

Is student experience in classroom a customer experience? Linking it with satisfaction, intention to repeat, and word of mouth communication.

**Marina Psiloutsikou**

Athens University of Economics & Business

**George Siomkos**

Athens University of Economics & Business

Cite as:

Psiloutsikou Marina, Siomkos George (2020), Is student experience in classroom a customer experience? Linking it with satisfaction, intention to repeat, and word of mouth communication.. *Proceedings of the European Marketing Academy*, 11th, (84812)

Paper presented at the 11th Regional EMAC Regional Conference, Zagreb (online), September 16-19,2020



Is student experience in classroom a customer experience? Linking it with satisfaction, intention to repeat, and word of mouth communication.

## **Abstract**

This paper explores the applicability of CXM in the context of Higher Education. More specifically, it focuses on classroom experience (SCX) and argues that it is indeed a customer experience comprising six components: pragmatic, affective, flow, learning, challenge, and social. Additionally, the association of SCX with student satisfaction, intention to repeat, and word-of-mouth communication (WOM) is explored. Survey data from 1,481 undergraduate students suggest that they value utility and hedonism while they refrain from any personal challenge. Moreover, SCX is directly related to WOM, suggesting that classroom lectures may be also part of the pre-purchase stage of the alumni journey.