİMLERİNİN MÜŞTERİ SADAKATI ÜZERİNE ETKİSİ

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Ekonomi, tarihsel serüveni içerisinde, meta ekonomisinden deneyim ekonomisine doğru bir evrimleşme süreci geçirmiştir. Bu evrim süreci, teknolojiye, üretim süreçlerindeki ve rekabet araçlarındaki gelişmelerle eş zamanlı olarak gerçekleşmiştir. Meta veya mal ve hizmet ekonomisindeki standartlaştırılmış ürün ve hizmetler, deneyim ekonomisinde yerini özelleştirilmiş ve farklılaştırılmış ürün ve hizmetlere bırakmıştır. Bu gelişmelere paralel olarak, pazarlamanın odak noktası, ürün ve hizmetlerin işlevsel özelliklerinden eşsiz ve unutulmaz müşteri deneyimleri yaşatmaya dönüşmüştür.

Ekonomideki evrim süreci, aynı zamanda, pazarlama disiplini, kavram ve araçlarını gözden geçirmek, yeniden tanımlamak ve yeniden düzenlemek zorunda bırakmıştır. Buna uygun olarak, işletmelerin, yoğun rekabetin var olduğu bir pazarda pazarlama stratejilerini yeniden gözden geçirmeleri zorunlu hale gelmiştir. Ayrıca, değişen pazar dinamikleri, işletmelerin müşteriye sunacakları ürün ve hizmetlerin içeriğini yeniden tanımlamasını ve pazarlama araçlarını değişen ve gelişen pazarlama stratejilerine uygun olarak yeniden şekillendirmesini zorunlu kılmıştır.

İşletmelerin bu gelişmelere verdiği en önemli tepki, müşteri deneyimi kavramını pazarlama stratejilerinin odak noktasına yerleştirmek olmuştur. Geçtiğimiz son yirmi yılda, işletmeler ürün ve hizmet farklılaştırma ve kişiselleştirme faaliyetleri için deneyimsel pazarlama araç ve politikalarına başvurmaya başlamışlardır. Deneyimsel pazarlama araçlarını kullanarak benzersiz ve unutulmaz müşteri deneyimleri meydana getirmeyi, böylece ürün ve hizmetlerine sadık müşteriler yaratarak yoğun rekabetin olduğu pazarda hayatta kalmayı amaçlamaktadırlar. Ancak, bu konuda literatürde az sayıda araştırma bulunduğundan, deneyimsel pazarlama araçlarının müşteri sadakatini sağlama konusundaki etkinliği hakkında çok az şey bilmekteyiz. Bu anlamda, bu çalışmanın temel amacı, deneyimsel pazarlama araçları ve mesajları ile yaratılan olumlu müşteri deneyimlerinin müşteri sadakati üzerinde önemli bir etki yaratıp yaratmadığını ortaya koymaktır.

Anahtar Kelimeler: Müşteri Deneyimi, Deneyim Ekonomisi, Deneyimsel Pazarlama

to life with its all bittersweet memories

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At the time when I first thought about the field of my thesis, I had already decided to study in the field of marketing without any hesitation, which is of special interest to me. What excited me even more about the field of my thesis was the idea of studying on a topic that brought the psychology, which also is of special interest to me, and the marketing disciplines together, proposing a new perspective in marketing by using psychological-based approaches, and analyzing consumer behaviors from the psychological perspective. For me, how messages, colors, shapes, figures, or emotions created in the colorful worlds of advertising and marketing strategies psychologically affect consumers and how they shape consumer behavior, were pointing to an undiscovered, secret and very exciting question.

When I first shared the topic with my supervisor, Prof. Dr. Cengiz Yılmaz, he encouraged and suggested me to work on the subject experiential marketing which addresses my special interests in the field. In this regard, I would like to express my special thanks to my advisor Prof. Dr. Cengiz Yılmaz for encouraging and supporting me to work on such a subject that interests me so much.

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LIST OF ABBREVIATIONS

CEM	: Customer Experience Management
CRM	: Customer Relationship Management
EFA	: Exploratory Factor Analysis
KMO	: Kaiser-Meyer-Olkin Measure of Sampling Adequacy

CHAPTER 1

INTRODUCTION: A NEW PARADIGM IN MARKETING

Alfred W. Adler, Austrian medical doctor, psychotherapist, and founder of individual psychology school, was saying that “There is no memory useless or meaningless. Assessing a memory is possible only by determining the target and purpose it serves.” He had said that under the title of a psychotherapist, but nobody could know that one day it would have meant something for marketing.

In historical progress, marketing transformed from product-oriented classical marketing to customer-oriented experiential marketing. As a parallel to production technology and customer demands, there are now hundreds of alternative products even for a cup of coffee. The competition level is much higher than it was in the past. Businesses have needed to take a more active role in survival. Meanwhile, the marketing approach shifted from product-oriented marketing to customer-oriented marketing.

In this changing environment, the customer experience has been started to be drawn attention in marketing. Accordingly, in the literature, many academics have made efforts for further elaboration of customer experience and its implications in terms of marketing. Academic studies have introduced marketing with new concepts and instruments such as experience economy, experiential marketing, experiential value and customer experience management (CEM). The basis of marketing strategies is based on the concept of customer experience management, which is a broader concept than customer relationship management.

In the market place, the product is no longer defined as a commodity or good such as coffee bean or a pack of coffee. But, it is now having a cup of coffee in a distinct atmosphere where they get an experience enriched by feelings, emotions and good

memories. Customers pay not only for a cup of coffee but also for the environment of a coffee shop in this sense. Parallel to this, businesses have replaced product-oriented marketing with customer-oriented marketing. In order to be successful, enterprises have to be able to manage their customer's experience through customer touchpoints. Businesses that cannot provide product or service differentiation should provide experience enriched with sensations to their customers (Pine&Gilmore, 1999).

In line with this newly emerging environment, businesses have started to apply experiential marketing tools and policies in order to gain a competitive advantage and create loyal customers. Those developments brought marketing strategies to a different era. Marketing strategies have been reformulated based on customer analyses and customer data to succeed at their marketing target. This actually was not an advice but a necessity for businesses. Businesses should use sensorial, emotional, intellectual, behavioral and relational modules of experiential marketing in order to succeed in their experiential marketing efforts (Schmitt, 1999).

However, one of the most important questions is how successful businesses have achieved in creating or strengthening customer loyalty by applying experiential marketing tools. Does a marketing strategy based on customer experience create a significant effect on customer behavior? In this study, we will try to give a substantive response to those questions. In order to concretize, we will make a quantitative research analysis on the effect of positive experiences created by experiential marketing tools and messages on customer loyalty. For research analysis, we will further investigate the data for a world-wide coffee chain store and for a local shopping mall.

In line with this aim, after a brief introduction, in the second section of the study, the concepts of experience, experience economy, the stages and dimensions of customer experience, strategic marketing modules and customer experience management will be explained. In the third section, research design and methodology will be discussed. In the next section, a field study on a world-wide coffee shop chain and local shopping mall customers will be conducted. Finally, in the last section, research findings and outputs will be shared in detail.

CHAPTER 2

THE EXPERIENCE ECONOMY AND EXPERIENTIAL MARKETING

2.1. The Concept of Experience

The word "experience" is defined as "all of the information acquired by a person in a certain period of time or life" in Turkish Language Association's Great Turkish Dictionary. The concept of experience in the Methodology Terms Dictionary is defined as conscious or unconscious personal achievements and experiences that provide knowledge and skills.

Experience can be defined as knowledge or skill accumulation acquired through active participation in activities or comprehension of object, thought or behavior through the channel of emotions (Bostancı, 2007). The concept of experience, which is also referred to as the concept of hedonic consumption, is directly related to the experience of the consumer/person (Hirschman & Holbrook, 1982).

According to Bernd H. Schmitt, the owner of the article 'Experiential Marketing', experiences are special events of customer's reactions to the various stimuli that they encounter. According to him, the role of the marketers is making the necessary arrangements to provide an environment in which customers can experience and live. Holbrook and Hirschman (1982) described experiences as a response to stimuli from the environment as a result of interactions.

Pine and Gilmore (1999) stated that experiences are the outputs when enterprises interact with the consumers by applying personal and memorable strategies for drawing the attention of them. Shaw (2007) describes experiences as a combination of physical activities, mobilized senses and emotions, while Chen and Liu (2007) conceptualized experience as an approach that needs to be developed to reveal opportunities. It is

evaluated that businesses can be providers of meaningful experiences for consumers rather than merely being products and service providers. The experience will give rise customer to the desire to repeat behavior as it increasing touching the emotions of the customer (Berry, Carbon & Haeckel, 2002). In terms of marketing, the experience is an interactive process in which a customer creates emotional ties to products or brands. Various classifications are made to explain the types of experiences.

Experiences are generally classified as primary and secondary experiences, and experiences acquired by the five senses are called primary experiences. On the other hand, the elements of interior processes such as evaluation, decision making, and coming up with result refer to secondary experiences. Primary (direct) experiences are composed of the results of the experiences that the person actively participated, be a part of it and directly involved without any mediator. On the other hand, secondary (indirect) experiences are experiences transmitted by symbols and signs (Bostancı, 2007).

Although it is possible to reach different definitions in the literature, it cannot be said that there is a commonly agreed definition of experience. Since everyone has different individual characteristics, emotions, lifestyle, values or culture, a common definition of experience cannot be made.

2.2. The Experiential Value and Experience Economy

2.2.1. The Experiential Value

The experiential value is the relative evaluations of the consumer in terms of the characteristics of the product that the consumer uses and that facilitate or preclude the pre-consumption goals and objectives of the service performance (Mathwick, Malhotra & Rigdon, 2002).

The formation of experiential value takes place within a certain process. This process is affected by customer personal characteristics, the environment, the services offered, the atmosphere and the organized events. Personal characteristics are determined by hereditary features and instant mood. Personal characteristics can be classified according

to psychological status, social structure, and cultural characteristics. The instant moods can be explained as variable responses to changing situations and events. When the events organized by taking into account customer expectations and wishes, features of atmosphere, environmental characteristics and the customer's own characteristics come together, experiential value is revealed (Ponsonby & Boyle, 2004).

In this sense, the experiential value can be described as the created value after use of the product or service, in consumer's mind and highly dependent on the environmental, psychological and hereditary factors.

International Experiential Marketing Association (IXMA) defines experiential marketing as a powerful tool that allows businesses to communicate with customers through sensory paths, allowing customers to interact and involve interaction with brands, products, and services. It is also stated that if the right steps are followed experiential marketing can help to increase sales and customer loyalty.

2.2.2. The Experience Economy

2.2.2.1. The Product/Service in Experience Economy

Pine and Gilmore (1998), the creators of experience economy concept, point out that the experience refers to an output which has been existed but never spoken before, and that considering experience as a different economic output is the key to future growth and profitability. Customer experience is now the focal point and the point of purchase is seen like a theater scene where businesses are actors playing the game and customers are audiences watching this game. Companies are required to perform memorable experiences in the business world as an actor in order to attract the interest of their customers with catchy methods.

According to Pine and Gilmore, the experience is a brand new economic offering that differs from commodities, goods, and services in particular. Experiences have different features just like commodities, products and services have. As today's economy adopts a service-based system, businesses must make more sales, increase market share, and add experiences to their traditional presentations.

Pine and Gilmore (1998) explained the transformation in the economy as in the below;

It begins with commodity production. It is not differentiated and the price is determined in the market by the demand level. Then, by industrial revolution, industrial products are started to be produced, which are still standardized in type and not differentiated. But, competitiveness rate is increased at some level. Service offerings are differentiated to some extent and the price is increased by this differentiation. Finally, experience as an economic offering are highly differentiated and people not only pay for the product or service they receive but for the added value they get from this memorable experience.

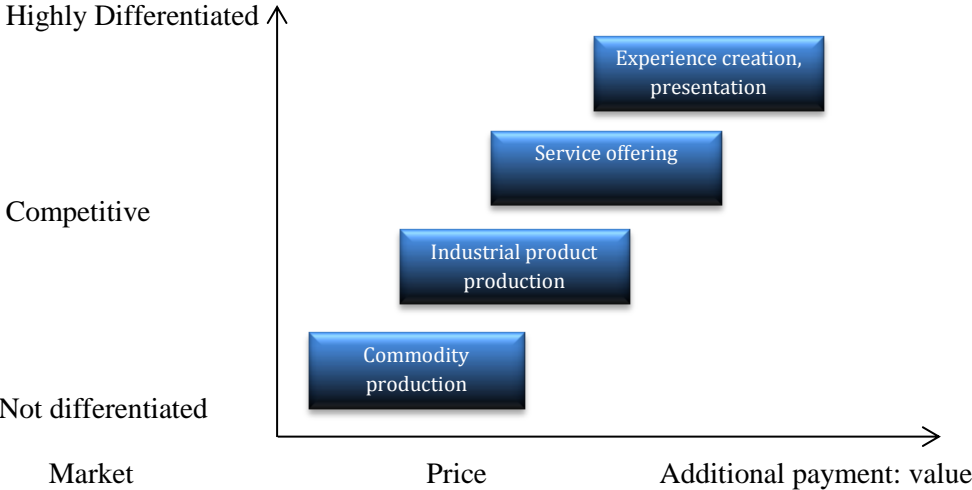


Figure 1: Change in economic offerings

Source: Pine & Gilmore, 1998: 98

The four elements of the economy; commodity, service, product, and experience, distinguished from each other in terms of economic functions, nature, basic characteristics, supply methods, seller and buyer characteristics, and demand types. The difference of experience from the other three can be explained by the creation of unique sensations that can be remembered by the enterprises by taking into account the personal characteristics of the consumers (Pine & Gilmore, 1998).

Pine and Gilmore summarized these differences as shown in the table below;

Table 1: Economic Differences

Economic Offering	Commodities	Goods	Services	Experiences
Economy	Agriculture	Industry	Service	Experience
Economic Function	Derived from nature	Production	Offering	Exhibition
Nature of Offering	Quantifiable	Tangible	Intangible	Memorable
Fundamental Feature	Natural	Standardized	Customized	Personal
Supply Method	Warehousing as parties	Post-production stockpiling	Supply dependent on demand	Providence in a period of time
Seller	Merchant	Manufacturer	Provider	Exhibition
Buyer	Market	User	Customer	Visitor
Demand Factors	Qualities	Features	Utilities	Senses

Source: Pine & Gilmore, 1998: 98

The concept of experience economy was first used in the Harvard Business Review in 1998 as a new concept in the business world. It was after the introduction of concepts of goods economy and service economy by Pine and Gilmore. However, the basis of the concept dates back to previous years. In 1982, Holbrook and Hirschman studied the experiential dimension of consumption in their work, "The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun".

Commodities, the most important representative of the agricultural economy, are resources derived from nature, i.e. from the animals, plants or minerals. These resources can gain qualification only after undergoing certain processes. The commodities are in a very vicious circle in terms of differentiation. Commodity traders can only operate in the market according to prices determined by the level of demand. By the industrial revolution, commodities in economies have been replaced by goods. (Pine & Gilmore, 1999).

By the help of the transformation of commodities into raw materials and differentiation of production costs, the importance of goods in the value series has increased. The value of

the goods is higher for consumers due to their availability. Since the end of the agricultural economy, the economic scales of companies have grown by product standardization. The breakdown of the working class from the agricultural economy and its turn to the factories led to changes in the production processes. However, labor demand in production processes has decreased by technological developments. In addition, the wealth created by the industrial sector has led to the diversification of the products. The market needs the service sector and workers and has demanded the workforce in this area (Pine & Gilmore, 1999).

Services are abstract activities that are organized based on customer demands. In order to provide a service, goods should also be used. Customers give value and importance to the service they receive. This is the main feature that distinguishes service from other economic offerings. In a market dominated by the service economy, product differentiation is important as well as the service customers received together with goods. Today's businesses can better meet customer demands by offering services with goods to avoid commodification (Pine & Gilmore, 1999).

Experiences have been occurred by service and product delivery. But, in this case, service and products are supplementary elements for experience product. The purpose of experience product is to accommodate activities aimed at leaving mind-grabbing effects by attracting consumers' attention. Each experience is a product of physical and spiritual interaction which consumers form at the moment. The value of the experience is related to how much of that experience remaining in the consumer's memory. Experiences often remain in the memory of the consumers as an unforgettable moment.

The commodity form of coffee is Nescafe products offered by Nestle. Drinking this coffee in a fast-food restaurant, such as McDonald's, or in a cafeteria, adds a service component to the product. However, having a cup of coffee in Starbucks addresses all components of the experience. (Smith & Wheeler, 2002).

The differentiation and customization through adding the experience component to the product also maintain the price differentiation advantage to the businesses. Therefore, converting the products into experience product provides the power of determining price;

Commodity	Good	Service	Experience
The Coffee Bean	Nescafé	McDonald's Coffee	Starbucks
60-70 Cent	2-3 Dollar	5-6 Dollar	8-9 Dollar



Price Increase

Figure 2: Price Differentiation According to Offering Type of Coffee

Source: Smith & Wheeler, 2002:6.

Starbucks has succeeded in transforming the experiential marketing paradigm into the “Starbucks Experience” (Michelli, 2007). In addition to offering coffee, it also provides customers with socialization. They try to provide the atmosphere necessary for their customers feel at home, with comfortable chairs and wireless internet service. In addition, the product innovations and coffee types address to the culinary tastes of the consumers and the smell of coffee that surrounds the environment appeals to the consumers. In order to get this coffee experience, consumers are able to pay more to Starbucks (Tsai, 2005; Pine & Gilmore, 1999; Schmitt, 2004; Kotler & Keller, 2005).

2.2.2.2. Consumer Role in Experience Economy

The concept of customer experience is first introduced in 1982 as a result of the division of consumer behavior into traditional and experiential approaches. The concept of experience above is a personal matter with the emotional significance stimulated by consumed product or service. The consumption experience, the focal point of the experiential approach, is elaborated by trinity, 3F (fantasies, feelings, and fun). Dreams, imagines and unconscious desires points to *fantasies*; love, hate, anger, fear, grief and fun address *feelings*; and hedonic pleasure from cheerful activities or aesthetic entertainment represents *fun* (Holbrook, 2006). In addition, the role of emotions in consumer behavior and the consumer needs for entertainment and pleasure started gaining importance (Addis & Holbrook, 2001).

Nowadays, consumers give more importance to the emotional and symbolic values of products and services besides functional properties. They also want to be satisfied in the

spiritual sense and enjoy memorable experiences with the brand. The concept of experiential marketing focuses on the customer's product and service experiences and started to be used to provide customer satisfaction and loyalty. It is stated that it is difficult for companies to survive without providing a superior customer experience in a competitive business environment (Berry, Carbone, & Haeckel, 2002).

Consumers' role in production has also changed by the experience economy. This change can be said to be the result of consumption hegemony. Rearrangement of social life through consumer goods has made consumers the determinant of production. The new marketing approach has offered products or services that will appeal to the whole aspects of the consumer in every sense. These developments have changed the position of the consumer in the market and have resulted in the emergence of a new concept: "Prosumer". Prosumer (producing consumer) is the combination of two words; "producer" and "consumer". This concept has introduced a new type of market, new experiences and a new consumer in the new competitive environment. These consumers are both the consumers and producers of the symbols and images (Odabaşı, 2004).

According to Toffler (1981), the new consumer prefers to determine indicators and symbols of products and to consume on his own. It has enabled consumers to also become producers. The dominant production understanding was positioned on the basis of its own values in the first half of the century left behind. In the second half, capitalism adopted the consumption pattern depended on the importance of production by reshaping consumption principles (Bati, 2012).

The changed definition of the consumer with the birth of the postmodern period completed its transformation process with the emergence of the concept of "prosumer". Because postmodern consumers do not know exactly what they want or what they desire. Postmodernism introduced new rules to the 1980s that society had to follow. The effect of postmodernist movements has felt by the emergence of slogans such as "Consumption is happiness and freedom" addressing to consumers. (Odabaşı, 2013)

They consume products not only due to their functionality but also due to hedonic value the product represents for them. The economy of symbols and signs bushes out in such

kind of market. The aim of the postmodern consumer, who considers consumption as an experience, is to consume emotional images, brands, and products which make sense to them.

Influence of hedonic consumption values cannot be ignored during the providence of experiences. Hedonic consumption is conceptually related to the consumption of various sensual feelings. In hedonic consumption, the important thing is what products or services represent for the consumers. Product or service image and value are the main determinants of consumption. Consumers focus on the symbolic meanings of the products in hedonic consumption. It takes into account what the product represents rather than what it is. It focuses on the image created by the product rather than the actual values (Odabaşı, 2013).

Considering basic motivations for hedonic consumption, it is obvious that experiential marketing is a very useful tool to direct consumer behaviors. In this sense, customer experiences can be managed by the idiosyncratic values. The excitement of a race, making others happy, the idea of cheering, search for adventure and other reasons for hedonic consumption such as social experiences are very important in terms of enabling consumers to adopt and actively participate in experiential marketing practices.

Design of experiential marketing efforts and activities are related to the free time of the consumer. Consumers like to engage in unplanned purchasing and entertainment consumption in their free time. This has enabled the organization of new type of marketing activities, “event marketing” such as free tasting of new foods. In this sense, hedonic consumption is conspicuous and unplanned shopping activity.

2.3. Stages and Dimensions of Customer Experience

2.3.1. The Stages of Customer Experience

Consumer’s social environment and instant mood have considerable impacts on consumer experiences. Consumer experience also refers to the learning process. This learning process first starts in the family. Children are influenced by their family members about

consumption habits and social environment can change their consumption and shopping habits in subsequent years. Development of communication technology accelerates this learning process. In addition, it can be seen that the previous experiences of consumers with the brands can be effective in their subsequent decisions. (Torlak & Altunışık, 2007).

According to Shaw and Ivens (2002: 23), consumer experience is a five-step process;

In the first stage, consumer expectations are shaped. Brand image, advertising, consumer's opinion about the company (word of mouth) and past experiences have a great impact on these expectations.

The second stage is the pre-sale interaction. It covers all kinds of activities that consumers have done until the moment they make their purchasing decisions. In this process, consumers conduct activities such as reviewing the web site and catalog, consulting with sales specialists, seeing the atmosphere of the place where they will buy the product or service and making a price comparison.

The third stage is the process of purchasing interaction. This stage starts with the purchasing decision and points out the most important part of the consumer experience. It includes all kinds of services and activities carried out to make consumers have pre-designed experience.

The fourth stage involves any interaction where the products or services are consumed. It is a consumer experience that occurs during the consumption of product or service. Some experiences are as short as eating candy, while others may take longer time such as driving a car or watching television.

The final stage of the consumer experience is post-experience evaluation. In this stage, the experience is compared with pre-defined expectations and these expectations are reshaped for the next experience. So, consumer experience process turns back to the first stage and completes the cycle.

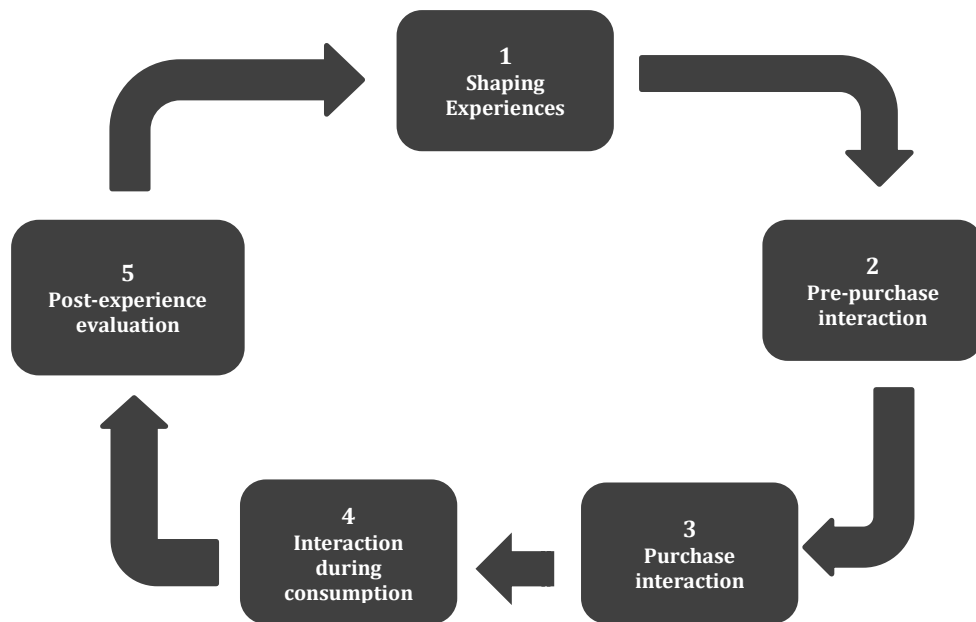


Figure 3: Stages of Consumer Experience

Source: Shaw & Ivens, 2002: 23.

It is very important to create experiences above expectations for both businesses and consumers. Consumers will eventually want to have the same experience once more time in the case that products or services which meet with or exceed their expectations. This will also increase brand loyalty. In this regard, businesses need to understand what consumers expect from them. Businesses will be able to survive to the extent that they can understand what consumers want both in functional and hedonic terms.

Customer experiences can be provided by using a product or service or through a unique experience that the consumers can come across very rarely. In the situation of experiences such as testing the Nike basketball shoe on a basketball court, taking test car of Volvo for 1 week drive, having a service from a doctor or a gym, the emphasize is on the satisfaction from the use of the product or service rather than creation of a special meaning for the consumers.

On the other hand, for the case of experiences such as having an holiday in the World of Wonders hotels, spending a special time by self-cooking in a specially designed restaurant, feeling comfortable like in your home when you are in a restaurant or café, the

emphasize is on the special experiences such as being unusual, feeling himself/herself special and experiencing with an unforgettable pleasure (Torlak & Altunışık, 2007). Apart from that, experiences can be created directly when consumers receive and consume the product, and may also be created indirectly when consumers are exposed to an advertisement or marketing communication (Brakus, Schmitt & Zarantonello, 2009).

The developments about experiential marketing have also produced the necessity for changing the form of product differentiation. Before, the product differentiation strategy followed by businesses was emphasizing the differentiation of fundamental and functional features of the product. However, businesses are now formulating differentiation strategies aim to create differentiation through customer experience. In other words, businesses are now following the strategy of experience differentiation instead of product differentiation.

2.3.2. The Dimensions of Customer Experience/Strategic Experiential Modules

The consumer behavior is in a process of continuous change by the effect of the stimulus, messages, information, signs, and symbols, etc. coming from the environment. The consumer's shopping habits are changed and reshaped via the tools of information technologies. For the very reason that the consumers are also individuals who have a unique character, sense, and perception, external factors stated above affect the consumers through their five senses which explained by Bernd Schmitt as Strategic Experiential Modules.

There are five different senses at the core of experiential marketing that consumers can experience (Schmitt, 1999). These senses are referred to as Strategic Experiential Modules and are classified as "Sense", "Feel", "Think", "Act" and "Relate". Strategic Modules can also be classified as Sensorial Experience, Emotional Experience, Aesthetical Experience, Behavioral Experience, and Relational Experience.

The figure below shows the conceptual model of how strategic marketing modules works with respect to customer loyalty.

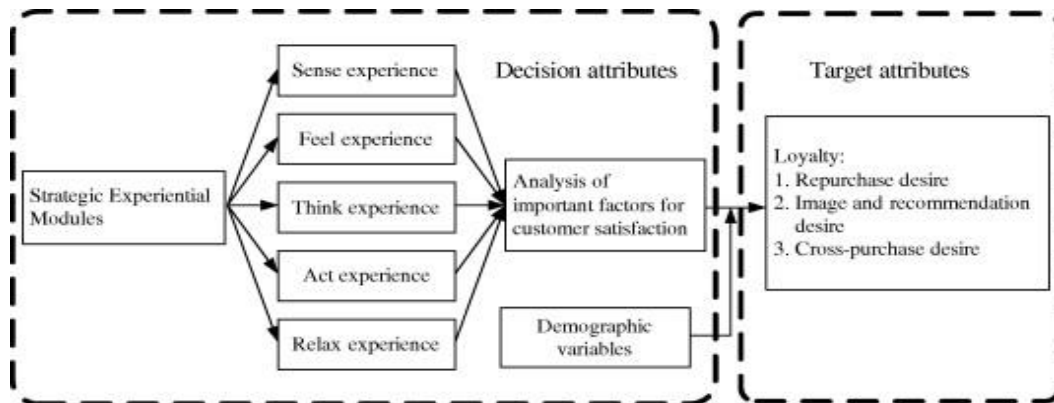


Figure 4: Strategic Marketing Modules

Source: Schmitt, 1999 and Sheu, Su & Chu, 2009

2.3.2.1. Sense (Sensorial Experience)

It aims to provide sensory experiences by addressing the five senses which are the sense of sight, hearing, touch, taste, and smell (Smith, 1999). This module aims to create positive emotional experiences and strong emotional ties with the brand in the minds of consumers by providing aesthetical pleasure and excitement. Companies aim to reach the target market and to create emotional ties between their products/services and their consumers by differentiating their products through sensorial modules. Consumers create their emotional values according to the data they acquire with the help of their senses (Schmitt & Simonson, 1997).

According to Tsaur, Chiu, and Wang (2006), the first dimension faced during the creation of customer experience is a sensory experience. With this type of experience, the senses are mobilized by creating a unique design by means of color, sound, taste, smell, and touch, and aesthetic satisfaction, excitement, customer satisfaction and sense of beauty are tried to be increased (Gentile, Spiller & Noci, 2007). Attention is paid to the use of striking colors, music, design styles, themes, etc. to create sensory experiences. Sensory ads or messages must impress customers using presentations that are dynamic, remarkable, and powerful. Experiential marketing approach attaches great importance to the concept of marketing aesthetics in this regard (Bostanci, 2007).

These experiences are created in our sensory perceptions such as hearing, seeing, tasting, touching and smelling. This experience module is designed to attract customers' interest and create new hedonic meanings about products and services. It is seen that many holistic brand image activities such as product features and benefits, brand names, or brand logos are not able to attract the attention of consumers in the competitive market of communication. Businesses have started to attract consumers with memorable experiences about their products or services (Schmitt & Simonson, 1997). In the related marketing literature, some theorists recommend that a service product be converted from a service product to a product of experience to maintain customer loyalty (Pullman & Gross, 2004).

Located in Norway, Sorrisniva Igloo Hotel is a hotel that provides unforgettable experiences and sets a distinct example for this module. The hotel was built entirely of ice and the decoration was made using ice sculptures. Since the temperature of the hotel is between -4 and -7 degrees, it provides a sleeping experience in sleeping bags made of reindeer skin.

Companies formulating sensory experiences began to use it to make brand positioning in consumers' minds. The brand image produced as a result of this brand positioning is not only limited to the characteristics of the product or the area in which it is used but also goes beyond this by pointing out different sensory modules in the minds of the consumer. In this sense, the aim is to increase the consumer's emotional commitment and motivation to the product. The sensory effects of these processes should be carefully examined by the companies (Schmitt, 1999).

For example, Redbull wants to create a brand image that reflects the emotions of excitement, fear, search for adventure and adrenaline and accordingly with this aim make sponsorship deals with organizations of adrenaline sports. Or, Mercedes-Benz makes sponsorship agreement with Formula 1 races and aims to provoke the sensation of adrenalin and self-confidence by addressing aspects of speed, safety, and power.

The sight is the strongest item in the sensory module (Jayakirishnan, 2013). In this sense, colors and shapes are the most important tools to recognize and identify. For this reason,

creative managers have long been trying to create visually appealing pictures and messages that are understandable to the consumer. The logo, colors used, packaging and design are the examples of visual stimuli and effective tools of brand strategy (Hulten, 2013).

Color produces different reactions in humans in terms of biological, psychological and attention to an object. This, in turn, has certain mental effects on customers (Farias, Aguiar & Melo, 2014). Key factors such as logos, packaging, color, design, and attractive shape can be used as a strategic approach to provide the consumer-demanded appearance of a product and strengthen products in this direction (Hulten, Brauvs & Van Dyke, 2012). For example, Milka uses purple, Coca Cola is recognized by red, Anadolu Jet is dark blue. It reminds consumers of these products or brands through colors even if they do not see the brand or logo itself. Also, each color triggers a different feeling. (Richard & Sanchez, 2009)

Table 2: Reflective Emotions of Colors

Yellow	Light, birth, youth, newness, will, strength, dynamism, wealth. Can also be associated to treason.
Green	Calm, balance, health, nature, coolness. Between hot and cold.
Blue	Reflection, meditation, calm, neutrality, cold, cleanliness, liquid.
Orange	Energy, heat, enthusiasm, vivacity, stimulation, independency, fertility.
Red	Heat, power, strength, passion, tonicity, excitation, speed. Can also be associated to danger and prohibition.
Violet	Mystery, spirituality, power, melancholy, lightness.
White	Birth, purity, wisdom, cleanliness, security, sobriety, clarity, coolness, futurism.
Black	Mourning, nil, unconscious, mystery, luxury, elegance.

Source: Richard and Sanchez, 2009

The second item of sense marketing is smell. You can close your eyes and ears, refuse to taste something, or prevent it from touching it, but the smell is part of the air you breathe (Lindstrom, 2005). The sense of smell involves 45% communication with the brand (Kotler & Lindstrom, 2005). The sense of smell is very close to our feelings and behaviors and has a great impact on our behavior (Mahmoudi, Ahmedinejad & Nezami, 2012).

Many retailers believe that fragrance and essence have a positive impact on customer experience (Bone & Ellen, 1999). The scents in the atmosphere of the stores can be better evaluated by the consumers. Good odor stimulates memory and creates added value for customers. In a study by Krishna, Lwin and Morrin (2010), the long-lasting odor is more permanent in memory and an object with aromatic odor is more attractive than non-aromatic odor.

In another study conducted by Chebat and Michon in a shopping center, it was concluded that the smell directly affected the impression of the customers and had a significant impact on the behavior of consumers. In addition, fragrance and essence significantly affect customer perceptions of product quality and the environment. In this context, the increasing importance of using fragrance to impress customers has enabled sellers to strategically use the fragrance tool in a competitive environment (Bone & Ellen, 1999).

The third item of sense marketing is hearing. Sound has long been recognized as an important factor that has a positive impact on people's mood, consumer behavior and preferences (Alpert, Alpert & Maltz, 2005). The share of hearing among the factors related to the brand building was found to be 41% (Kotler & Lindstorm, 2005). At the same time, hearing can be used as an effective tool to connect with and influence the unconscious needs of the consumer. In addition, hearing affects our shopping habits (Lindstrom, 2005). Also, Hui and Dube (1997) showed that music in the store gave positive results in music studies in the retail environment.

Coupled with consumer sentiment and music played, it brings an important approach to the development of positive consumer behavior towards the store. Other studies show that music used in the store can be effective in increasing sales (Matilla & Wirtz, 2001) and

may positively affect consumers' purchasing intentions. (Baker, Parasuramen, Grewal & Voss, 2002). In a study conducted by Vida (2008) on the sensory experiences of consumers, it was found that music perception had positive results in the consumer experience and that the evaluation of the store with hearing experience was effective in making the goods look desirable and customers spending more time and money in the store. The findings of the study show that the correct music can affect repetitive behavior.

Touch is another item in sense marketing or customers' sensorial experience in strategic marketing modules. Touch is the most common sensory organ of the body and provides physical contact. The effect of sense of touch on brand building is 25% (Kotler & Lindstrom, 2005). The sense of touch has positive effects on the perception of the products by the customer and the customer behaviors and shopping attitudes formed in this direction (Peck & Wiggins, 2006).

In their study, Peck and Wiggins (2006) suggest that touching electronic products increases customer experience. Touch sense allows customers to interact with products. The underlying reason for this may be the fact that sight alone is not enough for customer experience. Having enough touch experience to feel products such as computers or mobile phones and to create positive interaction with the product by means of physical properties such as material, temperature, weight, has positive effects on customers and increases customer loyalty (Rodrigues, Hultén & Brito, 2011).

In their study, Hulten (2013) stated that besides the sight and sound experiences affecting the customers, the touch experience also enables positive impacts on the customers' buying behavior and on attitude towards the brand and product.

The sense of taste has a 31 % share in brand building (Kotler and Lindstrom, 2005). Intuitive use of flavors that appeal to customers in the food market where there is a strong competition is an effective way of influencing consumer behavior. The flavors in which food companies can convince the consumer to have an important place in terms of marketing strategies. In this regard, the Coca-Cola brand is one of the most important examples of creating a unique identity using taste (Jayakrishnan, 2013). Presenting food

and drinks as tools that express unique tastes for customers has a significant impact on the taste experience (Klosse, Riga, Cramwinckel & Saris, 2004).

From time to time, we see the food companies and marketing experts define a food or meal with live names and in this way try to attract more customers. According to research, this kind of marketing strategy increased restaurant sales by 27% (Wansink, Ittersum & Painter, 2004). In their study, Costa, Patricia, Natasha, Jessica, and Maria (2012) has shown that this taste marketing is a strategy aimed at ensuring customer loyalty. In order to do this, service differentiation is used through the sense of taste and it is beyond providing customers with colors, exposing them to smell, using music to soothe them in order to attract their attention and to provide them with experience with touch. According to them, this sensory effect makes the customer understand the unique value and makes it an unforgettable experience that encourages the repetition and re-experience of this experience, regardless of price.

2.3.2.2. Feel (Emotional Experience)

The rising importance of the emotional needs of consumers has given rise to a new concept in marketing which is emotional marketing (Khuong & Tram, 2015). Research and market analysis over the past 10-15 years revealed that consumers reacted emotionally to advertisements, that emotions were the dominant motivating tool for consumers' spending habits and that they were able to persuade and make consumers remember the experience to a considerable extent after the experience (Allen, Machleit & Kleine, 1992). Emotions that help build deep emotional ties between consumers and products and increase consumer loyalty represent a central feature of consumer experiences (Rajogopal, 2015).

Emotions express a common language that is universally spoken and understood. A feeling represents a mental and physiological process associated with a wide range of senses. In this sense, it interacts with thoughts and internal (psychological) or external (social) factors. Emotion refers to a process of cognitive assessment that involves a range of stimuli, allowing people to recognize and identify a particular emotional state (Consoli, 2010).

Emotional marketing, a new marketing concept, highlights the importance of the emotional bond with customers in the marketing field. The value series and new needs of contemporary consumers have led to the formation of new symbolic consumption culture. In addition, the emotional marketing approach that we can define as new is a paradigmatic approach. These developments have led to changes in marketing understanding in the way of managing (creating, supporting, evaluating) customer experiences with emotional criteria and messages, and the establishment of a key link between the company and the consumer (Rytel, 2009).

The theory Rytel put forward in his research is based on the fact that the consumer's purchasing/consumption preferences are more influenced by the emotional qualities of goods/services, brand symbols and other change elements rather than rational. The psycho-symbolic characteristics of the factors mentioned above determine the amount of purchase/consumption and the type and duration of the relationship with customers.

Emotions became more important as a result of the principle of consumer satisfaction. Emotions are different elements that need to be added to products and services in order to improve product/service supply management, and they are designed and managed with a careful and detailed understanding of this context. The consumer seeks not only a rational decision that meets his needs but an object that has symbolic meaning for him and becomes a source of emotion and relationship that is linked to psychological and cultural motivation (Consoli, 2010).

In this sense, Rytel defined emotional marketing as a substantive shift in marketing management which focus on the creation of emotional ties between the company and the consumer as the key motivator for consumers' purchasing or consumption decisions. All this brings a postmodern method to the science of marketing in which consumer behavior models are built up in emotional structure by focusing on symbolic meanings of products and their reflective visions, images, and sensations (Rytel, 2009).

Before marketing activities that will stimulate the emotions of the customer mass, it should be examined how consumers' wishes, desires or lives are evaluated and how they

will react to the practices. If an international brand is trying to prepare the emotional experience of the country's culture should be examined carefully (Schmitt, 1999).

Schmitt (2010) proposes the businesses feel marketing or, emotional experience for the purpose of creating emotional interactions and ties with their customers. Emotional experience is a customer experience module that is used to provide an emotional tie between the client and business, brand or product (Gentile et al., 2007). With this experience module, it is aimed to create a positive connection between business and customer by affecting the emotions of customers.

Emotional experience refers to the creation of positive experiences and strong emotional connections established between companies and customers associated with the brand. Emotional experience must be properly analyzed by marketing experts to be managed. It is necessary to understand which emotional experience stimuli create which emotions on the customers and develop the elements of the marketing mix accordingly (Yu & Ko, 2012).

Developing the elements of marketing mix by analyzing how stimulants will create emotions in the consumer increases the functionality of this experience module (Yuan & Wu, 2008). When using emotional experience module, businesses should consider the cultural, societal and traditional characteristics of the target group.

The advertising messages in which emotional content is dominated, generally, people are used who feel good. Thus, it is aimed that consumers remember the happy events from their own past or imagine a similar situation in the advertisement for himself and identify himself with the happy characters in the advertisement and thus aiming positive feelings to the product (Odabaşı & Barış, 2002).

In this respect, we can give Coca-Cola's Ramadan advertisements as a successful example. In the advertisement video, it can be seen that smiling or laughing Turkish people sitting around a dining table, having a nice conversation with large family members, sharing the happiness of iftar and spending a good time together. The picture presented in the advertisement video is also supported by local cultural music. The aim is

to establish positive links with the customers by showing that Coca-Cola is a part of local cultural and religious aspects of the Turkish people.

Music is an effective incentive for advertising to have the desired effect. In modern marketing, the emphasis is placed on the use of music and sounds in advertising (Tomey, 2014). Among the factors that make an ad watchable, it is documented that the music used is the first among the factors that correspond to approximately 50% (Mayer, Salovey & Caruso, 2008).

The advertisement video for Kent Candy can be given as a good example of the use of music in the advertisement. The picture of grandfather and grandmother hopefully waiting for their children to visit them in religious aid are gained depth with the minor tone music used. The picture and the music certainly aim to create emotional ties between the brand and customers. It can be said that the eventual aim of all these efforts is to create loyal customers which are crucial for the survival of companies in a harshly competitive market.

In particular, considering that the emotional side of experience in hedonic consumption has become more important today and is seen as an important determinant of customer loyalty (Gnoth, Bigné & Andreu, 2006: 29). The importance of the emotional experience that enables the creation of an emotional relationship between the customer and the business, brand or products becomes obvious. Unlike the element of knowledge, the emotional element contains a negative and positive feeling and emotion rather than neutral information. According to Koç, the emotional system is largely reactive and people have little control over their emotional response. It has been found that high emotional loyalty is much stronger than cognitive loyalty over general customer loyalty and leads to customer buying and regular buying behavior (Koç, 2013: 282).

2.3.2.3. Think (Intellectual/Cognitive Experience)

Think or cognitive marketing aims mobilize customers' cognitive processes and provide satisfaction in a cognitive sense to make the product or brand memorable in their minds. Customers engage in cognitive thinking process triggered by the external stimuli.

American psychologist Guilford (1956) described two types of thought in which people were involved, in accordance with the concept and functioning of cognitive experience. Convergent thinking is usually focused on a result or answer, and mental processes are directed at that result or answer. This type of thinking concentrates on the basis of speed, logic, and accuracy and emphasizes the processing of known and collected information (Cropley, 2006).

Moreover, convergent thinking is closely linked to existing knowledge as it tends to systematically manipulate existing knowledge on growing this information (Cropley, 2006). On the other hand, what is essential in divergent thinking is to search for a unique answer (Brophy, 2001; Guilford, 1956). In divergent thought, the aim is to uncover the links between the concepts that are not related and to transform the information into a new type of knowledge after mental processes (Cropley, 2006) and points to the creative problem-solving experience (Brophy, 2001).

Apart from that, cognitive marketing helps develop effective marketing campaigns. According to Watson (2016), there are certain reasons why brand uses cognitive marketing. First, cognitive marketing ensures that the brand's marketing message is delivered to customers at the right time and in the right way. Marketers who are aware of this will be able to send long-term, engaging stimuli that are easy to consume and short-term (Walker, 2018).

In addition, customization in this way helps brands to avoid transmitting irrelevant messages and not to put different meanings on the messages delivered by the customer. Second, Intellectual or Cognitive Marketing helps customers make more rational decisions in purchasing. Third, Business2Community has discovered that customers are looking for appropriate advertisements and brands to fulfill their need for emotional satisfaction through the use of products. IFP also needs to ensure that customers are looking for stimulants to meet their emotional needs, so marketers need to make sure that they know what customers really want, what they don't want, and provide data about them by accurate customer analysis. Fortunately, according to IFP, if used effectively and correctly, cognitive marketing is an important tool that enhances interaction between

brands and customers, affecting customers' buying behavior and customer loyalty (Walker, 2018).

Cognitive customer experience is a process that involves the management of a strategic experience that affects customer behavior and enables interaction between the product and the company. In addition, the concept of customer experience brings customers and firms together at every point of purchase (Schmitt, 2003).

At the same time, these points are the point of integration of the different components that make up the customer experience. For this reason, customer experience is a process that needs to be managed and is one of the development tools of interaction between customers and companies. At this point, customer evaluations are based on comparing the differences between expectations and actual experience. Some studies have shown that companies that succeed in satisfying customer expectations are successful in managing customer experience (LaSalle & Britton, 2003; Shaw & Ivens, 2005; Gentile et al., 2007)

The dimension of think experience addresses the cognitive processes and intelligence of consumers encourages them to dream, to think creatively, and to use cognitive processes (Holt, 1995; Schmitt, 1999; Brakus, Schmitt and Zarantonello, 2009) and stimulates the sense of curiosity in the consumer. As a result, experience plays an active role in making connections between consumers and brands more memorable than theoretical knowledge or training. In this sense, experiences are more interesting than trainings (Hoch, 2002).

According to Schmitt's definition, the intellectual/cognitive experience module is attracting the attention of consumers with remarkable elements and mobilizing their thoughts (Schmitt, 1999). Intellectual/cognitive experience covers experiences that motivate customers to think about a particular subject and motivate them to focus on it. With this experience module, the keyword "think" is emphasized, it is aimed to re-evaluate the products or services offered by the customers by mobilizing the problem-solving experience of customers (Schmitt, 1999). The objective of intellectual marketing is to make their customers deeply think about their products and services and to mobilize them to create catchy thoughts about the brand or products (Schmitt, 1999).

A good example of the use of this module is Nike's "Make Yourself" campaign. By this campaign, Nike gives a message to its customers that they can design the Nike products however they want and try to make them think about their wishes on the products. They try to prompt imaginations of customers on what kind of shoe they want and make it on their own.

It is also a good example of a cognitive experience where customers can capture some rare treasures in online games by contemplating or overcoming difficult obstacles (Sheu, Su, & Chu 2009). While the tools and concept provided by Mardan Palace or Adam & Eve Hotels to explore the hotel, make them think about the hotel, the theater shows that Tura Tourism exhibits during the Ephesus tour lead the tourists to think about ancient life and create an intellectual experience (Williams, 2006)

2.3.2.4. Act (Behavioral Experience)

The behavioral experience includes any actions that make customers physically and bodily interact with the brand (Zarantonello & Schmitt, 2010). It is indicated by the frequency and quantity of purchase or purchase intention. (Cho, Fiore & Russell, 2015). Behavioral experience is an "act" experience and its goal is to influence customer behavior, physical experiences, and lifestyles (Schmitt & Rogers, 2008). In addition, Xu and Chan (2010) state that behavioral experience is a module that reflects customers' personal characteristics, lifestyles, and brand approaches and is different from other customer experience modules.

Behavioral experience is a module that focuses on consumer behaviors, lifestyles and cultural characteristics. In this module, it is tried to be presented a different life-style option to the consumers by examining the lifestyle of the target group and offering various options. Famous people who have a different lifestyle and recognized by the community are used to provide new options (Schmitt, 1999). Behavioral experience also called the pragmatic component, does not only address the post-purchase phase of the product but address all stages in the product life cycle (Gentile et al., 2007).

Behavioral experience refers to the physical experience of the body, which flesh, motor actions, interactions, lifestyles and motivated actions (Schmitt, 1999b). When we think that lifestyle is a personal aspect; behavioral experiences are usually based on values and beliefs that affect or determine people's behavioral responses (Gentile et al. 2007). However, behaviors and lifestyles can be changed by offering different motivations, using inspiration and emotions (Gentile et al. 2007), and by adopting analytical and rational approaches to customer behavior (Schmitt & Rogers, 2008). For example, in many commercial videos, brands aim to motivate their audience and change their lifestyles by using celebrities or movie stars (Schmitt, 1999a).

Pertinent to this, Nike's advertisement slogan of "Just Do It" can be given as a typical example for the use of this module. By this slogan, Nike encourages the target group to change their lifestyle and offer them different possibilities. In the advertisement video, the brand emphasizes the mottos "you can make" and "to make it you should move". It suggests scoring an unforgettable goal for football lovers, beating the undefeatable boxer, or beating the Serena Williams on a tennis match.

Companies send messages about behavioral experiences to their customers, also aim to promote brand loyalty. Customers' commitments to the brand are increased by encouraging mobilization for customers are bored with routine daily life. Those customers, who get bored with traditional messages and seek for something new, increase their loyalty to the brand by taking new messages.

2.3.2.5. Relate (Relational/Social Experience)

This module refers to the association of the products or services purchased by the customers to the social class, status or group that the consumer represents or wants to be member of (Schmitt 1999b). The relational experience module incorporates the elements of sensory, emotional, behavioral and intellectual experience, but also individual acquisitions, including personal and special feelings of the individual. In this module, consumers associate experiences with their ideal selves rather than personal feelings. In other words, relational experience is the experience that consumers experience in relation to other individuals and cultures.

The definition of successful marketing in the new age is defined as the creation of a strong, passionate and real relationship between the brand and the consumer. In addition, strong brands, sees the consumer group, always in a relational style, not only as an asset that can take advantage of the benefits but also as a partner for participation, joy, and excitement. More importantly, it is stated that this new approach will help a cynical and turned-away consumer group to start to trust businesses again. This module describes a paradigm shift that brings new power, purpose, and effectiveness to the marketing field (Halloran, 2013).

In this framework, social experiences include customers' relationships with associations, brand communities, social identities, ethnic groups, cultural values, and social influences (Schmitt, 1999b). Social experiences occur when customers engage in interaction with other people or communities and this affects their group sense and awareness. In addition, people gain social experience by referring to their desired colleagues, families and partners (Schmitt, 1999a). Also, social experience is considered to include social activities of the individual, and in this context social experience is influenced by culture. In this sense, the formation of a brand community is a good example of social experience. (McAlexander, Schouten & Koenig, 2002; Algesheimer, Dholakia & Herrmann, 2005). Muñiz and O'Guinn (2001) describe the brand community as a specialized and geographically independent community based on a systematic network of relationships among users of the brand.

In line with the definitions above, the relational experience has to do with the creation of messages which reflect customers' identity and sense of belonging as a result of interactions with other individuals, social communities (gender, profession, ethnic origin, lifestyle, etc.) and social elements such as nation and culture (Yuan and Wu, 2008). For example, Harley Davidson motorcycles represent a lifestyle, where customers see the brand as a part of their personality and there are strong links among users in this brand community (Schmitt, 1999a).

In terms of social experience, the Harley Davidson brand has become the most powerful motorcycle brand in the field, using social experience or the brand community. The Harley-Davidson brand has developed an extremely strong social experience for its

customers. Customers become members of the brand community which is HOG (Harley Owners Group) when they own a Harley-Davidson motorcycle. Harley Davidson organizes regular meetings and social events among brand owners, allowing customers to express and share their ideas about the brand. This social experience is a lucrative interaction not only for customers with similar interests and thoughts to share their ideas and attitudes but also for Harley Davidson to receive feedback on the brand and improve their products.

In addition, many Harley Davidson motorcycle owners have Harley-Davidson tattoos on their bodies to symbolize their relationship with the brand (Schmitt, 1999b). As Teerlink (1996) concludes, if you are a Harley user, you are a member of the “brotherhood”. In addition, it was determined that the members of HOG (Harley Owners Group), the brand community, increased their interest in the Harley brand, improved customer satisfaction, and brand loyalty, and above all, positively affected the social experience (Fournier, Senspier, McAlexander & Schouten, 2001).

The social group of Galatasaray fans can be given as another example for relational experience module. You should wear sports gear, t-shirt, sweats, watches or hat of Galatasaray in order to be accepted by this social group (fan of Galatasaray). For instance, the first thing you should do is buying a team jersey from GSStore in order to be a member of Ultraslan supporter group. In this example, GSStores is a typical example of relational experience marketing.

As seen in these examples, social effects such as belonging to a community, being respected, social identity and being affected by the reference groups also play a role in the relational or social experience. Social classifications such as social roles, family and friendship, cultural values, brand communities, group membership should be considered in creating relational experience (Schmitt, 1999b).

The main aim of all enterprises wishing to benefit from relational experience is establishing a sense of belonging for customers to the brand. Experiences include reference groups, cultural environment, close relations of people, and classes. Famous names in promotion tools aim to establish a link between brand and consumer by showing

people who are happy when using the product (Kotler, Bowen & Makens, 1998). Obviously, this will also boost brand loyalty.

2.4. The Concepts of Experiential Marketing and Customer Experience Management

2.4.1. The Concept of Experiential Marketing

Kotler (2009) defines the classical marketing as a process by which brands create value for customers by determining their needs and wants and ensuring customer satisfaction more effective and efficient than competitors. In accordance with what Kotler says, it is also argued that the classical marketing process starts with a clear definition of the target market, focuses on customer needs, directs all of its efforts to meet customers' product-based needs and finally produces profits by satisfying customers (Schmitt, 2003).

Classical marketing mainly focuses on functional features and benefits of products or services. The assumption is that products are simply the sum of their features and benefits. Besides, product categories and competition are narrowly defined and customer decision-making process is seen as a problem solving process through which customers as rational decision-makers seek for satisfaction by following steps of recognizing a need, searching for information, determining the alternatives, evaluating the alternatives and purchasing (Engel, Blackwell & Miniard, 2005).

Another subject which classical marketing is being criticized for is its promotion strategy. For promotion efforts, brands may either apply an above the line or below the line promotion strategy. The above line strategies are conventional and considered as impersonal to customers, whereas the below line strategies considered vice-versa. This distinction is a matter of brand building strategies.

For instance, in the above the line promotion strategy, brands use television, newspaper, magazine, radio, outdoor or internet advertisements to communicate their messages to their target audiences. On the other hand, in below the line promotion strategy other forms of promotional tools like sponsorship, direct mail, merchandising, public relations

or sales promotion are also preferred. However, none of the two kinds of strategy uses experiences or experiential dimensions for the promotional process. The promotional efforts do not include a level such as creating experiences for communicating the messages to the target audiences as in a way that experiential marketing does (Gautier, 2003).

The arguments mentioned above revealed that brands should not only apply the principles of classical marketing but also should consider hedonic and emotional sides of consumption activity. Now, brands are advised to seize customers emotionally and personally and try to connect them to their lifelong products through experiences (Gautier, 2003). It is said that they should leave the mentality of creating mass marketing messages in a one size fits all format and should try to discover memorable, personal and meaningful experiences that will attract their customer's attention (Hauser, 2007).

Nowadays, like changing attitudes towards the concept of classical marketing, consumers are changing and wanting more than the mass messages sent to them in a differentiated way (Hauser, 2007). Furthermore, today's consumers are increasingly seen as media enthusiasts and bored. It is argued that they don't fit neatly into the researcher's tic boxes anymore, and so it is getting harder to find new ways to attract their attention (Gautier, 2003). They are also seen as becoming increasingly brand-aware and fiercely brand loyal since they are empowered with more product choices, more sources of information and more ways of receiving marketing messages than ever before (Schuler, 2004).

Consequently, it is said that today's consumers require to be communicated through not only the classical promotional process tools but also through the experiences that are personally relevant, memorable, emotional and meaningful (Hauser, 2007). As stated by Norton (2003), today's consumers found out that their most precious need is for quality time, and so they evaluate experiential offerings as a way of getting more enjoyment out of their time and as a means of feeling connected, important, and understood (Erbaş, 2010)

In parallel to those developments, towards the end of the 1990s, the concept of experience has become the most important phenomena in understanding consumer behavior and for

the futures of marketing and economy. The authors of the book “Experience Economy”, Pine and Gilmore (1999) have introduced the experience as a new offering after commodity, product, and service. In his article "Experiential Marketing", Schmitt (1999) states that in experiential marketing, brands are seen as experience providers and need to focus on customer experiences instead of product functional features and benefits, and that they should be able to plan their experiences, create communication messages, design their areas of experience, and manage customer experiences.

For companies including strong brands, competitive market, their customers or even prospects are all valuable assets and essential for survival. All of them acknowledge the necessity of customer retention and loyalty and therefore, pay efforts to focus on customers. However, even though they try to focus on customers, most of them fail in providing their customers with experiences. Those which fail to help their brands connect with their customers generally rely on outdated marketing and management approaches and tools of classical marketing (Schmitt,2003).

In their book “Managing the Customer Experience”, Smith and Wheeler (2002) mentioned how the customer experience should be managed and great importance of employees. Shaw and Ivens (2002), in their book “Building Great Customer Experiences”, have addressed the 7 philosophy of creating the customer experience, managing the customer experience with the customer experience pyramid, and measuring the customer experience. As a result of their research, they stated that customer experience is a new competitive battleground and is the source of sustainable diversity.

According to the International Experiential Marketing Association (IXMA), experiential marketing gives customers an opportunity to interact with brands, products and services in sensory ways. Furthermore, experiential marketing expresses the experiences of existing customers with their brand, product and service, which increases sales, and increases brand awareness. It is the most powerful tool to gain brand loyalty when the right strategies are implemented.

Schmitt (1999) stated experiential marketing takes these features, advantages or other features that are covered by the classical marketing concept, and enables brands to

communicate with their customers, influence their senses, touch their feelings and give them an experience. “Different than the classical marketing concept and rather than focusing on the product’s features or benefits, experiential marketing focuses on customer experiences. Instead of defining categories or competition narrowly or paying attention to product items one by one, it examines the consumption situation related to each product item” (Erbaş, 2010: 23). For example, instead of only focusing on the product Starbucks’ coffee, the features and benefits of it, experiential marketing focuses on whole process of purchasing interaction from getting inside to a Starbucks shop, having a white mocha, packaging of the product, sitting and having your white mocha in a dim-lit and wooden-furnished place.

In experiential marketing, customers are seen not only as rational decision makers but also as emotional decision givers. According to Holbrook and Hirschman (1982), while customers frequently engage in rational choice, they are just as frequently driven by emotions since their consumption experiences are often directed toward pursuit of fantasies, feelings and fun. And finally, unlike the classical marketing concept, experiential marketing uses eclectic research methodologies and tools and instead of bounding to one methodological ideology, it uses what seems to be appropriate to explore good ideas like eye movement or brain focusing methodologies (Schmitt, 1999).

The fundamental differences between classical marketing and experiential marketing are tried to be shown in the table below;

Table 3: The Differences between Classical Marketing and Experiential Marketing

	Classical Marketing	Experiential Marketing
Focus point	Product features and benefits	Customer experience
Product category and competition	Narrow product category and narrow competition	Broad product category and examination
Definition of Customers	Rational decision makers	Rational and emotional decision makers
Research Methodology	Analytical, quantitative and verbal research methodologies	Eclectic research methodologies

Source Schmitt, 1999

In addition to promotion strategies above the line and under the line, experiential marketing offers another promotion strategy called experience-based promotion. Page (2008) states that experimental marketing offers a new and innovative way of communicating with consumers through experiences and utilizes experiences as a promotional tool that moves along the line and with promotional tools under the line. According to Behnke (2008), experiences create an opportunity for consumers to interact with products and to convince consumers of brands because they allow their audience to tell their story.

Along with those developments, a new concept, Customer Experience Management (CEM) has emerged. Customer Relationship Management (CRM) itself have become insufficient in managing relations with customers due to changing profile, wants and needs of customers. The necessity for taking symbolic meaning of consumption into account has arisen and this had led to adding new perspective for managing relations with customers, “Customer Experience Management”.

2.4.2. Customer Experience Management (CEM)

Customer experience is the direct observation or stimulation and interactions obtained from the event or activity being involved. The concept of customer experience was first introduced to the literature by Holbrook and Hirschman. The concept of customer experience, which has emerged as a result of traditional and experiential approaches of consumer behavior, has strengthened the mutual relationship by providing a continuous interaction between the enterprise and the customer (Thompson, 2012).

Experiential marketing has evolved from a concept confined in academic writings to a concept analyzed and applied in the marketing applications of businesses. Some methods have been developed to manage consumer experiences within the framework of customer relationship management and have been applied in many industries (Schmitt, 2010).

Schmitt argues that, by identifying and analyzing the essence of consumer experiences, enterprises should develop brand loyalty by applying experience-oriented strategies, achieving targeted growth and profitability rates, and ultimately add value to customer

relations through experience based interactions. Schmitt proposes “Customer Experience Management” (CEM) in order for businesses to succeed in their efforts for managing customer experiences.

According to CEM, experiential marketing efforts have five stages of application;

- 1) **Customer Analysis:** *It is the first stage in which research methods, customers' characteristics, wishes and needs, target market dynamics are identified and analyzed. At this stage, the target customers, experiential environments, customer contact points, research methods are determined and competitors are researched (Schmitt, 2010: 86).*
- 2) **Establishing an experiential platform:** *This step is a contact point between developed strategies and implementation. This is the stage in which there are dynamic experiences and desirable experiential values which have many senses and dimensions. In other words, this stage includes positioning of goods and services considering customer experiences. Considering what type of stimulus or messages companies wish to deliver to the customers, a site (experiential platform) should be established where the brand will be located. This platform refers to customers' realization and evaluation of many brand associated assets such as logo, different types of products under the same brand, brand ambassadors and qualified personnel. It also addresses adaptation of the types and dimensions of experience in line with the business objectives.*
- 3) **Providing brand experience:** *This phase includes the implementation of the experience platform on customer interfaces (store, call center, etc.), designation of brand experience and selection of tools for experience. Brand experience is supported by verbal messages and communication visuals. It is formed by adapting the themes identified in the experience platform to the brand. At this stage, businesses redesign and reformulate the goods and services, logos, signs, logistical activities, promotion and advertising tools,*

graphic and design processes by reviewing customer relations (Schmitt, 2010: 89).

- 4) ***Establishing customer interaction:*** *At this stage, information and services needed by consumers in the purchasing process are created in an effective and efficient manner by interactive communication (Deligöz, 2016:67). According to Schmitt, dynamic and customized consumer interfaces are created through information exchanges with customers and changes in the services made.*

- 5) ***Continuous innovation:*** *Technological developments and constantly improving living standards have led to change in consumer demands and needs and to the emergence of redesigned goods and services. In such an environment, enterprises need to catch up with changing conditions in order to survive, grow and reach their targeted profitability rates and need to innovate their tools, policies, and strategies continuously. In such kind of innovation process, customer experience should be the origin point.*

Although Customer Relationship Management (CRM) and Customer Experience Management (CEM) are different concepts; they are similar and interact with each other. Customer Experience Management aims to create better experiences to meet expectations with products and services, to add value to the gap between experiences and expectations, while Customer Relationship Management aims to provide the best products and services to meet the demands and needs of the customers.

While CRM includes analytical and quantitative data about customers, CEM includes personal thoughts of customers about the brand. Customer information obtained through CRM strategies can help in designing customer experiences. CEM is carried out with the help of the customer's voice research, observations and various studies; on the other hand, CRM is carried out with the help of sales data and market researches. As CEM refers to the points of contact with the customer; CRM refers to the analysis made after the report on customer communication.

2.5. The Characteristics of Experiential Marketing

Based on the analysis in the field of experiential marketing, Lanier (2008) proposes four main characteristics of experiential marketing: 1) narrativity, 2) connectivity, 3) liminality, and 4) multiplicity. According to him, in contrast to certain elements, these characteristics represent broad concepts that include the many aspects of experiential marketing in three dimensions which are the consumer experience, the experiential interface and the marketing experience as he defined.

2.5.1. Narrativity

The first characteristic of experiential marketing is narrativity. The concept of narrative within the conceptual framework of experiential marketing is defined as a functional story. In this context, the concept of narrative refers to the arrangement of the structure or framework used to make sense of customer experiences or events (Bruner, 1990; Escalas, 1998; Mandler, 1984).

The structure of a narrative refers to the non-persistent and causal elements that are put forward to determine the relationships between beings and events (Escalas 1998). The narrative consists of themes, drawings, characters, settings, time, purpose and output. A narrative covers certain events or experiences that are artificially represented in the story as a context (Prince, 1987).

One of the most important concepts associated with the narrative is the theme. A theme in the conceptual framework of experiential marketing can be defined as a systematic tool that can easily assimilate and transmit the meaningful whole of a series of ideas, events, and individuals to the other party. Thus, a theme incorporates both meaningful gathering and communication (Lanier, 2008). It is emphasized that marketers need to use the theme element creatively in order to create and exhibit an attractive marketing experience for customers (Bryman, 2004; Gottdiener, 1998).

The theme is based on a cultural reference point (e.g. space, nostalgia or paradise), which is often abstract and symbolic for customers, beyond pointing out an experience

(Gottdiener, 1997; Schmitt & Simonson 1997). There are five principles to consider when using and developing an experiential theme (Pine & Gilmore, 1999);

- 1) The theme should change the customer's perception of reality;*
- 2) should focus on alternative space, time and matter;*
- 3) should integrate space, time and substance forms into a coherent totality;*
- 4) should be developed using numerous sample references in the space,*
- 5) should be appropriate to the image of the company that determines the experiential setting.*

In addition to the theme, the narrative should include some type of story according to literature (Pine & Gilmore, 1999). The theme should be presented within a story in order to be capitalized for customers. One way to embody the theme of marketing experience is to present it as a story in the form of the theater (Barron, Harris & Harris, 2001; Sherry et al. 2001; Williams & Anderson, 2005).

Stories play a very important role in terms of consumption based on customer experience. the consumer builds his consumption experience on the story presented to him and in this way transforms an activity or performance into the experience through the story he constructs. The story is consistent with all the parts that make up the event and allows the consumer to record the experience mentally (Deighton, 1992).

The third element of the narrative is the storyteller. The way to tell customers an effective story is to have a storyteller or multiple storytellers if there are multiple marketing experiences (Imagineers, 1996; Pine & Gilmore, 1999). The story can be told by the storyteller highlighting the physical aspects of the proposal or conveying his experience (Imagineers, 1996). In this sense, companies should see their employees as storytellers rather than just salespeople, as in Disneyland (Pine & Gilmore, 1999). At the same time, the cast, roles, and characters must be theatrically chosen correctly for a successful experience (Pine & Gilmore, 1999).

2.5.2. Connectivity

The second characteristic of experiential marketing as suggested by Lanier (2008) is connectivity. In the context of connectivity, information technology (IT) is one of the concepts applicable to experiential marketing. Here, information technology generally refers to aspects that are important in the communication and transmission of information between two or more parties (Hirschheim & Adams, 1991; Jackel, Rovekamp & Wurfel, 2006; Mah, 2005).

The three information technology concepts that are potentially important for conceptualizing connectivity in terms of experiential marketing are marketing network connections, information flow, and communication. First, it is very important that all the elements are connected to each other in order for an information network to function properly. Second, all aspects of a network must use appropriate protocols to ensure and maintain the connection and transmission of information between elements. Third, in order for information networks to work effectively, they should facilitate communication between all interested parties (Lanier, 2008).

In terms of network connections, it is suggested in the literature that it is very important to connect all the structural elements of marketing experience to produce the desired consumer experience (Lanier, 2008). Although the connectivity component usually focuses on the information aspect of a system, material components are also important in communicating the experience to customers (Heilbrunn, 2007; Podestà & Addis 2007). In theme parks, Disney is very careful to distinguish between its stage activities (that is, what the visitor sees) and the backstage. Disney carefully distinguishes frontstage and backstage activities such as what customers see and backstage operations of theme parks.

In terms of information flow, which is the second dimension of the concept of connection, it is suggested in the literature that all symbols and meaning of the marketing experience must be compatible to produce a consistent marketing message. The second dimension of the concept of connectivity deals with the fact that marketing experiences are mainly based on sign systems (Santoro & Troilo, 2007). Here, we can see the analogy between narrativity and connectivity, as well as the material and the symbolic. Producers

of a marketing experience need not only to base the experiential offer but also to ensure that the theme encompasses all aspects of the experience and makes the message intended to be sent to the customer stronger (Pine & Gilmore, 1999).

The third aspect of the concept of connection is communication. In terms of communication, experiential marketing literature refers not only to the analogy of the concept of connectivity with the material and symbolic elements of the created experiential platform but also to the links with experience providers (Arnould & Price 1993; Belk & Costa, 1998; Haythornthwaite, 2005). At this point, communication is one of the main factors that make the connections between experience providers and consumers effective (Jackel et al., 2006). Experience providers provide consumers with the meaning they want to create about marketing to help them gain a deeper identity through experience possibilities and experience by reinforcing their common beliefs, encouraging new thinking (Durgee, Holbrook & Sherry, 1991; O'Guinn & Belk, 1989).

2.5.3. Liminality

The third feature proposed as a distinguishing feature of experiential marketing is liminality. For Lanier (2008), the concept of liminality is based on Van Gennep's seminal work on parades and Victor Turner's concept of pilgrimage. Here, the parade is a kind of transformational ritual consisting of three stages: preliminary, liminal transitional and post liminal (Lanier, 2008).

Since the liminal concept represents a transcendence state, it is proposed as a key component for experiential marketing due to its spatial and temporal separation from reality. There is a physical transition between spatial boundaries that bring consumers from their ordinary lives to experiential marketing to the border world of experiential marketing, such as putting away their belongings or pilgrimage in the desert before embarking on a rafting expedition.

Experiential marketing literature in terms of experiential interface and consumer experience, focuses on three liminality components: *1) integration, 2) condensation, and 3) transformation* (Arnould & Price, 1993; Belk & Costa 1998). Integration refers to the

processes that participants use to consolidate and understand some sort of material and symbolic elements of the liminal experience. The condensation component refers to activities that highlight the shared aspects of liminal experience among participants to enhance interaction between participants. The transformation component refers to activities that enable participants to internalize and create changes as a result of the participants' interiorization of their own experiences. (Lanier, 2008)

2.5.4. Multiplicity

The fourth proposed characteristic of experiential marketing is multiplicity. In the present context, multiplicity addresses the idea that a marketing message can have multiple stimuli that are integrated into the experiential interface in multiple ways and in turn which take an effect on and are affected by the consumer experience on multiple levels, produce multiple interpretations in terms of consumers. Thus, multiplicity is present under all three dimensions of experiential marketing (Lanier, 2008).

For strategic management of experiential tools and messages, the literature suggests that experiential marketing activities make an effect on the consumer in seven ways: sensory, emotional, creative, mental, physical, social and spiritual (Hirschman & Holbrook, 1982; LaSalle & Britton, 2003; Schmitt, 1999). It has been suggested that the purpose of marketing experience is to influence the consumer in a positive way to leave long-lasting and unforgettable impressions (Pine & Gilmore, 1999). For making these effects realizable, experiential marketing components should be designed in a way so that it affects the senses, feelings, and imagination, reason, body, social relations of consumers (Schmitt, 1999).

With sensory stimuli, it is aimed to influence a person's sense of vision, hearing, smell, tasting, and touch and thus create a memorable experience in the consumer (Schmitt, 1999b). Emotional stimuli are used to stimulate feelings such as happiness, joy, sadness, fear, anger, and surprise (Shaw & Ivens, 2002). With creative stimuli, it is aimed to stimulate cognitive abilities or facilitate cognitive processes (Hirschman & Holbrook, 1982).

Intellectual stimuli aim to stimulate the cognitive activities of the target group related to processes such as problem-solving, information processing and decision making (Schmitt, 1999). Physical stimuli are intended to motivate consumers to act physically and motion (Anderson, 1999). Social stimuli aim to associate the person socially, thereby creating a commitment to social groups or social formations (Belk & Costa, 1998). Spiritual stimuli aim to make us think philosophically on our fundamental existential concerns (LaSalle & Britton, 2003).

According to Schmitt (1999b), marketers should consider six general considerations when formulating multiplicity in a marketing experience: 1) the number and intensity of stimuli; 2) causality, bond, and depth between stimuli and their effects; 3) the coherence of symbols and narratives used with the experience to be created; 4) the degree of correlation between the customer experience and all components of experiential warnings; 5) the stimulation of all stimuli, the liminality of participants to the maximum extent of experiential activity; and 6) the extent to which the stimuli and their effects are socio-culturally meaningful.

Of course, the characteristics of experiential marketing are not limited to those matters elaborated above. However, in the real business world, to which degree experiential marketing efforts are successful in taking those considerations into account is a matter of another subject. Businesses are sufficient in designing experiential platforms, experiential interfaces and using experiential marketing tools and policies in making more sales, satisfying customers and creating loyal customers. In the next sections of the thesis, we will try to answer one of those questions, namely the effect of using experiential marketing tools and messages on customer loyalty.

2.6. Definition of Customer Loyalty

From a general level, loyalty is a concept that expresses the commitment of consumers to brands, products, services, shops, or events. In this study, we use the term customer loyalty, which is to emphasize that loyalty is a feature to the customer. Unfortunately, there is no universally accepted definition of the concept of customer loyalty (Jacoby & Chestnut, 1978; Dick & Basu 1994; Oliver, 1999). Instead, there are three types of

conceptualizations that stand out: loyalty as an attitude, in which brands primarily lead to a relationship; loyalty (ie, the pattern of past acquisitions) expressed primarily by the term described behavior; and loyalty affected by the individual's characteristics, conditions and/or purchasing power.

In the literature, there are a number of studies focused on the relationship between customer experiences and customer loyalty. These studies aimed to measure the effect of experiential marketing dimensions on consumer behaviors by using sense, feel, act, think and relate marketing tools which are generally dimensions of experiential marketing. In their work, Brakus, Schmitt, and Zarantonello (2009) conceptually discussed the brand experience of customers and produced a research analysis. One of the most important contributions of the study was to establish a brand experience scale to measure the relationship between brand experiences and consumer satisfaction and loyalty.

Chih-Yang (2009) conducted a study on the intention of repurchase of consumers within the concept of experiential marketing. In this study, based on the research of the consumers of a restaurant in Taiwan, they showed how experiential marketing increases customer loyalty to this restaurant and also affects the intention to buy again. In other words, they analyzed sensory marketing using Chih-Yang's point of purchase and product elements and sought to explore the relationship between sensory marketing and customer satisfaction and purchase intention. In their study, Chih-Yang revealed that sensory experiences are the most effective opportunity for a brand after purchase and that these sensory experiences are key factors in customer satisfaction and brand loyalty.

Kao, Huang, and Wu (2008) investigated the effects of theatrical components on experiential value, the relationship between the concepts of experiential satisfaction and customer loyalty by conducting research on theme park visitors. Similarly, Pine and Gilmore service provider staff describes a theater actor and consumer as the audience of this theater performance and the theater stage as a reflection of the experiential interface can be shown as a good example. The attractiveness of scenarios, the attractiveness of the environment, the planning of events and the consistency of the theme can be defined as four theatrical elements that can affect experiential qualities.

In a study by Bloch, Brunel and Arnold (2003), they concluded that sensory marketing plays an important role in consumer buying behavior and consumer satisfaction. For this study, they analyzed the materials, design, proportion, color, decoration, shape, size and reflectivity which are the elements of the appearance of the product. They investigated the effect of these elements on consumers' purchasing intentions.

In their study, McAlexander, Schouten, and Koenig (2002) have analyzed the effect of brand communities and relate marketing efforts on customer loyalty. Chang and Chieng (2006) examined the effect of experimental marketing dimensions and tools on customer satisfaction and customer loyalty and tried to show that there is a meaningful link between successful brand experiences and long-term consumer-brand relationships in their studies. In this sense, one of the important findings of his studies is that long-term consumer-brand relationship has a significant impact on customer loyalty when supported by correct consumer experiences.

The examples of these studies can be diversified. However, the number of studies focused on the relationship between customer experience and customer loyalty concepts indicates the importance of those concepts. For businesses, today, in the market where the competition is merciless, creating loyal customers are at the hearth for their survival. In an increasingly competitive environment, service and product providers strive to maintain customer loyalty through new experience designs, innovative policies and efforts to provide customers with a unique and memorable experience (Pullman & Gross, 2004).

CHAPTER 3

RESEARCH DESIGN AND METHODOLOGY

3.1. Research Problem

The concept of experience has been getting crucial importance in modern marketing applications through extension and reformulation of service and product definition. Enterprises have begun to sell ‘an experience’ to their customers rather than simple ‘product’ or ‘service’. In fact, this reformulation and changing understanding of marketing have provided some opportunities for enterprises benefiting from new tools and designs. One of the most important of those benefits is the opportunity for strengthening customer loyalty. In an increasingly competitive environment, service companies strive to maintain customer loyalty through service designs, innovative policy moves and efforts to create an experience for customers (Pullman & Gross, 2004).

However, there are some important questions in the field; “Do all kinds of experiences creates positive effects on customer loyalty?” “Do all kinds of enterprises can contribute to customer loyalty by creating positive experiences?” “Do positive experiences create a significant effect on customer loyalty or do they simply have no significant effect on customer loyalty?” Although there have been a number of academic studies subject to experiential marketing, these are also important study questions which should be answered. In this context, the research problem of this study is;

Do positive customer experiences created by experiential marketing tools and stimulations have a significant effect on customer loyalty?

In order to draw conclusions about the research problem, a world-wide coffee shop chain and a local shopping mall are taken as sample and decided to make further research on. Also, conclusions for the differences between the effects of positive customer experiences

on customer loyalty for those two will be tried to be illustrated. Those illustrations will also be hoped to provide us with necessary data and results to draw conclusions about how the effects of positive experiences differ between two study subjects.

Moreover, whether the demographic factors have any significant effect on customer loyalty will be tried to be answered.

3.2. The Aim and Importance of Research

As a result of technological developments and information sharing, customers have begun wishing to buy the experience covering the entire purchasing process, rather than just buy the product or service. The evolution in the concept of customer has also forced enterprises to focus on customer experience in order to foster profitability and continuity. In such a competitive environment, enterprises should more focus on customer experience in order to have a strong customer portfolio. For these reasons, customer loyalty has become a crucial matter for businesses.

In this context, the main aim of this study is to illustrate the effect of positive experiences on customer loyalty. In this respect, we hope that the outputs of this research will provide important information about the effect of positive experiences on creating or strengthening customer loyalty. Also, we believe this study will make important contributions to the literature and managers who are interested in experiential marketing and its effect on customer loyalty.

3.3. Research Design and Conceptual Model

We have based our research design on Schmitt's strategic experiential marketing modules which are sense, feel, think, act and relate. Apart from Schmitt, many other academics have paid interest in the field and produced academic studies. Although there were a few numbers of built-in scales in the literature, we have built up a different scale for the reason that built-in scales do not include appropriate items for our worldwide coffee chain and the local shopping mall, which we examined as study subjects. Therefore, we have

derived the items based on the definitions made in the relevant academic studies in the literature and created a separate scale.

There are five different senses at the core of experiential marketing that consumers can experience which refers to Strategic Experiential Modules and are classified as “Sense”, “Feel”, “Think”, “Act” and “Relate” (Schmitt, 1999).

By this definition, our model’s independent variables were Sense, Feel, Think, Act and Relate Marketing. As a dependent variable, we measure the effect of those on customer loyalty. The first factor or independent variable was Sense or Sensorial Experience Factor as we used in research analysis.

The senses are mobilized by creating a unique design by means of color, sound, taste, smell, and touch, and aesthetic satisfaction, excitement, customer satisfaction and sense of beauty are tried to be increased by sensory customer experiences (Gentile et al., 2007). Pertinent to this definition, we have developed a scale for sensorial experience factor;

Table 4: Scale for Sensorial Experience Factor (Coffee Shop)

Item No	Question	Denomination	Sub-dimension
1	I like this coffee shop’s lightening	SenEx1	Sense of Sight
2	I like this coffee shop’s furniture and interior decoration	SenEx1	Sense of Sight
3	I like the colors used by this coffee shop	SenEx1	Sense of Sight
4	I like the music played in this coffee shop	SenEx2	Sense of Hearing
5	I like the coffee smell in this coffee shop and it attracts me	SenEx3	Sense of Smell
6	I like the taste of the products of this coffee shop	SenEx4	Sense of Taste

The second dimension was Feel or Emotional Experience Factor as we used in research analysis. The businesses should use the feel marketing or, emotional experience for the purpose of creating emotional interactions and ties with their customers by making them feel good and creating memorable experiences (Schmitt, 2010). Based on this statement, we have derived aggregate items for emotional experience factor;

Table 5: Scale for Emotional Experience Factor (Coffee Shop)

Item No	Question	Denomination	Sub-dimension
1	I feel better when in this coffee shop	EmoEx1	Instant Mood
2	I feel positive when in this coffee shop	EmoEx1	Instant Mood
3	I remember good memories when in this coffee shop	EmoEx2	Good Memories

The third factor was Think or Intellectual Experience as we have used in our research analysis. The dimension of think experience addresses the cognitive processes and intelligence of consumers encourages them to dream, to think creatively, and to use cognitive processes (Holt, 1995; Schmitt, 1999; Brakus, Schmitt and Zarantonello, 2009). Inspiring from this definition, we have developed a summary scale for Intellectual Experience Factor;

Table 6: Scale for Intellectual Experience Factor (Coffee Shop)

Item No	Question	Denomination	Sub-dimension
1	I can easily express my opinions about the products to this coffee shop	IntEx1	Creative participation
2	My opinions are taken into consideration by this coffee shop	IntEx1	Creative participation
3	I think that this coffee shop uses my feedback for improvement of the products and services	IntEx1	Creative participation
4	I think the design of materials used, coffee shop and service is good	IntEx2	Creative thinking
5	I think that it is a good idea to write names on the coffee cup	IntEx3	Creative thinking

The fourth dimension or independent variable which we include in research analysis was Act or Behavioral Experience. The behavioral experience includes any actions that make customers physically and bodily interact with the brand (Zarantonello and Schmitt, 2010). Behavioral experience refers to the physical experience of the body, which flesh, motor actions, interactions, lifestyles and motivated actions (Schmitt, 1999b). From these definitions, we have developed an aggregated scale for Behavioral Experience Factor;

Table 7: Scale for Behavioral Experience Factor (Coffee Shop)

Item No	Question	Denomination	Sub-dimension
1	This coffee shop reflects me good on my life-style	BehEx1	Life-style
2	I like having coffee from this coffee shop and drink when I move	BehEx2	Mobility

The fifth and the last component or independent variable for our study was Relate or Relational Experience. Social experiences include customers' relationships with associations, brand communities, social identities, ethnic groups, cultural values, and social influences (Schmitt, 1999b). From this definition, we have developed a summary scale for Behavioral Experience Factor;

Table 8: Scale for Relational Experience Factor (Coffee Shop)

Item No	Question	Denomination	Sub-dimension
1	I think that being a customer of this coffee shop means also that being a member of a social group	RelEx1	Sense of belonging
2	I think that the majority of this coffee shop's customers are educated and knowledgeable people	RelEx2	Elite perception
3	I think that I better express myself socially due to having coffee from this coffee shop	RelEx3	Self-expression

For the dependent variable of our analysis, Customer Loyalty, we have developed a summary scale;

Table 9: Scale for Customer Loyalty (Coffee Shop)

Item No	Question	Denomination	Sub-dimension
1	This coffee shop is first to come to my mind when a need to take a coffee	Loyal1	Being first place comes to mind
2	I prefer this coffee shop even if prices are higher compared to others	Loyal2	Preference despite price
3	I praise the products of this coffee shop to other people in social settings	Loyal3	Praise to others

For the local shopping mall, the scale was more or less the same, except for some items which we had to adapt them to the shopping mall. These scales were Intellectual Experience Factor and Sensorial Experience Factor. For Sensorial Experience Factor, we do not include the item for the sense of taste for the shopping mall. On the other hand, smell item was an important element also supported by some studies in the literature and it is included. In their study, for a shopping center, it was concluded that the smell directly affected the impression of the customers and had a significant impact on the behavior of consumers (Chebat and Michon, 2003).

Table 10: Scale for Sensorial Experience Factor (Shopping Mall)

Item No	Question	Denomination	Sub-dimension
1	I like this shopping mall's lightening	SenEx1	Sense of Sight
2	I like this shopping mall's interior design	SenEx1	Sense of Sight
3	I like the colors used by this shopping mall	SenEx1	Sense of Sight
4	I like the music played in this shopping mall	SenEx2	Sense of Hearing
5	I like the smell I get when I am in this shopping mall	SenEx3	Sense of Smell

The other factor which is different for the shopping mall is Intellectual Experience Factor;

Table 11: Scale for Intellectual Experience Factor (Shopping Mall)

Item No	Question	Denomination	Sub-dimension
1	I can easily express my opinions about the products to this coffee shop	IntEx1	Creative participation
2	My opinions are taken into consideration by this coffee shop	IntEx1	Creative participation
3	I think that this coffee shop uses my feedback for improvement of the products and services	IntEx1	Creative participation
4	I think more about alternatives compared to other shopping malls before buying	IntEx2	Creative thinking
5	I can easily find the locations of the stores in this shopping mall	IntEx3	Creative thinking

3.4. Research Methodology

3.4.1. Research Model

Our research is based on 5 dimensions (called factors in data analysis) for each study subjects, which are a coffee shop and a shopping mall. The dimensions (or factors) are quoted from Bernd Schmitt's Strategic Marketing Modules. There are five different senses at the core of experiential marketing that consumers can experience (Schmitt, 1999). These senses are referred to as Strategic Experiential Modules and are classified as "Sense", "Feel", "Think", "Act" and "Relate".

In the research analysis, we use Sensorial Experience, Emotional Experience, Intellectual Experience, Behavioral Experience and Relational Experience as equivalent to those modules. Our response variable is Loyalty which the effects of independent variables are intended to be measured. According to this, the research model is as follows;

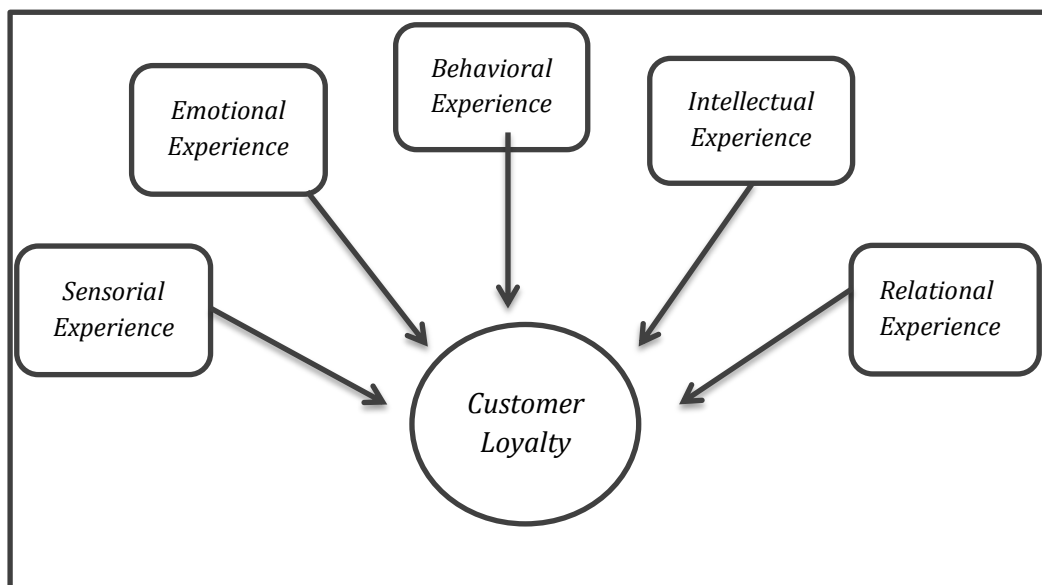


Figure 5: The Research Model

According to this model, our Hypotheses are as determined as;

***H1₀**: The positive sensorial experiences have a positive and significant effect on customer loyalty.*

***H1₁**: The positive sensorial experiences do not have a positive and significant effect on customer loyalty.*

***H2₀**: The positive emotional experiences have a positive and significant effect on customer loyalty.*

***H2₁**: The positive emotional experiences do not have a positive and significant effect on customer loyalty.*

***H3₀**: The positive behavioral experiences have a positive and significant effect on customer loyalty.*

***H3₁**: The positive behavioral experiences do not have a positive and significant effect on customer loyalty.*

***H4₀**: The positive intellectual experiences have a positive and significant effect on customer loyalty.*

***H4₁**: The positive intellectual experiences do not have a positive and significant effect on customer loyalty.*

***H5₀**: The positive relational experiences have a positive and significant effect on customer loyalty.*

***H5₁**: The positive relational experiences do not have a positive and significant effect on customer loyalty.*

3.4.2. The Assumptions of Research

This study is conducted and concluded based on some assumptions which can be listed as follows;

- 1) The questions in the Questionnaires are adequate in number, accurate to measure intended independent and dependent variables and clearly understood by the participants.*

- 2) *The questions in the Questionnaires are understood by the participants in the same way logically.*
- 3) *The Questionnaire is adequately measuring the variables in terms of validity and reliability.*
- 4) *The participants are selected randomly without any bias and are all voluntarily participated.*
- 5) *The participants answered the questions sincerely, honestly and carefully.*
- 6) *The sample taken from the population truly and adequately represents the population.*

3.4.3. The Limitations of Research

Apart from the assumptions on which the study is based, there are a number of limitations which should also be considered when interpreting and benefiting from the results of the study;

- 1) *The study only covers study subjects which are a world-wide coffee shop chain and a local shopping mall in Ankara. Therefore, the generalization of the results within the related sectors or to other enterprises may not be appropriate.*
- 2) *The majority of participants are selected from Ankara for Questionnaire belongs to coffee shop chain because of the time and financial constraints. (There was no constraint for a local shopping mall in this term because it is located in Ankara and participants are selected from Ankara)*

3.4.4. Data Collection Method and Questionnaire

In this study, the data collection tool was the Questionnaire. The data collected through online and face to face filling of the questionnaires. The data collected are the primary data, which are obtained from the actual witness of the event under research. For example, the data collected through the survey in the study is the primary data in terms of the acquisition.

Our study subjects were the Starbucks coffee shop chain and the Kentpark shopping mall. Data are collected by Questionnaires for both Starbucks and Kentpark. The reasons for why questionnaire is used for data collection are cost-effectiveness, time-saving and effectiveness in getting precise information. The questionnaire for Starbucks includes 18 questions apart from demographic questions of gender, age, occupation, marital status, education, and income. The questionnaire for Kentpark is composed of 17 questions addressing the same independent variables as included in Starbucks questionnaire and demographic questions.

The questionnaire for Kentpark includes 1 less question than Starbucks because of the fact that sensorial dimension (one of the factors or independent variables of the study) questions for Kentpark do not include a question addressing the sense of taste. Obviously, Kentpark (as a shopping mall management) does not provide any product to be tasted. Of course, there are a number of food companies rendering service in the shopping mall. However, the service they provided is not the service that the shopping mall provided under its own name. More clearly, for example, there is no kebab named as Kentpark kebab.

The questionnaires used in the study are composed of two parts; the first part includes demographic questions and the second part includes questions about five dimensions of Strategic Marketing Module. These questions address Sensorial Experience, Emotional Experience, Intellectual Experience, Behavioral Experience, and Relational Experience. The items under each module are illustrated in the tables below;

Table 12: Summary Scale Table for Coffee Chain

Modules	Items			
Sensorial Experience	sense of seeing (SenEx1)	sense of hearing (SenEx2)	sense of smell (SenEx3)	sense of taste (SenEx4)
Emotional Experience	instant mood (EmoEx1)	good memories (EmoEx2)		

Table 12: Summary Scale Table for Coffee Chain (Continued)

Intellectual Experience	creative participation (IntEx1)	design of shop (IntEx2)	writing names on coffee cup (IntEx3)	
Behavioral Experience	life-style (BehEx1)	mobility (BehEx2)		
Relational Experience	sense of belonging due to being a customer (RelEx1)	elite perception due to being a customer (RelEx2)	self-expression due to being customer	
Loyalty	first place comes to mind when need coffee (Loyal1)	Preference despite the higher price (Loyal2)	praise Starbucks to others (Loyal3)	

Table 13: Items Included in Questionnaire for Shopping Mall

Factors	Items		
Sensorial Experience	sense of seeing (SenEx1)	sense of hearing (SenEx2)	sense of smell (SenEx3)
Emotional Experience	instant mood (EmoEx1)	Good memories (EmoEx2)	
Intellectual Experience	creative participation (IntEx1)	cognitive effort before buying (IntEx2)	ease to find store locations (IntEx3)
Behavioral Experience	life-style (BehEx1)	mobility (BehEx2)	
Relational Experience	sense of belonging due to being a customer (RelEx1)	elite perception due to being a customer (RelEx2)	self-expression due to being customer
Loyalty	first place comes to mind when need shopping (Loyal1)	preference despite the higher price (Loyal2)	praise Kentpark to others (Loyal3)

The questions are designed with a five-point Likert scale. Participants are requested to choose one of the options from 1-Strongly Disagree to 5-Strongly Agree after reading each statement. Also, participants are allowed not to answer any question they do not

want. After distribution, a total of 103 participants responded to each questionnaire. The vast majority of participants were the same for both questionnaires.

CHAPTER 4

RESEARCH ANALYSIS THE EFFECT OF POSITIVE CUSTOMER EXPERIENCES ON CUSTOMER LOYALTY

4.1. The Research Analysis

The Research Analysis is conducted through the Statistical Package for the Social Sciences (SPSS). After collection, the data are extracted to SPSS and the data types and variables are defined. The responses referring to Likert scale are denoted by 1 (Strongly Disagree) to 5 (Strongly Agree). Also, the demographic questions are denoted with numbers and extracted to SPSS with those denotations.

4.1.1. Participants Profiles

There were 57 male, 46 female respondents for Starbucks, and 54 male and 49 female respondents for Kentpark questionnaire. The gender percentages were given below;

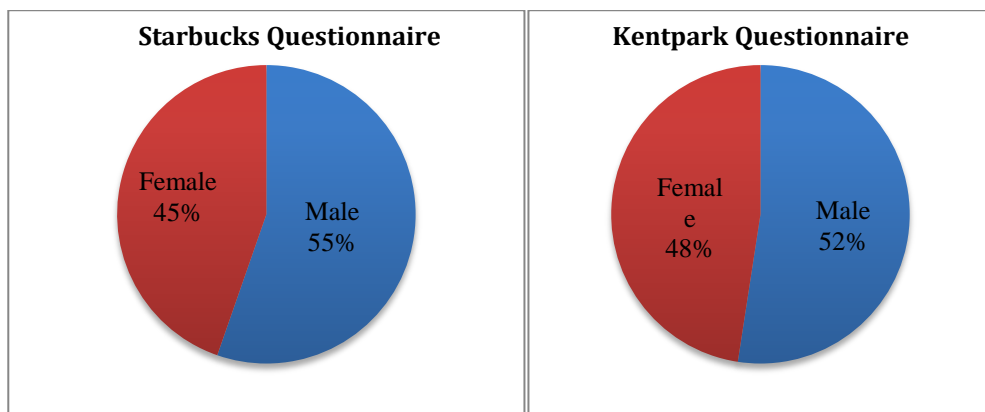


Figure 6: Gender Distribution of Participants

The majority of participants are between 25 and 34 for both questionnaires. The distribution of age group was as follows;

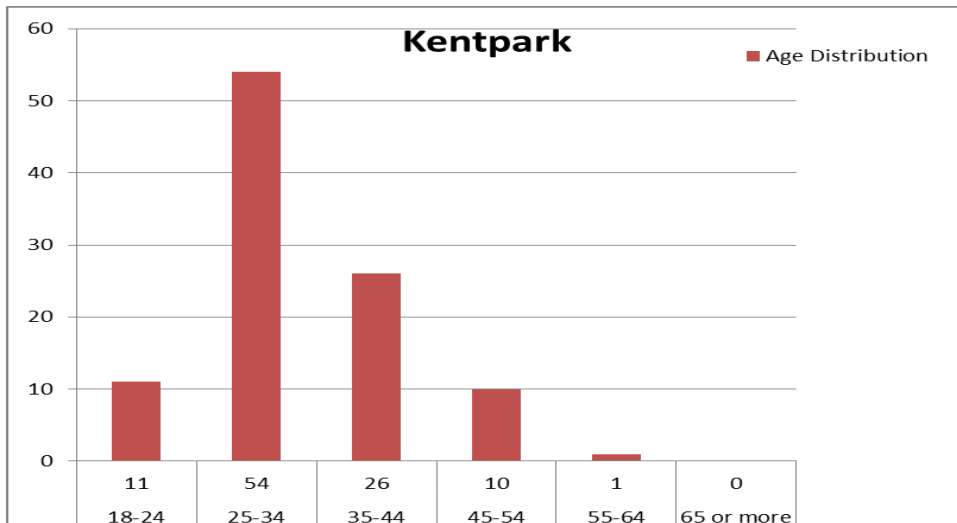
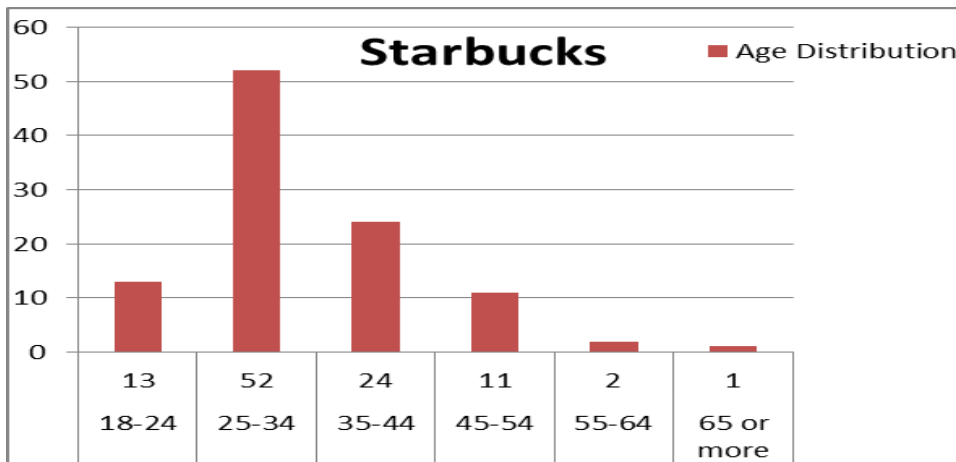


Figure 7: Age Distribution of Participants

The majority of participants have a bachelor of science degree. 52% percent of respondents have a bachelor of science degree while 30% of them have a master of science degree. Only 1% percent of participants are having a Doctor of Philosophy degree. High school graduates compose 11% and associate degree graduates compose 5% of participants for both Starbucks and Kentpark questionnaires. We have also 1% of primary school graduates.

The age, gender and educational status of participants are tried to be homogenously distributed for both questionnaires. Moreover, we have also tried to reach participants from different occupations and different income level as much as possible.

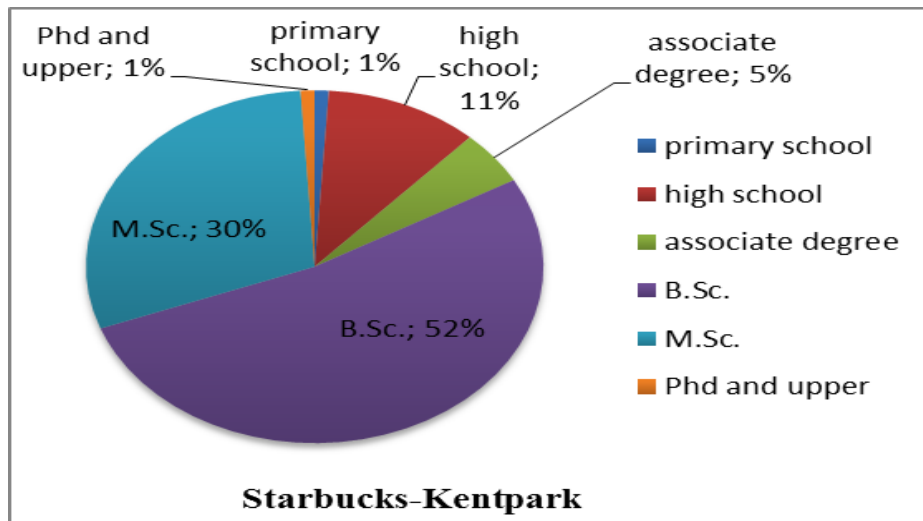


Figure 8: Educational Status of Participants

4.1.2. Data Screening and Cleaning

The data are first checked for outliers and missing values. After missing value analysis, 1 respondent is eliminated from further analysis because he/she left all the questions empty for both questionnaires.

Then, the data are checked for outliers. Univariate and multivariate outlier analyses indicated 3 outliers. After all, 4 participants are eliminated from further analyses. Progressive analyses are conducted by the remaining 99 participants for each study subjects.

After that, the data are checked for normality. Descriptive statistics and normality plot tests are implemented to check the normality of data. As a result, the normal distribution is confirmed. The skewness and kurtosis values for all dimensions (dependent variables) are between -2 and 2 for both Starbucks and Kentpark.

More precisely, both Kolmogorov-Smirnov and Sharipo-Wilk normality tests have resulted in significance values (p-values) as lower than 0,05 which means that the null hypothesis (the data are not normally distributed) is rejected. Therefore, the data are verified to distribute normally.

Table 14: Descriptive Statistics for Coffee Shop Chain

	Mean	Std. Dv.	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic
SensorialExperience	3,4722	,79129	-1,362	1,610
EmotionalExperience	2,7778	,92091	-,370	-,240
BehavioralExperience	3,4697	1,03218	-,819	-,061
IntelligenceExperience	3,3975	,73874	-1,356	1,885
RelationalExperience	2,8348	,97874	-,291	-,945

Table 15: Descriptive Statistics for Local Shopping Mall

	Mean	Std. Dv.	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic
Sensorial Experience	3,0533	,77810	-1,364	1,540
Emotional Experience	2,7900	,90504	-,486	-,652
Behavioral Experience	2,9750	,89999	-,465	-,358
Intelligent Experience	2,9767	,73742	-,887	1,082
Relational Experience	2,2900	,94596	,616	-,343

4.1.3. Exploratory Factor Analysis (EFA)

After cleaning data from missing values and outliers and confirmation of normal distribution, EFA is conducted in order to identify factor loadings and eliminate any item which does not represent the factor. Primarily applied in psychology and education, exploratory factor analysis is a statistical technique that is used to reduce data to a smaller set of variables and to explore the underlying theoretical structure of the phenomena. (Williams, Onsman & Brown, 2010)

In this sense, EFA is conducted for the items under the five factors (independent variables) namely, Sensorial Experience, Emotional Experience, Intellectual Experience, Behavioral Experience, and Relational Experience. For item-level EFA, items under each factor are subjected to EFA by suppressing the number of intended factor option to “1”.

The reason for suppressing to 1 is the expectation that items under the same factor will load on the right construct. In the second level, five factors are together subjected to EFA in order to measure the adequacy of factors and determine the structure of the model.

4.1.3.1. Item-level EFA for Coffee Shop Chain

4.1.3.1.1. Sensorial Experience Factor

Sensorial Experience Factor was the first factor for item-level EFA. There were 4 items (questions) under Sensorial Experience Factor. Items were about the sense of seeing, sense of hearing, sense of smell and sense of taste and are denoted by SenEx1, SenEx2, SenEx3, and SenEx4. The EFA is conducted by the principal component analysis method using the varimax rotation.

The reason for using varimax rotation instead of direct oblimin is that we do not expect a high level of correlation between items because of the fact that each item is about different dimensions of human senses. Finally, the number of factors to be extracted is suppressed to 1 because the items are expected to load on the same construct or measure the same factor;

Table 16: EFA Results for Sensorial Experience Items

Correlations					Factor Loadings
	SenEx1	SenEx2	SenEx3	SenEx4	
SenEx1	1,000	,345	,565	,667	,872
SenEx2	,345	1,000	,212	,159	,448
SenEx3	,565	,212	1,000	,621	,820
SenEx4	,667	,159	,621	1,000	,853
Total Variance Explained = 59,06 %					
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = ,701					
Significance of Bartlett's Test of Sphericity = ,00					

Before carrying out an EFA, values of the bivariate correlation matrix of all items should be analysed. High values are an indication of multicollinearity (although it is not a

necessary condition) (Field, 2013: 686). P. Samuels suggests removing one of a pair of items with bivariate correlation scores greater than 0.8 (Samuels, 2016). However, according to our correlation matrix table, all correlation values are under 0,8. This means that there seem to be no strong correlation between items and no multicollinearity.

According to initial eigenvalue scores, the total variance explained table extracts one component as intended (only one component has eigenvalue score $2,362 > 1$). The first component explains nearly 60% of the variance. Therefore, we can infer from this percentage that items are loading on the same factor. In other words, items SenEx1 to SenEx4 sufficiently measure the Sensorial Experience Factor.

Also, the adequacy of sample size needs to be assessed. KMO test measures adequacy of sample. A minimum acceptable score for this test is 0.5 (Kaiser, 1974). The KMO test score is 0,701 above the 0,5. Apart from that, the significance (p-value) for Bartlett's Test of Sphericity is ,000 which suggests there is a statistically significant interrelationship between items constructing the Sensorial Experience Factor. KMO and Barlett's tests imply that the data seem to be appropriate for factor analysis.

Lastly, the Component Matrix explains the correlations between the variable and the factor. The rotated component matrix sometimes referred to factor loadings is one of the key outputs of EFA (Stevens,1992; Field 2000: 441). They recommend further analysis only for factor loadings with an absolute value greater than 0.4 (which explain around 16% of variance). In the factor loadings column, all values are greater than 0.4 including SenEx2. Therefore, the factor loading values seem to be high enough for further analysis, or for regression analysis.

4.1.3.1.2. Emotional Experience Factor

There were two items under Emotional Experience Factor. The items were related to the instant mood (feeling) and the good memories. Items are denoted by EmoEx1 and EmoEx2. For the EFA, varimax rotation is used because we do not expect multicollinearity between quantitative scores for instant mood and good memories of the

participant. The factor extraction is suppressed to 1 and the result was like in the table below;

Table 17 : EFA Results for Emotional Experience Items

Correlations			Factor Loadings
	EmoEx1	EmoEx2	
EmoEx1	1,000	,603	,895
EmoEx2	,603	1,000	,895
Total Variance Explained = 80,14 %			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = ,500			
Significance of Bartlett's Test of Sphericity = ,00			

According to the Correlation Matrix, in line with theoretical expectations, there does not seem to be a strong correlation between the items. Therefore, it seems that there is no multicollinearity as expected. KMO with having the minimum acceptable score, suggests that sample size is appropriate. The significance (p-value) for Bartlett's Test of Sphericity is 0.000 lower than 0.05 meaning that interrelationship between EmoEx1 and EmoEx2 seems to be statistically significant.

One component is extracted as expected and total variance explained data indicate this component accounts for 80% of the variance. This result seems to be pretty good to say that items EmoEx1 and EmoEx2 are sufficient to measure the Emotional Experience Factor. Also, considering this percentage together with results of Barlett's test, it gives the idea that items are loaded on the right construct. Component matrix also suggests that the factor loadings are high enough for regression.

4.1.3.1.3. Behavioral Experience Factor

There were 2 items under Behavioral Experience Factor; one is about 'life style' and the other one is about 'mobility'. Items are denoted with BehEx1 and BehEx2. Multicollinearity was not expected between items so the EFA is conducted with varimax rotation. Factor number is suppressed to 1. The result was as follows;

Table 18: EFA Results for Behavioral Experience Items

Correlations			Factor Loadings
	BehEx1	BehEx2	
BehEx1	1,000	,599	,894
BehEx2	,599	1,000	,894
Total Variance Explained = 79,97 %			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = ,500			
Significance of Bartlett's Test of Sphericity = ,00			

The correlation matrix indicates that there is no multicollinearity. As expected, one component is extracted. The variance explained by the first component is nearly 80% which is very high score. Therefore, this percentage suggests that items Beh Ex1 and BehEx2 are loading on right construct and sufficiently measure the Behavioral Experience Factor.

KMO is 0,5 at the minimum acceptable level. Bartlett's Test of Sphericity shows that p-value is 0,000 lower than 0.05 and interrelationship between items are statistically significant. Lastly, Component Matrix factor loadings are high and items are truly loaded on the same construct.

4.1.3.1.4. Intellectual Experience Factor

There were 3 items under Intellectual Experience Factor. The items are related to 'customer's creative participation to the improvement of goods and services provided by Starbucks', 'the design of the shop and materials' and 'writing customer's name on the plastic coffee cup'. The items are denoted by IntEx1, IntEx2, and IntEx3.

The feedback received from customers is an important input for improving the products or services (IntEx1). The design of the shop and materials such as coffee machines are factors touching customers' intelligence (IntEx2). Unlike other coffee shops, Starbucks writes the names of customers on the coffee cup (IntEx3). The EFA is conducted using varimax rotation and by suppressing the number of factor extraction option to 1. The result is given below;

Table 19: EFA Results for Intellectual Experience Items

Correlations				Factor Loadings
	IntEx1	IntEx2	IntEx3	
IntEx1	1,000	,424	,236	,701
IntEx2	,424	1,000	,471	,849
IntEx3	,236	,471	1,000	,741
Total Variance Explained = 58,73 %				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = ,594				
Significance of Bartlett's Test of Sphericity = ,00				

The correlations between all pair of items are indicated to be low as can be seen in the Correlation Matrix Table. There seems to be no multicollinearity. According to total variance explained data one component is extracted. The percentage of variance explained by this factor is 58,7%. This percentage seems to be adequate to say that items IntEx1, IntEx2, and IntEx3 are sufficient for measuring Intellectual Experience Factor.

KMO score is 0.594 fairly above the minimum acceptable level of 0.5. The significance (p-value) for Bartlett's Test of Sphericity is ,000 and implies that interrelationship between items is statistically significant. Lastly, Component Matrix indicates that items are highly loaded on the same construct and appropriate for further interpretation.

4.1.3.1.5. Relational Experience Factor

Under this factor, we have 3 items; one is related with ‘customer’s opinion about being a member of social group due to being Starbucks customer’, the other one is related with ‘elite perception of being Starbucks customer’ and the last one is about ‘contribution of being Starbucks customer to their self-expression’. Items are denoted by RelEx1, RelEx2, and RelEx3.

The EFA for Intellectual Experience Factor is conducted using varimax rotation and by suppressing the factor extraction number to 1.

The result is given below;

Table 20: EFA Results for Relational Experience Items

Correlations				Factor Loadings
	RelEx1	RelEx2	RelEx3	
RelEx1	1,000	,665	,697	,881
RelEx2	,665	1,000	,719	,891
RelEx3	,697	,719	1,000	,904
Total Variance Explained = 79,58 %				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = ,738				
Significance of Bartlett's Test of Sphericity = ,00				

According to the Correlation Matrix Table, correlation values between the items are somewhat high but still below the 0,8. Therefore, we can assume that there is no multicollinearity for all pairs of items. The high correlation between RelEx1 and RelEx3 is acceptable because being a member of a social group logically has a high positive relationship with socially expressing someone's him/herself. Similarly, a somewhat high correlation between RelEx2 and RelEx3 is also acceptable because everybody has high self-esteem and being a member of an elite group feeds this perception.

Total variance explained data confirm items' adequacy for measuring Relational Experience Factor. According to data, only one component is extracted and this component accounts for nearly 80% of the variance. Therefore, the results seem pretty good for assessing the adequacy of RelEx1, RelEx2, and RelEx3.

The KMO test score is 0,738 and good enough for confirming sampling adequacy. Also, the significance (p-value) for Bartlett's Test of Sphericity is ,000 which suggests there is a statistically significant interrelationship between RelEx1, RelEx2, and RelEx3. Lastly, the factor loading values in the Component Matrix indicates that all of 3 items are highly loaded on the same construct.

4.1.3.1.6. Loyalty (Dependent Variable)

There were 3 items under the dependent variable ‘loyalty’. The first item is about Starbucks’ being the first place that comes to customer’s minds when they need to have coffee. The second item is about customer’s preference of Starbucks for having coffee despite higher prices compared to alternatives. The last one is about customer’s intention for suggesting Starbucks to other people in social settings. The result is given in the table below;

Table 21: EFA Results for Loyalty Items

Correlations				Factor Loadings
	Loyal1	Loyal2	Loyal3	
Loyal1	1,000	,791	,744	,921
Loyal2	,791	1,000	,755	,926
Loyal3	,744	,755	1,000	,907
Total Variance Explained = 84,25 %				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = ,753				
Significance of Bartlett's Test of Sphericity = ,00				

According to correlation values between the items, there are somewhat high correlation values but they are still below the 0,8. Therefore, we can conclude that multicollinearity does not exist for items under Loyalty.

Total variance explained data indicate items’ adequacy for measuring Relational Experience Factor. Only one component is extracted and this component accounts for nearly 84,25% of the variance. Therefore, the results are sufficient for assessing the adequacy of Loyal1, Loyal2, and Loyal3.

The KMO test score indicates a good score for confirming the adequacy of sampling. Also, the significance (p-value) for Bartlett's Test of Sphericity is ,000 which suggests there is a statistically significant interrelationship between Loyal1, Loyal2, and Loyal3. Lastly, the factor loading values in the Component Matrix indicates that all of 3 items are loaded on the same construct.

As a result of all of the EFA analysis, there is no item eliminated from further analysis for Starbucks. Items seem to have the ability to measure factors and to be sufficiently loaded to same constructs for each factor. Also, samples seem to be adequate to draw results about our data.

4.1.3.2. Item-level EFA for the Local Shopping Mall

As in the case of Starbucks, item-level EFA is conducted for our five factors, Sensorial Experience, Emotional Experience, Intellectual Experience, Behavioral Experience, and Relational Experience. EFA is conducted for items under each factor. Because, it is expected that items (or individual questions) under the same factor (or dimension) to be loaded on the right construct, the option for the number of factors to be extracted is selected as 1. Varimax rotation is selected for all EFA.

4.1.3.2.1. Sensorial Experience Factor

There were 3 items for Sensorial Experience Factor. Items are about ‘sense of sight’, ‘sense of hearing’ and ‘sense of smell’. They are denoted by SenEx1, SenEx2, and SenEx3. The EFA is conducted using varimax rotation and the number of factors to be extracted is suppressed to 1 like Starbucks. The result was as in the case below;

Table 22: EFA Results for Sensorial Experience Items

Correlations				Factor Loadings
	SenEx1	SenEx2	SenEx3	
SenEx1	1,000	,478	,447	,811
SenEx2	,478	1,000	,424	,798
SenEx3	,447	,424	1,000	,778
Total Variance Explained = 63,33 %				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = ,675				
Significance of Bartlett's Test of Sphericity = ,00				

The correlation values between all pairs of items indicate low scores and the absence of multicollinearity. Only one factor is extracted as expected and this factor explains 63,3 %

of the total variance. This means that by SenEx1, SenEx2 and SenEx3 accounts for 63,3% percent of the variance in Sensorial Experience Factor. Therefore, items seem to be sufficient measuring Sensorial Experience Factor.

KMO score is 0.675 which is fairly enough deciding that our sample is adequate and appropriate for EFA. Bartlett's Test of Sphericity shows that p-value is 0,000 lower than 0.05 and interrelationship between items seem to be statistically significant. Lastly, factor loadings are high and items are loaded on the same construct.

4.1.3.2.2. Emotional Experience Factor

There were 2 items under the Emotional Experience Factor. The items are about the 'mood (feeling)' and 'good memories' which are denoted by EmoEx1 and EmoEx2. Varimax rotation is used for the EFA since not expecting a high correlation between instant mood and good memories of the participant. The factor extraction is suppressed to 1 and the result was as in the tables given below;

Table 23: EFA Results for Emotional Experience Items

Correlations			Factor Loadings
	EmoEx1	EmoEx2	
EmoEx1	1,000	,498	,865
EmoEx2	,498	1,000	,865
Total Variance Explained = 74,88 %			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = ,500			
Significance of Bartlett's Test of Sphericity = ,00			

According to the Correlation Table, the correlation value between EmoEx1 and EmoEx2 is low enough to say that the items are significantly different from each other. Total variance explained data suggest that EmoEx1 and EmoEx2 account for 74,8% of the variance in Emotional Experience Factor. Therefore, items seem satisfactory for measuring Emotional Experience Factor.

The KMO score is 0,5 and just at the minimum acceptable level that we can barely accept the adequacy of the sampling. Bartlett's Test of Sphericity shows p-value of 0,000 is lower than 0,05 suggesting that EFA is useful for analysis. Lastly, factor loadings indicate high scores and pointing out that the items are loaded on the same construct.

4.1.3.2.3. Behavioral Experience Factor

There were 2 items under Behavioral Experience Factor; one is about ‘lifestyle’ and the other one is about ‘mobility’. Items are denoted by BehEx1 and BehEx2. Varimax rotation is selected and the factor extraction number is suppressed to 1. The result was as follows;

Table 24: EFA Results for Behavioral Experience Items

Correlations			Factor Loadings
	BehEx1	BehEx2	
BehEx1	1,000	,700	,922
BehEx2	,700	1,000	,922
Total Variance Explained = 84,99 %			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = ,500			
Significance of Bartlett's Test of Sphericity = ,00			

There is a somewhat strong correlation (0,7) between the items but still, it is not enough to say that there is multicollinearity. One factor is extracted and this factor explains 85% of the total variance. This percentage indicates the intended results in terms of items’ strength for measuring the factor. This implies that BehEx1 and BehEx2 account for 85% percent of variance and seem to be sufficient to measure Behavioral Experience Factor.

The KMO score 0,5 is at the minimum acceptable level. Significance value (p-value) is 0,00 below the 0,05 indicating significant interrelationship between BehEx1 and BehEx2. According to results, both BehEx1 and BehEx2 are loaded on the same construct.

4.1.3.2.4. Intellectual Experience Factor

There were 3 items for Intellectual Experience Factor. The items are related to customer's creative participation into improvement process goods and services provided by Kentpark, the magnitude of participant's cognitive effort before making buying decision in Kentpark (intended to measure the number of alternative options offered to participants and its effect on participants analytical or creative thinking among alternatives before buying decision) and participants' opinions about systematic and creative arrangement of store locations within the shopping mall. The items are denoted by IntEx1, IntEx2, and IntEx3. The EFA is conducted using varimax rotation and by suppressing the factor extraction number to 1. The result was as follows;

Table 25: EFA Results for Intellectual Experience Items

Correlations				Factor Loadings
	IntEx1	IntEx2	IntEx3	
IntEx1	1,000	,493	,306	,758
IntEx2	,493	1,000	,475	,851
IntEx3	,306	,475	1,000	,745
Total Variance Explained = 61,81 %				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = ,628				
Significance of Bartlett's Test of Sphericity = ,00				

The correlation values for all pairs of items seem to be low enough. According to total variance explained data, one factor is extracted as expected and this factor explains 61,81 % of the total variance. This means that IntEx1, IntEx2 and IntEx3 account for 61,81% percent of the variance in Intellectual Experience Factor. Therefore, items can be treated to be sufficient for measuring Intellectual Experience Factor.

KMO score indicates the capability of the sample reflecting the population. Barlett's Test of Sphericity suggests a statistically significant relationship between all pairs of items. The factor loading values seems good enough to conclude that items are loaded on the same construct.

4.1.3.2.5. Relational Experience Factor

Under this factor, there were 3 items; one is related with customer’s opinion about being a member of social group as being Kentpark customer, the other one is related with elite perception of being Kentpark customer and the last one is about the contribution of being Kentpark customer to their self-expression. Items are denoted by RelEx1, RelEx2, and RelEx3. The EFA is conducted using varimax rotation and by suppressing the factor extraction number to 1. The result is given below;

Table 26: EFA Results for Relational Experience Items

Correlations				Factor Loadings
	RelEx1	RelEx2	RelEx3	
RelEx1	1,000	,709	,688	,906
RelEx2	,709	1,000	,624	,879
RelEx3	,688	,624	1,000	,869
Total Variance Explained = 78,27 %				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = ,727				
Significance of Bartlett's Test of Sphericity = ,00				

According to the table, the correlation values between the items are somewhat high but they are still below the 0,8. Therefore, we can say that there seems to be no multicollinearity among all pairs of items. The high correlation between RelEx1 and RelEx2 is acceptable because intending to be a member of a certain social group logically has a high positive relationship with this social group’s elite perception. Similarly, a somewhat high correlation between RelEx1 and RelEx3 is also acceptable because it is expected that a person’s desire to be a member of a certain social group has a high positive correlation with the self-expression of that person.

In line with our expectation, one factor is extracted and it accounts for 78,27% of the total variance. It seems to be good in terms of items’ strength for measuring the factor. This means that items account for 78,27% percent of variance and are sufficient to measure Relational Experience Factor.

The KMO test score seems to be good enough for deciding the adequacy of our sample. Also, the significance (p-value) for Bartlett's Test of Sphericity is ,000 which suggests there is a statistically significant interrelationship between all pairs of items RelEx1, RelEx2, and RelEx3. Lastly, the factor loading values in the Component Matrix indicates that all of 3 items are highly loaded on the same construct.

4.1.3.2.6. Loyalty (Dependent Variable)

There were 3 items under the dependent variable 'loyalty'. The first item is about Kentpark's being the first place that comes to customer's minds when they need to make shopping. The second item is about customer's preference for Kentpark to make shopping despite higher prices compared to alternatives. The last one is about customer's intention for suggesting Kentpark for making shopping to other people in social settings. The result is given in the table below;

Table 27: EFA Results for Loyalty Items

Correlations				Factor Loadings
	Loyal1	Loyal2	Loyal3	
Loyal1	1,000	,631	,599	,885
Loyal2	,631	1,000	,489	,834
Loyal3	,599	,489	1,000	,818
Total Variance Explained = 71,60 %				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = ,689				
Significance of Bartlett's Test of Sphericity = ,00				

According to correlation values between the items, all correlation values are under 0,8. Therefore, we can conclude that there is no multicollinearity for items under Loyalty.

Total variance explained data confirms items' adequacy for measuring Relational Experience Factor. As expected, only one component is extracted and this component accounts for nearly 71,60% of the variance. Therefore, the results point out that items are sufficient for assessing Loyalty.

The KMO test score is 0,689 and seems to be good enough for confirming the adequacy of sampling. Also, the significance (p-value) for Bartlett's Test of Sphericity is ,000 which suggests there is a statistically significant interrelationship between Loyal1, Loyal2, and Loyal3. Lastly, the factor loading values in the Component Matrix indicates that all of 3 items are highly loaded on the same construct.

As a result of all of the EFA analysis, there is no item eliminated from further analysis for Kentpark. The items seem to be valid and be loaded on the same constructs for each factor and the samples seem to be adequate to draw the results pointed out in related headings.

4.1.4. Reliability and Validity Analyses

Reliability Analysis is a measure of the extent to which a scale produces the same results when the measurement is repeated for a number of times (Cheng, Yuan, & Liu, 2012). Therefore, reliability is about the consistency of the results when the instrument reapplied. On the other hand, validity is the measuring ability of the instrument of what it is designed to measure (Field, 2005). Reliability measures the consistency of our scale, validity measures the extent to which how well the items represents the scale accurately or in other words corresponding accurately to the real world.

Scale reliability is determined through revealing correlation values between items which construct the scale, with respect to the variances of those items. Reliability is tested by Reliability Analysis tool in SPSS using Cronbach's alpha, α (or coefficient alpha), which first introduced by Lee Cronbach in 1951. Reliability Analysis gives an idea about the reliability of the scale and also provides insights about the relationships between individual items in the scale. Therefore, reliability analysis is conducted for item level for each factor

The validity Analysis is done at the factor level and conducted by one-tailed significance test. The reason for applying one-tailed test instead of two-tailed is that research hypothesis measures positive effect of positive experiences on customer loyalty. Negative experiences are not included in the study.

4.1.4.1. Reliability Analysis for Coffee Shop Chain

4.1.4.1.1. Sensorial Experience Factor

Reliability Analysis is conducted for items of Sensorial Experience Factor in order to see the factor produces consistent outputs when applied to the same questions several times. The reliability analysis for SenEx1, SenEx2, SenEx3, and SenEx4 in SPSS gave the results as below;

Table 28: Reliability Analysis Results for Sensorial Experience Items

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,750	,750	4
Items	Cronbach's Alpha if Item Deleted	
SenEx1	,599	
SenEx2	,829	
SenEx3	,656	
SenEx4	,640	

According to Kline (1999), in reliability analysis, the acceptable alpha value is 0.8 for Intellectual tests, and the acceptable alpha value is 0.7 for ability tests. According to the generally accepted rule of thumb in literature, Cronbach's Alpha is sufficient to be equal or over 0,7 to decide the reliability of the scale. Therefore, our Standardized Cronbach's Alpha value 0,750 is just above 0,7 and look likes sufficient to say that scale is reliable.

However, not all the items seem to be strengthening the reliability of the scale. Looking to the values under "Cronbach's Alpha if Item Deleted" column, if SenEx2 is deleted, Cronbachs' Alpha value increases to 0,829. This may imply that the scale for SenEx2 is not much reliable. The item SenEx2 was 0,448 and lower than 0,5 minimum value in EFA. However, because it is very close to 0,5, it was not eliminated from further analysis.

The similar case exists in reliability analysis and because when it is included Cronbach's Alpha value still seems to be above the 0,7, the item is not deleted.

4.1.4.1.2. Emotional Experience Factor

For reliability analysis, the items EmoEx1 and EmoEx2 are measured. The result of Reliability Analysis was like in the tables given below;

Table 29: Reliability Analysis Results for Emotional Experience Items

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,751	,752	2

The Standardized Cronbach's Alpha with a score of 0,752 is above the 0,7 and the items are considered as reliable. SPSS does not produce values for "Cronbach's Alpha if Item Deleted" because there are only 2 items under Emotional Experience Factor.

4.1.4.1.3. Behavioral Experience Factor

Reliability Analysis is conducted by analyzing the items BehEx1, BehEx2;

Table 30: Reliability Analysis Results for Behavioral Experience Items

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,747	,750	2

The Standardized Cronbach's Alpha is 0,750 so above the threshold of 0,7. According to this, the items seem to be reliable. SPSS does not produce values for "Cronbach's Alpha if Item Deleted" because there are only 2 items under Behavioral Experience Factor.

4.1.4.1.4. Intellectual Experience Factor

The reliability analysis for Intellectual Experience Factor is applied for the items IntEx1, IntEx2, and IntEx3;

Table 31: Reliability Analysis Results for Intellectual Experience Items

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,640	,645	3
Items	Cronbach's Alpha if Item Deleted	
IntEx1	,639	
IntEx2	,358	
IntEx3	,549	

The Standardized Cronbach's Alpha 0,645 is below the 0,7 for Intellectual Experience Factor. This case can be seen as a problem at first glance. However, in the literature, there is no strong consensus for having at least 0,7 score of Cronbach's Alpha for confirming reliability. Keith S. Taber (2013) has classified Cronbach's Alpha scores according to their indications. According to this classification, Taber (2017) states that a Cronbach.'s Alpha score between 0,64-0,85 is *adequate* for reliability.

Therefore, Standardized Cronbach's Alpha value with 0,645 seems to be acceptable for adequacy to infer the reliability of the items. Also, none of the items IntEx1, IntEx2, and IntEx3 increases the Standardized Cronbach's Alpha value if it is deleted.

SPSS does not produce values for "Cronbach's Alpha if Item Deleted" because there are only 2 items under Intellectual Experience Factor.

4.1.4.1.5. Relational Experience Factor

The reliability analysis for Relational Experience Factor is conducted by taking the items RelEx1, RelEx2, and RelEx3;

Table 32: Reliability Analysis Results for Relational Experience Items

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,871	,872	3
Items	Cronbach's Alpha if Item Deleted	
RelEx1	,836	
RelEx2	,821	
RelEx3	,798	

The Standardized Cronbach's Alpha is found as 0,872 and it seems to be a good score for assessing reliability. Also, Cronbach's Alpha value decreases in case that any of 3 items is deleted. Therefore, this could be evidence for that all three items construct the scale produces consistent outputs when repeated for more than one times and the scale is reliable.

4.1.4.1.6. Loyalty (Dependent Variable)

The reliability analysis for Loyalty dimension is conducted by the items Loyal1, Loyal2, and Loyal3. Cronbach's Alpha is 0,907 and it seems to be a good score for assessing reliability. Also, Cronbach's Alpha value decreases in case that any of 3 items is deleted.

Therefore, all 3 items Loyal1, Loyal2, and Loyal3 construct the scale seem to be producing consistent outputs when repeated for more than one times and the scale seems to be reliable;

Table 33: Reliability Analysis Results for Loyalty Items

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,907		3
Items	Cronbach's Alpha if Item Deleted	
Loyal1	,861	
Loyal2	,853	
Loyal3	,884	

4.1.4.2. Factor Level Validity Analysis for Coffee Shop Chain

In the factor level, reliability and validity analysis is conducted for our five independent variables; Sensorial Experience Factor, Emotional Experience Factor, Behavioral Experience Factor, Intellectual Experience Factor, and Relational Experience Factor and one dependent variable; Loyalty. In order to aggregate factors, arithmetical means of the items are taken for each factor. For example, in order to aggregate Sensorial Experience, the points given to SenEx1, SenEx2, SenEx3, and SenEx4 are summed and divided by 4 for each respondent.

Validity at factor level is tested using Pearson's correlation method. According to the bivariate correlation analysis of Pearson, the results for factor level were as in the table given below;

Table 34: Pearsons' Correlation Values for Coffee Store Chain at Factor Level

		Sen. Exp.	Emo. Exp.	Beh. Exp.	Int. Exp.	Rel. Exp.	Loyalty
Sensorial Exp.	Pearson Correlation	1	,749**	,795**	,748**	,622**	,784**
	Sig. (1-tailed)		,000	,000	,000	,000	,000
	N	99	99	99	99	99	99

Table 34: Pearsons' Correlation Values for Coffee Store Chain at Factor Level (continued)

Emotional Exp.	Pearson Correlation	,749**	1	,522**	,603**	,585**	,617**
	Sig. (1-tailed)	,000		,000	,000	,000	,000
	N	99	99	99	99	99	99
Behavioral Exp.	Pearson Correlation	,795**	,522**	1	,689**	,615**	,820**
	Sig. (1-tailed)	,000	,000		,000	,000	,000
	N	99	99	99	99	99	99
Intellectual Exp.	Pearson Correlation	,748**	,603**	,689**	1	,587**	,628**
	Sig. (1-tailed)	,000	,000	,000		,000	,000
	N	99	99	99	99	99	99
Relational Experience	Pearson Correlation	,622**	,585**	,615**	,587**	1	,678**
	Sig. (1-tailed)	,000	,000	,000	,000		,000
	N	99	99	99	99	99	99
Loyalty	Pearson Correlation	,784**	,617**	,820**	,628**	,678**	1
	Sig. (1-tailed)	,000	,000	,000	,000	,000	
	N	99	99	99	99	99	99

** . Correlation is significant at the 0.01 level (1-tailed).

Because all the correlations in line with theoretical expectations, this could be deemed as solid evidence for nomological validity of our measures.

4.1.4.3. Reliability and Validity Analysis for the Local Shopping Mall

4.1.4.3.1. Sensorial Experience Factor

The items SenEx1, SenEx2, and SenEx3 are subjected to analysis to measure reliability. The Cronbach's Alpha score is calculated by SPSS as 0.710 and it decreases in any case any of 3 items is deleted. Therefore, all 3 items SenEx1, SenEx2, and SenEx3 construct the scale produces consistent outputs when repeated for more than one times;

Table 35: Reliability Analysis Results for Sensorial Experience Items

Cronbach's Alpha	N of Items
,710	3
Items	Cronbach's Alpha if Item Deleted
SenEx1	,594
SenEx2	,618
SenEx3	,646

4.1.4.3.2. Emotional Experience Factor

In order to measure reliability, the items EmoEx1 and EmoEx2 were subject of analysis;

Table 36: Reliability Analysis Results for Emotional Experience Items

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,664		2

The Cronbach's Alpha 0.664 is lower than 0.7 implying non-reliability as in the case of Intellectual Experience Factor analysis for Starbucks. However, as stated earlier, according to Taber (2017), the Cronbach's Alpha value between 0,64-0,85 is adequate for assessing the existence of reliability. Therefore, the Cronbach's Alpha value with 0,664 is regarded as sufficient to say that the items EmoEx1 and EmoEx2 are reliable and produces the same outputs when repeated.

4.1.4.3.3. Behavioral Experience Factor

For measuring reliability, BehEx1 and BehEx2 are put into reliability analysis;

Table 37: Reliability Analysis Results for Behavioral Experience Items

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,823	-	2

The Cronbach's Alpha score produced for the items under Behavioral Experience is good enough to say that the scale is reliable.

4.1.4.3.4. Intellectual Experience Factor

In order to measure reliability, all 3 items IntEx1, IntEx2 and IntEx3 were our subjects for reliability analysis. The result for reliability analysis is given below;

Table 38: Reliability Analysis Results for Intellectual Experience Items

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,659		3
Items	Cronbach's Alpha if Item Deleted	
IntEx1	,624	
IntEx2	,418	
IntEx3	,647	

As witnessed earlier in our analysis, the Cronbach's Alpha value 0,659 is below 0,7 which is generally accepted value in the literature. However, Taber (2017) stated the Cronbach's Alpha between 0,64-0,85 is adequate to say the scale is reliable in his article titled as "The Use of Cronbach's Alpha When Developing and Reporting Research

Instruments in Science Education”. Therefore, Cronbach's Alpha value of 0,659 is accepted as adequate value to decide the reliability of our scale.

4.1.4.3.5. Relational Experience Factor

For reliability analysis, the items RelEx1, RelEx2, and RelEx3 are subjected to reliability analysis;

Table 39: Reliability Analysis Results for Relational Experience Items

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,860	,861	3
Items	Cronbach's Alpha if Item Deleted	
RelEx1	,769	
RelEx2	,813	
RelEx3	,828	

The value of Standardized Cronbach's Alpha is 0,861 and very good score to state that the scale is reliable. Also, Cronbach's Alpha value decreases in case that any of 3 items is deleted. Therefore, all 3 items RelEx1, RelEx2, and RelEx3 construct the scale produces consistent outputs when repeated for more than one times or that is to say, reliable.

4.1.4.3.6. Loyalty (Dependent Variable)

The reliability analysis for our dependent variable Loyalty is conducted through the items Loyal1, Loyal2, and Loyal3. The Cronbach's Alpha score seems to be sufficient for the reliability of the scale for Loyalty;

Table 40: Reliability Analysis Results for Loyalty Items

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,791		3
Items	Cronbach's Alpha if Item Deleted	
Loyal1	,633	
Loyal2	,744	
Loyal3	,766	

Cronbach's Alpha score is 0,791 and high enough to assess the reliability of our scale. Also, Cronbach's Alpha value decreases in case that any of 3 items is deleted. Therefore, all 3 items Loyal1, Loyal2, and Loyal3 construct the scale produces consistent outputs when repeated for more than one times and the scale is clearly reliable.

4.1.4.4. Factor Level Validity Analysis for Local Shopping Mall

As in the case of Starbucks, validity analysis is conducted for five factors (Sensorial Experience Factor, Emotional Experience Factor, Behavioral Experience Factor, Intellectual Experience Factor, and Relational Experience Factor) and one dependent variable (Loyalty). In order to aggregate factors and our dependent variable, arithmetical means of the items are taken for each;

Table 41: Pearsons' Correlation Values at Factor Level for Local Shopping Mall

		Sensorial Experien.	Emotional Experien.	Behavioral Experien.	Intellectual Experien.	Relational Experien.	Loyalty
Sensorial Experien	Pearson Cor.	1	,798**	,653**	,763**	,477**	,523**
	Sig. (1-tailed)		,000	,000	,000	,000	,000

**Table 41: Pearsons' Correlation Values at Factor Level for Local Shopping Mall
(continued)**

	N	100	100	100	100	100	100
Emotional Experience	Pearson Cor.	,798**	1	,731**	,732**	,548**	,617**
	Sig. (1-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
Behavioral Experience	Pearson Cor.	,653**	,731**	1	,707**	,584**	,646**
	Sig. (1-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
Intellectual Experience	Pearson Cor.	,763**	,732**	,707**	1	,520**	,504**
	Sig. (1-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
Relational Experience	Pearson Cor.	,477**	,548**	,584**	,520**	1	,418**
	Sig. (1-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Loyalty	Pearson Cor.	,523**	,617**	,646**	,504**	,418**	1
	Sig. (1-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

According to each pair of Pearson correlation values between all factors and Loyalty, it can be said that all factors are valid because all the correlation values are above the critical value. Therefore, the factors are on the right construct and measure the dependent variable which is intended to be measured.

4.1.5. Multiple Regression Analysis

“Regression analysis is a collection of statistical techniques that serve as a basis for drawing inferences about relationships among interrelated variables.” (Golberg & Cho, 2004). It is an extension of Pearson Correlation predicting the unit change in the dependent variable when the same unit changes in the independent variable. The purpose of regression analysis is to determine the percentage of change in the dependent variable resulting from the changes in independent variables and how much of the change in the dependent variable can be explained by independent variables.

The degree of the data’s fitness to the regression line, in other words, the percent of the variance in the dependent variable explained by the variance in independent variables are measured by “r-square” value. According to Cohen (1992), an r-square value below or equal to 0,12 indicates low, between 0,13 and 0,25 r square values indicate medium, equal to 0,26 or above values indicates high effect size. The higher r-square value means a better explanation of power for the model.

4.1.5.1. Multiple Regression Analysis for Coffee Shop Chain

Regression Analysis is conducted for factors composing our model; Sensorial, Emotional, Behavioral, Intellectual and Relational Experience and Loyalty. As we are only looking at the effects of positive experiences, (not negative experiences) or in other words, because we are looking for the possibility of the relationship between factors and response variable in one direction, we take into consideration p-values of one-tailed t-test instead of two-tailed t-test.

However, in SPSS there is no option to apply one-tailed t-test for regression, and in default, it applies two-tailed t-test. Therefore, in order to determine correct p-values, p-values given by regression analysis are divided by 2 for each factor. Accordingly, the critical p-value is determined as $p \leq 0,1$ to reject the null hypothesis and decide the statistical significance of β coefficients of factors. The confidence interval was 90% for regression. The result for regression analysis is given below;

Table 42: Model Summary Table of Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Change Statistics		
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	,868 ^a	,754	,741	,55826	,754	56,940	5	93	,000

a. Predictors: (Constant), RelationalExperience, EmotionalExperience, BehavioralExperience, IntellectualExperience, SensorialExperience

b. Dependent Variable: Loyalty

According to the Model Summary table, R Square value is 0,754 and Adjusted R Square is 0,741 which are very good scores in terms of the explanatory power of the research model. According to Cohen, R Square value equal to or higher than 0,26 represents high effect size. R Square 0,754 means that 75,4% of the variance in the dependent variable (Loyalty) can be explained by the movement in independent variables, or our factors.

Table 43: The ANOVA^a Table for Multiple Regression Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	88,729	5	17,746	56,940	,000 ^b
	Residual	28,984	93	,312		
	Total	117,713	98			

a. Dependent Variable: Loyalty

b. Predictors: (Constant), RelationalExperience, EmotionalExperience, BehavioralExperience, IntellectualExperience, SensorialExperience

The ANOVA table suggests that there are statistically significant differences between the means of factors (independent variables) and the constant having a significance value 0,000 is below the 0,05 unless otherwise it should be stated that there is no statistically significant difference between means of predictors.

Table 44: Coefficients^a Table for Multiple Regression Analysis (Coffee Shop Chain)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	90,0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	-,453	,284		-1,599	,113	-,925	,018		
Sensorial Experience	,318	,161	,230	1,978	,051	,051	,585	,196	5,092
Emotional Experience	,128	,099	,107	1,293	,199	-,036	,292	,384	2,606
Behavioral Experience	,542	,099	,511	5,502	,000	,379	,706	,307	3,255
Intellectual Experience	-,121	,121	-,082	-1,004	,318	-,322	,080	,398	2,511
Relational Experience	,231	,080	,207	2,876	,005	,098	,365	,513	1,948

a. Dependent Variable: Loyalty

The Coefficients Table is very important for our research. It gives the coefficient (β) values and p-values (significance) for each predictor variable. The p-value for each factor tests the null hypothesis that the factor has a significant effect on the dependent variable. A low p-value ($\leq 0,1$) indicates that factor has a significant effect on Loyalty. Conversely, a p-value ($>0,1$) points out that the changes in the predictor could not be associated with changes in the response variable.

As explained in the introduction, p-values obtained from two-tailed t-test by SPSS are divided by 2 to determine p-values for the one-tailed t-test. Therefore, p-values are determined as 0,0565 (for Constant), 0,0255 (for Sensorial Experience Factor), 0,0995 (for Emotional Experience Factor), 0,000 (for Behavioral Experience Factor), 0,159 (for Intellectual Experience Factor) and 0,0025 (for Relational Experience Factor). According to these new p-values of one-tailed t-test, the Constant (0,0565), Sensorial Experience Factor (0,0255), Emotional Experience Factor (0,0995), Behavioral Experience Factor

(0,000) and Relational Experience Factor (0,0025) have p-values lower than 0,1 ($\leq 0,1$). In this respect, the Constant, and factors Sensorial Experience Factor, Emotional Experience Factor, Behavioral Experience Factor, and Relational Experience Factor are identified as having statistically significant determinants with their respective β coefficients on customer loyalty.

On the other hand, Intellectual Experience Factor has a p-value of 0,159 which is above critical p-value 0,1 ($>0,1$). In this case, we fail to reject the null hypothesis that the β coefficient of Intellectual Experience Factor is equal to zero and came up with the result that the β coefficient of Intellectual Experience Factor is equal to zero. This means that the Intellectual Experience Factor has not statistically significant β coefficient in terms of Loyalty.

At the second step, standard beta coefficients of our statistically significant factors are analyzed. A standard beta coefficient determines the strength of the effect of each independent variable on the dependent variable. According to unstandardized β values, Behavioral Experience Factor with a β coefficient 0,542 has the strongest effect on Loyalty. Sensorial Experience Factor with $\beta=0,318$ has a considerably strong effect on Loyalty. Relational Experience Factor (0,231) and Emotional Experience Factor (0,128) accounts for moderate effects on our dependent variable. The Constant has a β coefficient of -0,453. This means that our model's regression line intercepts Y-axis at minus part. However, β of Constant barely and only has a meaning when β coefficients of predictors are equal to zero.

One of the most important subjects in regression analysis is multicollinearity. The concept of multicollinearity is first introduced by an economist Ranger Frisch. According to Frisch, multicollinearity occurs when two or more predictors in the model are correlated and provide redundant information about the response. If multicollinearity exists among independent variables, the model will no longer be reliable and the issue should be solved for a healthy analysis. In order to have an idea about multicollinearity, the Tolerance and VIF scores should be interpreted in the coefficients table.

Hair, Anderson, Tatham and Black (1995) claim that the maximum level for VIF is 10 in order to argue the existence of multicollinearity. To ensure that multicollinearity is not driving our results, we check for the variance inflation factor (VIF) in all empirical tests. The VIFs are all less than 10, indicating that multicollinearity is not a serious concern (Neter, Kutner, Nachtsheim & Wasserman, 1996).

According to Hair, Black, Babin and Anderson (2010), tolerance ideally should be less than 1 and above 0,1. All our tolerance values are between 0,1 and 1. Therefore, looking at the VIF and Tolerance scores of our 5 independent variables in the coefficients table, it can be seen that all the VIF scores are under 10 and all of the tolerance values are below 1. According to those values, it can be pointed out that multicollinearity does not exist and is not a problem for our model.

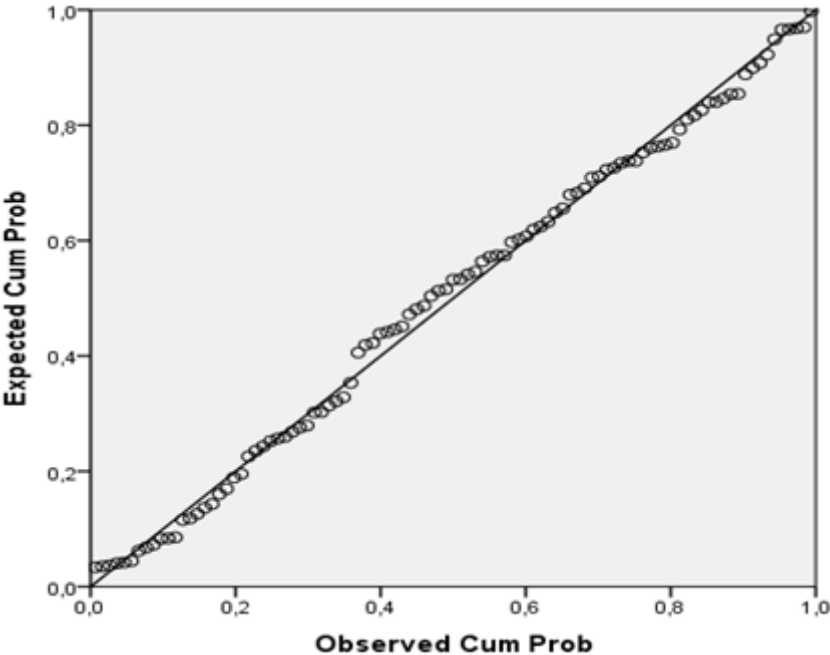


Figure 9: Normal P-P Plot of Regression

Finally, according to Normal P-P Plot of Regression Standardized Residual Table, we can conclude that residuals are normally distributed and there is no problem with the distribution of residuals.

4.1.5.2. Multiple Regression Analysis for Local Shopping Mall

Regression analysis is conducted for our 5 dependent and 1 independent variable for Kentpark. As in the case of Starbucks, p-values are divided by 2 for getting correct p-values for one-tailed t-test. Critical p-value was 0,1 to reject null hypotheses of β coefficient of any factor is equal to zero. The confidence interval was again determined as %90 for regression. The result for regression analysis is given below;

Table 45: Model Summary^b Table of Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	,680 ^a	,463	,434	,67211	,463	16,211	5	94	,000

a. Predictors: (Constant), Relational Experience, Sensorial Experience, Behavioral Experience, Intellectual Experience, Emotional Experience,

b. Dependent Variable: Loyalty

According to the Model Summary table, R Square value is 0,463 and Adjusted R Square is 0,434 which are pretty enough scores in terms of explanatory power of the model. According to Cohen, R Square value equal to or higher than 0,26 represents high effect size. R Square 0,754 means that 75,4% of the variance in the dependent variable (Loyalty) can be explained by the movement in independent variables, or our factors.

Table 46: ANOVA^a Table for Multiple Regression Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,616	5	7,323	16,211	,000 ^b
	Residual	42,463	94	,452		
	Total	79,079	99			

a. Dependent Variable: Loyalty

b. Predictors: (Constant), Relational Experience, Sensorial Experience, Behavioral Experience, Intellectual Experience, Emotional Experience

The ANOVA table indicates that there is no statistically significant differences between the factor means and constant justified by the significance value 0,000 which is below the 0,05 according to the F-test.

Table 47 : Coefficients^a Table for Multiple Regression Analysis (Shopping Mall)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
Constant	,306	,300		1,020	,310	-,290	,903		
Sensorial Exp.	,034	,160	,030	,215	,830	-,283	,352	,294	3,399
Emotional Exp.	,311	,142	,315	2,187	,031	,029	,594	,275	3,642
Behavioral Exp.	,430	,123	,433	3,496	,001	,186	,674	,373	2,684
Intellectual Ex.	-,074	,159	-,061	-,466	,642	-,390	,242	,331	3,020
Relational Exp.	,009	,091	,010	,103	,918	-,171	,189	,621	1,611

a. Dependent Variable: Loyalty

The Coefficients Table gives us important data about p-values of predictor variables, collinearity issue and β coefficients of the predictors. As explained in detail, p-values found by two-tailed t-test by SPSS are divided by 2 to compare the results for one-tailed. For that, p-values are figured out as 0,155 for Constant; 0,415 for Sensorial Experience Factor; 0,0155 for Emotional Experience Factor; 0,0005 for Behavioral Experience Factor; 0,321 for Intellectual Experience Factor and 0,459 for Relational Experience Factor.

According to p-values obtained for one-tailed t-test, the Constant (0,155), Sensorial Experience Factor (0,415), Intellectual Experience Factor (0,321) and Relational

Experience Factor (0,459) have p-values bigger than $>0,1$. In statistical terms, this means that we failed to reject null hypotheses of β coefficients for the Constant and factors Sensorial Experience Factor, Intellectual Experience Factor, and Relational Experience Factor is equal to zero. Therefore, those factors do not have statistically significant β coefficient in terms of Loyalty.

On the other hand, Emotional Experience Factor has a p-value of 0,0155 and Behavioral Experience Factor of 0,0005. For Emotional Experience Factor and Behavioral Experience Factor, we have succeeded in rejecting null hypotheses that β coefficient of that two variable is equal to zero. The p-values for Emotional Experience Factor ($0,0155 < 0,1$) and Behavioral Experience Factor ($0,0005 < 0,1$) indicates that Emotional Experience Factor and Behavioral Experience Factor have statistically significant β coefficients in terms of Loyalty for Kentpark's regression model.

Coefficients Table also gives the correlation coefficients of predictors on the response variable. According to Unstandardized Coefficients, or unstandardized β , the strongest expected effect on Loyalty belongs to the Behavioral Experience Factor with the β coefficient of 0,430. Emotional Experience Factor has also considerably high expected effect on Loyalty with the β coefficient of 0,311.

Another issue checked for our regression analysis is multicollinearity issue. The definition and method for detecting multicollinearity were treated under regression analysis for Starbucks so not repeated here. Looking at the VIF and Tolerance scores of our 5 independent variables in the coefficients table, all factor's VIF scores are under 10 and even under 5 (some argue that 5 is the limit for multicollinearity in the literature) all factor's Tolerance values are below 1 suggesting there is no multicollinearity which has to be dealt with. Therefore, multicollinearity is not a problem for our model.

Finally, according to Normal P-P Plot of Regression Standardized Residual Table, we can conclude that residuals are normally distributed and there is no problem with distribution of residuals.

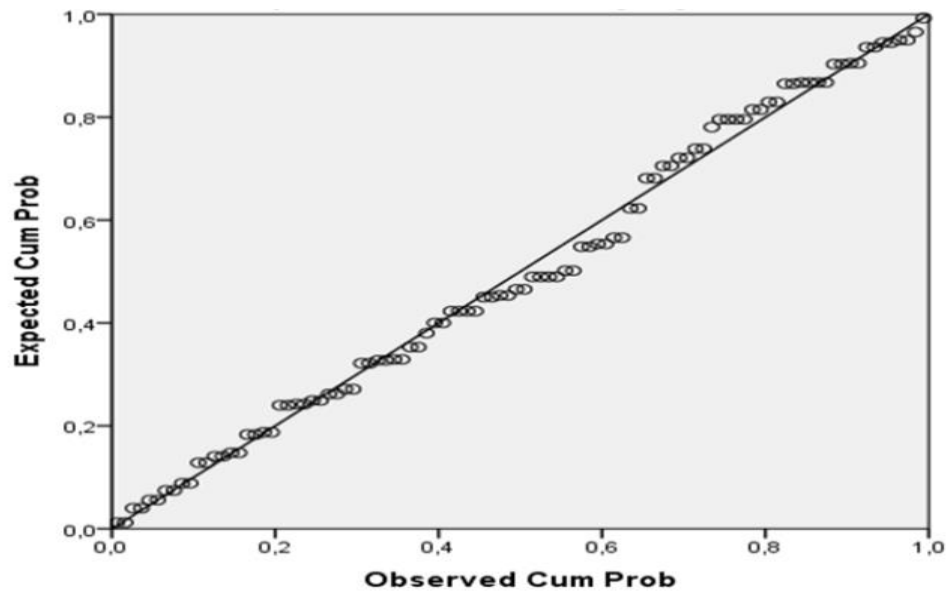


Figure 10: Normal P-P Plot of Regression

CHAPTER 5

RESEARCH FINDINGS AND DISCUSSION

In this study, we have issued experiential marketing, customer experiences and the effect of positive customer experiences on customer loyalty. During the last decades, experiential marketing has been a broadening term in marketing field replacing classical marketing. Nowadays, majority of business corporations have transformed their austere merchandises into experience package of a product, or a service, aiming at providing customers with unique and customized products and services through getting them some level of experiences. In this context, the buying process now is no more a take-and-go process, but it is a process of exposure to and acquisition of experiences created by sensation, feeling, thinking, acting and relating. Today we can now define experience as a new economic product because consumers undoubtedly expect an experience as a product, and an increasing number of companies respond by explicitly designing experiences and encouraging their customers (Pine & Gilmore, 1998).

Companies and business professionals have redesigned their offerings in line with experiential marketing in order to create loyal customers. Customer loyalty is enormously important for businesses to survive in today's harsh competitive environment. In this sense, establishing marketing policies and strategies in the context of experience, has been the major practice in terms of providing customer loyalty. Now, brands are trying to capture customers through emotional and personal designs and programs and connect customers to their lifelong products through their experiences (Gautier, 2003).

However, in the research analysis, we tried to answer the question that how much all these efforts affect customers on creating loyalty. In other words, do positive experiences that a customer gets about a certain brand, actually creates or contributes to his or her loyalty? If it does so, is the contribution provided by such an experience considerable? In

this study, we have tried to answer those questions and bring about some implications for business professionals. The subjects of our study were Starbucks and Kentpark.

5.1. The Research Findings and Outputs

The data collected are processed in statistical analysis as issued in Section 4. Reliability, Validity, EFA and Regression analysis has revealed important findings and outputs for our research. In this part, research findings for Starbucks and Kentpark are investigated separately at first, and then the results for each are compared.

5.1.1. Research Findings and Outputs for Coffee Shop Chain

As explained in the previous section of the study, in the item-level, EFA is performed for the items under each factor. At item-level EFA, the representation power of each item for measuring the related factor is identified. There were some important implications encountered in item-level EFA. For Sensorial Experience Factor, sense of seeing (SenEx1) has the highest factor loading among four items (sense of seeing, sense of hearing, sense of smell and sense of taste). However, the highest factor loading does not mean the highest power. Or it does not imply that sense of seeing is superior to other senses in terms of effect power on Sensorial Experience Factor.

It implies that the item having the highest correlation with the Sensorial Experience Factor is a sense of seeing. The factor loading is equal to the correlation between the manifest variable and the factor (Ellis, 2017). Therefore, in practical term, it may mean that the sense of seeing has the highest number of message or stimulation that Starbucks customers are exposed to. If we interpret that, it is not surprising. Considering a buying activity, the first stimulations which customers are exposed to most probably would be about the sense of seeing when he or she steps in Starbucks. It means that the visual ambiance, the decoration, and the colors welcome customers at first glance. In this term, our result supports the idea Jayakirishnan that the sight is the strongest item in the sensory module (Jayakirishnan, 2013).

The second highest factor loading belongs to sense of taste (SenEx4). This is not extraordinary again because people come to Starbucks for drinking coffee. The aromatic and appealing taste of Starbucks products is an important factor why most people prefer Starbucks to have coffee. By this result, we also support the idea that presenting food and drinks as tools that express unique tastes for customers has a significant impact on the taste experience (Klosse, Riga, Cramwinckel & Saris, 2004).

However, it is noteworthy surprising that sense of smell (SenEx3) has very close factor loading to the sense of seeing (SenEx1) and sense of taste (SenEx4). Actually, it is a very illustrative example of how Starbucks uses experiential tools in the experiential marketing process. Starbucks gives off an intense coffee smell into branches as part of its marketing policy. Customers are exposed to nice and aromatic coffee smell when they come to Starbucks. Therefore, in terms of Starbucks, we have confirmed Bone and Ellen's statement that the increasing importance of using fragrance to impress customers has enabled sellers to strategically use the fragrance tool in a competitive environment (Bone & Ellen, 1999).

Our result also supports the research finding of Kotler and Lindstrom which is the sense of smell involves 45% communication with the brand (Kotler & Lindstrom, 2005) and Mahmoudi's statement that the sense of smell is very close to our feelings and behaviors and has a great impact on our behavior (Mahmoudi et al., 2012).

It is also worth mentioning about the implication for sense of hearing (SenEx2). It has the lowest factor loading among other items. Actually, this is also not surprising when considering Starbucks' sales policy. If you take care of the sounds or music when you are in Starbucks, there is low-voice music in the background. The music is low-voice because it is about sales policy of Starbucks for featuring other sensory elements (sense of seeing and sense of smell). Therefore, we can say that Starbucks intentionally keeps a sense of hearing at the background. For the sense of hearing (SenEx2), our findings are not in line with the results of some of the suggestions and researches expressed in the literature.

Starbucks, intentionally or unintentionally, do not use the sense of hearing. In this sense, we disagree with research findings of Kotler and Lindstorm (2005) which concluded that

the share of hearing among the factors related to brand building was found to be 41% or the statement that sound has long been recognized as an important factor that has a positive impact on people's mood, consumer behavior and preferences (Alpert et al, 2005)

In this sense, the mixture of use of sensorial dimensions by Starbucks look likes the marketing mix. From managerial the perspective, the appropriate strategic mix depends on the creative use of resources and the capabilities of marketers. The company should determine the strategic mix according to the type and intensity of experience that the customer wants to provide (Lanier, 2009).

In terms of Emotional Experience Factor, two items the mood (feeling good at the moment in Starbucks) and having good memories (retroactively) loads to factor with equal and high scores. This means that the instant mood and having good memories of Starbucks evokes a high number of stimulations in terms of creating an emotional experience. This same result applies to two items under Behavioral Experience Factor. The items life-style and mobility loads with high scores to the factor and bring about a high number of input for the creation of behavioral experience for customers.

The same findings for Intellectual Experience Factor (Intellectual Experience Factor) are more distinguishable. The three items, customer's feedback (for designing products and services by Starbucks), the design of coffee shop and materials and the writing of customers' names on plastic cup have different factor loading scores. According to scores, the highest number of stimulation comes from the design of the plastic coffee cup for the creation of intellectual experience. However, as can be seen in the part of regression analysis, as the factor itself is not statistically significant coefficient in terms of measuring Loyalty, no more detail is given at the moment.

Items under Relational Experience Factor are also highly loaded on the factor. The highest loading score was belongs to self-expression meaning that customers are exposed a high number of stimulus from the perception that I better express myself by having coffee from Starbucks. Other two items, being a part of Starbucks customer group and elite perception of being Starbucks customer also considerably help to create a relational experience for customers.

Apart from that, researches have shown that loyal customers are less price-sensitive, make more purchases than other customers, are less inclined to change the business and have lower costs to the business (Bowen & Shoemaker, 1998; Artuğer, 2011). In the context of customer experience, some researchers have found that positive customer experience about the brand positively affects customer loyalty (Brakus et al., 2009).

For our study, on the other hand, multiple regression analysis has revealed that not all factors have significant β coefficient on Loyalty. The Constant, Sensorial Experience Factor, Emotional Experience Factor, Behavioral Experience Factor, and Relational Experience Factor have statistically significant β coefficients on Loyalty according to multiple regression analysis. On the other hand, Intellectual Experience Factor has not statistically significant coefficient on Loyalty. Therefore;

We fail to reject and so that we accept null hypotheses of;

H1₀: The positive sensorial experiences have a positive and significant effect on customer loyalty.

H2₀: The positive emotional experiences have a positive and significant effect on customer loyalty.

H3₀: The positive behavioral experiences have a positive and significant effect on customer loyalty.

H5₀: The positive relational experiences have a positive and significant effect on customer loyalty.

On the other hand, we succeed in rejecting the null hypothesis for intellectual experience factor and accept the alternative hypothesis;

H4₀: The positive intellectual experiences do not have a positive and significant effect on customer loyalty.

In a study conducted by Yuan and Wu (2008) in Starbucks Taiwan, a research analysis was conducted on the customer experience it creates. As a result of this analysis, experiential marketing, emotional and intellectual experience dimensions, and service quality, providing customer satisfaction by providing an experiential value was

concluded. In addition, it was concluded that sensory experiences and perceptions had no effect on customer experience.

However, contrary to what Yuan and Wu concluded, in our research analysis we have conducted that sensory experiences have a positive and significant effect on customer experience; even it finally turns out customer loyalty. For emotional experience, we have found similar results, but for the intellectual experience, our research analysis has indicated that intellectual experiences do not have a significant effect on customer experience.

Another study by Brakus et al. (2009) has found that positive sensory, affective (emotional), intellectual and behavioral brand experiences have a positive effect on customer satisfaction and loyalty. They have used 4 independent variables instead of five. Our research analysis has revealed that intellectual brand experiences for Starbucks do not have a positive and significant effect on customer loyalty. For the other 3 dimensions, we have found similar results.

In terms of Emotional Experience Factor, our research analysis has produced similar results with what is found in the previous analysis. According to our results, emotional experiences help Starbucks in creating customer loyalty. Emotions that help build deep emotional ties between consumers and products and increase consumer loyalty represent a central feature of consumer experiences (Rajogopal, 2015). In particular, it can be said that the emotional dimension of customer experience in hedonic consumption has become more important today and is an important determinant of customer loyalty (Gnoth, Bigné & Andreu, 2006).

In terms of Starbucks, we have concluded that intellectual experiences do not create a significant effect on customer loyalty. However, according to Schmitt, the aim of intellectual marketing is to enable customers to think in-depth about their products and services and to create catchy thoughts about brands or products (Schmitt, 1999). For Starbucks, the result of our research may correspond to two potential causalities; either they do not use intellectual experience items or if they do, it does not make sense for customers in creating loyalty. In terms of intellectual experience, we can say that

Starbucks do not use intellectual experience module the aim of which is to enable customers to think deeply about their products and services and to shape their thoughts in a catchy way about the product or brand (Schmitt, 1999).

An interesting result of our research analysis is that behavioral experiences have the highest effect in creating customer loyalty compared to other modules. In modern marketing, people need to make a commitment with the brands which best reflects their lifestyle, culture and motivate them to act both psychically and mentally. Customers associate the brands with their life-style and give it an important credit in creating loyalty to the brand. Starbucks, especially, successful in this where the customers see Starbucks as an indispensable part of their lifestyle and culture. Considering that the lifestyle is a personal concept; behavioral experiences are often based on values and beliefs that affect or determine people's behavioral responses (Gentile et al., 2007).

For relational experience, our research analysis has revealed less effect on customer loyalty compared to behavioral and sensorial experiences. One of the reasons for this result may be Starbucks' fewer appliances to customer loyalty programs. Or, one of the reasons may be Starbucks' not use famous people to create a relational experience. Companies generally apply famous people for creating relational experience and loyalty (Schmitt, 2010).

5.1.2. Research Findings and Outputs for Local Shopping Mall

In item level EFA of Sensorial Experience Factor, not surprisingly, sense of seeing has the highest loading compared to the other two items of sense of hearing and sense of smell. The items under Emotional Experience Factor, the mood and the good memories are equally loaded on the factor. This means there is no difference between the volumes of messages of those two items when creating an emotional experience. This is the same for Behavioral Experience Factor. The two items under Behavioral Experience Factor, life-style and mobility, are loaded on the factor with equal and high scores. This also means that people create a behavioral experience through being exposed to an equal number of interaction by the two items.

On the other hand, for Intellectual Experience Factor, the most number of messages comes from the item, cognitive effort before making a buying decision, to customers. It is an expected result because one of the most important services by shopping malls is the number of alternative service type (food, garment, game playgrounds, atm machines, travel agencies, cinema, etc.), brands and price.

For relational experience, the highest factor loading score belongs to the item, being a member of the social group of Kentpark customers. People get the highest number of messages from this item when creating a relational experience. Actually, the efforts of organizing lotteries, advertising sales discounts and providing free services only for Kentpark customers are all aim to create its own customer group and support our result.

Multiple regression for Kentpark has revealed that only two factors are statistically significant β coefficients for our model among five factors. Emotional Experience Factor and Behavioral Experience Factor have statistically significant β coefficients while the Constant, Sensorial Experience Factor, Intellectual Experience Factor, and Relational Experience Factor do not have.

Therefore, we fail to reject and so that we accept null hypotheses of;

H2₀: The positive emotional experiences have a positive and significant effect on customer loyalty.

H3₀: The positive behavioral experiences have a positive and significant effect on customer loyalty.

On the other hand, we succeed in rejecting the null hypothesis for sensorial, intellectual and relational experience factors and accept alternative hypotheses;

H1₁: The positive sensorial experiences have a positive and significant effect on customer loyalty.

H4₁: The positive intellectual experiences do not have a positive and significant effect on customer loyalty

H5₁: The positive relational experiences have a positive and significant effect on customer loyalty.

For sensorial experience factor, although research by Chebat and Michon (2003) especially studied on sensory elements of shopping malls, has stressed the importance of ambient odors and sights for customer experiences in shopping malls, we have found that sensory elements do not make sense for Kentpark customers, at least in terms of loyalty.

On the other hand, our research has indicated that emotional experiences have a significant impact on customer loyalty for Kentpark customers. Customers' instant mood and good memories are important determinants for loyalty according to our study. In accordance with that, Wakefield and Baker (1998) found that there is a significant correlation between the physical environment of the shopping center and the positive emotional reactions that occur in shoppers, and this increases both the excitement and desire of consumers to stay in the shopping center.

As in the case of Starbucks, customers give the most credit to behavioral experiences about creating customer loyalty for Kentpark. In line with the statement of Schmitt and Rogers (2008) that behavioral experience refers to a "movement" and aims to influence customer behavior, physical experiences, and lifestyles. In this sense, we have found that Kentpark customers give the most important role in lifestyle and mobility issues for developing loyalty with the brand.

For intellectual and relational experience factors, on the other hand, our research analysis has revealed that they have no significant effect on customer loyalty. It may be seen as an expected result considering that Kentpark does not use any kind of customer loyalty programs except some kinds of promotional tools like lotteries for a car. In this sense, we can conclude that Kentpark does not use the experiential tools or messages of intellectual experience module or if they use it does not make sense on the customer side.

Therefore, we can advise for Kentpark to design the marketing management including the intellectual elements of customer experience to create loyal customers. Cognitive marketing is an important tool that increases the positive interaction between brands and customers if used effectively and correctly and has an impact on customers' buying behaviors and customer loyalty (Walker, 2018).

5.1.3. Comparison of Research Findings and Outputs

EFA and Regression Analysis produced different results for Starbucks and Kentpark. The model of Starbucks includes Constant (-0,453), Sensorial Experience Factor, Emotional Experience Factor, Behavioral Experience Factor, and Relational Experience Factor. The independent variable having the highest coefficient in the model is the Behavioral Experience Factor with 0,542. This is interesting because although the highest number of the message comes from sensorial experience, customers more value behavioral experiences in the creation of brand loyalty. This means that life-style and self-expression experiences are stronger aspects of loyalty compared to sensory experiences. This is also a very important implication for marketing's shift of traditional marketing to experiential marketing.

Relational experience has also an important level of effect on loyalty according to the model. This supports the idea that social aspects of the marketing, such as customer social group and self-expression, yields precious inputs for creating loyalty. Sensorial experiences have still crucial importance on customer loyalty for Starbucks. Because it is a world-wide coffee company, sensory elements are at the heart of the product and services Starbucks provides. But, the interesting result is behavioral elements are more effective on customers for creating or strengthening brand loyalty.

On the other hand, emotional experiences are the least important ones for creating loyalty in the case of Starbucks. This may be related to Starbucks' marketing strategy. In advertisements, for example, Starbucks does not emphasize emotional characteristics compared to Coca-Cola which emphasizes the emotional atmosphere of Ramadan or touching different cities' cultures in its advertisements. But, because the atmosphere affects people's instant mood when having coffee in Starbucks, there is still room for emotional experiences in the model.

The model for Kentpark ascertained that only two factors, Emotional Experience Factor and Behavioral Experience Factor have significant coefficients in terms of Loyalty. Compared to Starbucks, Sensorial Experience Factor and Relational Experience Factor do not contribute to the loyalty for the case of Kentpark. The inexistence of Sensorial

Experience Factor can be explained by the idea that people do not much value senses apart from the sense of taste for establishing loyalty. Customers create more addictions to taste of something, compared to visual appearance, the smell of something or music. Therefore, the reason for Sensorial Experience Factor's lackness in the model of Kentpark can be explained by the inexistence of sense of taste item under the Sensorial Experience Factor for Kentpark.

The inexistence of Relational Experience Factor in the model of Kentpark can be explained by Kentpark's use of social elements in marketing strategy. Compared to Starbucks, Kentpark does not much use aspects of self-expression or customer social group. For example, Starbucks established a customer relationship management tool and offers promotions by that. On the other hand, Kentpark does not have such an application. The Intellectual Experience Factor does not exist in the models of both enterprises. This can be explained by that customers do not credit much to the Intellectual elements when establishing loyalty with the brands, Starbucks and Kentpark.

For the model of Kentpark, Behavioral Experience Factor has a higher coefficient compared to Emotional Experience Factor. It is a surprising result because customers attribute more value to the experiences related to their lifestyle and triggering their motion. The reason lying under this fact refers to the basic motivation that people goes to the shopping mall to move and express their lifestyle. This basic motivation provides the highest input in terms of creating loyalty for Kentpark. On the other hand, Emotional Experience Factor has considerably high coefficient in creating loyalty for Kentpark. This also points out that people appreciate a positive feeling and having a pleasant time as well as moving and lifestyle when creating loyalty. In addition to the motion and expression of their lifestyle motivations, people also constitute loyalty to Kentpark by the motivations of feeling good and having a good time.

In comparison, both Starbucks and Kentpark customers pay most attention to experiences related with their physical motion and life-style for constituting loyalty. This is an interesting result. Customers direct their attention to experiences touching to their life-style and motion to create loyalty. Therefore, those kinds of experiences are more important than they seem to be.

On the other hand, Kentpark customers give more credit to good feeling and plausible memories when Starbucks customers give the least importance to them among four factors. This result is not surprising considering the type of service those two enterprises provided. Kentpark is founded or designed to make its customers spend a good period of time and feel good when they shopping. It appeals to the feeling of the customers whereas Starbucks is more focused on sensorial elements of tasting and experience of the unique ambiance. Therefore, it is about the difference between service designs of those two enterprises.

5.2. Implications for Business Professionals and Academics

5.2.1. Implications for Business Professionals

Our research has revealed important implications for business professionals and managers who should be interested in experiential marketing. To begin with, the type of marketing mix should be based on the type of product or service enterprise serves. Our research subjects, Starbucks and Kentpark, have outweighed on different factors, or let say dimensions of strategic marketing modules as issued under the previous heading.

Every business professional or manager should consider featuring a couple of those five dimensions which provide them a comparative advantage. Experiential marketing represents pure marketing tools from brand to customer over a time period controlled by the customer. It also adapts the most important elements of the marketing mix (Smith & Hanover, 2016). For example, probably Lego will more benefit from the intellectual experience (aesthetical experience or think marketing) when formulating marketing tools. Or, Volkswagen Golf would appeal to customers by underlining aesthetical, sensorial, behavioral and relational experiences of consumers.

However, in order to create loyalty for prospective customers and strengthen loyalty for existing customers, enterprises should more focus on strategic modules (five factors) on which they deal with comparative disadvantage. Our study indicated that both Starbucks and Kentpark do not use think marketing (intellectual experience) or even if they use it does not create a meaningful effect on customer loyalty. They both should focus on think

marketing to take comparative advantage of this module in creating loyalty. In this sense, for example, Starbucks can organize events like ‘make your own coffee’ and provide its customers with an opportunity to try combining ingredients on their own and make them see the result. Or, Kentpark can organize quiz shows for the customers and reward winners with little surprises to increase their intellectual experience.

Starbucks can take an active and explicit role in social responsibility projects serving a good model for its customers in order to take advantage of relate marketing (relational experience). Kentpark can strengthen the use of sense marketing by spraying good smells into the shopping mall or organizing mini concerts. These examples could be augmented but the main point is that enterprises should be aware of benefits of these five strategic marketing modules, determine the ones they fall behind and make efforts to strengthen and actively use them.

Besides, business professionals should take into account the concepts of brand image, brand perception, and brand experience when formulating a mix of experience package for their customers. Companies that design sensory experiences position the brand in the minds of consumers. The brand image produced as a result of these brand designs is not limited to the features of the product or the area in which it is used, but beyond that, the product revives as different sensory features in the mind of the consumer and emotionally increases the loyalty of customers to the brand or product. The main purpose of differentiating this idea is to increase the emotional motivation of the consumer. Therefore, the sensory effects to be created on the customers should be carefully examined by the companies (Schmitt, 1999).

As an example for this, Starbucks’ offering “*ayran*” to its customers may surprise them and may contribute either negatively or positively to their sensorial experience but most probably may not be good for brand image and brand perception. Or, serving a tea with glass may contribute to sense marketing (sensorial experience) of customers but it may damage brand experience. However, delivering a puzzle making up the Starbucks logo to the customers reasonably contributes their intellectual experience and brand experience as well as contributing to loyalty. Therefore, professionals should pay attention to concepts like brand positioning, brand image, brand perception, and brand experience. There is no

doubt that a rational and creative mix of strategic marketing modules will also make a positive and important contribution in terms of those concepts.

Another issue which should be considered is demographic variables of the target group. Researches in the literature have indicated that the use of strategic marketing modules that do not consider the target group's age, gender or income, and education level would not make sense. In order to create an effective customer experience, a comprehensive profile of customers based on demographic, behavioral and behavioral knowledge, detailed profitability and lifelong value analyzes and customer segmentation are required (McEachern, 1998).

Majority of Starbucks customers are young and educated people. For example, playing nostalgic songs all the time can touch their sensorial experience but may not appeal to the majority of customers composed of young people. Or, initiating a social responsibility group only consisting of males can enhance the relational experience of customer group but may also create a feeling of exclusion for female customers.

5.2.2. Implications for Academics and Future Research Directions

In this study, we have investigated the effect of strategic marketing modules on customer loyalty. We have tried to answer the question of how customer loyalty is affected by Schmitt's strategic marketing modules of sense, feel, think, act, and relate marketing. In order to reveal that we have conducted exploratory factor and regression analyses. The outcomes of those analyses are elaborated in terms of our study subjects in related sections of this study. However, those analyses have also revealed some important implications outside our subject.

Besides, our study has only concentrated on two enterprises. However, the same strategic marketing modules may have very different results for different enterprises in the same market. For example, Caribou Coffee or Gordion Shopping Mall may yield considerably different results if studied. Furthermore, a study on strategic marketing modules striving sector based comparison and comparative advantages and disadvantages of each module in different sectors may reveal very important outcomes.

Finally, the adequacy of strategic marketing modules can also be studied. We have made our analyses for looking at five modules of strategic marketing. However, it can be a challenging study investigating whether there are more strategic modules apart from Schmitt's five or not.

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APPENDICES

A. APPROVAL OF METU HUMAN SUBJECTS ETHICS COMMITTEE

UYGULAMALI ETİK ARAŞTIRMA MERKEZİ
APPLIED ETHICS RESEARCH CENTER



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20 Şubat 2019

Konu: Değerlendirme Sonucu

Gönderen: ODTÜ İnsan Araştırmaları Etik Kurulu (İAEK)

İlgi: İnsan Araştırmaları Etik Kurulu Başvurusu

Sayın Prof. Dr. Cengiz YILMAZ

Danışmanlığını yaptığımız **Oğuzhan HERDEM' in "Deneyimsel pazarlama modüllerinin/araçlarının tüketicici davranışlarına etkisi"** başlıklı araştırması İnsan Araştırmaları Etik Kurulu tarafından uygun görülmüş ve **069-ODTÜ-2019** protokol numarası ile onaylanmıştır.

Saygılarımızla bilgilerinize sunarız.

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B. QUESTIONNAIRES IN ENGLISH

Starbucks

Personel Informations

Gender: Female Male

Age: 18-24 25-34 35-44 45-54 54-65 ≥ 65

Marital Status: Married Single

Educational Status: Primary School High School Associate Degree

Bsc. ≥Phd.

Montly Income: 0- 1000 TL 1000-2500 TL 2500-5000 TL ≥5000 TL

Occupation:

QUESTIONNAIRE

1- When I need to have coffee, first place that comes to my mind is Starbucks.

Strongly Disagree Disagree Neutral Agree Strongly Agree

2- I prefer Starbucks even if prices are higher than other coffee shops.

Strongly Disagree Disagree Neutral Agree Strongly Agree

3- I can praise Starbucks to others in all kinds of social settings.

Strongly Disagree Disagree Neutral Agree Strongly Agree

4- I like lighting, interior decoration and colors of Starbucks and because of that I like spending time in Starbucks.

Strongly Disagree Disagree Neutral Agree Strongly Agree

5- I like the music played in Starbucks.

Strongly Disagree Disagree Neutral Agree Strongly Agree

6- I like the smell of coffee in Starbucks and that attracts me.

Strongly Disagree Disagree Neutral Agree Strongly Agree

7- I like the taste of Starbucks products and that is one of the reasons why I frequently visit Starbucks.

Strongly Disagree Disagree Neutral Agree Strongly Agree

8- I feel good when I come to Starbucks and feel positive emotions.

Strongly Disagree Disagree Neutral Agree Strongly Agree

9- I remember good memories when I spending time in Starbucks.

Strongly Disagree Disagree Neutral Agree Strongly Agree

10- If I describe Starbucks with three notions using attributes below I would choose following notions according to order of importance;

Unique luxury enjoyable modest fashionable young clean
sincere rational

spacious warm safe interesting easy practical funny
comfortable

11- Starbucks represents my lifestyle and culture.

Strongly Disagree Disagree Neutral Agree Strongly Agree

12- I like to buy coffee from Starbucks and drink when I driving a car or traveling around.

Strongly Disagree Disagree Neutral Agree Strongly Agree

13- I can easily convey my opinions about the products and I think my feedbacks evaluated and applied to products.

Strongly Disagree Disagree Neutral Agree Strongly Agree

14- I like the design of shop, materials and I think the shape and nozzle part of the plastic cup and carton holder is thought smartly.

Strongly Disagree Disagree Neutral Agree Strongly Agree

15- I think it is a good opinion to write the names of customers on plastic cup.

Strongly Disagree Disagree Neutral Agree Strongly Agree

16- I feel a belonging to a social group of Starbucks customers when I drink coffee from Starbucks.

Strongly Disagree Disagree Neutral Agree Strongly Agree

17- I think the majority of customers are knowledgeable and highbrow that I would like to see when having coffee in Starbucks.

Strongly Disagree Disagree Neutral Agree Strongly Agree

18- I think that having coffee from Starbucks is related with better expression of me socially.

Strongly Disagree Disagree Neutral Agree Strongly Agree

Kentpark

Personel Informations

Gender: Female Male

Age: 18-24 25-34 35-44 45-54 54-65 ≥ 65

Marital Status: Married Single

Educational Status: Primary School High School Associate Degree
Bsc. \geq Phd.

Montly Income: 0- 1000 TL 1000-2500 TL 2500-5000 TL ≥ 5000 TL

Occupation:

QUESTIONNAIRE

1- Kentpark is the first place that come to my mind when I need shopping.

Strongly Disagree Disagree Neutral Agree Strongly Agree

2- I prefer shopping from Kentpark even if prices are higher compared to other shopping malls

Strongly Disagree Disagree Neutral Agree Strongly Agree

3- I can praise Kentpark to others in social settings

Strongly Disagree Disagree Neutral Agree Strongly Agree

4- I like lighting, interior decoration and spacious atmosphere of Kentpark and because of that I like spending time in Kentpark

Strongly Disagree Disagree Neutral Agree Strongly Agree

5- I like the music played in Kentpark.

Strongly Disagree Disagree Neutral Agree Strongly Agree

6- I feel a different and pleasant smell in Kentpark.

Strongly Disagree Disagree Neutral Agree Strongly Agree

7- I feel good when I come to Kentpark and feel positive emotions.

Strongly Disagree Disagree Neutral Agree Strongly Agree

8- I remember good memories when I spending time in Kentpark.

Strongly Disagree Disagree Neutral Agree Strongly Agree

9- If I describe Kentpark with three notions using attributes below I would choose following notions according to order of importance;

Unique luxury enjoyable modest fashionable young clean
sincere rational

spacious warm safe interesting easy practical funny
comfortable

10- Kentpark represents my lifestyle and culture.

Strongly Disagree Disagree Neutral Agree Strongly Agree

11- I like to walk around when I am in Kentpark.

Strongly Disagree Disagree Neutral Agree Strongly Agree

12- I make more evaluation the services/products compared to other shopping malls.

Strongly Disagree Disagree Neutral Agree Strongly Agree

13- I can easily convey my opinions about the products/services provided by and my feedbacks are taken into consideration by Kentpark.

Strongly Disagree Disagree Neutral Agree Strongly Agree

14- In terms of location, I simply can find the stores in Kentpark that I look for.

Strongly Disagree Disagree Neutral Agree Strongly Agree

15- I feel a belonging to a social group of Kentpark customers.

Strongly Disagree Disagree Neutral Agree Strongly Agree

16- I think that the Kentpark customers have certain income level and from social background.

Strongly Disagree Disagree Neutral Agree Strongly Agree

17- I think that shopping from Kentpark is a way that I can better express myself socially.

Strongly Disagree Disagree Neutral Agree Strongly Agree

C. QUESTIONNAIRES IN TURKISH

Starbucks

Kişisel Bilgiler

Cinsiyetiniz: Kadın Erkek

Yaş Aralığınız: 18-24 25-34 35-44 45-54 54-65 ≥ 65

Medeni Durumunuz: Evli Bekar

Eğitim Durumunuz: İlkokul Lise Yüksekokul Lisans ≥Doktora
ve üstü

Aylık Geliriniz: 0- 1000 TL 1000-2500 TL 2500-5000 TL
≥5000 TL

Mesleğiniz:

ANKET

1- Kahve içme ihtiyacı hissettiğim zaman, aklıma ilk gelen yer Starbucks'tır.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

2- Diğer kahve işletmeleriyle karşılaştırıldığında fiyatları yüksek olsa bile Starbucks'ı tercih ederim.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

3- Çeşitli sosyal ortamlarda insanlara Starbucks'ı övebilirim.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

4- Starbucks'ın aydınlatmasını, iç dekorasyonunu ve kullanılan renkleri seviyorum ve bu sebeple Starbucks'ta zaman geçirmeyi seviyorum

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

5- Starbucks'ta kullanılan müzikleri seviyorum.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

6- Starbucks'taki kahve kokusunu seviyorum ve bu beni cezbediyor.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

7- Starbucks ürünlerinin tadını seviyorum ve sık sık Starbucks'a gitmemde bu önemli bir nedendir

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

8- Starbucks'ta iken kendimi pozitif ve iyi hissediyorum

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

9- Starbucks'ta zaman geçirirken burada yaşadığım hoş anılarım aklıma geliyor.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

10- Eğer Starbucks'ı aşağıdaki kavramlardan üçünü kullanarak tanımlayacak olsaydım, önem sırasına göre birden üçe kadar şunları seçerdim;

Eşsiz Elit Eğlenceli Sade Modaya uygun Genç Temiz Samimi
Ferah Sıcak Güvenli İlginç Basit Pratik Komik Rahat

11- Starbucks yaşam stili ve anlayışı olarak beni doğru yansıtmaktadır.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

12- Starbucks'tan kahve alıp yürürken ya da araba kullanırken kahvemi yudumlamayı seviyorum.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

13- Starbucks'ın ürünleri/hizmetleri hakkındaki düşüncelerimi gerekli yerlere kolayca iletebilirim ve şikayetlerim/geri dönüşlerim Starbucks tarafından değerlendiriliyor ve dikkate alınarak ürünlerin/hizmetlerin geliştirilmesi için uygulanıyor.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

14- İşletmenin dizaynı, kullanılan materyaller, plastik kahve bardağının şekli ve ağızlık kısmı ile karton tutucu zekice tasarlanmıştır.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

15- Müşterilerin ismini plastik bardağın üzerine yazmak bence güzel bir fikir.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

16- Starbucks müşterisi olmak aynı zamanda sosyal bir gruba ait olma anlamına gelmektedir.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

17- Bence Starbucks müşterilerinin büyük çoğunluğu bilgili ve kültürlü insanlardan oluşuyor ve Starbucks'ta vakit geçirirken çevremde böyle insanların olması beni mutlu ediyor.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

18- Starbucks'a gittiğim için kendimi sosyal olarak daha iyi ifade ettiğimi düşünüyorum.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

Kentpark

Kişisel Bilgiler

Cinsiyetiniz: Kadın Erkek

Yaş Aralığınız: 18-24 25-34 35-44 45-54 54-65 ≥ 65

Medeni Durumunuz: Evli Bekar

Eğitim Durumunuz: İlkokul Lise Yüksekokul Lisans ≥Doktora
ve üstü

Aylık Geliriniz: 0- 1000 TL 1000-2500 TL 2500-5000 TL
≥5000 TL

Mesleğiniz:

ANKET

1- Alışveriş yapma ihtiyacı hissettiğim zaman aklıma ilk gelen yer Kentpark'tır.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

2- Diğer AVM'ler ile karşılaştırıldığında fiyatları daha yüksek olsa bile Kentpark'ı tercih ederim.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

3- Çeşitli sosyal ortamlarda Kentpark'ı insanlara övebilirim.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

4- Kentpark'ın aydınlatma sistemi, iç dekorasyonu ve ferah ortamı hoşuma gidiyor ve bu sebeple Kentpark'ta vakit geçirmeyi seviyorum.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

5- Kentpark'ta kullanılan müzikleri seviyorum.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

6- Kentpark'ta burnuma hoş gelen bir koku hissediyorum ve bu beni cezbediyor.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

7- Kentpark'ta iken kendimi pozitif ve iyi hissediyorum.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

8- Kentpark'ta zaman geçirirken burada yaşadığım hoş anılarım aklıma geliyor.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

9- Eğer Kentpark'ı aşağıdaki kavramlardan üçünü kullanarak tanımlayacak olsaydım, önem sırasına göre birden üçe kadar şunları seçerdim;

Eşsiz Elit Eğlenceli Sade Modaya uygun Genç Temiz Samimi
Ferah Sıcak Güvenli İlginç Basit Pratik Komik Rahat

10- Kentpark yaşam stili ve anlayışı olarak beni doğru yansıtmaktadır.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

11- Kentpark'ta iken farklı mekanlarda dolaşmayı seviyorum.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

12- Kentpark'ın ürünleri/hizmetleri hakkındaki düşüncelerimi gerekli yerlere kolayca iletebiliyorum ve şikayetlerim/geri dönüşlerim Kentpark tarafından değerlendiriliyor ve dikkate alınarak ürünlerin/hizmetlerin geliştirilmesi için uygulanıyor.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

13- Kentpark'ta iken ürünler/hizmetler hakkında daha fazla değerlendirme yapıyorum.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

14- Kentpark'ta aradığım mağazaları lokasyon olarak kolayca bulabiliyorum.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

15- Kentpark müşterisi olmak aynı zamanda sosyal bir gruba ait olma anlamına gelmektedir.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

16- Bence Kentpark müşterilerinin büyük çoğunluğu belli bir gelir seviyesinin üzerindeki kişilerden oluşmaktadır.

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

17- Kentpark'tan alışveriş yaptığım için kendimi sosyal olarak daha iyi ifade ettiğimi düşünüyorum

Kesinlikle Katılmıyorum/Katılmıyorum/Kararsızım/Katılıyorum/Kesinlikle Katılıyorum

D. TURKISH SUMMARY/TÜRKÇE ÖZET

1. GİRİŞ

Tarihsel gelişim serüveni çerçevesinde bakıldığında ekonominin teknoloji, üretim süreçleri ve rekabet araçlarındaki gelişmelerin de etkisiyle meta ekonomisinden deneyim ekonomisine doğru bir evrim geçirdiğine şahit olmaktadır. Bu değişim ve gelişmeler yalnızca ekonomiyi değil ekonomi ile iç içe olan birçok disiplini de beraberinde etkilemiştir. Sanayi Devrimi ile başlayan süreçte üretim yönetiminde Fordizm ve Taylorizm adını verdiğimiz bilimsel ilkelere dayalı kitlesel üretim ve kitlesel tüketim sistemlerine geçilirken, aynı süreçte ürünler tek tip standartlaştırılmış ürünlere dönüşmüştür.

Değişen tüketici talepleri ile etkisini yitiren bu yöntem, hizmet ekonomisinde yerini belli ölçüde farklılaştırılmış ürün ve hizmetlere bırakmıştır. Ancak, bilgi teknolojilerindeki değişim, değişen tüketici profili ve tüketim kültüründeki gelişmeler hizmet ekonomisindeki ürün ve hizmetleri de yetersiz kılmış, bu doğrultuda meta, mal ve hizmetlerden farklı bir ekonomik sununun, yani “deneyim” in ortaya çıkmasına sebep olmuştur (Pine&Gilmore, 1999). Pine ve Gilmore’a (1999) göre bu yeni ekonomik sunu oldukça farklılaştırılmış ve kişiselleştirilmiş ürün ve hizmetleri içermekte ve yoğun rekabetin var olduğu pazarda işletmelerin sürekliliği için önem arz etmektedir. Aslında bir bakıma ürünler tiyatro sahnesinde sergilenen dekorlar olmakta, ürünün kendisi ise artık tiyatro oyunu haline gelmektedir.

Holbrook ve Hirschman (1982) da deneyim kavramı üzerine çalışmalar yapmış ve bu kavramın pazarlamada ne ifade ettiğini incelemişlerdir. Literatürde birçok akademisyen, Shaw ve Ivens (2007), Chen ve Liu (2007), Berry, Carbon ve Haeckel (2002), Gentile, Spiller and Noci (2007), Yuan ve Wu (2008) veya Matcwick, Malhotra ve Rigdon (2002) gibi, deneyim ve pazarlama üzerine çalışmalar yapmış olmakla birlikte alandaki en önemli çalışmalar Bernd H. Schmitt tarafından ortaya konulmuştur. Schmitt (1999) ilk defa “deneyimsel pazarlama” kavramını literatüre tanıtmış ve müşteri deneyimlerini günümüz yoğun rekabet koşullarında işletmeler

tarafından pazarlama stratejilerinin odak noktasına alınması gereken hayati bir kavram olarak tanımlamıştır. Artık pazarda rekabet ürünün fonksiyonel özellikleri üzerinden değil, ürün ve hizmetleri bir araç olarak kullanarak yaratılan müşteri deneyimleri üzerinden yapılmaktadır.

Bu anlamda, Schmitt (1999) Stratejik Müşteri Deneyimleri Modülleri (Strategic Customer Experience Modules) adını verdiği müşteri deneyimlerinin temel boyutlarını ele alan ve pazarlama stratejilerine temel teşkil edecek bir sistem önermiştir. Bu boyutları, duyuşsal deneyim, duygusal deneyim, bilişsel deneyim, davranışsal deneyim ve ilişkişel deneyim olarak açıklamış, firmaların bu boyutları kullanarak kendi ürün ve hizmetlerine yönelik tüketici davranışları üzerinde karşılaştırmalı bir avantaja sahip olabileceğini belirtmiştir.

Ancak, bu deneyimsel pazarlama araç ve stratejilerinin tüketici davranışları üzerinde ne ölçüde bir etki yarattığı konusunda literatürde az sayıda çalışma bulunmaktadır. Gerçekten, deneyimsel pazarlama araçları ile yaratılan olumlu müşteri deneyimleri anlamlı bir etkiye sahip midir? Bu çalışmada, bu sorulardan biri olan deneyimsel pazarlama araç ve mesajları ile yaratılan olumlu müşteri deneyimlerinin müşteri sadakati üzerine etkisi incelenecektir.

2. DENEYİM EKONOMİSİ VE DENEYİMSEL PAZARLAMA

Deneyim kavramı, literatürde birçok akademisyen tarafından farklı şekillerde tanımlanmıştır. Kimi akademisyen deneyimi bilişsel ve duygusal süreçler olarak tanımlarken, kimisi çevreden gelen uyaranlara verilen tepkiler olarak tanımlamıştır. Kimisi deneyimin fiziksel yönüne ağırlık verirken kimisi duygusal yönünü ön plana çıkarmıştır. Tanımlar farklı olmakla birlikte hepsinin ortak noktası, deneyimin, içerisinde fiziksel, duygusal ve psikolojik süreçleri ve insan faktörünü barındıran ve bu anlamda duygularla, çevresel faktörlerle, kültür ve inançlarla sürekli bir etkileşim içerisinde olan çok boyutlu bir kavram olduğudur.

Bu anlamda, deneyim kavramı, pazarlama açısından değerlendirildiğinde bir müşteri açısından bir değere işaret etmektedir. Bu değer, Matewick, Malhotra ve Rigdon'ın


(2002) açıkladığı gibi *deneyimsel değer*' dir ve müşterilerin tüketim beklentilerini karşılamaları yönünden ürünü kullandıktan sonra ürün özellikleri üzerinden beklentileri ile kullanımdan elde ettikleri fayda karşılaştırmasını ifade etmektedir. Böyle bakıldığında, deneyimsel değer pozitif olabileceği gibi negatif de olabilir.

Deneyimsel değer içerisinde bilişsel süreç ve değerlendirmeleri barındırdığı için bir süreci işaret eder ve bu anlamda, müşteri karakterinden, çevreden, deneyimsel değer yaratmak için ortaya konulan deneyim arayüzü ve atmosferden, kişilerin kalıtsal birtakım özellikleri ve anlık ruhsal durumlarından etkilenir (Ponsonby&Boyle, 2004).

Deneyim Ekonomisi, pazarlamada sunulan ürün ve hizmetler ile tüketici rollerinde değişikliklere yol açmıştır. Ürün ve hizmetler, Hilton Otellerinin müşteri profili oluşturarak müşteri konaklamaya gelmeden önce tercih ettiği yastık, oda sıcaklığı, ikramlar vs. müşteriye özel olarak hazırlanması veya Nike'ın müşteri arayüzü vasıtasıyla onlara satın alacakları ayakkabının renk, dizayn, şekil, logo gibi özelliklerini seçme imkanı tanınması örneklerinde olduğu gibi oldukça farklılaştırılmış ve kişiselleştirilmiş ürün ve hizmetlerdir. Müşteriler, deneyim ekonomisinde sadece ürün veya hizmete değil, bunlar vasıtasıyla yaratılan katma değer için ödeme yapmaktadırlar (Pine&Gilmore, 1999).

Müşterilerin Deneyim Ekonomisindeki Roller de değişikliğe uğramıştır. Holbrook ve Hirschman (1982) tüketimin deneyimsel boyutları üzerine bir çalışma yapmış ve deneyimsel olarak müşterilerin tüketimden beklentilerini üç F önermesi ile; Fantasies (Fanteziler), Feelings (Hisler) ve Fun (Eğlence) açıklamışlardır. Söz konusu boyutları dikkate alarak yaratılan ürün ve hizmetler işletmelere rekabetçi ortamda fiyat belirleme gücü ve karşılaştırmalı bir avantaj da sağlayacaktır.

Commodity	Good	Service	Experience
The Coffee Bean	Nescafé	McDonald's Coffee	Starbucks
60-70 Cent	2-3 Dolar	5-6 Dolar	8-9 Dolar


Fiyat Artışı

Şekil 1: Sunulan Kahve Ürünlerine Göre Fiyat Farklılaştırması

Kaynak: Smith ve Wheeler, 2002

Odabaşı da (2013) tüketicilerin deneyim ekonomisindeki rollerini yeni bir kavram olan “prosumer” yani üreten tüketici manasına gelen “producing consumer” kavramı ile açıklamıştır. Ona göre modern tüketici, sembolik tüketim kültüründe artık sadece ürün ve hizmetlerin tüketicisi konumunda değil, aynı zamanda ürün ve hizmetlere eklenen sembol ve anlamların da belirleyicisi konumundadır.

Tüketici davranışlarını ve deneyimsel boyutların etkinliğini anlamak için yaptığımız araştırma analizi Bernd H.Schmitt’in Stratejik Müşteri Deneyimsel Modülleri adını verdiği duysal, duygusal, bilişsel, davranışsal ve ilişkisel deneyimlere dayanmaktadır. İlk boyut olan *duysal deneyim*, tüketicilere beş duyu organı vasıtasıyla deneyim yaşatmayı, onlara kullanılan renkler, sesler, kokular, dokunma hissi ve estetik haz, güzellik hissi yaşatarak eşsiz deneyimler sunmayı amaçlamaktadır (Schmitt, 1999; Gentile vd., 2007). Müşterilerin deneyimsel arayüzde karşılaştıkları ilk boyut duysal deneyim boyutudur (Chiu&Wang, 2006).

Norveç’te bulunan Sorrisniva Igloo Hotel, duysal deneyim boyutunu başarılı şekilde kullanan önemli örneklerden biridir. Otel, tamamı ile buzdan inşa edilmiş olması, içerisindeki ve odalardaki tüm dekorasyonun buz heykeller kullanılarak yapılmış olması, iç hava sıcaklığının -4 ve -7 derece arasında olması ve müşterilerine ren geyiği derisinden yapılmış yataklarda uyuma fırsatı vermesi gibi özellikleri ile onlara eşsiz bir deneyim sunmaktadır.

Schmitt’in açıkladığı 2.modül *duygusal deneyim modülü* dür. Müşteriler ürünlerden sadece duyu organlarına hitap etmesini değil kendilerine duygusal birtakım deneyimler yaşatarak bu yöndeki ihtiyaçlarını gidermelerini beklemektedir (Khuong&Tram, 2015). Son 10-15 yılda yapılan araştırmalar, duyguların, tüketicilerin harcama alışkanlıkları üzerinde en fazla belirleyici değişken olduğunu ve duygularla yaratılan müşteri deneyimlerinin tüketimden çok sonraları da deneyimi hatırlanabilir hale getirdiğini ortaya koymuştur (Allen, Machleit&Kleine, 1992). Duygular, marka ve ürün ile müşteri arasında derin duygusal bağlar kurmaya yarayan bu yolla müşteri sadakitini artırarak müşteri deneyimlerinin temel etkeni konumuna gelen önemli araçlardır (Rajogopal, 2015).

Bu bağlamda, duygusal deneyim modülünün kullanımına Coca-Cola'nın Ramazan Ayı reklam videolarını başarılı bir örnek olarak verebiliriz. Söz konusu reklam videosunda Coca-Cola bizlere geniş iftar sofrasında iftarı bekleyen, birbirleri ile neşe içerisinde sohbet eden ve iftar sevincini yaşayan Türk halkının resmini sunarken iftar masasına kendi ürününü de yerleştirerek aslında bize Coca-Cola'nın Türk halkının dini ve yerel kültürel bileşenlerinin bir parçası olduğu mesajı vermeye çalışmaktadır. Şüphesiz, böyle bir mesajın amacı Türk halkı ile Coca-Cola ve ürünleri arasında kültürel ve dini motiflere atıflar yaparak duygusal bağ kurmaktır.

Söz konusu deneyim modüllerinden 3.cüsü *bilişsel deneyim* dir. Bilişsel deneyim modülü müşterilerin bilişsel süreçlerini harekete geçirip onları bilişsel doygunluğa eriştirerek marka ve ürünü tüketicilerin zihinlerinde hatırlanabilir hale getirmeyi amaçlamaktadır. Bilişsel pazarlama markanın pazarlama mesajını doğru zamanda, doğru yerde doğru kişiye ulaştırmayı amaçlamaktadır (Walker, 2018). Burada, müşterilerin yaratıcı düşünceleri, ürünleri ve markaları bilişsel aktiviler ile değerlendirip yorumlamaları bu yolla da müşterilerin marka ve ürüne bağlılıklarını artırmak amaçlanmaktadır (Schmitt, 2003).

Bu modül için verilebilecek en güzel örneklerden birisi de Nike'ın Make Yourself (Kendin Tasarla) kampanyasıdır. Bu müşteri deneyim aracı ile Nike müşterilerine satın alacakları spor ayakkabıyı baştan sona kendilerinin tasarlaması imkanını vermektedir. Müşteriler, ayakkabılarının rengini, desenini, dizaynını ve logo gibi özellikleri üzerinde düşünerek hayal güçlerini harekete geçirmekte, bu yolla bilişsel doyum sağlamaktadırlar.

Schmitt'in bahsettiği 4.modül *davranışsal deneyim* dir. Bu modül, marka ve ürünle iletişim sağlayan her türlü fiziksel ve bedensel aktiviteyi kapsamaktadır (Schmitt&Zarantonello, 2010). Davranışsal deneyim, amacı tüketici davranışlarını ve yaşam stillerini etkilemek olan bir hareket deneyimidir (Schmitt&Rogers, 2008). Davranışsal deneyim tüketici yaşam stillerine, kültürlerine ve hareket biçimlerine atıflar yaparak marka yaklaşımını ve marka bağlılığını olumlu etkilemeyi amaçlar. Marka ile fiziksel etkileşimi sağlayarak müşteri sadakatini artırmak temel amacıdır.

Bu yönden, Nike’ın “Just Do It” (Harekete Geç!) sloganını örnek olarak verebiliriz. Nike yaratmış olduğu bu slogan ile müşterilerini hayal ettikleri yaşam şekli ve başarılarla ulaşmak yönünde teşvik etmek, onları harekete geçirmeyi amaçlamaktadır. Bu yolla, onların marka bağlılığını artırmak, marka ile ilk elden iletişim kurarak deneyimlerini artırmak ve marka bağlılığını olumlu etkilemek temel hedeflerinden biridir.

Schmitt’in çalışmasında bahsettiği son modül, *ilişkisel deneyim modülü*’dür. Bu modül, ürün ve marka ile bağlı bulunulan yada olmak istenilen sosyal sınıf, statü veya topluluk arasında ilişki kurmayı işaret etmektedir (Schmitt, 1999). Bu modül, duygusal, duygusal, davranışsal ve bilişsel deneyim modüllerinin bileşenlerini biraraya getirmektedir. Müşterilerin dernekler, marka toplulukları, sosyal kimlikler, etnik grup, kültürel değerler ve sosyal etkiler ile marka veya ürünün iletişimini içermektedir. Bu amaca yönelik olarak diğer sosyal gruplar ve kişiler ile etkileşimin bir sonucu olarak müşteri kimliği ve aitlik hissi ile ilgili mesajlar vermektedir (Yuan&Wu, 2008).

İlişkisel deneyimin literatürde de dile getirilen en güzel örneği Harley Davidson marka topluluğudur. Bu marka topluluğunda aitlik hissi çok ön plana çıkmıştır ve müşteriler Harley Davidson markasını sosyal kimliklerinin ve yaşam biçimlerinin değişmez bir parçası olarak görmektedirler. Bu sebeple, marka adı altında düzenli etkinlik ve organizasyonlar ile biraraya gelmekte, etkileşimde bulunmakta ve kapalı bir sosyal grup oluşturmaktadırlar.

Bahsedilen yönleriyle deneyimsel pazarlama klasik pazarlamadan ayrılmaktadır. Schmitt (1999) deneyimsel pazarlama ve klasik pazarlama anlayışları arasındaki farklara değinmiş, belli yönlerden farklılıklarını ortaya koymuştur;

Tablo 1: Deneyimsel Pazarlama ve Klasik Pazarlama Arasındaki Farklar

	Klasik Pazarlama	Deneyimsel Pazarlama
Odak noktası	Ürün özellik ve faydaları	Müşteri Deneyimi
Ürün kategorisi ve rekabet	Dar ürün kategorisi ve düşük rekabet	Geniş ürün kategorisi ve yüksek rekabet
Müşteri tanımı	Rasyonel karar verici	Rasyonel ve duygusal karar verici
Araştırma Metodolojisi	Analitik, sayısal ve sözel	Ekletik metodoloji

Bir başka çalışmasında Schmitt (2010) *CEM (Müşteri Deneyimi Yönetimi)* kavramını geliştirmiş, müşteri deneyiminin 5 aşamalı bir uygulaması olduğunu belirtmiştir;

- 1) **Müşteri Analizi:** müşteri istek ve ihtiyaçları, hedef pazar dinamikleri, deneyimsel çevre ve müşteri etkileşim noktaları, araştırma modelleri ve rakip analizi yapılır.
- 2) **Deneyimsel Platformun Kurulması:** müşteriye arzu edilen deneyimi yaşatmak için deneyimsel pazarlama araç ve mesajlarının dizayn edilmesi, etkileşim noktalarının kurulması.
- 3) **Marka Deneyiminin Oluşması:** müşteri arayüzü ve deneyimsel platform vasıtasıyla müşteri deneyimi yaratılması için oluşturulan mal, hizmet, logo, mağaza gibi araçların uygulanması ve mesajın müşteriye iletilmesi.
- 4) **Müşteri Etkileşiminin Sağlanması:** Müşteri ile karşılıklı ve dinamik bir etkileşim halinde verilmek istenen mesajların etkili ve etkin şekilde iletilmesi.
- 5) **Sürekli Yenilik:** teknoloji ve yaşam standartlarındaki sürekli değişim ve gelişime uygun olarak deneyimsel araç ve mesajların yeniden gözden geçirilmesi, dizayn edilmesi ve geliştirilmesi.

Lanier (2008) tarafından ortaya konulan çalışmada ise deneyimsel pazarlamanın temel özellikleri üzerinde durulmuştur. Buna göre deneyimsel pazarlamanın 4 temel özelliği vardır;

- 1) **Öyküsellik:** Deneyimsel pazarlamada, müşteriler açısından anlam ifade eden bir öyküye, bu öyküdeki temel aktörler, zaman ve mekanı verilmek istenen mesaja uygun şekilde tasarlanmasına ihtiyaç vardır (Bruner, 1990). Bunun için, deneyimsel pazarlama platformu bir tema, şekiller, karakterler, ortam, zaman, amaç ve bir çıktı içermelidir.
- 2) **Bağlantısallık:** Bağlantısallık pazarlama stratejisi olarak verilmek istenen mesaj yani çıktı ile kullanılan araç ve gereçler olan tema, mekan, renkler, şekiller,

karakterler gibi unsurların uyumlu olmasını, bunların birbiri ile güçlü ve etkili şekilde bağlantılı olmasını ifade eder.

- 3) **Geçişkenlik:** bu kavram deneyimsel pazarlama için oluşturulan müşteri arayüzü veya platformun müşteriye bulunduğu gerçek ortamdan koparıp, dizayn edilen öykünün içerisine sokmayı, sanal bir gerçeklik oluşturmayı amaçlar.
- 4) **Çeşitlilik:** bu kavram da deneyimsel pazarlama ile verilmek istenen mesajın birden fazla uyaran içerebileceğini ifade etmektedir. Bunlar müşteriye tek bir boyut özelinde değil, birden fazla ve birbiri ile bağlantılı ve uyumlu uyaranlar içeren birden fazla boyutta etkileşime sokabileceğini ifade etmektedir. Bu boyutlar; duysal, duygusal, bilişsel, zihinsel, sosyal, fiziksel ve ruhsal olmak üzere yedi tanedir (Holbrook&Hirschman, 1982).

Üzerinde sıklıkla durduğumuz **müşteri sadakati** kavramı ise basit tanımı ile müşterilerin bir ürüne, markaya, hizmete veya mağazaya bağlılığını ifade etmektedir. Literatürde deneyimsel pazarlama ile müşteri sadakati arasındaki ilişkiyi inceleyen çalışmalar mevcuttur. Mesela, Chih-Yang (2009) Tayvan'daki bir restorantı baz alarak müşterilerin satın alma niyeti ve müşteri sadakati ile deneyimsel pazarlama arasındaki ilişkiyi incelemiştir.

Kao, Huang ve Wu (2008) ise deneyimsel değerın tiyatral bileşenleri üzerine bir çalışma yapmışlar ve bir tema parkına dayandırdıkları incelemelerinde deneyimsel doyum ile müşteri sadakati arasında pozitif bir ilişki bulmuşlardır. McAlexander, Schouten ve Koenig (2002) ise marka toplulukları, ilişkisel pazarlamanın müşteri sadakati üzerine etkisini araştırmış ve başarılı marka deneyimleri ile uzun vadeli müşteri sadakati ve marka yaklaşımı arasında anlamlı bir ilişki olduğunu ortaya koymuşlardır.

3- ARAŞTIRMA DİZAYN VE METODOLOJİSİ

Bahsedilen bilgiler ışığında bu çalışmada **Araştırma Sorusu;**

“Deneyimsel Pazarlama Araç ve Mesajları ile Yaratılan Olumlu Müşteri Deneyimlerinin Müşteri Sadakati Üzerinde Önemli bir Etkiye Sahip midir?”

olarak belirlenmiştir. Sorumuza cevap bulmak için dünya genelinde faaliyet gösteren bir kahve markası ve bir yerel alışveriş merkezinin müşterileri örnek olarak seçilmiş ve araştırma analizi onalrdan toplanan veriler üzerinden yapılmıştır.

Araştırma Modeli, Schmitt’in Stratejik Müşteri Deneyimsel Modülleri olarak tanımladığı, duyuşal, duygusal, bilişsel, davranışsal ve ilişkisel müşteri deneyimi üzerine inşa edilmiştir. Bu anlamda, çalışmada beş adet bağımsız değişken ve müşteri sadakati olmak üzere bir adet bağımlı değişken kullanılmıştır.

Literatürde deneyimsel pazarlama için oluşturulmuş hazır ölçekler de var olmakla birlikte, araştırma konumuz olan kahve markası ve yerel AVM için söz konusu ölçekler uygun soruları içermediğinden, literatürdeki çalışmalardan yola çıkarak her iki araştırma konumuz için yeni birer ölçek oluşturulmuştur;

Tablo 2: Kahve markası için oluşturulmuş ölçek

Modül	Unsurlar			
Duyusal Deneyim	Görme (SenEx1)	Duyuma (SenEx2)	Koku (SenEx3)	Tat (SenEx4)
Duygusal Deneyim	Anlık Ruh Haleti (EmoEx1)	Güzel Anılar (EmoEx2)		
Bilişsel Deneyim	Yaratıcı katılım (IntEx1)	Mağaza dizaynı (IntEx2)	İsimleri kahve bardağına yazma (IntEx3)	
Davranışsal Deneyim	Yaşam şekli (BehEx1)	Hareket (BehEx2)		
İlişkisel Deneyim	Aitlik hissi (RelEx1)	Elit algısı (RelEx2)	Kendini ifade etme (RelEx3)	
Loyalty	Akla ilk gelen yer olma (Loyal1)	Yüksek fiyatlara rağmen tercih (Loyal2)	Diğerlerine övme (Loyal3)	

Tablo 3: Yerel AVM için oluşturulmuş ölçek

Modül	Unsurlar			
Duyusal Deneyim	Görme (SenEx1)	Duyuma (SenEx2)	Koku (SenEx3)	
Duygusal Deneyim	Anlık Ruh Haleti (EmoEx1)	Güzel Anılar (EmoEx2)		
Bilişsel Deneyim	Yaratıcı katılım (IntEx1)	Satılmadan önce bilişsel düşünme (IntEx2)	Lokasyonları kolay bulabilme (IntEx3)	
Davranışsal Deneyim	Yaşam şekli (BehEx1)	Hareket (BehEx2)		
İlişkisel Deneyim	Aitlik hissi (RelEx1)	Elit algısı (RelEx2)	Kendini ifade etme (RelEx3)	
Loyalty	Akla ilk gelen yer olma (Loyal1)	Yüksek fiyatlara rağmen tercih (Loyal2)	Diğerlerine övme (Loyal3)	

Söz konusu ölçekler oluşturulduktan sonra araştırma hipotezlerimiz şu şekilde belirlenmiştir;

***H1₀:** Pozitif duyuusal deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahiptir.*

***H1₁:** Pozitif duyuusal deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahip değildir.*

***H2₀:** Pozitif duygusal deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahiptir.*

***H2₁:** Pozitif duygusal deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahip değildir.*

***H3₀:** Pozitif davranışsal deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahiptir.*

***H3₁:** Pozitif davranışsal deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahip değildir.*

H4₀: Pozitif bilişsel deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahiptir.

H4₁: Pozitif bilişsel deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahip değildir.

H5₀: Pozitif ilişkisel deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahiptir.

H5₁: Pozitif ilişkisel deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahip değildir.

Araştırmada kullanılan veriler anketler vasıtası ile toplanmıştır. Anketler, demografik sorular içeren bölüm ve Stratejik Deneyimsel Pazarlama Modüllerine işaret eden sorular içeren diğer bir bölüm olmak üzere iki bölümden oluşmaktadır. Sorular, 5'li Likert ölçeğine uygun olarak hazırlanmış ve katılımcılara her bir soruya Kesinlikle Katılmıyorum şikkından Kesinlikle Katılıyorum şikkına kadar seçenekler sunulmuş ve birini seçmeleri istenmiştir. Her iki ankete toplam 103'er kişi katılmıştır.

4- ARAŞTIRMA ANALİZİ

Araştırmada toplanan veriler SPSS kullanılarak analiz edilmiştir. Önce, veriler kayıp değer analizine tabi tuulmuş ve soruların aynı katılımcı tarafından her iki ankette de boş bırakıldığı anlaşılmış ve ileri analizlerden elenmiştir. Daha sonra veriler, tek değişkenli uç değer ve çok değişkenli uç değer analizlerine tabi tutulmuş ve bu analizler sonucunda 3 veri daha uç değerde çıkmış, bunlar da sonraki aşamalardan elenmiştir.

Sonraki aşamada, her bir bağımsız değişken (faktör) altında oluşturulan sorular exploratory factor analysis (EFA, keşfedici faktör analizi) ile reliability (güvenirlik) ve validity (geçerlilik) analizlerine tabi tutulmuştur. EFA'da soruların doğru bileşenlere yüklenip yüklenmediğine, bir diğer deyişle, oluşturduğumuz soruların doğru bileşenler altında yer alıp almadığına ve sorulara farklı bileşenler altına alıp alamayacağına bakılmıştır.

Reliability analizinde aynı sorular tekrarlandığında ölçeğin aynı sonuçları verip vermediğine, yani ölçeğin güvenilirliğine bakılmıştır. Validity analizlerinde ise oluşturmuş

olduğumuz faktör ve sorularla ölçmek istediğimiz değişkenleri, yani doğru değişkenleri ölçüp ölçmediğimize bakılmıştır.

Araştırma Analizi bölümü, araştırma modelimizde öngördüğümüz bağımlı ve bağımsız değişkenlerin, yani duyuşal, duygusal, bilişsel, davranışsal ve ilişkişel deneyim faktörleri ile modelin bağımlı değişkeni olarak müşteri sadakatinin multiple regression analysis (çoklu regresyon analizi) e tabi tutulması ile sonuçlanmıştır.

5- ARAŞTIRMA BULGULARI VE TARTIŞMA

Araştırma analizi bölümünde yürütmüş olduğumuz analizler önemli bulgular ortaya çıkarmıştır. Bu bölümde, araştırma bulguları Starbucks ve Kentpark için önce ayrı başlıklar altında incelenmiş, daha sonra her ikisi için elde edilen araştırma bulguları başka bir başlıkta karşılaştırılmıştır. Buna göre,

Starbucks için bütün faktörlerin, yani duyuşal, duygusal, bilişsel, davranışsal ve ilişkişel deneyim faktörlerinin müşteri sadakati üzerinde önemli bir beta katsayısına sahip olmadığı, bir başka ifadeyle, müşteri sadakati üzerinde etkili olmadığı sonucuna varılmıştır. Buna göre,

Önemlilik değeri (significance) 0,05'ten küçük olan ve böylece müşteri sadakati üzerinde anlamlı bir etkiye sahip olduğu sonucuna vardığımız;

H1₀: Pozitif duyuşal deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahiptir.

H2₀: Pozitif duygusal deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahiptir.

H3₀: Pozitif davranışsal deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahiptir.

H5₀: Pozitif ilişkişel deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahiptir.

hipotezleri kabul edilmiştir. Yani araştırmamıza göre Starbucks açısından pozitif duyuşal, duyuşal, davranışsal ve ilişkişel deneyim faktörleri müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahiptir. Diđer yandan bilişsel deneyim faktörü için önemlilik değeri 0,05'ten büyük çıkmış ve bilişsel deneyim faktörünün müşteri sadakati üzerinde anlamlı bir beta katsayısına sahip olmadığını ortaya çıkarmıştır. Böylece, bilişsel deneyim faktörü için alternatif hipotez kabul edilmiştir;

***H5₁**: Pozitif ilişkişel deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahip değildir.*

Kentpark açısından ise sadece iki faktörün bağımlı deęişken üzerinde anlamlı etkiye sahip olduđu bulunmuştur. Bunlar;

***H2₀**: Pozitif duyuşal deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahiptir.*

***H3₀**: Pozitif davranışsal deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahiptir.*

Diđer faktörler için ise önemlilik değeri 0,05'ten büyük olduđu için alternatif hipotezler kabul edilmiştir;

***H1₁**: Pozitif duyuşal deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahip değildir.*

***H4₁**: Pozitif bilişsel deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahip değildir.*

***H5₁**: Pozitif ilişkişel deneyimler müşteri sadakati üzerinde pozitif ve önemli bir etkiye sahip değildir.*

Araştırmamızın ilginç bulgularından birisi her iki araştırma konumuz için de (Starbucks ve Kentpark) davranışsal deneyim modülü ya da faktörünün en yüksek ve anlamlı beta katsayısına sahip olan faktör olmasıydı. Yani, hizmet tipleri birbirinden çok farklı olan bu

iki işletmenin müşterileri de müşteri sadakati konusunda en fazla davranışsal deneyimlere önem vermekteler. Bu durum müşterilerin müşterilerin bir markaya bağlılık oluştururken yaşam stillerini değiştirmeyi amaçlayan ve hareket etmelerini sağlayan uyaranlara daha fazla önem verdiklerini ortaya koydu. Wakefield ve Baker (1998) pozitif duygusal tepkiler ile alışveriş merkezinin fiziksel ortamı arasında pozitif bir korelasyon bulmuşlar ve bunun da insanların alışveriş merkezinde kalma sürelerini artırdığını belirtmişlerdir.

Araştırmamızın bir diğer ilginç bulgusu, duygusal deneyim faktörünün beta katsayısının Kentpark modelinde Starbucks modelinden daha yüksek olması yada duygusal deneyimlerin müşteri sadakatini oluşturmada Kentpark için Starbucks'a oranla daha fazla öneme sahip olmasıydı. Bu durum, aslında temel amaçlarından biri müşterilerinin orada buldukları süre içerisinde güzel vakit geçirmelerini sağlamak olan AVM'lerin bu amacını doğrular nitelikteydi.

Araştırmamızın bir diğer bulgusu da Starbucks modelinde en yüksek ikinci beta katsayısına sahip olan faktörün duygusal deneyim modülü olmasıydı. Bu bulgu, Starbucks'ın hizmet alanı ve sunmuş olduğu hizmet tipini düşündüğümüzde şaşırtıcı olmayan bir sonuçtu. İnsanlar Starbucks'a kahve içmek, görsel olarak o ambiyansı yaşamak için gitmekte ve bu durumun sonucu olarak da müşteri sadakati konusunda duygusal deneyimlere önem vermektedirler. Ancak, bu anlamda, araştırmamızın ilginç olan bulgusu davranışsal deneyimlerin duygusal deneyimlerden müşteri sadakati noktasında daha önemli çıkmasıydı.

Son olarak, bilişsel deneyim modülünün her iki işletme için de müşteri sadakati noktasında önemli bir etkiye sahip olduğunu gösterecek beta katsayısına sahip olmaması da araştırmamızın önemli bulgularından biriydi. Bu bulgu, bize aslında iki boyutu işaret etmektedir. Bunlar, Starbucks ve Kentpark'ın ya bilişsel deneyim modülünü fazla kullanmadığını ya da kullansa bile bunların müşteriler açısından markaya bağlılık oluşturma noktasında etkili olmadığını göstermekte. Burada, araştırma bulgumuza dayanarak her iki işletmeye de müşteri sadakati yaratma konusunda rakiplerine göreceli bir avantaj sağlayabilmek için bilişsel deneyim modülünü aktif kullanabilecekleri pazarlama stratejileri geliştirmeleri idi.

İşletmelerin deneyim modüllerini kullanırken marka imajı, marka algısı ve marka deneyimi gibi kavramlara dikkat etmeleri gerekmektedir. Bu deneyim modülleri ile bir pazarlama karması oluştururken kendilerine göreceli üstünlük sağlayacak en iyi karmayı seçmeleri gerekmektedir. Pazarlama karması oluşturulurken markalar kendi imajları ve iletmek istedikleri mesajı hesaba katmaları ve dikkatlice incelemeleri gerekmektedir (Schmitt, 1999).

Markaların pazarlama karması oluşturma sürecinde dikkate almaları gereken bir diğer konu da hedef grubun demografik özellikleridir. Örneğin, Starbucks'ın arka planda sürekli olarak nostaljik müzikler çalması, müşterilerinin çoğunluğunun genç insanlardan oluştuğu düşünüldüğünde, duyuşal deneyimler ve marka imajı açısından çok da iyi sonuçlar doğurmayabilir.

Son olarak belirtmek gerekir ki çalışmamız belli varsayımlar ve kısıtlar altında yapılmış ve sadece iki işletme baz alınmıştır. Söz konusu araştırmalar farklı işletmeler konu alındığında daha farklı sonuçlar doğurabileceği gibi, araştırma bulgularımız ilgili sektörleri yada tüm pazarı için sonuç doğuracak biçimde genellenmesi mümkün değildir.

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