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沉浸式顧客體驗與消費行為之關聯：以誠品書店為例

Investigating Relations among Experiential Marketing, Transcendent  
Customer Experience and Consumer Behavior:  
A Case Study of Eslite Bookstore

Student: 劉欣宜 Hsin-I Liu

Advisor: 郭貞 教授 Dr. Cheng Kuo

中華民國 107 年 12 月

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## Abstract

The research purpose of this study is to investigate the operation and effect of experiential marketing with specific focus on Eslite Bookstore. Firstly, the study examines how three modules from experiential marketing theory, sense marketing, feel marketing, and relate marketing, are related to immersive customer experience, the theory of which is based on transcendent customer experience. This study also examines whether the experience itself may lead to greater level of consumer satisfaction, consumer loyalty, and customer-based brand equity. This study utilized online survey and collected 272 valid responses; afterwards, simple regression, mediation analysis and hierarchical regression were conducted to investigate the hypotheses and research questions. This study found that sense marketing, feel marketing and relate marketing play significant roles in leading to greater level of consumer satisfaction, consumer loyalty, and customer-based brand equity through the mediation of immersive customer experience (also titled as TCE in the paper), indicating that atmosphere created by the marketers should be considered as an important factor when managing customer experience. It is likely that the experience can be extended as a positive perception to the brand awareness and brand image, and to reach the goal, transcendent customer experience serves as a mediator in order to put experiential marketing into effect, which provides insights for academy and industry seeking to shed light on the effect of experiential marketing.

**Keywords:** Experiential Marketing, Transcendent Customer Experience, Consumer Satisfaction, Consumer Loyalty, Customer-based Brand Equity.

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# Chapter One - Introduction

## 1.1. Research Background

With the rising trend of incorporating different senses into marketing space, a plethora of academic as well as industrious focus have been seeking to investigate the essence and the effect of experiential marketing (Liu & Mei, 2011). Looking at the retailer spaces in Taiwan, for example, it is undeniable that more and more marketers are applying the elements of experiential marketing so as to create the customer experience that is tailored to the brand image. Being one of the brands that value customer experience that is also originated in Taiwan, Eslite Bookstore has sparked the interest of this study to further understand how the experiential marketing works and how it can serve as a channel of communicating brand messages.

As for the theoretical background, after the pioneering experience economy first initiated the academic discussion on the concept (Pine & Gilmore, 1998), the notion of experience has hence been deliberated by researchers and was later refined as a groundbreaking theory (Schmitt, 2000). Since then, the theory of experiential marketing has been applied to myriad domains such as customer journey and touch points (Berry, 2002) to explore a more holistic approach in creating salient marketing value and thus better the customer relationship management, explore experiential marketing's effect on consumer behavior, contributing to academic as well as managerial implications.

## 1.2. Research Purpose

It can be seen that studies have investigated the application of experiential marketing and its' potential effect on consumer satisfaction (Liu & Mei, 2011), brand loyalty (Lin et al, 2007), and so forth. However, as Schmitt Bernd has put in his review on experiential marketing theory, there are



still gap regarding how experiential marketing transform into certain positive customer experience to be filled (Schmitt, 2011), which sparkles the curiosity of this study. Therefore, this study seeks to find out how exactly does experiential marketing work regarding creating certain forms of the customer experience.

On top of that, more and more industrial insights have been discussing the importance and incorporation of the theory. For instance, it can be observed that more and more marketers have utilized the “pop-up” stores to engage the customers, which is also famous for using experiential marketing to promote interactive brand experience (Smilansky, 2017).

Another industrial insight inspiring this research is that while some of the traditional bookstores are struggling to run their business, however, branded combinative bookstores such as Tsutaya Bookstore from Japan, have all gained prospect the other way around, expanding their stores as well as successfully established stronger brand image (Yang, 2018). In other words, these branded bookstores have all successfully transformed the goods of books, which are generic products, into something broader then selling the products itself by utilizing the arts of experiential marketing. These are all solid implications implying that to some extent, experiential marketing does work. To further investigate the essence of experiential marketing and its' effect with especial focus on Taiwanese consumer behavior, this study decides to choose Eslite Bookstore to analyze and find some managerial references for the traditional bookstores.

As for the theoretical grounding, the modules from the theory of experiential marketing will be utilized. Besides investigating how marketers can put experiential marketing into effect, this study also delves into how the customer experience can further develop certain consumer behaviors that is beneficial to the brand from both attitudinal and behavioral perspectives.

This study also focuses on the level of consumer satisfaction, customer-based brand equity, and consumer loyalty as a result of transcendent customer experience.

### 1.3. Research Questions and Hypotheses

The table shows all of the hypotheses and research questions this study proposed :

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H1:	Sense marketing may lead to the transcendent customer experience.
H2:	Feel marketing may lead to the transcendent customer experience.
H3:	Relate marketing may lead to the transcendent customer experience.
H4:	Transcendent customer experience may lead to greater level of consumer satisfaction.
H5:	Transcendent customer experience may lead to greater level of consumer loyalty.
H6:	Transcendent customer experience may lead to greater level of consumer-based brand equity.
H7:	Customer with consumer satisfaction may enhance consumer loyalty.
H8:	Consumer-based brand equity may enhance consumer loyalty.
RQ1a:	Will TCE mediate the route from sense marketing to consumer satisfaction?
RQ1b:	Will TCE mediate the route from sense marketing to consumer loyalty?
RQ1c:	Will TCE mediate the route from sense marketing to customer-based brand equity?
RQ2a:	Will TCE mediate the route from feel marketing to consumer satisfaction?
RQ2b:	Will TCE mediate the route from feel marketing to consumer loyalty?
RQ2c:	Will TCE mediate the route from feel marketing to customer-based brand equity?
RQ3a:	Will TCE mediate the route from relate marketing to consumer satisfaction?
RQ3b:	Will TCE mediate the route from relate marketing to consumer loyalty?
RQ3c:	Will TCE mediate the route from relate marketing to customer-based brand equity?

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*Figure 1. List of Hypotheses and Research Questions*

### 1.4. Research Procedure

Regarding the flow of the literature review, this study first discusses the theoretical background of Schmitt's experiential marketing. Moreover, to incorporate the theory into the combinative space of branded bookstore, this study will further discuss the communication of the retailer space and how it affects consumer.

As for the customer experience, this study utilizes the scale “Transcendent Customer Experience”, which has been supported in its’ original paper that such customer experience can develop stronger sense of brand community while conducting marketing campaigns (Schouten et al., 2007). The reason this study chooses transcendent customer experience to represent the customer experience this study focuses on is that through some industrial studies (Chen, 2015) as well as observations regarding Eslite Bookstore, the word “immersive” has become one of the key words describing consumers’ activity in the retail space (Lin, 2013), which this study finds truly intriguing. Since there has not been much academic focus on the immersive effect contributed by experiential marketing, this study intends to conceptualize the working of experiential marketing and see how it can possibly shape certain types of customer experience explaining the behavior of consumer’s immersion, and TCE has been adopted by the study to be investigated.

Afterwards, followed by TCE, since this paper seeks to delve into customers’ point of view, the dependent variables this study examines will be consumer satisfaction, customer-based brand equity, and consumer loyalty.

As for the design of methodology, this study utilized online survey that were distributed by snowball sampling and convenient sampling in order to draw authentic data and insights to answer the research question and hypotheses proposed in this paper. The online survey was targeted at the suitable population with filtering questions to ensure the validity of the questionnaire.

## Chapter Two - Literature Review

### 2.1. From Experience Economy to Experiential Marketing

#### 2.1.1. The Origin of the Concept: Experience Economy

In the paper *Welcome To The Experience Economy*, it is proposed that economic value has evolved through three stages, which are commodity economy, manufacturing economy, service economy, and comes the fourth stage, experience economy. With the progression of economic value, the focus on services has been shifted to experience, which is identified as “fourth economic offering” (Pine and Gilmore, 1998). In the beginning of the paper, they have pointed out that: “Today we can identify and describe this fourth economic offering because consumers unquestionably desire experiences” (Pine and Gilmore, 1998, p.97). Furthermore, it is suggested by them that experiences have “emerged as the next step”, of which they addressed to be “*progression of economic value*” (Pine and Gilmore, 1998, p.97).

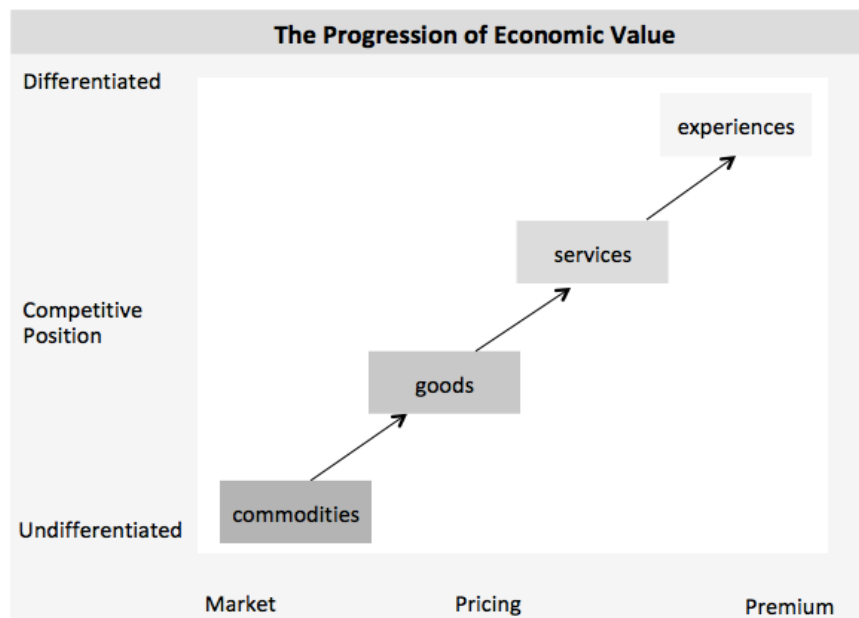


Figure 2. Pine and Gilmore (1998) Progression of Economic Value

The progression of economic value starts with extraction of commodity, production of goods, delivery of the services, to the latest stage, experience (Pine & Gilmore, 1998). According to the founder of the experiential marketing theory, Bernd Schmitt's further interpretation on the four stages, it was not until the occurrence of Industrial Revolution in the 19<sup>th</sup> century, manufacturing economy had come as the succeeding stage features the making of the products. Next, in the 20<sup>th</sup> century, the third stage, service economy emerged and the economic value has evolved into the focus on providing the customers with "*intangible service*" (Schmitt, 2010, p.67).

Before investigating the details regarding experience, it is worth noticing that before the focus on experience was weighed, there had been increasing discussion on the third stage, delivery of the service, therefore myriad studies were focusing on the significance of service quality being an indicator of creating values for the companies (Parasuraman et al, 1985). It was not until late 1990s that the fourth economic value, experience economy, was introduced, followed by Bernd Schmitt proposing the noted experiential marketing (Schmitt, 2000), engendering a series of academic studies and commercial exploration in this field, shifting the focus from service quality to the concept of customer experience.

Responding to previous studies which have focused on the rational aspect of consumer behavior such as the noted information processing model (Bettman, 1979), researchers had been indicating the importance to value customers' emotional aspect (Schmitt, 2000), triggering the concept of "experiential consumption" as a new scope on which to focus besides merely the cognitive part of information processing, calling for more studies to include elements such as "fun" into consideration (Holbrook & Hirschman, 2010). That being said, shedding light on taking the hedonic aspects for the consumer experience and recognizing the importance of appealing to customers' emotional arousal has opened a pivotal new page for experience related studies.

Delving into the concept of experience mentioned in Pine and Gilmore's paper, it occurs when service are utilized on purpose by the companies, in order to create certain memories for the customers (Pine & Gilmore, 1998). Thus, what appeals to consumers is no longer limited to the service or goods, but that creating a specific type of experience has also become an important indicator not only by engaging consumers but also making impressions on them. However, Pine and Gilmore also pointed out that implementing experience economy does not mean that there are no services and goods to be included. As a matter of fact, experience and services as well as goods are interrelated and even complimentary to one another. Taking the pioneering innovators that first implemented the concept of experience, Disney as example. Seeing that experience is the heart of this entertainment business, Walt Disney then designed the theme park to be a place featured the atmosphere and the characters he created to establish the image of Disney Land being a dream land, with the experience set, those who flooded into the theme park are more likely to relate their memories of these characters to the goods sold in the park (Pine and Gilmore, 1998).

Lastly, regarding the essence of creating a memorable experience, the authors proposed five principles that can facilitate the staging of experience, which are theming the experience, harmonizing impressions with positive cues, eliminating negative cues, mixing in memorabilia, and engaging all five senses. Since then, reacting to the need from industry as well as academic research, more and more scholars have participated in the studies in this regard.

### 2.1.2. Experiential Marketing

So what exactly is “experience”? How can it be evaluated? And how does it affect consumer behavior? To investigate these questions, it is essential to start with the discussion from the theory founder, Bernd Schmitt, who coined the term “experiential marketing” and has presented the approaches of experiential marketing, also being named as strategic experiential modules consisting of sense, feel, think, act, and relate (Schmitt, 2000).

Firstly, the “sense marketing” resorts to consumers’ senses such as sight, sound, touch, taste, and smell; “Feel marketing” is about eliciting the internal feelings within consumers meanwhile linking that emotion to the brand; “Thinking marketing” focuses on extracting cognitive and problem-solving experiences from customers. “Act marketing” concentrates on behaviors, lifestyle, and interactions. As for the last module, “relate marketing”, it resorts to the experiences that connect the consumers with some kind of social context (Schmitt, 2000). Later in another review, Schmitt further interpreted the concept and stated that

“I will use the term to refer to experiences in the here and now — perceptions, feelings, and thoughts that consumers have when they encounter products and brands in the marketplace and engage in consumption activities — as well as the memory of such experiences” (Schmitt, 2011, p.69).

Concluding the previous literature on experiential marketing, the theory seems to be salient in engaging the consumers not only through rational but also sensorial implications. Namely, as long as it reaches the target of connecting consumers with the brand, any sorts of messages implanted in any sorts of consumer environment that successfully deliver the goal by incorporating the sense method, feeling method, thinking method, act method and relate method can altogether become “stimuli” in the consumer environment that are designed to evoke “*specific sensations, feelings, cognitions, and behavioral responses*” (Schmitt, 2011, p.64).



### 2.1.3. Reviews on Previous Studies Applying the Experiential Marketing Modules

Utilized in previous studies that investigate the correlation between five modules of experiential marketing and some of the important indicators of consumer behavior such as purchase intention, perceived value, and consumer loyalty, the following two studies done in Taipei which focus on experience in Starbucks and experience at IKEA, have both exemplified the incorporation of experiential marketing.

To begin with, in the paper *Starbucks Experience Explored in Taipei*, the researchers used the five modules of experiential marketing to investigate how Starbucks reach their customers by creating the “touchy-feely” or lifestyle related emotional appeals. Regarding the items that they utilized to measure the five aspects, first of all, for the sense experience, questions such as “the quality of the coffee”, “the cleanliness and comfort of the environment”, and “payment rapid” are mentioned; Secondly, to measure “feel” aspect, items such as “jazz music play”, “unique graceful adornment with artistry”, “humanistic space”, and “barista expert attitude”, are included; Thirdly, for the “think” experience, a more cognitive aspects are meant to be evoked, therefor items such as “reasonable prices”, “clear categories”, “public image”, and “business hours” are included; Next, “humanity of service provided”, and “smile to customers”, “promotion often” are listed to measure “act” aspect; Lastly, items to measure “relate” experience are “*value sharing on blog*” and “*cards with easy and budget-friendly way*” (Liu et al, 2012, p.115). The study eventually concluded that for Starbucks to stand out as a successful brand in Taipei, it must provide their customer with “*comfortable aesthetic and humanistic environment and customized coffee*” (p.115), along with providing a “*third extraordinary place to inspire, nurture, and clean your mind*” (p.115). As for the demographic part, the result indicates that women and men interpret their experience at Starbucks differently. For the female customers, they are inclined to value the

aesthetic and humanistic environment more than their male counterpart; On the other hand, men tend to concentrate on the quality of coffee than the atmosphere of the environment (Liu et al, 2012).

Learning from this study, it is clear that for in-store environment management, appealing to the customers through a certain designed set of atmosphere, along with other implications that altogether create the experience expressing the brand image meanwhile catering to customers' need for "*an extraordinary place to inspire, nurture, and clean your mind*" (Schmitt, 2011, p.17). is an important factor to consider while approaching the experience design of a retail space. Such space is also described as third space that is "*between home and office*" (p.17).

Another paper that utilized the theory to investigate how IKEA uses experiential marketing to affect consumer behavior, which is purchase intention, has also provided significant outcomes as well as showcasing the measurement of the five modules. According to the result, since IKEA is defined as a shopping space that shows the customer their products by creating the immersive environment so the customers can truly indulge themselves into the experience. The research points out that by incorporating sensorial stimuli with the focus especially on sight and feel/touch, which is derived from the sense and feel element out of the five modules of experiential marketing, the sensorial stimuli will have positive effect on the quality of experience, of which is composed of participation, immersion, learning, surprise, and fun, and will eventually enhance consumers' purchase intention (Chen, 2017). As for the measurement part, the paper included two out of five senses. Firstly, items such as "*perception of attractiveness of the space*", "*the utilization of the space*", and "*impression on visual enjoyment*" (Chen, 2017, p.29) are listed to measure the sight part of sensorial stimuli; as for another sensorial stimuli, which is feel/ touch, the items that are

included are “*willingness to sit on the sofa*”, “*authentic touch on the furniture*”, and “*impression on feeling of touching the products*” (p.29).

Learning from previous studies, it can be seen that experiences could be elicited by real engagement with products, in-store interactions, relationships with others, immersion in the environment, and so forth, which will also be aspects this study take reference from while dealing with the example in this paper after appropriate adjustment. Before going deep into the object this study is examining, which is the combinative bookstore, it is also worth mentioning that experiential marketing is not limited only to in-store experiences, online activities is as well likely to evoke such experience from consumers (Novak et al, 2000). In this paper, in-store experiences will be the major realm of consumer experiences this study targets at.

## **2.2. The Applied Aspects of Combinative Bookstore in This Study**

### **2.2.1. How Bookstore Embodies the Role of Space Communication**

Previously, the focus of literature review has been focusing on the essence and division of experiential marketing. To truly apply the theory to the combinative bookstore, a contextual look into how bookstore, being a space where consumers and the products meet, can also orchestrate the delivery of experience, forming its' utility of space communication.

Firstly, with regard to how a bookstore function differently from other shopping spaces, David Wright has demonstrated insightful interpretation on the phenomenon. Based on the bookstore culture in London city, the paper indicated that the bookstore space provides a sphere where the mediation of production and consumption of cultural goods occurs (Wright, 2005). Unlike general shopping spaces, the goods juxtaposed in the bookstores, which are mostly books,

are perceived differently as “cultural goods”, which is argued to have a more transformative value instead of merely a demand for products, is also the key factor that drive the readers to explore experience and well being (Keat, 1999).

As Wright has put, the bookstore may not be a place where merely literature are produced, yet it is without a doubt a place in which meanings about those literature are produce (Wright, 2005). Wright’s interpretation on the role of bookstore resonates with the observation of this study that bookstore is a sphere where something more than simply completing transaction of product and service are made through the customers’ indulgence and immersion into the space and the messages communicated within it. Examining how the cityscape of bookstore merging into other type of public places, Wright further stated that:

“The recent trend for coffee bars or even art galleries within the space of the large chain bookshop emphasizes the distinctiveness of the space and encourages browsing. This makes shopping for books, in many ways, an exemplar of the contemporary notion of shopping as leisure rather than means to a material end” (Wright, 2005, p.114).

That is to say, whilst bookstore is deconstructed, rebuilt, and merged into the space in which places such as coffee bars and art galleries are located, the shopping experience of the book has thus morphed into a distinctive process that the essence of which is perceived more as an enjoyment instead of a functional process merely in search for a certain good.

From the managerial perspective, the incorporation of space communication is significant in expressing the trajectory of brand identity, brand image and brand value, which altogether are correlated when making an impression on those who are immersed in the environments.

### 2.2.2. Physical Surroundings, Ambient Conditions, and Individualized Customer Experience

After discussing the significance of how a bookstore merged with public space could elicit a more subtle messages from the customers through communication of the space, the focus should therefore be shifted to “*physical surroundings*” (Tseng, 2016, p.328), which is composed of the facilities of the store, interior design, music, color, and even logos

Moreover, the noted theory first shedding lights on the influence of physical surroundings on the customers, Servicescape Model, has demonstrated explanation on how the surroundings are related to facilitating people’s feelings in constructing a more holistic perception to the space itself, and such notion is called Perceived Servicescape.

According to the model, what make up physical surroundings are ambient conditions, space and function, as well as logo and decoration. With the above three being antecedents, customers will further develop the Perceived Servicescape, which will in turn project effect on the customers’ internal responses, including the perception, emotion, and physical condition, eventually contributing to certain consumer behavior such as visiting, staying and exploring, purchasing, or even revisiting (Bitner, 1992), which are indicators highly correlated with consumer loyalty. Therefore, according to the paper, it is supported that the management of the surroundings or the marketing space is imperative since it can have certain extent of influence on those who experience it, whether it be the staff or the customers.

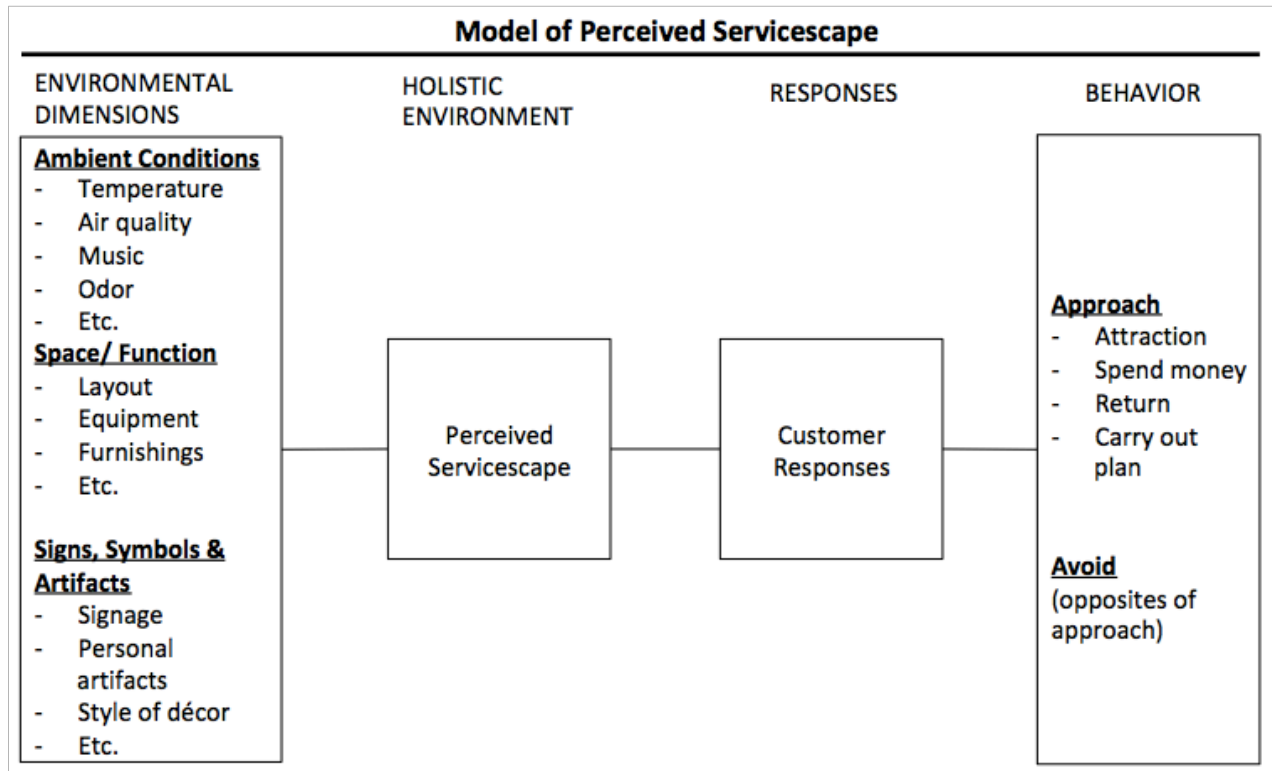


Figure 3. Bitner (1992) Model of Perceived Scape

Moreover, there are studies pointing out the importance of establishing creative retail spaces so as to create possibilities for customers to be creative, for it can facilitate their “*sensory engagement, social and interactive spaces, and co-creativity between retailer and consumer*” (Kent, 2007, p.742), which has again weighed on the value space as a resort of communication.

As a matter of fact, earlier when the stores have begun rising as a huge shopping phenomenon, researchers therefore started to investigate how managing the stores is related to “*the appearance and identity of their core brand values*” (Magrath, 2005, p.734). Markin has stressed on the importance of the design of a retail place being a factor influencing customer behavior by drawing attention, eliciting emotional responses, and communicating brand messages through the signaling of marketing spaces and cues regarding the brand (Markin et al., 1976).



Another example to illustrate how retail environment is correlated to the value of the brand is by looking at the Apple Store. According to Kent's observation, Apple Store's use of "*large, open internal spaces, minimal stock densities, opportunities for interaction with products and services, and its' high flow of visitors and customers*" (Kent, 2007, p.38), render its' a model being successful in drawing people into their space, exemplifying space communication effectively.

While developing the holistic physical surroundings can be salient in appealing to customers' attention and even making them stay, thinking from the perspective of customers, to answer this question becomes important: Whether they are willing to stay and why? Kent indicated in his paper that developing "key sense" has been used in retail spaces such as "department stores and shopping malls". For instance, by utilizing the playing and demonstration of color and lightning, it not only serves as decorative purpose but also "give meaning" about that space (Loe, 2002). Just as Kent has put, "*The use of different sensory elements such as in-store music, carefully chosen aromas, different textures and surfaces and lighting techniques, create unique micro-environments within a conventional retail space*" (Kent, 2007, p.737).

Coming back to the experience of being immersed in the retail space from customers' perspective, understanding how the experience can be personalized, individualized, and meaningful at a personal level thus become essential. While mostly the act of visiting a shopping space is considered simply a utilitarian process for customers to look for certain goods, other functions such as socializing and leisure should also be considered (Hu and Jasper, 2006). Therefore, it is argued that while designing retail space as a museum of products, it also can be seen as a way to make the store capable of meeting commercial need and social need for the customers, while could further elicit emotions with respect to purposes of leisure or socializing under the influence of space communication, exemplifying the gist of experiential marketing.



### 2.2.3. Five Experiential Marketing Modules in Eslite Bookstore

As previous sections that discuss the theoretical foundation of experiential marketing has concluded, there are five modules of the theory, sense, feel, think, act, and relate, which could be utilized separately or collectively in order to achieve the marketing goal of creating certain experience to connect the customers (Schmitt, 2000). Since this study intends to shed light on how Eslite Bookstore incorporate the five modules in creating their signature physical surroundings, and how this outcome are related to the following consumer behaviors from their own perspective, the following passages will conceptualize how the five modules can be put into practice in the case of Eslite Bookstore.

To begin with, since sense marketing resorts to consumers' senses such as sight, sound, touch, taste, and smell, it is the process that consumer have contact with their surroundings through their perceptive system such as input from visual, audial, gustative, olfactory to tactile input (Schmitt, 2000). In the case of Eslite Bookstore, sense marketing can be seen in aspects such as their wooden floor, warm lighting, bookshelf oozing with wooden smell, air full of coffee aroma, and so forth (Tseng, 2016).

Secondly, for the second module, feel marketing, it is about eliciting the internal feelings within consumers meanwhile linking that emotion to the brand (Schmitt, 2000). The need of seeking for "*positive and meaningful experience*" (Tseng, 2016, p.341) deriving from human nature, creating an environment that is effective in evoking such feelings is always the goal. Eslite Bookstore does seek to project such ambient conditions by providing a plethora of choices of readings, which is deemed to be the key factor that are able to elicit consumers' internal feeling for those who immerse themselves into the retail space and the products, the books.

Thirdly, with thinking marketing focusing on extracting the experiences of cognitive and problem-solving from customers, successfully incorporating this element is significant as this aspect play a key role in enabling consumers' to form certain value towards the retail environment, hence further affect their perception to the brand on behalf of the store (Schmitt, 2000). With positive experience being formed, consumers may reckon this experience as, for instance, "*a place worth visiting*", or "*a space offering chances for people to relax themselves from the hectic life*" (Tseng, 2016, p.341).

Furthermore, as for the act marketing, it concentrates on the physical behaviors, lifestyle, and interactions that consumers undergo after being affected by the environment, which is also considered to be highly correlated with their attitude to the brand afterwards (Schmitt, 2000). In this case, for example, people may be affected by the decorations and the interior design of Eslite Bookstore, therefore, they would rather stay in the retail space a little bit of longer than merely passing through it; Even more, it is also possible that after the immersion in the environment and the reading experience, people become more aware of the atmosphere of the bookstore, hence their following decision of how they want their renovation of home style model after the environment of Eslite Bookstore (Tseng, 2016).

As for the last module, relate marketing, it resorts to coining the experiences that include the consumers into some kind of social context, and could even generate consumers' relation to their own identity, self perception, social role, society group or even a bigger context as long as they find which the experience relatable to (Schmitt, 2000). For instance, after visiting the Eslite Bookstore, the experience inspires a teacher to ponder over the status quo of how students view knowledge and reading, therefore motivate the educator to design a series of teaching plan that seeks to enlighten the students in pursuit for deeper thinking towards the material in class.

The five modules could be utilized to create different cues, yet all possess the function of reminding or even sparking certain outcome from the consumers through eliciting their “sense” that shape the input of senses in advance, “feeling” that explain whether they are happy or have undergone meaningful experience, cognitive “thinking” that help form their value perception to the retail space, “act” that cause them to further act on certain things, and “relate” that let them connect the experience to their own selves.

### **2.3. Extraordinary Customer Experience: Transcendent Customer Experience**

#### **2.3.1. Customer Experience**

After experiential marketing was brought to academic discussion (Schmitt, 2000), more and more studies have thus started to concentrate on the concept, prompting the marketing management to shift their focus from service to experience (Bettman, 2002). Further, Schmitt has published another book *Customer Experience Management, A Revolutionary Approach to Connecting Your Customers*, proposing a more conceptualized model for carrying out the strategies (Schmitt, 2010). In the CEM (Customer Experience Management) framework that he has proposed, there are five principles for managerial parties to take reference after, which are “*analyzing the experiential world of the customer*”, “*building the experiential platform*”, “*designing the brand experience*”, “*structuring the customer interface*”, and “*engaging in continuous innovation*” (Schmitt, 2010, p.32). To draw more insights and implication from the perspective of customer and to analyze the experience in depth, this study seeks to fill the gap which the first principle, “*analyzing the experiential world of the customer*” (p.32), has suggested.

Speaking of customer experience, according to Schmitt, “extraordinary experiences” are a type of experience, which is characterized as “*active, intense, and stylized*” (Schmitt, 2011, p.71). The earliest record of the concept can be dated back to the prestigious flow (Csikszentmihalyi, 1990), followed by peak experiences (Privette, 1983), while the latest theory concerning the issue would be transcendent customer experiences (Schouten et al., 2007). According to Schmitt’s elaboration on the topic, both flow and peak experiences can be attained through some type of activity that elicit people’s intense attention along with the absorption or immersion, which hence provoke the experience a more extraordinary level (Schmitt, 2011).

That being said, with the absorption and immersion into the activities, the experiences could be thus driven as something memorable to the consumer whether the stimulation is external or internal. Therefore, the following passages will be focusing on customer experiences with a specific focus on a type of extraordinary experience, transcendent customer experience (Schouten et al, 2007).

### **2.3.2. Transcendent Customer Experience**

So what exactly is transcendent customer experience? What is the theoretical foundation it grounds on? As a matter of fact, according to the original study, the theory extends the scope based on the previous noted theory regarding experience, including flow (Csikszentmihalyi, 1990) and peak experience (Privette, 1983). The model of transcendent customer experiences was therefore developed in explanation to its’ effect on enhancing people’s relationship with others, with activities, or even with values and symbols, (Schouten et al., 2007), which are imperative

indicators for constituting brand community and have been proved to be significant precursors for brand loyalty (McAlexander et al, 2002).

Another important contribution the paper has made is that customers are reported to have purposes of transcending the mundane consumerism, which is also an intriguing avenue for related studies while focusing on the proactive role of consumers (Schouten et al., 2007). It is tested under the condition of adopted experiential marketing campaign and was eventually supported to be valid in creating the sense of brand community (Schouten et al, 2007).

From the original paper, it is stated that TCE is characterized by “*self-transformations, awakening separations from mundane, and connectedness to larger phenomena outside the self*” (Schouten et al, 2007, p.358), and their results have shown the fact that consumers going through the transcendent customers experiences will eventually develop stronger sense of brand community. Although brand community is not the ultimate variable this paper will investigate in the end, it is significant to understand the origin of the theory. With the academic focus of experiential marketing on designing consumer environment to be a place enriched with different senses (Schmitt, 2000), the process of experiencing the environment and the space from the perspective of customer has therefore become an important issue to discuss. It is ascertained that consumer experiences had been valued due to its’ effectiveness on consumer behavior (Donovan and Rossiter, 1982). Moreover, besides discussing how transcendent customer experiences (TCE) was formed and tested, after the result being proved valid, the authors have shown a more detailed yet intriguing explanation on the theory itself. TCEs are characterized by the following feelings, which are “*self-transformation or awakening, separation from the mundane, and connectedness to larger phenomena outside the self*” (Schouten et al, 2007, p.358).

In other words, while going through transcendent customer experiences (TCE), customer may experience the feelings of “difference” from their normal daily life, which is also featured “emotional intensity, epiphany, singularity and newness of experience, extreme enjoyment, oneness, ineffability, extreme focus of attention, and the testing of personal limits” (Schouten et al, 2007) with important factors arousing TCE being “*self-transformation, separation from the ordinary and mundane, and connectedness to larger phenomena outside one’s self*” (Schouten et al, 2007, p.358). In this sense, transcendent customer experiences (TCE) are likely to be a possible experience the customer undergo under the influence of experiential marketing, since the intended usage of experiential marketing is as Schmitt has put, utilizing the sense, feel, think, act, and relate methods to elicits customers’ experience and thus create the connection between themselves and the brand, product, or service (Schmitt, 2000).

In conclusion, through the literature review in previous passages, it can be seen that the five modules could be utilized to create different marketing cues by eliciting their “senses” that shape the input of senses in advance, “feelings” that explain whether they are happy or have undergone meaningful experience, cognitive “thinking” that help form their value perception to the retail space, “acts” that cause them to further act on certain things, and “relate” that enable them to connect the experience to their own selves. Yet, considering the scope of the research and the purpose of catering to the attribute of Eslite Bookstore being an environment designed for immersive experience, this study wants to especially focus on three modules, which are sense marketing, feel marketing, and relate marketing.



### 2.3.3. How Sense Marketing creates Transcendent Customer Experience

To begin with, since sense marketing resorts to consumers' senses such as "*sight, sound, touch, taste, and smell*" (Schmitt, 2000, p.115), it is the process that consumer have contact with their surroundings through their perceptive system such as input from visual, audial, gustative, olfactory to tactile input. Just as the founder of the theory has put, the purpose of sense marketing is to evoke "*aesthetic pleasure, excitement, beauty, and satisfaction through sensory stimulation*" (p.115). In order to carry out the sense marketing, the company needs to make effort in creating certain styles or themes, which are called "*corporate expression*", so that such experience that is created can evoke certain "*customer impressions*" (Schmitt, 2000, p.118). By doing so, this is how marketers can utilize sense marketing to achieve one of the aspects of experiential marketing.

With the characteristic of transcendent customer experience being "*self-transformations, awakening separations from mundane, and connectedness to larger phenomena outside the self*" (Schouten et al, 2007, p.358), this study argues that to evoke such customer experience, it is imperative that the surroundings are effective in provoking so by the incorporation of sense marketing. In the case of Eslite Bookstore, sense marketing can be seen in aspects such as their wooden floor, warm lighting, bookshelf oozing with wooden smell, air full of coffee aroma, and so forth (Tseng, 2016). Therefore, hypothesis 1 is proposed:

**H1: Sense marketing may lead to the transcendent customer experiences (TCE).**



#### 2.3.4. How Feel Marketing creates Transcendent Customer Experience

Secondly, as for the second aspect this study seeks to examine, “feel marketing”, which is a marketing strategy that requires certain emotion to be aroused by creating certain kind of “*consumption experience*” (Schmitt, 2000, p.137). In other words, it seeks to elicit the internal feelings within consumers meanwhile manage to link that emotion to the brand (Schmitt, 2000).

Moreover, it is stated that seeking “*meaningful experience*” (Diller et al, 2005) is essential in communicating marketing messages as well as related to positive customer experience. Therefore, creating an environment that is effective in evoking such feelings is always the goal. Eslite Bookstore does seek to project such ambient conditions by providing a plethora of choices of readings, which is deemed to be the key factor that are able to elicit consumers’ internal feeling for those who immerse themselves into the products, the books, and most importantly, the shopping experience itself.

Since transcendent customer experience is featured by characteristics “*self-transformations, awakening separations from mundane, and connectedness to larger phenomena outside the self*” (Schouten et al, 2007, p.358), there must certain relation between feel marketing and transcendent customer experience. Thus, according to the above, hypothesis 2 is proposed:

**H2: Feel marketing may lead to the transcendent customer experiences (TCE).**

#### 2.3.5. How Relate Marketing creates Transcendent Customer Experience

As for “relate marketing”, it resorts to coining the experiences that include the consumers into some kind of social context, and could even generate consumers’ relation to their own identity, self perception, social role, society group or even a bigger context as long as they find which the

experience relatable to (Schmitt, 2000). Moreover, relate marketing is argued to be a certain type of “symbolic consumption” (Wattanasuwan, 2005), which is to consume not only to “*create and sustain the self*” but also “*locate us in society*” (Wattanasuwan, 2005, p.179). As Schmitt has put:

“The purpose of relating to others seems to be motivated by a need for categorization and a search for meaning. When we are asked to describe ourselves as individuals, we may describe ourselves in terms of certain individual traits. But, equally likely, we can use certain social categories to describe ourselves. Or others may describe us in terms of social categories” (Schmitt, 2000, p.199).

Coming back to the essence of transcendent customer experience, “*self-transformations, awakening separations from mundane, and connectedness to larger phenomena outside the self*” (Schouten et al, 2007, p.358), it is therefore argued that after the relate marketing is put into effect, it is more likely for those who are under the influence of related marketing go through the transcendent customer experience. Therefore, hypothesis 3 is proposed:

**H3: Relate marketing may lead to the transcendent customer experiences (TCE).**

#### **2.4. Investigating TCE’s Effect on the Dependent Variables**

To measure the outcome of transcendent customer experience, this study intends to investigate three dependent variables, which are consumer satisfaction, customer-based brand equity, and consumer loyalty. In the original paper that proposed the transcendent customer experience, it has been testified that transcendent customer experience is positively related to the strengthening of brand community, which is an important indicator of consumer loyalty. However, to be meticulous enough, since this study is applying former model on a new scenario, which is Eslite Bookstore, it is imperative to ensure the relationship between transcendent customer experience and consumer loyalty.

Furthermore, since it has been investigated in previous studies that consumer satisfaction can also be antecedent of consumer loyalty, this study hence wants to look into the relationship between transcendent customer experience and consumer satisfaction. Ultimately, to apply for the scenario this study intends to examine, relation between consumer satisfaction and consumer loyalty, as well as the relation between customer-based brand equity and consumer loyalty will be double-checked. In the following passages, the definition of the dependent variables will be investigated, followed by the discussion among transcendent customer experience, consumer satisfaction, customer-based brand equity and consumer loyalty.

#### **2.4.1. Consumer Satisfaction**

In some of the earlier studies, consumer satisfaction has been stated to be a key factor assisting the company to attract more new customers, retain more existing customer, and avoid more lost customers (Parasuraman et al, 1987). As for the definitions, consumer satisfaction indicates the extent products embodies the value (Hempel, 1977); Oliver further defines consumer satisfaction as an outcome generated through the surprise in the midst of consumption (Oliver, 1980); Fornell takes a rather rational approach, suggesting consumer satisfaction an evaluation of certain consumption experience (Fornell, 1992); In later studies, consumer satisfaction is even divided into general satisfaction, product satisfaction, and service satisfaction (Bakakus, Beinstock and Scotter, 2004). Combining what has been mentioned in the previous studies and adjusting to the experiential marketing aspects this study aims to look at, the measuring items for consumer satisfaction will be “the extent the experience render valuable”, “satisfaction to the product”, “satisfaction to the service”, and “satisfaction to the shopping experience overall”.

### 2.4.2. Consumer Loyalty

Consumer loyalty has been an imperative role in evaluating customers' positive attitude to marketing effect. In early studies, it is defined as an representative of consumers' behavioral intention to the product and service, which is indicator of purchase itself (Selnes, 1993); Jones and Sasser further divided consumer loyalty into long term and short term loyalty, which is based on whether consumer is subject to changing their loyalty under the influence of other competitive and more ideal service (Jones and Sasser, 1995); Griffin then extended the definition of consumer loyalty to several indicators, which are repeating purchase, participation of the product and service from certain company, generating word of mouth, and immune to the same type of promotions from other competitive brands (Griffin, 1995); Lastly, Chaudhuri and Holbrook recapped the definition in simpler put, suggesting that consumer loyalty takes effects as long as consumer choose to buy the same type of products from the brand over and over and again (Chaudhuri and Holbrook, 2001).

Throughout the previous studies deliberating the imperative indicators on consumer behavior, purchase intention, brand preference, consume loyalty, and so forth, have been reckoned as representative variables that implies the value of the brand and its' owned company, yet among all these outcome, customer satisfaction has been proved in many studies to be the decisive driver (Adb-El-Salam et al, 2013). Therefore, while this study aim to examine how incorporating the elements of experiential marketing into consumer related space could create positive experiences, since the ultimate goal is to see whether this adoption is likely to create consumer satisfaction for those who are immersed in the experience, and in most cases consumer satisfaction is highly linked to the succeeding consumer attitude, which is consumer loyalty. Incorporating what has been mentioned in the previous studies and adjusting to the experiential marketing aspects this

study aims to look at, the measuring items for consumer loyalty will be “repeating purchase”, “participation of the product and service from certain company”, “word of mouth”, and “favorability of leisure time choices”.

### **2.4.3. Customer-Based Brand Equity**

Before investigating the notion of customer-based brand equity, it is worth noticing that the concept is, in fact, derived from brand equity, which has been widely deliberated and interpreted by previous studies. Dated back to the definition made by Pride and Ferrell, brand equity is defined to be *“the marketing and financial values linked with a brand’s strength in the market, including actual proprietary brand assets, brand name awareness, brand loyalty, perceived brand quality, and brand associations”* (Pride & Ferrell, 2003, p. 299).

Moreover, according to Lassar, Mittal, and Arun, brand equity should be perceived from two perspectives, which are financial perspective and customer’s perspective (Lassa et al, 1995). The former deals with the value and profit of a brand, whereas the latter focuses more on customer’s insight. In the meanwhile, Keller proposed the customer-based brand equity, which can be evaluated by measuring customer’s brand awareness consisting of brand recall as well as brand recognition and brand image, which can be divided into types, favorability, strength and uniqueness of brand associations (Keller, 1993). Regarding the importance of customer-based brand equity, Keller further concluded that:

“A brand is said to have positive (negative) customer-based brand equity if consumers react more (less) favorably to the product, price, promotion, or distribution of the brand than they do to the same marketing mix element when it is attributed to a fictitiously named or unnamed version of the product or service” (Keller, 1993, p.7).

In other words, an ideal outcome of customer-based brand equity should be encouraging consumers to demonstrate attitudes that differentiate the brand from others. Incorporating the essence of customer-based brand equity and adjusting to the experiential marketing aspects this study aims to investigate, the measuring items for customer-based brand equity will be “perceived uniqueness”, “demonstration of the brand value”, and “representative brand”.

#### **2.4.4. The Relation between Transcendent Customer Experience and Consumer Satisfaction**

As previous passages have pointed out, the measuring items for consumer satisfaction are “the extent the experience render valuable”, “satisfaction to the product”, “satisfaction to the service”, and “satisfaction to the shopping experience overall”. According to the paper that proposed transcendent customer experience, it has pointed out that such experiences can elicit a “*re-definition*” of the self. Featuring “self-transformations, awakening separations from mundane, and connectedness to larger phenomena outside the self”, (Schouten et al, 2007), transcendent customer experience is therefore reckoned to be positively related to consumer satisfaction since after being immersed into the experience, the individuals are more likely to gain sense of satisfaction. Therefore, hypothesis 4 is proposed:

**H4: Transcendent customer experience may lead to greater level of consumer satisfaction.**

#### **2.4.5. The Relation between Transcendent Customer Experience and Consumer Loyalty**

Remarked by Schmitt in a latter review, the capacity of transcendent customer experience is stated to be “*critical integration of a brand community and for building brand loyalty among brand community members*” (Schmitt, 2010, p.72). Furthermore, delving into the framework of the original study, the independent variable that was used to measure the transcendent customer



experience is the enhancement of brand community, which was proposed by McAlexender to be imperative indicator for customer-brand relationship studies. Featuring “repeating purchase”, “participation of the product and service from certain company”, and “word of mouth, consumer loyalty is therefore considered a possible outcome for those who undergo transcendent customer experience since having such experience that enable the customer to develop the sense of transformation, connection to themselves, and the society is regarded to be a positive experience that could therefore result in consumers’ eagerness for revisiting the retail space or even promote the experience through sharing with others. In such case, consumers are likely to develop loyalty to the experience, which represent the brand itself. Therefore, hypothesis 5 is proposed:

**H5: Transcendent customer experience may lead to greater level of consumer loyalty.**

#### **2.4.6. The Relation between Transcendent Customer Experience and CBBE**

Featured capability of eliciting customer’s sense of separation from mundane and relaxing feelings, transcendent customer experience is hypothesized to create positive and meaningful effect on those who undergo the experience. Since customer-based brand equity (CBBE) deals with customer’s brand awareness and brand image from their own perspective, it is hypothesized that through transcendent customer experience, customer will demonstrate greater reflection on how they perceive and interpret the brand, and will thus also show greater level of customer-based brand equity. Therefore, applying the scenario this study are looking at, hypothesis 6 is proposed:

**H6: Transcendent customer experience may lead to greater level of CBBE.**



#### 2.4.7. The Relation between Consumer Satisfaction and Consumer Loyalty

There have been myriad studies discussing the essence and the divisions of consumer loyalty, and it could be roughly categorized into attitudinal and behavioral types (Oliver, 1999; Zeithaml, 2000). In early times, Czepiel and Gilmore proposed that it could be seen as “*a specific desire to continue a relationship with a service provider*”, which is from attitudinal perspective; yet it is defined as “*repeat patronage*”, which is further interpreted as “*the proportion of times a purchaser chooses the same product or service in a specific category compared to the total number of purchases made by the purchaser in that category*” (Yang and Peterson, 2004). In Yang’s research, the relationship among customer perceived value, consumer satisfaction and consumer loyalty has been scrutinized and the results indicates that consumer loyalty can be effectively strengthened through “improving customer satisfaction” and “offering high product/service value” (Yang and Peterson, 2004, p.814).

Furthermore, it has been concluded that perceived value and consumer satisfaction both stand as important precursor for consumer loyalty. Therefore, applying the scenario this study are looking at, hypothesis 7 is hence proposed:

**H7: Customer with consumer satisfaction may enhance consumer loyalty.**

#### **2.4.8. The Relation between Customer-Based Brand Equity and Consumer Loyalty**

As it has been mentioned and discussed in previous passages, consumer loyalty can be seen from both behavioral and attitudinal aspects. Moreover, in the adapted version this study has concluded to be the items of evaluating consumer loyalty, which are “*repeating purchase*”, “*participation of the product and service from certain company*”, “*word of mouth*”, and “*favorability of leisure time choices*”, it can be seen that behavioral approach holds greater proportion.

Moreover, in the plethora studies that measured consumer behavior, attitudinal and behavioral factors are interconnected. In the case of Eslite Bookstore, it is hypothesized that after developing greater sense of customer-based brand equity, which is composed of brand awareness and brand image, a stronger lever of consumer loyalty should be developed. Therefore, applying the scenario this study aims to focus on, hypothesis 8 is proposed:

**H8: Consumer-based brand equity may enhance consumer loyalty.**

On top of that, to further examine whether the model this study propose is salient in positioning transcendent customer experience as a necessary pathway for sense marketing, feel marketing, and relate marketing to really work and therefore develop positive consumer behavior, which are consumer satisfaction, customer-based brand equity, and consumer loyalty, this study proposes that transcendent customer experience is possible to have mediating effect. Therefore, the following are the research questions proposed based on the hypotheses:

RQ1a: Will TCE mediate the route from sense marketing to consumer satisfaction?

RQ1b: Will TCE mediate the route from sense marketing to consumer loyalty?

RQ1c: Will TCE mediate the route from sense marketing to customer-based brand equity?

RQ2a: Will TCE mediate the route from feel marketing to consumer satisfaction?

RQ2b: Will TCE mediate the route from feel marketing to consumer loyalty?

RQ2c: Will TCE mediate the route from feel marketing to customer-based brand equity?

RQ3a: Will TCE mediate the route from relate marketing to consumer satisfaction?

RQ3b: Will TCE mediate the route from relate marketing to consumer loyalty?

RQ3c: Will TCE mediate the route from relate marketing to customer-based brand equity?

## Chapter Three - Methodology

### 3.1. Research Framework

Basing on the research purpose and the discussion of literature review, this study hereby has proposed a confirmatory research framework connecting all of the hypotheses as well as the research questions this study seeks to investigate. The following table is a visualized illustration of the theoretical framework of this study.

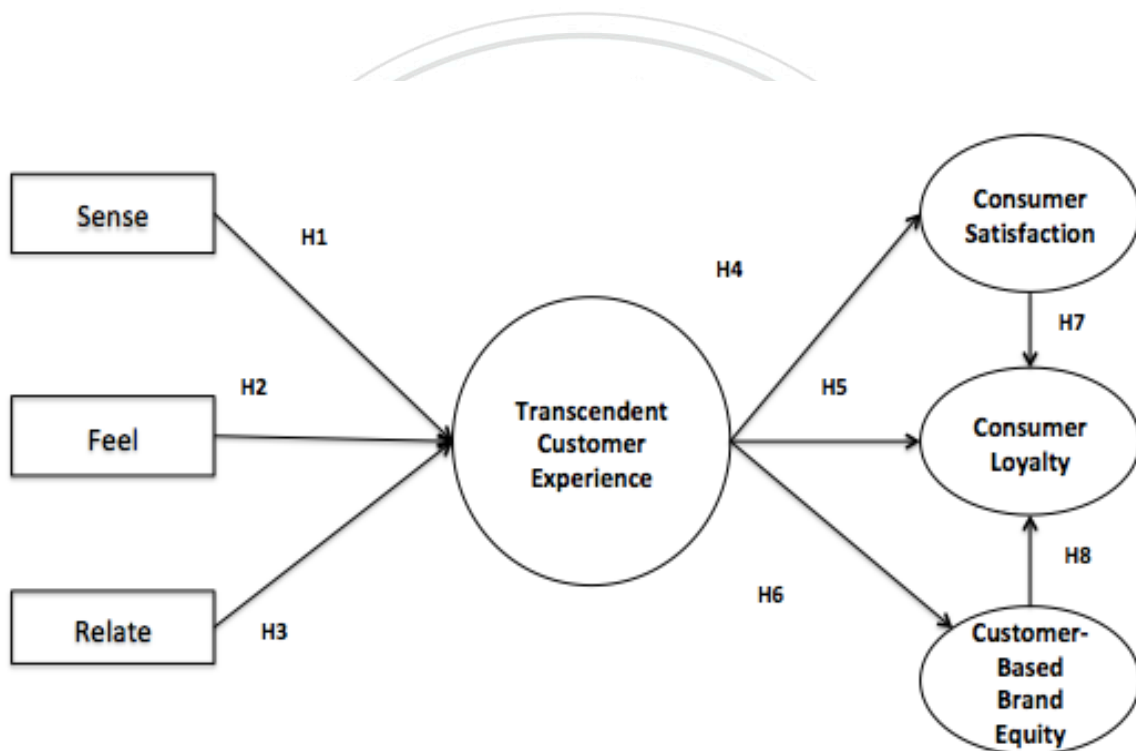


Figure 3. Proposed Theoretical Framework of this Study

### 3.2. Research Question and Hypotheses

According to the discussion from literature review in this study, the following showcases all of the hypotheses and research questions deliberated in previous section.

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<b>H1:</b>	Sense marketing may lead to the transcendent customer experience.
<b>H2:</b>	Feel marketing may lead to the transcendent customer experience.
<b>H3:</b>	Relate marketing may lead to the transcendent customer experience.
<b>H4:</b>	Transcendent customer experience may lead to greater level of consumer satisfaction.
<b>H5:</b>	Transcendent customer experience may lead to greater level of consumer loyalty.
<b>H6:</b>	Transcendent customer experience may lead to greater level of consumer-based brand equity.
<b>H7:</b>	Customer with consumer satisfaction may enhance consumer loyalty.
<b>H8:</b>	Consumer-based brand equity may enhance consumer loyalty.
<b>RQ1a:</b>	Will TCE mediate the route from sense marketing to consumer satisfaction?
<b>RQ1b:</b>	Will TCE mediate the route from sense marketing to consumer loyalty?
<b>RQ1c:</b>	Will TCE mediate the route from sense marketing to customer-based brand equity?
<b>RQ2a:</b>	Will TCE mediate the route from feel marketing to consumer satisfaction?
<b>RQ2b:</b>	Will TCE mediate the route from feel marketing to consumer loyalty?
<b>RQ2c:</b>	Will TCE mediate the route from feel marketing to customer-based brand equity?
<b>RQ3a:</b>	Will TCE mediate the route from relate marketing to consumer satisfaction?
<b>RQ3b:</b>	Will TCE mediate the route from relate marketing to consumer loyalty?
<b>RQ3c:</b>	Will TCE mediate the route from relate marketing to customer-based brand equity?

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*Figure 4. List of Hypotheses and Research Questions*

### 3.3. Sampling and Analysis Design

This study will utilize quantitative method to test out the hypotheses and research questions by adopting online survey. The following will list the details of how data will be collected, measured, and analyzed.

### **3.3.1. Data Collection**

To capture authentic and diverse answer from the consumers, this study will draw answers from participant through online survey. As for the layout of the online survey, it will be developed through Survey Cake, which is a widely utilized websites for generating online survey both for academic and commercial uses. Before the survey is distributed, this study will have at least 10 participants answer the survey so as to ensure the clarity and approachability of the questions. After ensuring the quality of the questionnaire, participants will be recruited to answer the online survey through convenient sampling and snowball sampling by sharing the link to the online survey on social media, which is Facebook and LINE.

Besides approaching participants through social media, this study will seek to contact the company of Eslite Bookstore so as to approach more potential participants for the survey. This study aims to collect at least 200 valid copies of online survey.

### **3.3.2. Data Analysis**

Descriptive analysis will be adopted as the statistical approach to conduct analysis on the valid questionnaires collected by utilizing Statistical Package for Social Science (SPSS) 21. Further, in order to ensure the quality of the variables, this study will conduct correlation analysis to make sure there is no collinearity among variables. As for the reliability test, this study will further calculate Cronbach's alpha of all the items for each variable to confirm whether the items are reliable or not after online survey is completely collected. Next, factor loading will be conducted to ensure there are no other components in each variable. Finally, regression analysis will be utilized in order to investigate the whether the independent variables are feasible in



explaining the dependent variable in the hypothesis, and this study will also conduct mediation analysis regarding the research questions.

### **3.4. Measurement of the Variables**

The following table showcases details with regard to all the variables with items to measure those variables aside; Furthermore, questions developed on the basis of the items are also juxtaposed, which will be developed into questionnaire with five point modified Likert scale anchored by (1) Strongly Disagree, and (5) Strongly Agree. The questionnaire will be attached in the appendix section.

#### **3.4.1. Independent Variables**

##### ***Sense Marketing***

To begin with, since sense marketing resorts to consumers' senses such as "*sight, sound, touch, taste, and smell*" (Schmitt, 2000, p.115), it is the process that consumer have contact with their surroundings through their perceptive system such as input from visual, audial, gustative, olfactory to tactile input. Just as the founder of the theory has put, the purpose of sense marketing is to evoke "aesthetic pleasure, excitement, and beauty through sensory stimulation" (Schmitt, 2000, p.115). Since this study wants to especially focus on visual, sound, and touch aspect of the sense marketing, therefore the following questions are formed:

- (1) In general, I enjoy the visual design of the space of Eslite Bookstore.
- (2) In general, I enjoy the overall usage of color of interior design in Eslite Bookstore.
- (3) In general, I enjoy the arrangement of the space overall in Eslite Bookstore.
- (4) In general, I enjoy the texture of being able to touch the goods in Eslite Bookstore.
- (5) In general, I enjoy the background of the soft music overall in Eslite Bookstore.

### ***Feel Marketing***

Secondly, as for the second aspect this study seeks to examine, “feel marketing”, which is a marketing strategy that requires certain emotion to be aroused by creating certain kind of “consumption experience” (Schmitt, 2000, p.137). In other words, it seeks to elicit the internal feelings within consumers meanwhile manage to link that emotion to the brand (Schmitt, 2000). It is stated that seeking “meaningful experience” (Diller et al, 2005) is essential in communicating marketing messages as well as related to positive customer experience. Therefore, this study argues that for the feel marketing, creating the environment that can evoke such feelings is imperative. The following are questions to measure feeling aspect:

- (1) In general, I consider the vibe in Eslite Bookstore to be full of atmosphere of literature and art atmospheric.
- (2) In general, shopping experience in Eslite Bookstore is considered to be positive activity
- (3) In general, shopping experience in Eslite Bookstore is considered to be meaningful activity.
- (4) Shopping experience in Eslite Bookstore is considered to be relaxing activity.

### ***Relate Marketing***

As for “relate marketing”, it resorts to coining the experiences that include the consumers into some kind of social context, and could even generate consumers’ relation to their own identity, self perception, social role, society group or even a bigger context as long as they find which the experience relatable to (Schmitt, 2000). Therefore, this study finds significant connection between relate marketing and transcendent customer experience. Moreover, relate marketing is argued to be a certain type of “symbolic consumption” (Wattanasuwan, 2005), which is to consume not only to “create and sustain the self” but also “locate us in society” (Wattanasuwan, 2005, p.179). Therefore, the following questions are proposed to measure relate marketing:

- (1) In general, shopping experience in Eslite Bookstore is a symbolic activity of my taste.
- (2) In general, shopping experience in Eslite Bookstore enables me to understand myself more.
- (3) In general, shopping experience in Eslite Bookstore enables me to interact with others.

### ***Transcendent Customer Experience***

Another important contribution the paper has made is that customers are reported to have “*desire to transcend mundane consumerism*”, which is also an intriguing avenue for related studies while focusing on the proactive role of consumers (Schouten et al., 2007). It is tested under the condition of adopted experiential marketing campaign and was eventually proved to be valid in creating the sense of brand community (Schouten et al, 2007). From the original paper, it is stated that TCE is characterized by “self-transformations, awakening separations from mundane, and connectedness to larger phenomena outside the self” (Schouten et al, 2007). Therefore, the questions to measure the items of TCE are:

- (1) In general, shopping experience in Eslite Bookstore gives me sense of self-transformation.
- (2) In general, shopping experience in Eslite Bookstore gives me sense of separation from mundane.
- (3) In general, shopping experience in Eslite Bookstore enable me to be connected to the society.
- (4) In general, shopping experience in Eslite Bookstore gives me sense of immersion.

### **3.4.2. Dependent Variables**

#### ***Consumer Satisfaction***

Consumer satisfaction has been stated to be a key factor assisting the company to attract more new customers, retain more existing customer, and avoid more lost customers (Parasuraman et al, 1987). As for the definitions, it indicates the extent products embodies the value (Hempel, 1977); It was further defined as an outcome generated through the surprise in the midst of consumption (Oliver, 1980), an evaluation of certain consumption experience (Fornell, 1992), and has been even divided into general satisfaction, product satisfaction, and service satisfaction (Bakakus, Beinstock and Scotter, 2004).

Combining definitions in the previous studies and adjusting to the scenario this study aims to look at, the measuring items for consumer satisfaction will be “the extent the experience render valuable”, “satisfaction to the product”, “satisfaction to the service”, and “satisfaction to the shopping experience overall”. Therefore, the questions are proposed:

- (1) In general, I regard the whole shopping experience in Eslite Bookstore valuable.
- (2) In general, I am satisfied with the goods in Eslite Bookstore overall.
- (3) In general, I am satisfied with the service in Eslite Bookstore overall.
- (4) In general, I am satisfied with the shopping experience in Eslite Bookstore overall.

#### ***Consumer Loyalty***

Incorporating what has been mentioned in the previous studies and adjusting to the experiential marketing aspects this study aims to look at, the measuring items for consumer loyalty will be “repeating visit”, “word of mouth”, and “favorability of leisure time choices”. Therefore, the questions are proposed:

- (1) I will revisit Eslite Bookstore.
- (2) I will make positive comment on Eslite Bookstore to others.
- (3) Shopping experiences in Eslite Bookstore is one of my favorite activities.

### ***Customer-Based Brand Equity***

Incorporating the essence of customer-based brand equity and adjusting to the experiential marketing aspects this study aims to investigate, the measuring items for customer-based brand equity will be “perceived uniqueness”, “demonstration of the brand value”, and “representative brand”. Since this study has chosen Eslite Bookstore as the objective to investigate, the questions are been adapted as the following:

- (1) In general, I consider Eslite Bookstore unique compared with other ones.
- (2) In general, Eslite Bookstore has successfully demonstrated its’ brand value (arts, innovation, and life)
- (3) In general, I consider Eslite Bookstore to be a one of the most representative brands of cultural and creativity in Taiwan.

## Chapter Four – Results of Data Analysis

### 4.1. Profile of Survey Respondents

This study collected the data by using online survey tool Surveycake from September 3<sup>rd</sup> to September 22<sup>nd</sup>. In the process of the collection, snowball sampling and convenience sampling were used via Facebook, LINE, and Instagram, which are three of the most used social media platforms in Taiwan (Penetration of leading social networks in Taiwan as of 3<sup>rd</sup> quarter 2017, 2017). The collection result of the survey is demonstrated in the below table. As the figures show, the total number of the collected surveys is 281, yet after subtracting 9 invalid responses which more than ten questions were left unanswered, leaving the effective responses as 272, which makes the recovery rate of this survey 96.7%.

As it had been indicated in the instructions of the survey, those who are qualified for responding should have experiences visiting any Eslite Bookstore chains beforehand, and further check with the frequency of the respondents' visiting behavior was conducted.

The below figure shows that 73.2% of the respondents visit the bookstore about once a month, followed by 24.6% of those who visit the bookstore 2~4 times per month, and 1.4% who are heavy visitors that go to the bookstore 5~7 times per month. As this study aims to investigate the holistic impression from the population in general instead of merely focusing on the heavy goers, the frequency of visiting is only a reference for understanding the distribution of the sample.

As for the demographics variables shown in the table below, starting with the educational background of the sample, the highest educational background that 54% of the respondents possess is Bachelor's degree, followed by 32% of the respondents that possess a master's degree. Secondly, regarding the age group of the respondents, 44.9% of the sample is 41 years old (and above), followed by the second huge age group, 21~30 years old which takes up the 38.2% of the



respondents. Thirdly, it can be seen that the sample is comprised of 21.3% males and 78.6% females. As for the monthly disposable income of the sample, 30.5% of the respondents have 20001~40000 NTD at hand, followed by 27.6% of those whose monthly income falls behind 20000 NTD, 21% of those who enjoy 40001~60000 NTD to spend, and about 14.7% of the respondent enjoy more than 80001 NTD at disposal on a monthly basis.

*Table 1. Demographics Information*

<b>Demographics</b>		<b>Count</b>	<b>Percentage</b>
<b>Frequency of Visiting</b>	- Once or less/ month	200	73.2%
	- 2~4 times/ month	66	24.2%
	- 5~7 times/ month	3	1.4%
	- 8 times or more/ month	2	0.7%
<b>Educational Background</b>	- High school diploma	31	11.4%
	- Bachelor's degree	147	54%
	- Master's degree	87	32%
	- Ph.D degree	7	2.6%
<b>Age Group</b>	- 16~20 years old	8	2.9%
	- 21~30 years old	104	38.2%
	- 31~40 years old	38	14.0%
	- 41 years old (and above)	122	44.9%
<b>Gender</b>	- Male	58	21.3%
	- Female	214	78.6%
<b>Disposable Monthly Income (NTD)</b>	- (Less than) 20,000	75	27.6%
	- 20001~40000	83	30.5%
	- 40001~60000	57	21.0%
	- 60001~80000	17	6.3%
	- (more than) 80001	40	14.7%

## 4.2. A Description of In-store Consumer Behavior

This section displays two aspects this study further looks at, which is not included in the hypothesis. The purpose of these two questions is to examine the *in-store behavior* and the respondents' *reading habits* so as to understand the sample's general behavior in the bookstore and whether they are truly qualified as the readers and bookstore goers rather than just shopping around. As for the result of the in-store behavior, there are four categories for each behavior as it is shown in the following table.

Table 2. In-store Behavior and Reading Habits Description

<b>In-Store Behavior Description</b>		
	<b>Mean</b>	<b>SD</b>
- I'll browse over the books without buying them at the bookstore.	2.98	1.13
- I'll browse over the books and purchase those I like online.	3.35	1.33
- I'll browse over the book and will purchase them in the bookstore.	2.97	1.16
- I don't really read books in the bookstore. I'm just walking around.	3.25	1.05
<b>Reading Habits Description</b>		
	<b>Mean</b>	<b>SD</b>
- Have you ever bought any books that are not related to your school works and job?	2.95	1.21

### 4.3. Research Measurement Validations

To ensure the reliability of the items, this study operated reliability test and use Cronbach's  $\alpha$  to showcase the internal consistency. It is concluded that if number is lower than 0.35, the reliability is low and should be refused; if  $\alpha$  is between 0.35 and 0.7, the reliability is acceptable; if the number is higher than 0.7, the reliability is high (Santos, 1999). Furthermore, this study also operated factor loading so as to examine whether there are any extra components existing within each variable. As for the explanation of the value of factor loading, it is concluded that generally factor loading is perceived as ideal value if exceeds 0.6 (Hair et al, 1992).

Table 3. Measurements Validation

Variable	Question Items	Factor Loading	Cronbach's $\alpha$
<b>Sense Marketing</b>	- I enjoy the visual design of the space of Eslite Bookstore.	.891	.913
	- I enjoy the overall usage of color of interior design in Eslite Bookstore.	.900	
	- I enjoy the arrangement of the space overall in Eslite Bookstore.	.851	
	- I enjoy the texture of being able to touch the goods in Eslite Bookstore.	.838	
	- I enjoy the background of the soft music overall in Eslite Bookstore.	.832	
<b>Feel Marketing</b>	- I consider the vibe in Eslite Bookstore to be full of atmosphere of literature and art atmospheric.	.864	.914
	- Shopping experience in Eslite Bookstore is considered to be positive activity.	.921	
	- Shopping experience in Eslite Bookstore is considered to be meaningful activity.	.919	
	- Shopping experience in Eslite Bookstore is considered to be relaxing activity.	.868	

Continued from *Table 3*. Measurements Validation

<b>Relate Marketing</b>	- Shopping experience in Eslite Bookstore is a symbolic activity of my taste.	.797	.901
	- Shopping experience in Eslite Bookstore enables me to understand myself more.	.892	
	- Shopping experience in Eslite Bookstore enables me to interact with others.	.832	
<b>TCE</b>	- Shopping experience in Eslite Bookstore gives me sense of self-transformation.	.874	.894
	- Shopping experience in Eslite Bookstore gives me sense of separation from mundane.	.892	
	- Shopping experience in Eslite Bookstore enable me to be connected to the society.	.881	
	- Shopping experience in Eslite Bookstore gives me sense of immersion.	.840	
<b>Consumer Satisfaction</b>	- I consider the whole shopping experiences in Eslite Bookstore valuable.	.877	.929
	- I am satisfied with the goods in Eslite Bookstore.	.921	
	- I am satisfied with the service in Eslite Bookstore.	.919	
	- I am satisfied with the shopping experiences in Eslite Bookstore.	.914	
<b>Consumer Loyalty</b>	- I will revisit Eslite Bookstore.	.839	.792
	- I will make positive comments about Eslite Bookstore to others.	.882	
	- Shopping experiences in Eslite Bookstore is one of my favorite activities.	.768	

Continued from *Table 3*. Measurements Validation

<b>Customer- Based Brand Equity</b>	-	In general, I consider Eslite Bookstore unique compared with other ones.	.925	.901
	-	In general, Eslite Bookstore has successfully demonstrated its' brand value (arts, innovation, life)	.926	
	-	In general, I consider Eslite Bookstore to be a one of the most representative brands of cultural and creativity in Taiwan.	.893	

Regarding the outcome of the pretest, as it is shown in the table, the Cronbach's  $\alpha$  of each variable are all higher than 0.7, with only one variable, motivation, showing a 0.681 Cronbach's  $\alpha$ , which is also within the acceptable range. Moreover, the result of factor loading showcase that except for the second items measuring the variable "consumer loyalty" that show a factor loading outcome under 0.6, which will be excluded by the study while running the regression analysis, the rest of the items for each variables have all demonstrated great capability of explaining the variables.

#### 4.4. Hypotheses Testing by Simple Regression

Simple regression was conducted to test H1~H8. In the following tables, all of the variables below have been computed into composite variables on SPSS beforehand. Adjusted R-squared value, Beta value, and P value are shown in the tables.

##### 4.4.1. Hypotheses 1, 2, 3 Testing

The table below showcases the outcome of simple linear regression analysis for hypothesis 1~3, which are respectively about examining how “transcendent customer experience” are influenced by “sense marketing”, “feel marketing”, and “relate marketing”.

Table 4. Hypotheses Testing of H1, H2, H3

Independent Variable	Dependent Variable – TCE (Transcendent Customer Experience)		
	Adjusted R <sup>2</sup>	Beta	P value
H1: Sense	0.376	0.615	0.000***
H2: Feel	0.466	0.684	0.000***
H3: Relate	0.627	0.793	0.000***

(Notes: \*p < 0.05; \*\* p < 0.01; \*\*\* p < 0.001)

According to the result from the table above, it can be seen that the three components of experiential marketing, which are “sense marketing” (0.615\*\*\*), “feel marketing” (0.684\*\*\*), and “relate marketing” (0.793\*\*\*), all have shown significant influence on “transcendent customer experience”. Therefore, hypothesis 1, 2, and 3 are supported.



#### 4.4.2. Hypotheses 4,5, 6 Testing

The table below showcases the outcome of simple regression analysis on hypothesis 4, which investigates whether “consumer satisfaction” is influenced by “transcendent customer experience”; hypothesis 5, which investigates whether consumer loyalty is influenced by transcendent customer experience; and hypothesis 6, which investigates whether consumer-based brand equity is influenced by transcendent customer experience.

Table 5. Hypotheses Testing of H4, H5, H6

Independent Variable	Dependent Variable – Consumer Satisfaction		
	Adjusted R <sup>2</sup>	Beta	P value
H4: TCE	0.501	0.709	0.000***
Independent Variable	Dependent Variable – Consumer Loyalty		
	Adjusted R <sup>2</sup>	Beta	P value
H5: TCE	0.436	0.660	0.000***
Independent Variable	Dependent Variable – Customer-Based Brand Equity		
	Adjusted R <sup>2</sup>	Beta	P value
H6: TCE	0.384	0.619	0.000***

(Notes: \*p < 0.05; \*\* p < 0.01; \*\*\* p < 0.001)

According to the result from the table above, it can be seen that the independent variable, “transcendent customer experience” (0.709\*\*\*), has shown significant influence on consumer satisfaction. Therefore, hypothesis 4 is hence supported. Secondly, “transcendent customer experience” (0.660\*\*\*), has shown significant influence on consumer loyalty. Therefore, hypothesis 5 is hence supported. As for hypothesis 6, “transcendent customer experience” (0.619\*\*\*), has shown significant influence on consumer-based brand equity. Thus, hypothesis 6 is supported.

#### 4.4.3 Hypothesis 7 and 8 Testing

The table below showcases the outcome of simple regression analysis for hypothesis 7, which investigates whether consumer loyalty is influenced by consumer satisfaction; and hypothesis 8, which investigates whether consumer loyalty is influenced by consumer-based brand equity.

Table 6. Hypotheses Testing of H7 and H8

Independent Variable	Dependent Variable – Consumer Loyalty		
	Adjusted R <sup>2</sup>	Beta	P value
H7: CS	0.675	0.822	0.000***
Independent Variable	Dependent Variable – Consumer Loyalty		
	Adjusted R <sup>2</sup>	Beta	P value
H8:CBBE	0.518	0.721	0.000***

(Notes: \*p < 0.05; \*\* p < 0.01; \*\*\* p< 0.001)

According to the result from the table above, it can be seen that the independent variable, “consumer satisfaction” (0.822\*\*\*), has shown significant influence on consumer loyalty. Therefore, hypothesis 7 is hence supported; Moreover, “consumer-based brand equity” (0.721\*\*\*), has shown significant influence on consumer loyalty. Therefore, hypothesis 8 is supported.

#### 4.4.4. Summary of Hypothesis Testing from H1~H8

This study has operated the simple regression to examine H1~H8 and has concluded that all of them are supported and have all shown significance.

Table 7. Summary of Hypotheses Testing Results

Hypothesis	$\beta$	Result
H1: Sense marketing may lead to the transcendent customer experience.	0.615***	Supported
H2: Feel marketing may lead to the transcendent customer experience.	0.684***	Supported
H3: Relate marketing may lead to the transcendent customer experience.	0.793***	Supported
H4: Transcendent customer experience may lead to greater level of consumer satisfaction.	0.709***	Supported
H5: Transcendent customer experience may lead to greater level of consumer loyalty.	0.660***	Supported
H6: Transcendent customer experience may lead to greater level of consumer-based brand equity.	0.619***	Supported
H7: Customer with consumer satisfaction may enhance consumer loyalty.	0.822***	Supported
H8: Consumer-based brand equity may enhance consumer loyalty.	0.721***	Supported

#### 4.5. Mediation Effect Analysis of Research Variable (TCE)

Besides examining hypothesis by simple regression analysis, this study wants to further investigate whether transcendent customer experience mediates the three routes, of which sense marketing, feel marketing, and relate marketing are the IVs, along with consumer satisfaction, consumer loyalty, and customer-based brand equity being DVs.

Based on the explanation regarding mediation effect, it is stated, “*the independent variable must be shown to affect the dependent variable*”, “*the independent variable must affect the mediator*” and that “*the mediator must be shown to affect the dependent variable*” (p.1177, Baron and Kenny, 1986). In order to do so, simple regression followed by a binary regression are operated to compare the change in values between two tables.

The research questions are as the below:

RQ1a: Will TCE mediate the route from sense marketing to consumer satisfaction?

RQ1b: Will TCE mediate the route from sense marketing to consumer loyalty?

RQ1c: Will TCE mediate the route from sense marketing to customer-based brand equity?

RQ2a: Will TCE mediate the route from between feel marketing to consumer satisfaction?

RQ2b: Will TCE mediate the route from feel marketing to consumer loyalty?

RQ2c: Will TCE mediate the route from feel marketing to customer-based brand equity?

RQ3a: Will TCE mediate the route from relate marketing to consumer satisfaction?

RQ3b: Will TCE mediate the route from relate marketing to consumer loyalty?

RQ3c: Will TCE mediate the route from relate marketing to customer-based brand equity?

#### 4.5.1. Investigating the Mediation Effect of TCE on Route of Sense Marketing

The below two tables show the outcome of the simple regression where sense marketing is IV and the other three ones are DVs. Afterwards, a multiple regression was operated where both sense marketing and TCE are IVs and the other three remain as DV.

Table 8. Investigating the Mediation Effect of TCE on Sense Marketing to DVs

DV	Consumer Satisfaction	Consumer Loyalty	Customer-Based Brand Equity
<b>Sense</b>	0.758***	0.664***	0.675***
Adjusted R <sup>2</sup>	0.573	0.439	0.453

Table 9. Investigating the Mediation Effect of TCE on Sense Marketing to DVs

DV	Consumer Satisfaction	Consumer Loyalty	Customer-Based Brand Equity
<b>Sense</b>	0.517***	0.405***	0.473***
<b>TCE</b>	0.392***	0.408***	0.331***
Adjusted R <sup>2</sup>	0.667	0.534	0.522

(Notes: \*p < 0.05; \*\* p < 0.01; \*\*\* p < 0.001)

As the top table has shown, sense marketing has significant effect on consumer satisfaction (0.758\*\*\*), consumer loyalty (0.664\*\*\*), and customer-based brand equity (0.675\*\*\*). In the second table which represents the outcome of multiple regression test, it can be seen that once TCE is entered, both sense marketing and TCE show value of significance, yet the ones representing sense marketing has slightly decreased (CS=0.517\*\*\*, CL=0.405\*\*\*, CBBE=0.473). According to Hayes, mediation effect can be divided into full mediation and partial mediation, where the former exists when mediator has complete influence and the latter occurs when the mediator has partial influence (Hayes, 2009). Therefore, it is concluded that TCE only show partial mediating effect on the route from sense marketing (IV) to the DVs.

#### 4.5.2. Investigating the Mediation Effect of TCE on Route of Feel Marketing

The below two tables show the outcome of the simple regression where feel marketing is IV and the other three ones are DVs. Afterwards, a multiple regression is operated where both feel marketing and TCE are IVs and the other three remain as DVs.

*Table 10.* Investigating the Mediation Effect of TCE on Feel Marketing to DVs

DV	Consumer Satisfaction	Consumer Loyalty	Customer-Based Brand Equity
IV			
<b>Feel</b>	0.789***	0.728***	0.691***
Adjusted R <sup>2</sup>	0.620	0.528	0.476

*Table 11.* Investigating the Mediation Effect of TCE on Feel Marketing to DVs

DV	Consumer Satisfaction	Consumer Loyalty	Customer-Based Brand Equity
IV			
<b>Feel</b>	0.299***	0.271***	0.271***
<b>TCE</b>	0.583***	0.544***	0.506***
Adjusted R <sup>2</sup>	0.666	0.568	0.513

(Notes: \*p < 0.05; \*\* p < 0.01; \*\*\* p < 0.001)

According to the results from the first table, feel marketing has significant effect on consumer satisfaction (0.789\*\*\*), consumer loyalty (0.728\*\*\*), and customer-based brand equity (0.691\*\*\*). In the second table which represents the outcome of multiple regression test, it shows that once TCE is entered, both feel marketing and TCE have significance, yet the ones representing feel marketing has decreased (CS=0.299\*\*\*, CL=0.271\*\*\*, CBBE=0.271). Thus, same as the outcome of sense marketing, it is concluded that TCE shows partial mediating effect on the route from feel marketing (IV) to the DVs.

### 4.5.3. Investigating the Mediation Effect of TCE on Route of Relate Marketing

The below two tables show the outcome of the simple regression where relate marketing is IV and the other three ones are DVs. Moreover, a multiple regression is conducted where both relate marketing and TCE are IVs and the other three remain as DVs.

*Table 12.* Investigating the Mediation Effect of TCE on Relate Marketing to DVs

DV	Consumer Satisfaction	Consumer Loyalty	Customer-Based Brand Equity
Relate	0.603***	0.576***	0.534***
Adjusted R <sup>2</sup>	0.362	0.329	0.283

*Table 13.* Investigating the Mediation Effect of TCE on Relate Marketing to DVs

DV	Consumer Satisfaction	Consumer Loyalty	Customer-Based Brand Equity
Relate	0.089	0.108	0.144
TCE	0.638***	0.571***	0.502***
Adjusted R <sup>2</sup>	0.501	0.432	0.384

(Notes: \*p < 0.05; \*\* p < 0.01; \*\*\* p < 0.001)

According to the results from the first table, relate marketing has shown influence on the DVs (CS=0.603\*\*\*, CL=0.576\*\*\*, CBBE=0.534\*\*\*); however, interestingly, relate marketing doesn't show significant effect on consumer satisfaction (0.089), consumer loyalty (0.108), and customer-based brand equity (0.144) when TCE is entered together as IVs (CS=0.638\*\*\*, CL=0.571\*\*\*, CBBE=0.502\*\*\*). Therefore, this study concludes that TCE shows full mediating effect on the route from relate marketing (IV) to the DVs



#### 4.5.4. Summary of Mediation Effect Analysis

This study has operated the mediation regression analysis to investigate the research questions and has concluded that sense marketing (RQ1a~RQ1c) and feel marketing (RQ2a~RQ2c) have direct influence on the DVs, yet with the mediation of TCE, sense marketing and feel marketing still have partial mediation effect; Moreover, relate marketing (RQ3a~RQ3c) does not show direct effect on the DVs, yet with the mediation of TCE, it has full mediating effect on the DVs.

*Table 14.* Summary of Research Questions Results

<b>Research Questions</b>	<b>Mediation Effect</b>
RQ1a: Will TCE mediate the route from sense marketing to consumer satisfaction?	Partially supported
RQ1b: Will TCE mediate the route from sense marketing to consumer loyalty?	Partially supported
RQ1c: Will TCE mediate the route from sense marketing to customer-based brand equity?	Partially supported
RQ2a: Will TCE mediate the route from feel marketing to consumer satisfaction?	Partially supported
RQ2b: Will TCE mediate the route from feel marketing to consume loyalty?	Partially supported
RQ2c: Will TCE mediate the route from feel marketing to customer-based brand equity?	Partially supported
RQ3a: Will TCE mediate the route from relate marketing to consumer satisfaction?	Completely Supported
RQ3b: Will TCE mediate the route from relate marketing to consume loyalty?	Completely Supported
RQ3c: Will TCE mediate the route from relate marketing to customer-based brand equity?	Completely Supported

#### 4.6. Hierarchical Multiple Regression Analysis

Hierarchical regression analysis was conducted to explore the relative importance of each block of variables on the explanation of dependent variables, the three consumer behaviors, which are consumer loyalty, consumer satisfaction, and customer-based brand equity. What to be noted is that, this study has conducted the hierarchical multiple regression analysis with the demographics being entered in block one, yet the result has indicated that none of the variables of demographics has shown significant influence on consumer loyalty, consumer satisfaction, and customer-based brand equity, hence the demographics part is not listed in the following tables.

Table 15. Hierarchical Regression Analysis (1) on Consumer Loyalty

Dependent Variable	Consumer Loyalty	Beta	Sig.
<b>Block 1</b>			
Sense Marketing		0.646	0.000***
Adjusted R <sup>2</sup> = 0.415			
<b>Block 2</b>			
Sense Marketing		0.201	0.004**
Feel Marketing		0.573	0.000***
Adjusted R <sup>2</sup> = 0.543			
<b>Block 3</b>			
Sense Marketing		0.192	0.005**
Feel Marketing		0.478	0.000***
Relate Marketing		0.171	0.001***
Adjusted R <sup>2</sup> = 0.561			
<b>Block 4</b>			
Sense Marketing		0.155	0.024*
Feel Marketing		0.432	0.000***
Relate Marketing		0.040	0.567
TCE		0.223	0.005*
Adjusted R <sup>2</sup> =0.573			

(Notes: \*p < 0.05; \*\* p < 0.01; \*\*\* p< 0.001)

In block one, the first independent variable, “sense marketing”, was entered (0.646\*\*\*), the adjusted R-squared value has increased to 0.415, indicating sense marketing’s influence on consumer loyalty; In block two, “feel marketing” was entered (0.573\*\*\*) and the adjusted R-squared value has increased to 0.543; In block three, “relate marketing” was entered (0.171\*\*\*), and the adjusted R-squared value has increased to 0.561, with “sense marketing” (0.192\*) and “feel marketing” (0.478\*\*\*) still showing significance. In block four, the variable “TCE” (0.223\*) was entered, the adjusted R-squared value has increased to 0.573, with “sense marketing” (0.155\*) and “feel marketing” (0.432\*\*\*) still showing significance, yet relate marketing has lost significance (0.040). The result of block four may indicate that TCE may not necessarily be mediator for sense marketing and feel marketing, yet it could show some level of intervening effect for relate marketing to have influence on consumer loyalty.

Table 16. Hierarchical Regression Analysis (2) on Consumer Satisfaction

Dependent Variable	Consumer Satisfaction	Beta	Sig.
<b>Block 1</b>			
Sense Marketing		0.748	0.000*
Adjusted R <sup>2</sup> = 0.558			
<b>Block 2</b>			
Sense Marketing		0.347	0.000***
Feel Marketing		0.517	0.000***
Adjusted R <sup>2</sup> = 0.663			
<b>Block 3</b>			
Sense Marketing		0.342	0.000*
Feel Marketing		0.413	0.000*
Relate Marketing		0.179	0.000*
Adjusted R <sup>2</sup> = 0.682			

Continued from *Table 16*. Hierarchical Regression Analysis (2) on Consumer Satisfaction

<b>Block 4</b>		
Sense Marketing	0.305	0.000***
Feel Marketing	0.363	0.000***
Relate Marketing	0.043	0.468
TCE	0.233	0.000**
Adjusted $R^2 = 0.697$		

(Notes: \* $p < 0.05$ ; \*\*  $p < 0.01$ ; \*\*\*  $p < 0.001$ )

In block one, “sense marketing” was entered (0.748\*\*\*), the adjusted R-squared value has increased to 0.558; In block two, “feel marketing” is entered (0.517\*\*\*) and the adjusted R-squared value has increased to 0.663; In block three, “relate marketing” is entered (0.179\*\*\*), and the adjusted R-squared value has slightly gone up to 0.682, with “sense marketing” (0.342\*) and “feel marketing” (0.413\*\*\*) still showing significance; In block four, the variable “TCE” (0.233\*), was entered, the adjusted R-squared value has slightly risen up to 0.697, with “sense marketing” (0.305\*) and “feel marketing” (0.363\*\*\*) still showing significance, yet relate marketing has lost significance.

*Table 17*. Hierarchical Regression Analysis (3) on Customer-Based Brand Equity

Dependent Variable	Customer-based Brand Equity	Beta	Sig.
<b>Block 1</b>			
Sense Marketing		0.662	0.000*
Adjusted $R^2 = 0.437$			
<b>Block 2</b>			
Sense Marketing		0.323	0.000***
Feel Marketing		0.441	0.000***
Adjusted $R^2 = 0.514$			

Continued from *Table 17*. Hierarchical Regression Analysis (3) on CBBE

<b>Block 3</b>		
Sense Marketing	0.318	0.000***
Feel Marketing	0.326	0.000***
Relate Marketing	0.203	0.000***
Adjusted R <sup>2</sup> = 0.540		
<b>Block 4</b>		
Sense Marketing	0.293	0.000***
Feel Marketing	0.293	0.000***
Relate Marketing	0.114	0.106
TCE	0.152	0.055
Adjusted R <sup>2</sup> = 0.545		

(Notes: \*p < 0.05; \*\* p < 0.01; \*\*\* p < 0.001)

In block one, “sense marketing” was entered (0.662\*\*\*), the adjusted R-squared value goes up to 0.437; In block two, “feel marketing” was entered (0.441\*\*\*) and the overall adjusted R-squared value has increased to 0.514; In block three, “relate marketing” is entered (0.203\*\*\*), and the adjusted R-squared value has increased to 0.540, with “sense marketing” (0.318\*) and “feel marketing” (0.326\*\*\*) still showing significance; In block four, the variable “TCE” (0.152) was entered, the adjusted R-squared value has increased to 0.545, with “sense marketing” (0.293\*) and “feel marketing” (0.293\*\*\*) still showing significance, yet both relate marketing and TCE do not show significant influence.

#### 4.7. Summary of Results

To sum up, this study has run simple regression to investigate the hypotheses and has found that all of the hypotheses are supported. To further examine interaction among each variable, hierarchical regression was operated.

Moreover, in order to investigate the research questions, which proposed whether transcendent customer experience has mediating effect on the three component of experiential marketing to the DVs (consumer satisfaction, consumer loyalty, and consumer-based brand equity), a two-step regression consisting of one simple regression and a binary regression have been operated and the results has shown that RQ1 and RQ2 have partial mediating effect, whereas RQ3 has full mediating effect. The figure below demonstrates the outcome of the proposed research model.

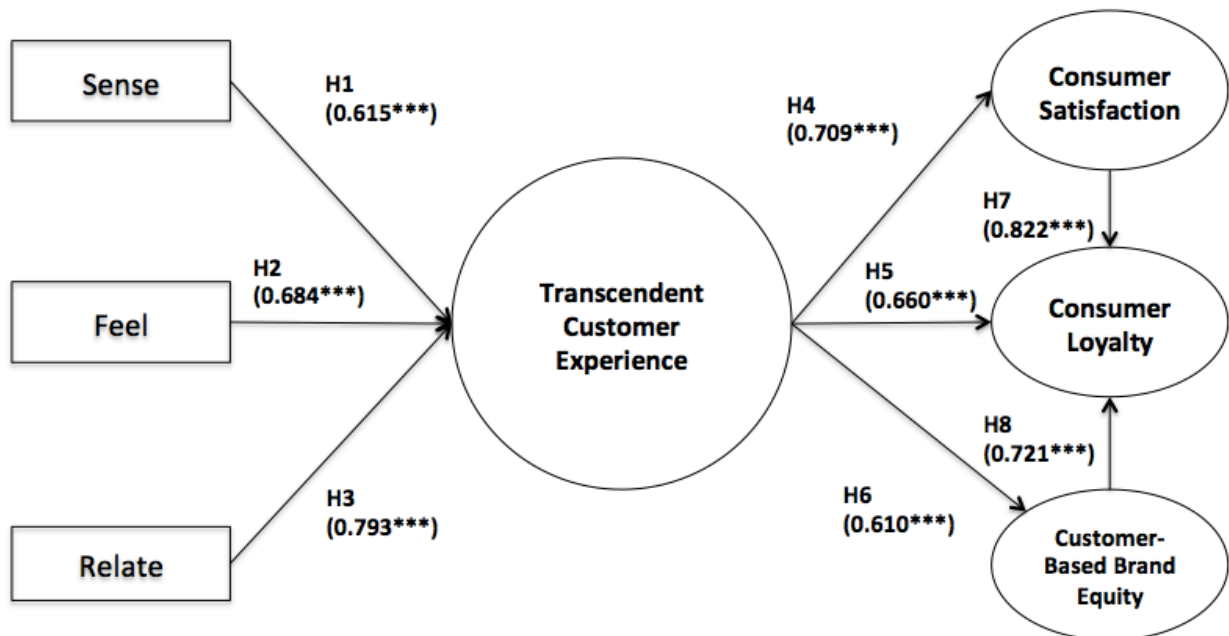


Figure 5. Research Model with Results

## Chapter Five – Discussions and Conclusions

### 5.1. Discussion of Experiential Marketing

According to the results from simple regressions displayed in the previous chapter, which were conducted to investigate the eight hypotheses, the outcome has, interestingly, shown that all of them have all indicated significance of influence on the dependent variables, thus the hypotheses are all supported. Therefore, according to the outcome of H1 (0.615\*\*\*), H2 (0.684\*\*\*), and H3 (0.793\*\*\*), this study has concluded that the three modules of experiential marketing, which are sense marketing, feel marketing, and relate marketing, are all capable of leading to transcendent customer experience; Moreover, according to the outcome of H4 (0.709\*\*\*), H5 (0.660\*\*\*), and H6 (0.610\*\*\*), it is supported that transcendent customer experience can be seen as a precursor of consumer satisfaction, consumer loyalty, and customer-based brand equity. Lastly, H7 (0.822\*\*\*) and H8 (0.721\*\*\*) have indicated that both consumer satisfaction and customer-based brand equity are able to explain higher level of consumer loyalty.

### 5.2. Managerial Implications Regarding the Findings of Experiential Marketing

There are several managerial implications from the findings of the supported hypotheses. First of all, since sense marketing, feel marketing and relate marketing are all highly correlated to positive consumer behaviors, it is suggested that other bookstores or retailers with the intention of creating similar feedback from the customer focus on the cultivation of atmosphere, putting the modules of experiential marketing into practice.

To begin with, according to the results from H1~H6, the three modules this study has adopted have all shown great significance in influencing certain cues of consumer behavior. Therefore, to



enact the first module of experiential marketing, which is sense marketing, a comfy surroundings with visual, sound, or even smell cues are implanted, so the atmosphere that represents the image of the brand or the retailer can be created and strengthened through the customers' in-store experience. According to the scale this studied has adopted and developed, sense marketing includes features such as “visual design of the retailer space”, “overall usage of color of interior design”, “arrangement of space”, “texture of touching the goods”, and “the background of the soft music”.

Secondly, taking the experience into the next level, feel marketing. It is concluded that by fostering the general atmosphere representing the image of the brand or the retailer thought the image created by feel marketing, which according to the scale from study are “atmosphere of literature and art”, feelings that are “meaningful”, “positive”, and “relaxing”, it is likely that the customer may gain a better quality of in-store experience.

As for the third module, relate marketing, still showing positive influence on consumer satisfaction, consumer loyalty, and consumer-based brand equity, yet has slightly different result compared with sense marketing and feel marketing since it required the TCE to be mediator to truly have influence on the dependent variables, which will be further discussed in the following passages.

On top of that, regarding the results from H7 and H8, it has also been supported that both consumer satisfaction and consumer-based brand equity are able to predict higher level of consumer loyalty in the case of Eslite Bookstore, which is important to be considered for the brands and other related retailers who are also intending to encourage or secure trust, store revisiting, and word of mouth from customers.

### 5.3. Discussion of TCE's Mediating Role

Since this study has also operated mediation analysis after simple regression, and there are several outcomes the analysis has indicated. After conducting the mediation analysis, this study has found out that transcendent customer experience does have mediating effect on sense marketing, feel marketing, and relate marketing. What is worth noticing that, although transcendent customer experience has mediating effect on three of the modules, sense marketing and feel marketing, however, only shows partial mediation effect from TCE, yet relate marketing shows complete mediation effect from TCE. In other words, sense marketing and feel marketing can have direct effect on consumer loyalty, consumer satisfaction, and customer-based brand equity with or without the transcendent customer experience, yet for relate marketing to have effect on the three dependent variables, TCE becomes a mediator in necessity.

Moreover, this study has conducted three hierarchical regressions. In this first regression, the result has indicated that sense marketing, feel marketing, and relate marketing all show significant influence on consumer loyalty. Interestingly, while the variable, TCE, was entered, relate marketing has lost significance (Sig.=0.455); in the second hierarchical regression where consumer satisfaction the dependent variable, when TCE was entered, relate marketing has, likewise, lost significance; in the third hierarchical regression where customer-based brand equity is the dependent variable, interestingly both TCE and customer-based brand equity has lost significance. This intriguing result may also be linked to the result from the mediation analysis where TCE's potential mediating role is examined.

According to the statistical findings, this study has found that, being a mediator for sense marketing, feel marketing, and relate marketing, TCE (Transcendent Customer Experience), which features sense of separation from the mundane, self-transformation, connection to a greater

whole, and sense of immersion, has in fact, played an important role in making the experiential marketing truly work in the case of Eslite Bookstore. Therefore, it's imperative to understand and explain some of the possible reasons for it to be mediators of the three modules of experiential marketing.

To begin with, the outcome has shown that TCE serves as a partial mediator for the sense marketing to have effect on consumer satisfaction, consumer loyalty, and consumer-based brand equity, meaning that in the process of or after experiencing the atmosphere fostered by the visual, sound, and texture cues that creates the surroundings for customer to be immersed into, it is possible that they will experience sense of TCE, whether it be a relaxing shopping experience, or the sense that they are temporarily away from the daily mundane.

Secondly, since TCE also mediate feel marketing, which means that for the customer to undergo TCE, they may have experienced positive or meaningful feelings during their shopping experience spent in the bookstore space in the case of Eslite Bookstore.

Lastly, as the finding has pointed out, TCE plays a complete mediating role for relate marketing to truly have influence on the level of consumer satisfaction, consumer loyalty, and consumer-based brand equity. As it has been mentioned previously, relate marketing requires the experiencer to have deeper understanding to themselves and those who accompanied them through the shopping experience. Therefore, it is plausible that if the customers have went through the level relate marketing intends to achieve, TCE becomes a must since it features decisive factors, which are sense of immersion and separation from mundane. To explain the possible reason for this result, there could be several scenarios. Going back to the features of relate marketing, it requires the customers to undergo senses such as “symbolic consumption”, “understanding of themselves”, “interaction with their family and friends”, which is also a type of social reading, if

examining these feature closely, it can be observed that these features are more correlated to a deeper psychological state, which requires multiple factors to make it happen. In other words, sense marketing and feel marketing are more easily aroused by the elements of experiential marketing, which is mentioned above; however, relate marketing is more challenging to put into practice since shopping motivations, personality traits, and the customers' recognition of what symbolizes their status, taste, or social groups differs, too. Therefore, if relate marketing that require a deeper engagement psychologically should work, an immersive state of customer experience should undoubtedly become a must.

In a nutshell, this study assumed that if the customers have gone through the cues created by sense marketing, and the positive as well as meaningful feelings evoked feeling marketing, it is also possible that, if the experiential marketing shaping the atmosphere of the retail space ever works out, they develop as greater sense of connection with themselves and those who accompany them through the shopping activities.

#### **5.4. Managerial Implications Regarding Transcendent Customer Experience**

The managerial implications from the results and discussion on transcendent customer experience is that, despite the effort from the retailer to create an atmospheric surroundings, it is also worth noticing to make sure that experiential marketing is well organized, creating an atmosphere by giving sensorial cues, along with the retailer space vibe representing the brand image, so that the customers who experience the immersive feelings, which is transcendent customer experience, can be indulged in the atmospheric space.

As this study has also pointed out, TCE should be considered a significant precursor, which is correlated with greater level of consumer satisfaction, consumer loyalty, and consumer-based brand equity.

### **5.5. Summary of the Managerial Implications**

To begin with, this study has concluded that sense marketing serves as an imperative indicator for creating immersive customer experience. To carry it out, the company needs to make effort in creating certain styles or themes, which are called “corporate expression”, so that such experience that is created can evoke certain “customer impressions” (Schmitt, 2000, p.118). By doing so, this is how marketers can utilize sense marketing to achieve one of the aspects of experiential marketing. In the case of Eslite bookstore, the application of sense marketing is applied in aspects such as the elegant interior design that conform to their brand image, the wooden floor where people may sit on, warm lighting that shape the vide of the store, bookshelves oozing with wooden smell, and even the air full of coffee beans aroma, and so forth.

As these elements from sense marketing all constitute the brand image of Eslite Bookstore as a combinative space where you can indulge yourself in, such pleasant, immersive customer experience will further link the customer to their impression on the store as well as the brand. Learning from the case, the retailer space or stores hoping to engage their customers by utilizing experiential marketing, sense marketing will be the pivotal first step to take. But do keep in mind that the “theme” of the store should be decided, hence the following creation of the atmosphere are tailored and consistent to the brand image.

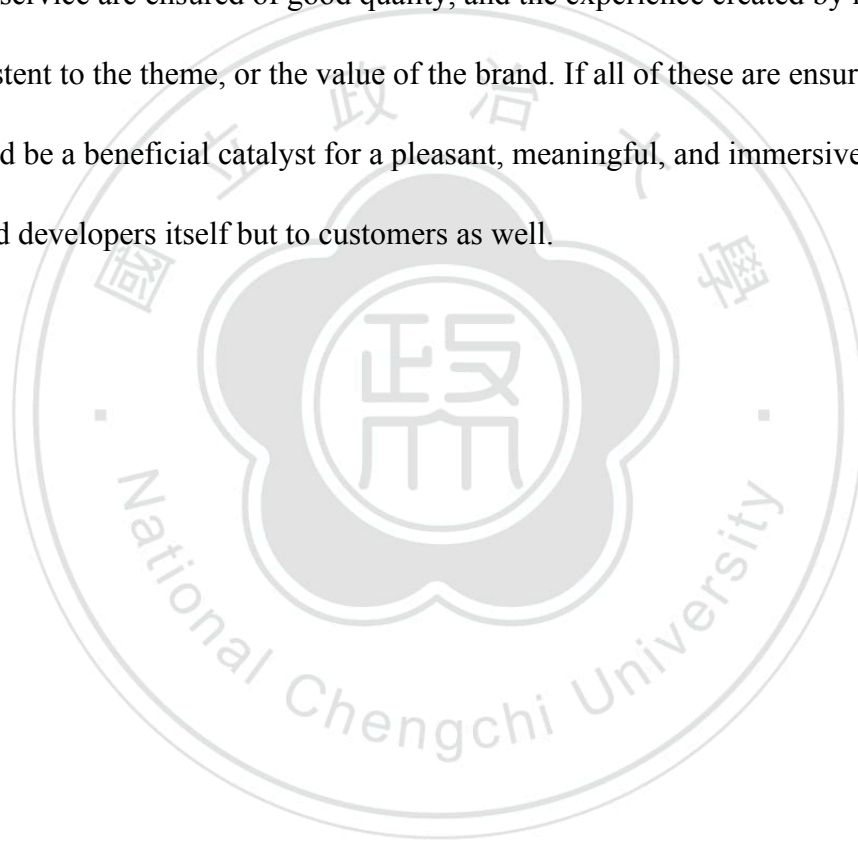
Secondly, the second module from experiential marketing theory, “feel marketing”, has also shown significance in creating immersive customer experience. Hence, this study suggests that

marketers implement marketing strategies that require certain emotion to be aroused by creating certain kind of “*consumption experience*” (Schmitt, 2000, p.137). In other words, it seeks to elicit the internal feelings within consumers meanwhile manage to link that emotion to the brand (Schmitt, 2000). In the case of Eslite Bookstore, it does seek to project such ambient conditions by providing a plethora of choices of readings, which is deemed to be the key factor that are able to provoke several feelings among the customers, such as sense of relaxation, meaningfulness, or some kind of positive feelings. Learning from the case of Eslite Bookstore, feel marketing becomes the second step followed by sense marketing. In order to put it into effect, understanding what kind of feelings you want customers to experience will be a must. Indeed, customers may experience different feelings from person to person, but generally speaking, a collective concept of the consumption experience should still be researched while planning.

As for the third module from the theory of experiential marketing, “relate marketing”, it resorts to coining the experiences that engage the consumers into some kind of social context, and could even generate consumers’ relation to their own identity, self-perception, social role, or society group. Moreover, it is, sometimes, regarded as a type of symbolic consumption (Wattanasuwan, 2005), which is to consume not only to “*create and sustain the self*” but also “*locate us in society*” (Wattanasuwan, 2005, p.179). To put relate marketing into effect, especially for those who seek to provide the customers with an “immersive” shopping experience, service staff will hence become, so to speak, “invisible” to the customer. Under such circumstances, cues that deliver the brand messages through experiential marketing will become the most important factor since the customers rely on the environmental cues from the shopping spaces for the customers to form any sorts of attitudinal or behavioral perception and action, such as consumer satisfaction, consumer loyalty, or customer-based brand equity.

To sum up, by utilizing the element of sense marketing that create the retailer space and atmosphere consistent to the brand image, feel marketing that further elicit certain positive feelings within customers, and relate marketing that provides the customers with social cues symbolizing their ideal group or status, a more effective and immersive customer experience may hence be shaped, which is also titled as “transcendent customer experience”.

Furthermore, it is worth noticing that, experiential marketing should be incorporated while the product and service are ensured of good quality, and the experience created by marketers should be consistent to the theme, or the value of the brand. If all of these are ensured, experiential marketing should be a beneficial catalyst for a pleasant, meaningful, and immersive experience not only to the brand developers itself but to customers as well.





## 5.6. Research Limitations

With regard to the limitations for this research, there are several aspects to be noted. Firstly, since this study focuses on the brand of Eslite Bookstore, therefore, the finding concerning the effect of experiential marketing may be limited to bookstores or retailers that are highly similar.

Secondly, motivations and personality traits may also play important roles for the customers when researching the topic. Motivation for purchasing or experience in advance could be an influential factor that decide how the customer react to the atmosphere, and the personality traits have also been playing significant roles in affecting how customers with different characteristics choose the stores to attend as well as their perceptions to the experience itself.

Thirdly, the result might be limited to the online platforms this study has adopted, since social media is taken as the only channel for sampling, whereas the in-store collection of the survey is not included in this study.

Fourthly, since experiential marketing is, in fact, composed of five modules, yet taking the scale of this research into consideration, only three of them are included as the dependent variables.

Lastly, since the sample this study has collected through the online survey only reflect the consumer insights from a more general perspective instead of the insights from heavy goers.

## 5.7. Research Contributions

This research has provided insights and reference for both academic and industrial field. From the perspective of academy, since this study investigated the effect of experiential marketing on three consumer behaviors, which are consumer satisfaction, consumer loyalty, and consumer-based brand equity, deeper examination on the three independent variables have been provided.

Secondly, this study has first adopted the theory of transcendent customer experience to further examine the immersive state of customer experience in the case of Eslite Bookstore that is created by the setting of experiential marketing, and has hence found out that the immersive customer experience plays an important role in creating the positive perception as well as behavior from customer, providing suggestions for future research to better the investigation on related marketing spaces.

On the other hand, the managerial implications from this study are also viable in facilitating the marketers to better the arrangement of retailer atmosphere as well as shedding more lights on the importance of monitoring the state of customers' experience.

Moreover, this study has offered a different insight in explaining the reason why branded bookstore with organized atmosphere are viable in attracting more customers, providing the traditional bookstores looking for different ways of innovation.

Lastly, for the industrial analysis department, the results of this study can also be utilized in further investigating the effect of experiential marketing in specific bookstores, or any other retailer spaces with similar features.

## 5.8. Suggestions for the Future Research

For the future research to investigate this topic in greater depth, there are several suggestions from this study to consider when examining fields of experiential marketing, customer experience, and other related aspects.

Firstly, with the rising awareness to experiential marketing, the theory can be applied to a broader domain, such as pop-up stores (Lassus and Freire, 2013), or even online marketing spaces, and investigate how different situation utilizing experiences as a channel to communicate brand message can affect consumer behavior, and vice versa.

Secondly, as the research limitations from this study has indicated, motivations and as personality traits of the customers may also play influential roles, and could further show different outcome on their level of customer experience. Since it is stated that with different intensity of motivations, the consumer involvement may be different, too (Blackwell et al, 2006).

Thirdly, the other two modules from the theory of experiential marketing, which are think marketing and act marketing could also be included in the future studies so a large scope of investigation in different cases can be engaged in order to make the research more holistic.

Moreover, since the sample of this study does not focused on the heavy goers, hence, it is suggested that future studies focus more on this group of consumers so as to elicit more precise insights, which is also linked to the suggestion for future study to adopt in-store collection, so keener consumer insights regarding the heavy goers of Eslite Bookstore can be reflected.

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## Appendix

親愛的訪談者，很高興你抽空參與本研究的訪談。此研究主要為關於體驗行銷的研究，並以誠品書店做為研究對象。若您曾去過誠品書店，誠摯地邀請您撥冗填這份問卷，大約五～十分鐘可完成，您的個資將保有絕對隱私。本研究最後將以隨機方式選出 10 份有效問卷得獎者，贈送 7-11 超商 100 元電子禮卷乙張。請在送出問卷前確認填上您的 Email 做為得獎時的聯繫方式。謝謝您！

Dear respondents, the aim of this research is to examine the experiential marketing of Eslite Bookstore in-store experience. Please take a few minutes to fill out this survey if you have been to the bookstore, it will take you 5~10 minutes to answer the survey. Your personal information will be well protected. Remember to leave your email in the end as 10 lucky respondents will be selected randomly and will be given a 100 NTD e-voucher per person. Thank you!

### ● Part A: 背景資料問題 (Demographics)

Question	題型
1. 請問您每個月平均會去誠品書店幾次？(How many times do you usually visit Eslite Bookstore per month?) - 1 次 (含以下) / 2~4 次 / 5~7 次 / 8 次(含以上)	單選
2. 請問您有使用誠品書店的會員卡嗎？ (Do you own the membership of Eslite Bookstore?) - 不是會員 (I'm not a member of Eslite Bookstore) - 是會員，但已超過半年沒使用會員卡(Yes I do, but I haven't used it for more than half an year) - 是會員，且約過去半年有使用過一次(Yes I do, I've used the membership card about once over the past six months) - 是會員，且約 2~3 個月會使用一次 (Yes I do, I've used the membership card about once over the past 2~3 months) - 是會員，且約每個月會使用一次 (Yes I do, I'll used the membership card about once a month)	單選



<p>3. 請問您的教育程度？(What's your educational background?)</p> <ul style="list-style-type: none"> <li>- 高中（含以下） / Less than a high school diploma</li> <li>- 大學（畢業/ 含肄業） / Bachelor' s degree</li> <li>- 研究所（畢業/ 含肄業） / Master' s degree (or above)</li> </ul>	單選
<p>4. 請問您的年紀？(What's your age group?)</p> <ul style="list-style-type: none"> <li>- 16~20 歲 /16~20 years old</li> <li>- 21~30 歲 /21~30 years old</li> <li>- 31~40 歲 /31~40 years old</li> <li>- 41 歲以上 /41 years old (and above)</li> </ul>	單選
<p>5. 請問您的性別？ (What's your gender?)</p> <ul style="list-style-type: none"> <li>- 男性/ male</li> <li>- 女性/ female</li> </ul>	單選
<p>6. 請問您每個月的可支配收入？ (What's your monthly income?)</p> <ul style="list-style-type: none"> <li>- 20000（含以下） / (less than) 20,000</li> <li>- 20001~40000</li> <li>- 40001~60000</li> <li>- 60001~80000</li> <li>- 80001（含以上） / (more than) 80001</li> </ul>	單選

● **Part B: 店內行為面向 (In-store Behavior)**

Question	題型
<p>7. 你去誠品書店時，會？ / When you go to Eslite Bookstore, what do you usually do?</p> <ul style="list-style-type: none"> <li>- 會翻閱書籍，但是不會在誠品書店購買 (a. I'll browse over the books without buying them at the bookstore)</li> <li>- 會翻閱書籍，但是即使有喜歡的書，會回去時上網購買 (b. I'll browse over the books and purchase those I like online)</li> <li>- 會翻閱書籍，且會在誠品書店購買喜歡的書 (c. I'll browse over the book and will purchase them in the bookstore.)</li> <li>- 不會特別在誠品書店看書，只是在書店內隨意晃晃 (d. I don't really read books in the bookstore. I'm just walking around.)</li> </ul>	<p>總是(always) 經常(often) 有時(sometimes) 偶爾(seldom) 從不(never)</p>

8. 在過去半年內你是否買過你的學業或工作需求以外的書？（不限於誠品書店） / Have you ever bought any books that are not related to your school works and job?	yes/ no
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● **Part C: 體驗行銷面向(Experiential Marketing)**

9. 請回想您近一次去逛誠品書店及消費時的體驗，並根據下方的量表填答：

(The following are statements about your shopping and purchasing experience at Eslite Bookstore. Imagine your most recent shopping experience at Eslite Bookstore while answering the following questions based on the scale aside.)

Question	題型
<ul style="list-style-type: none"> <li>- 整體而言，我很享受誠品書店的空間設計。 / a. In general, I enjoy the visual design of the space of Eslite Bookstore.</li> <li>- 整體而言，我很享受誠品書店室內裝潢的配色。 / b. In general, I enjoy the overall usage of color of interior design in Eslite Bookstore.</li> <li>- 整體而言，我很享受誠品書店的動線規劃。 / c. In general, I enjoy the arrangement of the space overall in Eslite Bookstore.</li> <li>- 整體而言，我很享受觸摸商品時（書）的質感。 / d. In general, I enjoy the texture of being able to touch the goods in Eslite Bookstore.</li> <li>- 整體而言，我很享受誠品書店輕柔的音樂背景。 / e. In general, I enjoy the background of the soft music overall in Eslite Bookstore.</li> </ul>	非常同意(strongly agree) 同意(agree) 普通(neutral) 不同意(disagree) 非常不同意(strongly disagree)
<ul style="list-style-type: none"> <li>- 整體而言，我認為誠品書店充滿了文藝的氣氛。 / f. In general, I consider the vibe in Eslite Bookstore to be full of atmosphere of literature and art atmospheric.</li> <li>- 整體而言，我認為逛誠品書店的體驗是正面的。 / g. In general, shopping experience in Eslite Bookstore is considered to be positive activity.</li> <li>- 整體而言，我認為逛誠品書店的體驗是有意義的。</li> </ul>	非常同意(strongly agree) 同意(agree) 普通(neutral) 不同意(disagree) 非常不同意

<p>/ h. In general, shopping experience in Eslite Bookstore is considered to be meaningful activity.</p> <p>- 整體而言，我認為逛誠品書店的體驗能使我放鬆身心。</p> <p>/ i. Shopping experience in Eslite Bookstore is considered to be relaxing activity.</p>	(strongly disagree)
<p>- 整體而言，逛誠品書店的體驗對於我的品味具有象徵性意義。</p> <p>/ j. In general, shopping experience in Eslite Bookstore is a symbolic activity of my taste.</p> <p>- 整體而言，逛誠品書店的體驗能幫助我了解自己。</p> <p>/ k. In general, shopping experience in Eslite Bookstore enables me to understand myself more.</p> <p>- 整體而言，逛誠品書店的體驗能增強我與他人（一起去逛街的人）的互動。</p> <p>/ l. In general, shopping experience in Eslite Bookstore enables me to interact with others.</p>	<p>非常同意(strongly agree)</p> <p>同意(agree)</p> <p>普通(neutral)</p> <p>不同意(disagree)</p> <p>非常不同意 (strongly disagree)</p>
<p>- 整體而言，逛誠品書店的體驗賦予我自我提昇的機會。</p> <p>/ m. In general, shopping experience in Eslite Bookstore gives me sense of self-transformation.</p> <p>- 整體而言，逛誠品書店的體驗能使我拋卻世俗喧囂的感覺。</p> <p>/ n. In general, shopping experience in Eslite Bookstore gives me sense of separation from mundane.</p> <p>- 整體而言，逛誠品書店的體驗能使我與社會連結的感覺。</p> <p>/ o. In general, shopping experience in Eslite Bookstore enable me to be connected to the society.</p> <p>- 整體而言，逛誠品書店的體驗能使讓我沉浸其中。</p> <p>/ p. In general, shopping experience in Eslite Bookstore gives me sense of immersion.</p>	<p>非常同意(strongly agree)</p> <p>同意(agree)</p> <p>普通(neutral)</p> <p>不同意(disagree)</p> <p>非常不同意 (strongly disagree)</p>

● **Part D: 消費者行為面向 (Consumer Behavior)**

10. 以下陳述句為您對於該體驗後續的評價。請根據下方的量表填答：The following statements are about your evaluation on the experience. Please answer the following questions based on the scale aside.

Question	題型
<ul style="list-style-type: none"> <li>- 整體而言，逛誠品書店的體驗是有價值的。 / a. In general, I consider the whole shopping experiences in Eslite Bookstore valuable.</li> <li>- 整體而言，我對於誠品書店的商品是滿意的。 / b. In general, I am satisfied with the goods in Eslite Bookstore.</li> <li>- 整體而言，我對於誠品書店的服務態度是滿意的。 / c. In general, I am satisfied with the service in Eslite Bookstore.</li> <li>- 整體而言，我對於在誠品書店的逛街體驗是滿意的。 / d. In general, I am satisfied with the shopping experiences in Eslite Bookstore.</li> </ul>	非常同意(strongly agree) 同意(agree) 普通(neutral) 不同意(disagree) 非常不同意 (strongly disagree)
<ul style="list-style-type: none"> <li>- 我會再光顧誠品書店。 / e. I will revisit Eslite Bookstore.</li> <li>- 我會參加誠品書店推出的活動。 / f. I will participate in the activities hold by Eslite Bookstore.</li> <li>- 如果有人詢問我，我會對誠品書店做出正面的評價。 / g. I will make positive comments about Eslite Bookstore to others.</li> <li>- 逛誠品書店是我喜歡的休閒活動之一 / h. Shopping experiences in Eslite Bookstore is one of my favorite activities.</li> </ul>	非常同意(strongly agree) 同意(agree) 普通(neutral) 不同意(disagree) 非常不同意 (strongly disagree)
<ul style="list-style-type: none"> <li>- 整體而言，與一般書店相較之下，我認為誠品書店是獨特的。 / i. In general, I consider Eslite Bookstore unique compared with other ones.</li> <li>- 整體而言，我認為誠品書店有成功體現其品牌核心價值「藝術、創意、生活」。 / j. In general, Eslite Bookstore has successfully demonstrated its' brand value (arts, innovation, life)</li> <li>- 整體而言，我認為誠品書店是台灣最有代表性的文創品牌之一。 / k. In general, I consider Eslite Bookstore to be a one of the most representative brands of cultural and creativity in Taiwan.</li> </ul>	非常同意(strongly agree) 同意(agree) 普通(neutral) 不同意(disagree) 非常不同意 (strongly disagree)

11. 請留下您的 email 做為日後中獎時的聯繫管道。

(Please leave your email address below for further contact.)