

Conceptualization and development of a multi-item experiential value measurement scale for experiential marketing.

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Abstract

Today, companies have realized that they need to create value for their customers based on experiences. Despite the importance of experiential value as a source of competitiveness in acquiring and retaining customers, there is no scale that can be used to assess the experiential value of experiential marketing. This is problematic because most marketing campaigns achieve their goals only by successfully coordinating and combining different promotional tools. Using scientific scale development procedure, we developed a five-dimensional experiential value scale to address this gap. The scale items capture customers' perception of the functional value of personnel (professionalism), perception of other customers' appearance (similarity) and behavior (suitable behavior), multisensory stimuli (sensory appeal) and customers' enjoyment (playfulness). We contribute to the existing literature on experiential marketing by providing the first holistic scale to assess its experiential value.

Keywords: *Customer; Experience; Value*

Track: Relationship Marketing