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Experiential marketing, social judgements, and customer shopping experience in emerging markets

Customer shopping experience

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Abstract

Purpose – The purpose of this paper is to examine the influence of experiential marketing modules, service quality and social judgement on experiential values of young customers. The paper also investigates the effects of experiential values on customer satisfaction (CS) and post-purchasing behaviour. In addition, the paper intends to strengthen the shift in marketing paradigm and to provide insightful enhancements to the literature.

Design/methodology/approach – An instrument was developed to measure how strategic experiential module (Schmitt, 1999), social judgement module (Rosenberg *et al.*, 1968) and service quality perceptions of customers influence functional and emotional values. Primary data were gathered through surveying 402 respondents in order to diagnose young customers' experiences in popular coffee stores in Phnom Penh, Cambodia. The constructs and their interrelationships were examined based on partial least square-structural equation modelling (PLS-SEM).

Findings – The results of PLS-SEM were found to be adequate in terms of validity and reliability. The results revealed that some of experiential modules and service quality have positive stimuli on experiential values. These contributions postulate an impetus for potential exploration in numerous service settings.

Originality/value – The study assesses the effect of shopping experiences of young customers on experiential values, social judgement, CS and post-purchase shopping attitudes. It is anticipated that by filling this gap, this study will assist in strengthening marketing strategies, which requires an alteration in the existing business atmosphere. The suggestions and results for future research are discussed in detail accordingly.

Keywords Shopping behaviour, Customer satisfaction

Paper type Research paper

Introduction

In today's highly dynamic and competitive hospitality and tourism industry, service providers develop strategies and deploy tactics in order to ensure customer satisfaction (CS) (Storey, 2017). Service providers have globally embraced the concept of customer experience management that is linked to many other marketing concepts including perceived service quality (PSQ), experiential marketing, CS and loyalty interaction of encounters and emotions. On the other hand, customer experience is closely related to the concept of consumption that entails "purchase, use and disposal of goods and services". Warde (2017, p. 60) advocates a broader definition that includes functional counterparts of market arrangements, renounces a consumption model based on consumer's shopping process or behaviour and focuses on social practices and experiences in process of acquiring, utilising, and disposing the goods and services.



Inevitably, customers' consumption attitudes designate differentiation in consuming services/goods and create positive/negative experiences. Businesses steadily and deliberately create several moments of truth or distinctive stages for their customers to interact with goods, service and environment, and develop various positive or negative reactions or perceptions at each (Lanier and Hampton, 2016; Filieri and McLeay, 2014). Understanding and interpreting customer experiences is of interest to researchers in both academia and practice. Insights into creating memorable experiences on services/goods and providing appealing experiences for customers are critical for differentiating and positioning strategies in the competitive environment. Such efforts have led to the creation of a new marketing perspective, referred to as "experiential marketing" (Schmitt and Zarantonello, 2013). Many businesses, such as Mini and Tesla in the automotive business, or Amazon and eBay in retail, as well as, among many others, LC Waikiki in mass apparel, demonstrate the experiential marketing approach in online selling. One of the fundamental thoughts in experiential marketing is that value does not merely occur in the consuming of services/goods and their utilitarian benefits, but it lies in its hedonic elements and in the experience of consumption itself (Kim *et al.*, 2018; Schmitt and Zarantonello, 2013). Additionally, marketing theorists have distinguished between hedonic and utilitarian values (Tangsupwattana and Liu, 2017; Schmitt and Zarantonello, 2013). It also has been noted that employees must understand counterpart's perceptions (such as customers) and the capability to act behind such perceptions (Fiske *et al.*, 2007).

Recent studies have shown that perceived competence and warmth are two universal dimensions of human social cognition (Ang *et al.*, 2018). While the "warmth" dimension refers to the traits linked to perceived intent such as friendliness, kindness, genuineness, honesty and morality, the "competence" dimension exposes traits connected to perceived ability such as inspiration, creativity, intelligence and effectiveness. Nadiri and Gunay (2013) conclude that traditional perspectives on services/goods are not adequate for global competition that requires the concentration on the process of creating customer experiences at all stages of purchasing.

Businesses in industries that mostly focus on consumption experiences of services/goods, such as hospitality and tourism, are among the fastest developing in the universal economy. According to Sternberg (1997, pp. 952-954), the tourism industry either sells "staged experience" or creates "touristic experience". Although staged experience has a concrete establishment in this industry, the application of experiential marketing modules and social judgement, conceptualised by Rosenberg *et al.* (1968), has not yet been effectively synchronised (Ang *et al.*, 2018; Lanier and Hampton, 2016; Schmitt and Zarantonello, 2013). The primary purpose of this paper is thus to evaluate experiential values through assessing PSQ, social judgement and experiential marketing modules. The secondary aim is to examine the role of experiential values in obtaining CS at the post-purchase stage. As the marketing paradigm has altered towards creating compelling customer shopping experiences (Ihtiyar and Ahmad, 2015, 2012; Schmitt and Zarantonello, 2013), examining such issues would further strengthen the understanding of the theme and postulate creative insights into the nature of the relationships between such variables. Additionally, verification of these issues is our direct response to the several recent calls to conduct further research on the concept, due to its heterogeneity and complexity (Alnawas and Hemsley-Brown, 2018).

Background

Understanding customers and their consumption involvements with goods/services is one of the essential chores of marketing. However, experience, as a concept and empirical phenomenon, is not as well established as other paradigms in the fields of customer behaviour such as CS, choice or customer engagement (Schmitt and Zarantonello, 2013). Although extant

literature is available on the exciting topic, developing youth perspective of markets is a never-ending endeavour, and research for emerging youth markets, such as Asian market, is relatively underdeveloped compared to that of Western markets for research.

To establish sustainable relationships with young customers, aka “the customers of the future” (Goldenberg, 2005) and aka “agents of change” (Spero and Stone, 2004), service providers must comprehend their behaviours, desires and needs of such robust and sensitive consumers. Our study explicitly focuses on young customers whose ages are between 17 and 23 years old, primarily higher education students who come from diverse socio-cultural settings, as suggested by Schewe and Meredith (2004). The framework for how strategic experiential modules, social judgement and PSQ affect the experiential values is based on the studies by Schmitt (1999), Fiske *et al.* (2002, 2007) and Parasuraman *et al.* (1988).

In this study, we targeted youths in Phnom Penh, the socio-economic hub of Cambodia, whose motivation, preferences, savings and consumption trends are significantly different than their Western counterparts (Khoo-Lattimore and Yang, 2018), and investigated the aspects affecting young customers’ intention to purchase coffee store services and/or goods. As the demand for services or goods offered in coffee stores has increased remarkably in Cambodia, investigating the effects of customer purchases may allow service providers to create reliable and sustainable marketing strategies to grow and be competitive in their market (Göçer and Sevil Oflaç, 2017; Tangsupwattana and Liu, 2017; Nadiri and Gunay, 2013).

In the remainder of this paper, we provide a comprehensive literature review and hypothesis development. Next, empirical analysis, outcomes and discussion are presented. In the conclusion section, we discuss the limitations of the study and suggestions for further investigations.

Literature review

Experiential marketing

Marketing is essential in the development of an organisation’s competitive strategies (Storey, 2017). The intent to generate value leads to competitive advantages, along with new challenges, at both the customer and firm levels (Kalantari and Johnson, 2018). The intense competition within service industries has led organisations to adopt transformed economic value originating not only from services/goods but also from that of experiences, particularly over recent decades. The idea that modern customers have an insatiable desire to acquire objects represents a misapprehension of the mechanism underlying consumption. The customers’ fundamental impulse is a desire to authentically experience gratification associated with a good/service as they have imagined it, and each “new” service/good is seen as offering an opportunity for such motivation. Storey (2017) recommended that businesses must create a steady, efficient and competitive, and steady marketing alignment for the targeted markets. According to Pine and Gilmore (1998, p. 98), “An experience occurs when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event”. They claim that providing experiences is a part of success in competitive battlefield. To further elaborate the concept of experience, Schmitt (1999) proposed five different types of experiences: “sense”, “feel”, “think”, “act” and “relate”. These experiences also fit in with the categorisations of Dewey (1922, 1925), the mental modules of Pinker (1997) and the pleasure constructs of Dube and Jordan (2003), which are referred to as social, physical, emotional and intellectual pleasures. The goal of experiential marketing is to produce memorable events by tailoring services/goods while providing an exclusive experiential value for targeted customers (Nadiri and Gunay, 2013). As mentioned earlier, while the literature shows empirical evidence in this regard, studies are focused on developed economies and little attention is given to emerging markets. Our study not only aims to fill this void but also provides an opportunity to compare and contrast across the markets, and thus contribute to generalisability. It is our

hope that this study will help service providers in Cambodia to understand traits to create extraordinary experiences for consumers. More holistically, we hope our study will lead to better understanding of how marketers create a distinct and unique value for customers.

Customer experiential value

Monroe (1991) defined value as an assessment among acknowledged rewards/drawbacks. Grönroos and Voima (2013) viewed the value as a combination of customers' attitudes, norms, beliefs and experiences of services/goods. In line with the Blattberg's (1998) concept of value, businesses must build, develop and maintain the relationships with the customers in order to achieve long-term success. To achieve such success, businesses should develop a mechanism to understand the dynamics that creates a unique and innovative value that posits the connection between perceived value and customers' disposition towards services/goods offered (Storey, 2017).

Due to the convoluted nature of experiential value, this study employs the concepts of Yuan and Wu (2008) in an attempt to evaluate its components or facets. As highlighted in the study by Yuan and Wu (2008), the value entails two essential facets: functional and emotional. While emotional value refers to customers' emotional responses during the post-purchase shopping experience, functional value is considered essential and includes financial, mental and utilitarian rewards gained from services/goods. In our study, functional value may be considered as a function of basic values such as the taste of coffee, a clean environment or comfortable chairs, while emotional value is a function of customer's feelings as they experience services/goods such as the waiter's response to customers' reactions, or the clear explanation of ingredients of goods to their customers.

Yuan and Wu (2008) suggested that value indicators should be concrete and measurable. Their perspective also coincides with the studies by Mathwick *et al.* (2001), referring to direct use or indirect observation; by Babin and Darden (1995), Mano and Oliver (1993) and Batra and Ahtola (1991), all referring to intrinsic/extrinsic benefits for customers; and finally by Holbrook (1994), referring to active/reactive values. Interestingly, Campbell's concept of romanticism provides a basis to commitment to experiential value and refers to a compelling experience that provides an intellectual justification for customer's consumptive mode (Storey, 2017). As opposed to Weber's traditional hedonism perspective based on sensation, Campbell's perspective shifts towards a modern hedonism based on emotions. According to Campbell's perspective, "the shift from seeking pleasure in what is known to provide pleasure to seeking it in what has yet to be experienced as pleasurable had a dramatic effect on consumption" (Storey, 2017).

Recently, an interdisciplinary approach to experiential marketing has become the notion to better understand the complicated nature of today's customers' desires, needs and motivations. Although there is considerable debate among scholars from various disciplines on consumption and its physical/metaphysical aspects, there is a need to develop a comprehensive and interdisciplinary approach based on holistic consumption concept that does not ignore experience.

Experiential marketing introduced by Schmitt (1999) is based on five unique categories of experience, namely: "act", "feel", "relate", "sense" and "think". The "act" category focuses on the physical experience of customers, which can be achieved by providing enriched alternative lifestyles, role models (such as NBA or music stars), or emotional, inspirational and motivational experiences of the customers. The "feel" category refers to customers' emotions and inner feelings that concentrate on which stimuli (irrespective of cultural indicators) can activate specific emotions, as well as the willingness of the customers to be empathetic or to take on another perspective. The "relate" category refers to positively perceived indicators positioned outside of individual's personal feelings, such as those of family members, friends and colleagues. The "sense" category is based on basic human

senses such as sound, touch, taste and smell. The idea behind this concept is that services/goods may differ and gain added value via cognitive consistency/sensory variety, such as through their aesthetics. The ideal strategy is clearly perceivable and continuously fresh. The last category “think” is related to amazement, conspiracy, exhortation and excitement that may cognitively engage consumers. The targeted group can be attracted via provoking convergent and divergent thinking by utilising mechanisms such as advertisements, initial discounts, new car designs and so on.

Using the Yuan and Wu’s (2008) concept of experiential value and Schmitt’s (1999) concept of experiential marketing, the following hypotheses are proposed to examine relationships between experiential value and experiential marketing:

- H1a.* Sense module influences emotional value positively.
- H1b.* Sense module influences functional value positively.
- H2a.* Feel module influences emotional value positively.
- H2b.* Feel module influences functional value positively.
- H3a.* Think module influences emotional value positively.
- H3b.* Think module influences functional value positively.
- H4a.* Act module influences emotional value positively.
- H4b.* Act module influences functional value positively.
- H5a.* Relate module influences emotional value positively.
- H5b.* Relate module influences functional value positively.

Quality and experiential value

The impact of the perceived value on CS cannot be disregarded. Due to the complicated methods of calculating expected and perceived value scores and their impact on each of customer’s experiences, instead of concentrating on expectation as in Parasuraman *et al.* (1988), this study focuses on the definition of the perceived value given by Zeithaml (1988, p. 14), which is “customer’s overall assessment of the utility of a product based on perceptions of what is received and what is given”. However, as highlighted in the studies of Choi *et al.* (2004) and Imrie *et al.* (2002), the perceived value cannot be limited to the relationship between the quality and the price; it is a broader concept involving social judgement, emotional and epistemic values. Hence, the influence of the PSQ on experiential value is examined with two hypotheses as follows:

- H6a.* PSQ has a positive impact on emotional value.
- H6b.* PSQ has a positive impact on functional value.

Social judgement and experiential value

This study is formed on the stereotype content model (Fiske *et al.*, 2002), which postulates that in a situation where customers encounter other people (e.g. service providers), service encounters incline to judge each other’s intentions (warmth) and the abilities to act on these intentions (competence), the two principal dimensions that the social judgement should apprehend. The literature reveals that warmth judgements capture traits linked to perceived intention, such as kindness, friendliness and sincerity, whereas competence judgements capture traits, such as skilfulness and capability (Fiske *et al.*, 2002). Together, these two orthogonal dimensions “account almost entirely for how people characterize others”

(Fiske *et al.*, 2007, p. 77). Although there is an insufficient examination of customers' social judgements in the context of experiential marketing, stereotype content model has been applied in other marketing contexts such as in differentiating brands (Aaker *et al.*, 2012; Kervyn *et al.*, 2012) and types of businesses (Aaker *et al.*, 2012). Wang *et al.* (2016) have found that a marketer displaying a broad smile, compared to a slight smile, is more likely to be perceived by customers as warmer but less competent. Similarly, in a field study of crowdfunding, entrepreneurs with broad (vs slight) smiles are perceived as warmer and garnered more social support and helping behaviours (Wang *et al.*, 2016). Cuddy *et al.* (2007) analysing social groups in the USA have found that groups, such as professionals, are judged as high in competence, however, low in warmth, whereas groups, such as homemakers are judged as high in warmth, however, low in competence. Interestingly, Kirmani *et al.* (2017) report that customers tend to prefer to work with service providers perceived to be high in competence, rather than high in integrity. The studies show the importance of the social judgement and provide credibility to its impact on experiential marketing. Thus, we hypothesise the impact of customers' social judgements (competency and warm) on experiential values as follows:

H7a. Competence has a positive influence on emotional value.

H7b. Competence has a positive influence on functional value.

H8a. Warm has a positive influence on emotional value.

H8b. Warm has a positive influence on functional value.

Experiential value and customer satisfaction

Warde (2017) defined satisfaction as "the extent to which customers perceive service episode to have met, fallen short, or exceeded their expectations". Satisfaction is expressed by an enthusiastic post-utilisation reaction, which emerges as a result of an agreement between expected and genuine authorisation, which requires a precise examination of desires (Oliver and Swan, 1989). Expectation reflects an anticipated performance made by a customer rather than the actual levels of performance during the moment of truth (Storey, 2017). Earlier studies show that there is a positive relation between satisfaction and perceived customer value (Anton *et al.*, 2017). Satisfaction is also fundamental to achieve loyalty and profitability (Ihtiyar, 2018) and is businesses' most important promotion source (Warde, 2017). When performance falls short of desire, the business weakens its corporate image. Thus, customers must be satisfied, so that experience fulfils or even exceeds customers' expectations.

On the other hand, while the literature hypothesises several perspectives for exploring experiential value, their influence on satisfaction is rarely addressed (Nadiri and Gunay, 2013). Lee and Bang (2004) proposed that customers' online shopping experience unquestionably affects their satisfaction. Wu and Liang (2009) suggested that in luxury hotel restaurants, customers' experiential value strongly affects loyalty. Shieh and Ming-Sung (2007) investigated the impact of experience and lifestyles on satisfaction and called for further exploration. Our study investigates the influence of experiential values of young customers on satisfaction, and thus, two additional hypotheses are proposed:

H9. CS is positively influenced by emotional value.

H10. CS is positively influenced by functional value.

Customer satisfaction and post-purchase intentions

Customer satisfaction and intention to pay more. An alternative way to examine customers' behavioural intentions is to concentrate on their intention to pay more (IPM) as a

post-purchase pathway. Customers' IPM is defined as the maximum price a customer intends to pay (Kalantari and Johnson, 2018). Furthermore, IPM relates to both positive and negative evaluations of customers, and it affects businesses' profitability. Anderson, Sullivan (1993, p. 63) reported that, "firms that actually achieve high customer satisfaction also enjoy superior economic returns", according to the Swedish CS index. While Byrd *et al.* (2016) reported a positive relationship between CS and IPM, studies are limited to specific industries, for example, hospitality industry. This study endeavours to predict how customers' service experiences in coffee stores influence their satisfaction and IPM, as a consequence of their purchasing pathway, and proposes another hypothesis to investigate the relationship between CS and IPM:

H11a. CS has a positive effect on IPM.

Customer satisfaction and intention to revisit. Purchase intention indicates the degree of perceptual persuasion required for an individual to repurchase specific goods/services from the particular service provider, and thus, this behaviour reflects future transaction behaviours. The literature considers that intentions are the greatest interpreters of individual behaviour, as they allow each to incorporate all applicable factors that may influence their behaviour. Armstrong *et al.* (2000) reported that purchase intention provides a precise measure of future sales and offers better predictions than previous sales trends.

The significance of retaining a base of long-term loyal customers is, beyond argument, cheaper than attracting new customers (Filieri and McLeay, 2014). As highlighted earlier, CS is a significant indicator of customers' intention to return and repurchase/revisit, particularly in hospitality (Anton *et al.*, 2017). To aid the generalisability, we also hypothesise such relationship as follows:

H11b. CS has a positive influence on the intention to revisit.

Customer satisfaction and word of mouth. Word of mouth (WoM) has received a great deal of interest by marketers. WoM is a significant characteristic of the post-purchase stage (Filieri and McLeay, 2014). WoM relates to both positive and negative evaluations of customers, and it affects other individuals' (re) purchase behaviour. Indeed, the customers tend to enthusiastically encourage those in their social circles to perform the same behaviours when their service experiences are beneficial/enjoyable. Although several marketers have suggested WoM as a feasible alternative to old-fashioned marketing communication tools, some practitioners are specifically interested in WoM as a traditional form of communication (Filieri and McLeay, 2014). In this perspective, this study attempts to predict how customers' satisfaction influences WoM. Hence, the study proposes another hypothesis that investigates the link between CS and WoM as follows:

H11c. CS has a positive effect on WoM.

Method

In this study, a mono-quantitative non-probabilistic technique was used to collect primary data and conduct statistical analysis, as suggested by Bryman and Bell (2015). In our questionnaire, a five-point Likert scale was utilised to assess items that were carefully adapted from relevant literature. To avoid language barriers and increase participation, we employed volunteer students from Zaman University to help collecting the data. During the autumn of 2017, students administering the questionnaire visited multiple well-known local coffee stores in Phnom Penh and randomly approached university students.

To predict a suitable sample size and identify any faults in the questionnaire, a small-scale pilot study was conducted before running the full-scale research project.

Respondents were selected for pre-test ($n = 27$) and the pilot test ($n = 69$) before distributing actual questionnaires. Among the target sampling size of 600, 437 respondents completed the questionnaire, yielding to 402 valid returns, which was larger than the minimum valid sample size of 384 (Krejcie and Morgan, 1970). According to demographics, 49.7 per cent of them were female and 50.3 per cent of them were male. Among them (regardless their gender), 75.2 per cent of respondents were between the ages of 17 and 20 years and the rest of them were between 21 and 24 years. Furthermore, 92.1 per cent of respondents had less than \$500 regular income and they paid less than \$9 for per shopping. The most frequently visited store was Brown (36.4 per cent), the second dominant store was Amazon (25.5 per cent) and third one was Tour Les Jour (13.3 per cent). Additionally, the less visited one was Today Coffee (0.6 per cent).

Cronbach's α values were used to test the reliability of scales. The results revealed Cronbach's α 's larger than 0.7 for experiential modules, social judgement, PSQ, CS and purchase intention, suggesting an internal consistency. Once the satisfactory results were achieved from pre-test and pilot study, partial least square-structural equation modelling (PLS-SEM) results were interpreted based on measurements and structural criterion. The responses from both pre-test and pilot test were not included in actual data analysis ($n = 402$).

Common method variance and non-response bias

Use of self-report measures (Spector, 2006), single-survey method (Podsakoff *et al.*, 2003), and potential covariance within latent constructs (MacKenzie and Podsakoff, 2012) and their relative structural relationships (Kline, 2015) may cause a common method variance (CMV) that could affect the validity of findings (Reio, 2010). To ensure that CMV is not a problem in this study, recommendations of Podsakoff *et al.* (2003) were followed. The results of Harman's (1976) one-factor test and partial correlation procedures revealed a low likelihood of CMV. In addition, CMV, with regard to the analysis of known characteristics, and wave analysis, based on the continuum of resistance theory (Lin and Schaeffer, 1995), were used to eliminate concerns of non-response bias. These statistical test results suggest insignificant non-response bias.

Structural equation modelling

To assess the measurement and the model, we utilised PLS-SEM, which is an all-inclusive method that combines several procedures and distinctive approaches (Chin, 2010; Rigdon *et al.*, 2010). PLS-SEM has contributed widely to behavioural studies (Richter *et al.*, 2016) and has been applied in several management disciplines (Henseler *et al.*, 2016). To analyse young customers' perceptions, Anderson and Gerbing (1988)'s two-stage approach was adopted. The first stage is the analysis of measurement model that estimates, selects and obtains appropriate groups of items to best represent each scale, then assesses how observed variables simulate the measurement of latent variables (Henseler *et al.*, 2016). Additionally, to measure the appropriateness of the model, we employed standardised root means square residual (SRMR) (model fit criterion) analysis (Hu and Bentler, 1999). In the second stage of the analysis, structural equation model is used to examine the relations between latent variables and their effects.

Results

Assessment of the measurement model

Prior to structural model analysis, it was essential to ensure that measurement model satisfies SRMR criterion. According to Byrne (2013), a value of zero for SRMR indicates a perfect fit and a value less than 0.05 suggests a satisfactory fit. According to Henseler *et al.* (2016), it is possible that models identified correctly may produce values greater than 0.06.

Hu and Bentler (1999) indicated that a cut-off value of 0.08 is more appropriate for PLS path modelling in new technology research. Our model produced an SRMR value of 0.0608, suggesting a satisfactory fit.

In addition to the model fit criterion, average variance extracted (AVE), referring to the construct reliability and validity, is used to identify the item loadings. Fornell and Larcker (1981) suggested a minimum cut-off value of 0.5 for AVE. The loadings that did not meet 0.70 cut-off threshold value were removed. Thus, SQ1 and SQ5; SNS3, SNS4, SNS5, SNS6, SNS7 and SNS8; F3; T1 and T2; RLT4; FV1 were all removed due to low loadings. Table I presents the items loadings, AVE values, and Cronbach α 's that are all statistically significant, thus the results indicate the evidence of discriminant validity.

Assessment of the structural model

Overall, the results indicate that our SEM explains 66 and 71.0 per cent of variances to predict customers' satisfaction via functional and emotional values, respectively.

Indicator	Loadings	AVE	Cronbach's α
S1	0.79	0.56	0.71
S2	0.71		
F1	0.82	0.59	0.74
F2	0.71		
T3	0.75	0.66	0.79
T4	0.86		
A1	0.86	0.76	0.91
A2	0.91		
A3	0.86		
R1	0.74	0.53	0.77
R2	0.71		
R3	0.73		
W2	0.85	0.80	0.92
W3	0.82		
W4	0.89		
CO1	0.90	0.68	0.87
CO2	0.81		
CO3	0.76		
SQ2	0.71	0.58	0.80
SQ3	0.78		
SQ4	0.79		
EV1	0.88	0.72	0.93
EV2	0.84		
EV3	0.79		
EV4	0.86		
EV5	0.87		
FV2	0.71	0.60	0.82
FV3	0.82		
FV4	0.79		
CS1	0.83	0.67	0.86
CS2	0.80		
CS3	0.83		
WOM1	0.93	0.67	0.86
WOM2	0.79		
WOM3	0.72		
IRV1	0.79	0.58	0.73
IRV2	0.73		
IPM1	0.80	0.61	0.76

Table I.
Measurement items
and loading scores

Furthermore, the model explained 83.2 per cent of variance to predict customers' post-purchase behaviour via CS. By adopting a bootstrap resampling procedure, direct effects were examined using a two-tailed test at 5 per cent and 1 per cent significance level. The endogenous variables were significant at p -values less than 0.05.

All the modules, except *H4a*, *H5a*, *H5b*, *H7a*, *H7b*, and *H8a*, *H8b*, of relationships between experiential values were supported. The relationships between PSQ and experiential values (*H6a* and *H6b*), the relationship between emotional and functional value (*H9*) as well as with CS (*H10*) and CS with IPM (*H11a*), intention to revisit (*H11b*) and WoM (*H11c*) were also supported.

Discussion

This study examines structural relations between strategic experiential modules, social judgement, experiential values, PSQ, CS and post-purchase behaviour towards coffee stores' services/goods. The results revealed that experiential values and PSQ influence young customers' satisfaction related to post-purchase behaviour. However, according to the outcomes, the components of social judgement do not have a significant impact on experiential values. Moreover, the majority of strategic experiential modules (except the "relate") were observed to have significant positive effects on functional value, while emotional value was influenced positively only by the "feel", "think" and "sense". Furthermore, the "act" had a positive impact on functional value, and "relate" had statistically no significant impact on experiential values. The results on experiential modules match partially with those of Nadiri and Gunay (2013) and Su (2011), although they do not match those of Yuan and Wu (2008).

The "think" has a positive impact on experiential values most probably due to customers' consistent visits of particular stores and the instant promotions in these shops, which encourage customers to also visit their websites or social media accounts. Thus, customers may wish to follow the communication strategies of these shops via the web if they visit coffee stores frequently. Similarly, young customers' purchase intentions are influenced by both external and internal factors (Nguyen *et al.*, 2016; Cheah *et al.*, 2015). The results of this study support the outcomes of the previous studies and give a deeper understanding of the impact of the relationship between experiential modules, social judgement, PSQ, experiential values, CS and purchase behaviour (Figure 1).

Based on outcomes of this study, the majority of hypotheses support findings of the previous studies (Nadiri and Gunay, 2013; Su, 2011; Yuan and Wu, 2008), where there is a positive relationship between PSQ and experiential values. In others words, young customers who enjoy spending time in coffee stores have greater IPM, revisit coffee stores, and share positive WoM within their social environment. However, the relationships between social judgement and experiential values were rejected. This shows that Cambodian young customers may not consider social judgement, which refers to "warmth" and "competence". A possible explanation is that young customers may enjoy their initial experiences; however, because of their cultural norms and beliefs, they do not reflect their judgements instantaneously.

Concerning emotional value, while "think", "feel", "sense" and PSQ have a significant effect, "act", "relate", "warmth" and "competence" had no a significant effect on emotional value. The incongruences of hypotheses, which are related to the "warmth", "competence" and "relate" module, may be explained in several different ways. First of all, the coffee stores in consideration offer customers a relaxing and warm ambience, distinctive decoration, and classy services/goods, which are good value for personal satisfaction. Enjoying tasty goods in a stylish atmosphere and being treated well by staff may be the benefits encouraging customers to revisit coffee stores regularly and to spread positive WoM within social environments. Compared to other stores, customers tend to pay slightly more due to these benefits. However, due to the familiarity with the store, regular customers may not pay too

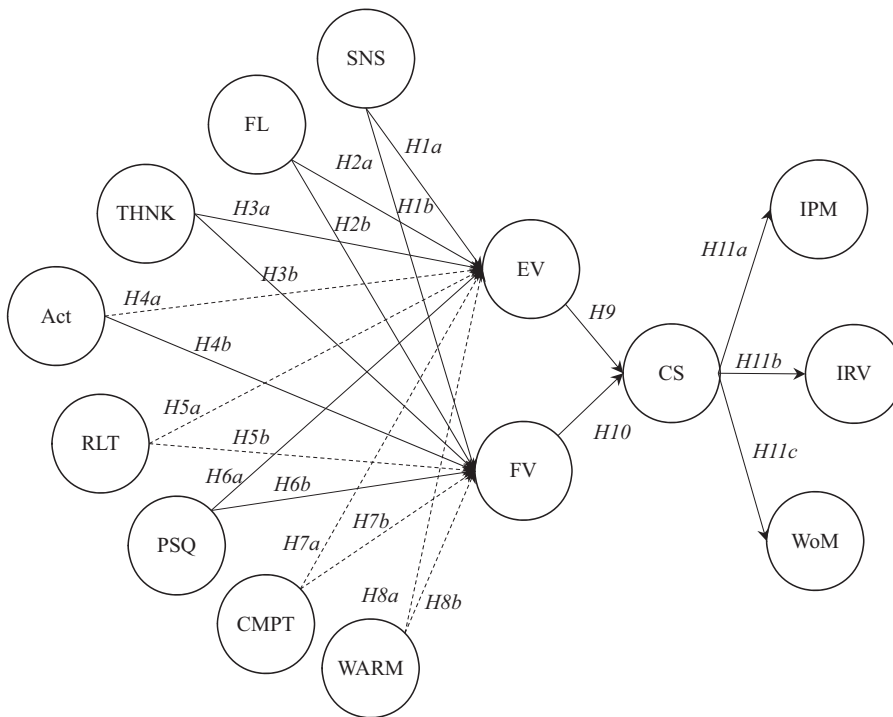


Figure 1.
Structural model

much attention to facilities, interactions with employees and the layout. It is also possible that when the store facilities and environment achieve a certain threshold, customers may not perceive minor differences. Another explanation could be due to the respondents not considering this information as important at the time of the data collection. These reasons can explain why the modules have the insignificant relationship. In order to appropriately measure “warmth”, “competence” and “relate” perceptions, other methodologies than questionnaires, such as focus groups and interviews, might provide more comprehensive results. Furthermore, above-mentioned reasons might explain why the majority of the modules have a positive and significant relationship with the functional value. Even though these findings do not entirely replicate those of Nadiri and Gunay (2013), they agree with those of Yuan and Wu (2008). However, it is not conceivable to generalise our findings for other industries or markets.

Overall, the experiential modules have more than moderately positive effects on experiential values, which indirectly affect CS. PSQ also has a significant direct positive effect on experiential values. These results are in line with the earlier studies by Nadiri and Gunay (2013) and Nigam (2012). The results also reveal that young customers’ PSQ has a significant positive effect on emotional value. Moreover, social judgement modules had no significant impact on experiential values.

These findings, which are also consistent with the literature, indicate that CS positively affects WoM, as well as the intention to revisit and pay more at a particular store. As highlighted by path coefficients, CS has a substantial positive impact on post-purchase behaviour. Service providers might consider this outcome as an insight.

As highlighted in Table II, several of the paths in the model were supported. The findings, except for IPM, concur with those of Yuan and Wu (2008), Su (2011), Nigam (2012)

Hypothesis	β	SE	<i>t</i> -value	<i>p</i> -value (2-sided)	Cohen's f^2	Decision
<i>H1a</i> : SNS → EV	0.063	0.058	4.011	0.000	0.003	Supported
<i>H1b</i> : SNS → FV	0.026	0.072	4.007	0.000	0.000	Supported
<i>H2a</i> : FL → EV	0.545	0.094	2.280	0.007	0.423	Supported
<i>H2b</i> : FL → FV	0.196	0.046	2.134	0.008	0.066	Supported
<i>H3a</i> : THINK → EV	0.063	0.038	3.014	0.001	0.005	Supported
<i>H3b</i> : THINK → FV	0.083	0.062	2.031	0.009	0.010	Supported
<i>H4a</i> : ACT → EV	0.057	4.263	0.013	0.989	0.003	Not Supported
<i>H4b</i> : ACT → FV	0.219	0.040	2.091	0.009	0.059	Supported
<i>H5a</i> : RLT → EV	0.267	1.705	0.157	0.875	0.073	Not Supported
<i>H5b</i> : RLT → FV	0.341	1.091	0.312	0.754	0.145	Not Supported
<i>H6a</i> : PSQ → EV	0.339	0.090	2.374	0.000	0.158	Supported
<i>H6b</i> : PSQ → FV	0.716	0.014	3.706	0.000	0.849	Supported
<i>H7a</i> : CMPT → EV	0.155	10.022	0.015	0.987	0.008	Not Supported
<i>H7b</i> : CMPT → FV	0.034	6.341	0.005	0.995	0.000	Not Supported
<i>H8a</i> : WARM → EV	0.021	8.137	0.002	0.997	0.000	Not Supported
<i>H8b</i> : WARM → FV	0.190	5.112	0.037	0.970	0.022	Not Supported
<i>H9</i> : EV → CS	0.553	0.082	6.695	0.000	0.793	Supported
<i>H10</i> : FV → CS	0.419	0.085	4.937	0.000	0.455	Supported
<i>H11a</i> : CS → IPM	0.621	0.088	7.047	0.000	0.627	Supported
<i>H11b</i> : CS → IRV	0.744	0.068	10.895	0.000	1.244	Supported
<i>H11c</i> : CS → WoM	0.747	0.009	7.901	0.000	1.268	Supported

Table II.
Hypothesis results

and Nadiri and Gunay (2013). In addition to the previous studies, the current study examines the relationship of IPM as an aspect of post-purchase behaviour and finds that CS has a positive effect on IPM. Furthermore, this study attempts to examine the relationships of social judgement and experiential value; however, social judgement modules had no a significant impact on experiential values.

According to the results, to strategically implement experiential marketing and PSQ to increase young customers' satisfaction and positive post-purchase behaviour, "think", "feel" and "sense" are important, regarding delivering emotional value, while all strategic experiential modules (except "relate") deliver functional value.

Conclusion and implications

This study used PLS-SEM to investigate the impact of experiential marketing modules, PSQ, social judgement modules and experiential values on young customers' satisfaction and its impact on post-purchase behaviour. Overall, reliability and validity scores in measurement stage were acceptable, and all relationships in the analysis were tested simultaneously.

The results show that 14 out of the 21 hypotheses tested were statistically significant and supported. Experiential marketing modules and PSQ contribute to positive customer experiences, which leads to CS, which, in turn, leads to positive post-purchase behaviour among the customers. In other words, service providers should create an ambience with a physically and psychologically relaxing environment that distances customers from negative factors, such as anxiety and stress. Furthermore, they may consider providing a wide range of quality goods, such as cakes, speciality coffees and so on, which will undoubtedly add to CS and create a strong image in mind of the customers. One of the practical implications is that businesses in the hospitality industry, for example, might consider to reallocate financial investments on store ambience and other facilities. However, if certain modules, such as "warmth", "competence" and "relate" can be confirmed to be not as important as contemplated, coffee stores might allocate more financial investment to core operations, such as services/goods quality and variety, communication strategies or highly

dedicated personnel to deliver better services. In this perspective, they may utilise financial power more efficiently and the return on investment might be higher.

On the other hand, in order to measure the total customers' experience more accurately and to gain more insights, in addition to quantitative methodologies, experience audit and experience motif by Berry *et al.*, qualitative methodologies, such as videotape or in-depth interviews, might be considered to increase the understanding of customer's perception and experiences.

Even though there is a positive relationship between satisfaction and IPM, this may not mean that the stores should increase their prices regularly; instead, it means that customers will continuously compare a pleasant environment with reasonable prices and the value they receive. Therefore, in order to achieve higher satisfaction and positive WoM, stores should consider this mechanism and control prices wisely.

Service providers should focus on training their staff in order to deliver the level of service expected by the customers. To fulfil customers' desires, service providers might monitor inter/intra-cultural communication styles, common communication rules, presentation of services/goods, as well as utilise other marketing tools. It is critical to measure young customers' experiences and develop appropriate strategies in order to meet the expectations and compete in the market.

Even though there are similar studies in the literature, this study has examined the direct relationship between PSQ and experiential value modules and found that its hypotheses are supported, and in addition to the earlier research, this study has also examined the relationships between social judgement and experiential values, and CS and IPM. Furthermore, the majority of earlier studies related to experiential marketing have been conducted in the Western countries; however, this study was conducted in Cambodia as a Pacific-Asian country and an emerging market. Thus, this study might be considered as a basis for further studies on strategic experiential modules and post-purchase behaviours in Cambodian service industries. This study also provides an essential marketing tool for Cambodian service providers, with empirically proven results to help them design future marketing strategies.

Limitations and future directions

While this study has valuable contributions, it also has some limitations, which may affect its generalisability to larger populations or other markets. The sample, collected data in regional stores, is possibly neither truthfully random nor necessarily demonstrative of any greater population. However, assuming the interest in relationships between variables rather than population descriptions, this may not be a significant problem.

The second limitation relates to the definition of the constructs for the model. In line with previous studies, such as those of Ringle *et al.* (2012) and Becker *et al.* (2012), there is limited information on reflective hierarchical models. Regarding the selection of a first-order or second-order model, the study examined the constructs in a first-order reflective model.

The third limitation is that the data used in this study were gathered from the young customers, and thus, may not be generally applied to the other customer types. As this study only focuses on the one specific industry, it would be fascinating to lengthen the theoretical model to supplementary businesses, such as the fashion, automotive, grocery retail, restaurant, electronics or healthcare.

The study is limited to Cambodia. The service marketing literature has provided limited studies on Cambodian service environment, which is major limitation of the study. Therefore, this limitation might be considered also a research gap and may be extended to other ASEAN countries to obtain more comprehensive results.

Finally, the future studies could concentrate on additional antecedents or consequences of constructs in the model, such as personality, culture and cognitive dissonances. Consequently, the proposed SEM does not consider the moderating role of demographic variables, which should be the subject of further studies.

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