

Segmentation of experiential consumer types and investigation of differences in sensory preferences, value perception and consumer behavior

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Abstract

The identification of consumer segments is becoming increasingly important to enable better targeted marketing strategies. The present study addresses the question whether different experiential consumer types exist and whether the identified consumer segments differ with regard to variables that are relevant in the context of customer experiences (i.e., sensory preferences, consumer perceived value, and consumer behavior). Three consumer types were found: rational, hedonistic, and enthusiastic experiencers. The identified clusters differ significantly in terms of the above-mentioned variables. This study shows that the incorporation of customer experience, sensory preferences, consumer perceived value, and consumer behavior is a promising way to develop successful differentiation strategies for different types of consumers. The identified consumer segments help practitioners to efficiently address and better meet consumers' expectations towards experiences.

Keywords: *Experiential consumer types; consumer segmentation; cluster analysis*

Track: Consumer Behaviour