

CLUSTERING CONSUMERS ON THE BASIS OF THEIR EXPERIENTIAL TYPE

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Abstract

In today's competitive market, where product differentiation is increasingly challenging, experiential marketing offers a powerful tool for brands to connect with consumers. This study builds upon the work of Zarantonello and Schmitt (2010) to explore consumer typologies based on their experiential preferences. Utilizing a brand experience scale adapted from Brakus et al. (2009), the study examines five distinct consumer clusters: hedonistic, inner-directed, holistic, action-oriented, and utilitarian consumers. Through cluster analysis, this study verifies the generalizability of these typologies in a different cultural context, specifically in Turkey. The results show that, like Zarantonello and Schmitt's findings, the five clusters vary in their preferences for sensory, affective, intellectual, and behavioral experiences. This study provides valuable insights for marketers by highlighting the importance of understanding distinct consumer segments based on their experiential needs.

Track: Marketing Communication (including digital) and Branding