

## How Experiential Marketing Effects Urban Consumers

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### Abstract

*This paper explains the impacts of Experiential Marketing on Consumer Wellbeing specifically within the by analyzing responses of Consumers in the Pakistani restaurant market. It analyzes quantitatively the responses to 400 surveys that help identify key hypotheses regarding the status of the restaurant industry in Pakistan and the importance of experiential marketing within the same. The report explains the caveats of experiential marketing when it comes to the restaurant industry in Pakistan; the impacts that it may on consumer perception of the business in question and the after affects which relate to the wellbeing of the consumers themselves. The four hundred surveys conducted were of frequent customers of the high-end restaurants of Karachi Pakistan, these customers base their buying decisions purely on experience rather than other factors that may go into the decision. The quantitative analysis*

**Keywords:** *Experiential Marketing, Restaurant Industry, Pakistan, Consumer*

### Introduction

In 2018, the assistance business in Pakistan represented 53.84% of its GDP (Ahmed & Ahsan, 2011). Purchasers are presented to administrations given by grocery stores, banks, lodgings, and telecom establishments consistently. Be that as it may, the conventional help research for the most part centers on buyer fulfillment, devotion, repurchase goal, and verbal exchange correspondence as the result of administrations. Hence, disregarding the topic of how the nature of buyer life, for example, shopper prosperity, is affected by administrations. Shopper prosperity alludes to customer impression of the positive commitment of items or administrations in working on the personal satisfaction and has turned into a significant component guaranteeing maintainable metropolitan turn of events.

Lately, administration scholastics and specialists stand out enough to be noticed to ways of advancing shopper prosperity. Groundbreaking help research (TSR), another exploration worldview in the field of administration that focuses on how and where to make significant advancement in the prosperity of shoppers at the individual, local area, and, surprisingly, worldwide levels, has extraordinarily consolidated clients and the assistance studies and progressed towards the connection among administration and buyer prosperity (Crandall & Winston, 2003).

The assistance elements that influence client prosperity, per the TSR substances and results system, incorporate help individuals, administration processes, contributions, associations, and modern areas. Anderson et al. analyzed how three assistance regions, monetary administrations, clinical benefits, and social administrations, impacted client prosperity. Moreover, an investigation of the writing in Pakistan and somewhere else uncovers that flow research on groundbreaking help research is principally centered on three elements.

1. To examine the impact of administration laborers on client prosperity, like the connection between hierarchical workers and customers, as well as the hypothetical and reasonable nature of administration representatives.

2. To research the impact of administration contributions on shopper prosperity, like help renovation, different assistance choices, and administration characteristics.

3. Investigate the impact of administration associations on client prosperity, like authoritative socialization and backing.

Subsequently, flow research presently can't seem to examine the impact of administration techniques on client prosperity in assistance elements.

With quick financial development, customers are endeavoring to have an extraordinary and important experience from administrations instead of simply securing a top-notch administration. The experience economy portrays this peculiarity. Experiential showcasing, as a better approach for pondering and another technique for promoting in the experience economy, is a course of collaboration among clients and firms that tends to shopper experience requests in a drawing in style.

Accordingly, experiential promoting may really portray the help conveyance process inside assistance elements. Moreover, as a branch-off of the help-based economy, prosperity is at the core of the experience economy. Thus, this study means to fill a vacuum in earlier examination by researching the impact of the help conveyance process, i.e., experiential promoting, on customer prosperity, and to improve and upgrade TSR.

This concentrate explicitly looks for exact proof to respond to the accompanying inquiries:

1. Whether purchaser experience - based esteem intercedes the connection between experience-based promoting and buyer prosperity;

2. Whether incentive relationship directs this equivalent go between capacity of experiential worth. To address the previously mentioned issues,

This study fosters a reasonable model that makes sense of the connection among brand insight, esteem discernment, new worth commitment, and shopper prosperity, as well as observational information to back it up. It is accepted that the discoveries of this study will help specialists work on the nature of their administrations and constantly increment client prosperity.

## Literature Review

### *Experiential Marketing and Consumer Well-Being*

Experiential advertising was first proposed by Schmitt (1999), who redefined and planned the reasoning method of promoting based on buyer detects, sentiments, thinking, activity, and connection. The way to experiential showcasing is to fulfill shoppers' experience needs. Experiential promoting no longer views shoppers as being totally levelheaded yet as being both sane and perceptual while consuming items or administrations. At present, experiential showcasing has drawn in expanding consideration from ventures and has slowly turned into the center method of worldwide advertising.

In scholarly community, research on experiential showcasing is centered on the result factors, for example,

1. Customer buy goal (Chien & Chen, 2014)

2. Customer fulfillment (Zainul, et al, 2017)

3. Customer faithfulness (Devindani & Wibowo, 2016)

4. Customer informal exchange correspondence (Devindani & Wibowo, 2016)

5. Experience worth (Jahromi & Nakhae, 2015)

It tends to be seen that researchers are as yet directed by the presentation of administration associations, ignoring the personal satisfaction of buyers themselves, and have not yet investigated experiential showcasing as another promoting model of how to affect customer prosperity. Subsequently, this study endeavors to investigate how experiential showcasing affects buyer prosperity.

Since the 1980s, in light of base up overflow hypothesis and Maslow's progressive hypothesis of necessities, purchaser prosperity has been utilized to examinations how promoting exercises affect buyer personal satisfaction. Customer prosperity alludes to the general fulfillment assessment and positive/pessimistic profound reaction of shoppers to their utilization exercises (Desmeules, 2002). Buyer prosperity is a persistent sensation of giggling and tears, delight and torment, and fulfillment and dis-fulfillment (Ahuvia & Friedman, 1998). Obviously, this feeling is essentially abstract mental reflection and is simply connected

with the field of shopper life (Desmeules, 2002). In this manner, customer prosperity essentially centers around individual abstract assessment and close to home reflection of utilization exercises.

As of now, the vast majority of the examination on shopper prosperity depends on the macromarketing viewpoint. The past examination principally talks about customer prosperity at different phases of procurement, readiness, ownership, utilization, support, and removal in buyer exercises (Hedhli et al, 2013); however there is minimal existing exploration on the micromarketing viewpoint. Shopper prosperity according to a micromarketing point of view ought to be founded on an item, an encounter, or a specific occasion. In this manner, in view of the micromarketing point of view, the ongoing review will specifically investigate how experiential showcasing affects buyer prosperity, uncover the mental system of customer prosperity, and build a hypothetical model and give an experimental proof to it (Chiu,1997).

The center of experiential showcasing is to make different types of involvement for buyers so customers can go through a decent of involvement, which, in the time of an encounter economy, can't be acknowledged by customary promoting (Schmitt, 1999). As a matter of fact, experience can give joy to individuals more than material riches (Van Bowen & Gilovich, 2003). Additionally, positive experiential buying can give enduring joy to customers more than positive material buying (Nicolao et al, 2009). Hwang & Lee reviewed 323 old individuals beyond 65 years old years and found that when these old sightseers had a decent encounter through movement, they were bound to feel an elevated degree of prosperity. As indicated by the examination of Hirschman & Holbrook (1982), experience has significant close to home significance. Hence, positive utilization experience frequently changes into internal mental prosperity, which brings shopper prosperity. In the time of experiential showcasing, the focal point of advertising will move from item execution to diversion experience (Holbrook 2000), in order to all the more likely upgrade buyer prosperity. Moreover, an encounter economy decidedly affects prosperity, so experiential showcasing, as a significant promoting mode in the experience economy period, ought to have the option to emphatically affect shopper prosperity (Hwang & Lyu, 2015). In light of the above surmising's, this study endeavors to propose the accompanying speculation.

*Hypothesis 1. Experiential marketing is positively related to consumer well-being.*

### ***Experiential Marketing, Experiential Value, and Consumer Well-Being***

In light of normal utilization esteem, Holbrook and Hirschman (1982) set forward another idea of utilization experience and recommended that the experiential worth is created during the time spent utilization experience, like epicurean worth, emblematic worth, and tasteful worth. Experiential worth is intelligent, relative, and special experience. Mathwick, Malhotra, and Rigdon contended that experiential worth alludes to the level of relative inclination for item mentalities and utilization execution made by communication during the time spent utilization assist customers with accomplishing utilization objectives (Mathwick et al, 2001).

In light of the customary classification of experiential worth from the element of natural and outward benefits, Holbrook added another classification aspect of client support drive, in this manner building an experiential worth model including dynamic worth, uninvolved worth, characteristic worth, and extraneous worth (Roland & Richard, 1994). In light of Holbrook's examination, Mathwick, Malhotra, & Rigdon redefined the primary component of experiential worth and tried it exactly (Mathwick et al, 2001). At long last, experiential worth was classified into four aspects: stylish inclination, intriguing quality, the pace of profit from purchaser speculation, and the prevalence of administration, which is generally acknowledged in scholarly circles. This review embraced this classification to gauge experiential worth. In exact examination, more researchers are talking about the result factors of experiential worth, like consumer loyalty, client faithfulness, client citizenship conduct, brand value, and buy conduct (Jahromi & Nakhae, 2015), and others are examining the forerunner factors, like relational collaboration, experiential showcasing, and brand emergency. As of now, no researchers have investigated the intervening job of experiential worth between experiential showcasing and buyer prosperity.

Utilization is presently not a basic buy choice yet an encounter. Experiential promoting assists with improving the experiential worth of customers (Schmitt 1999). Experiential promoting gives and makes

experiential worth (Ostrom et al., 2014). The worth made by experience is more valuable than the unadulterated capacity and benefit of the item (Schmitt 1999). Fruitful experience can fulfill the outside esteem as well as fulfill the internal worth (Rolland & Richard, 1994). Concerning administration prevalence in experiential worth, when shoppers support administration, they generally have a feeling of prosperity. In light of the above derivations, this review at-entices to propose the accompanying speculation. *Hypothesis 2. Experiential value plays a mediating role between experiential marketing and consumer well-being.*

### ***The Moderation Effect of Value Proposition Engagement***

Incentive isn't just a high speculation of the genuine requirements of customers yet additionally an expectation and judgment of the worth direction of purchasers. Endeavors anticipate that buyers should answer decidedly to their incentive, or at least, to accomplish offer commitment. Anderson et al. (2006) utilized reverberation to represent what offer messages could effectively excite customers. Grnroos & Voima (2013) accepted that the reverberation started from the similarity between a drawn-out mental condition of the data beneficiary and the in-line. Reverberation can be isolated into three aspects: assumption understanding, esteem commitment, and otherworldly concordance. Esteem commitment alludes to the way that the message got by the beneficiary is steady with its past worth direction. The idea of commitment has been applied in numerous different research fields, like the commitment between the association and the individual (Chatman 1991), the commitment among apparatuses and errands (Dishaw & Strong, 1999), and the commitment among data and values. The difference among commitment and general ideas is that it alludes not to an idea itself but rather to the consistency of bearings between two related ideas. Commitment to this study alludes to the consistency of incentive among purchasers and undertakings in bearing. Offer commitment alludes to the occurrence between the incentive message got by the beneficiary and the convictions and values in his drawn-out memory. That is, buyers relate to and reverberate with the incentives of ventures (Gronross & Helle, 2010).

Varey accepts that prosperity comes from "getting what you need," regardless of whether purchasers get a similar experiential worth, different levels of prosperity will emerge as a result of different circumstances of customer incentive commitment. Incentive commitment is a mental condition of customers based on incentive discernment, which reflects shopper acknowledgment or reverberation to big business incentive (Ostrom et al., 2014). That is, a similar experiential worth might have absolutely different implications for shoppers with different levels of big business incentive commitment. At the point when the level of incentive commitment is higher, experiential worth greater affects customer prosperity. Conversely, when the level of offer commitment is lower, it debilitates the influence of experiential worth on buyer prosperity. In view of the above derivations, this study endeavors to propose the accompanying speculation (Yuan & Wu. 2008).

*Hypothesis 3. Value proposition engagement plays a positive moderating role in the relationship between experiential value and consumer well-being, that is, the higher the degree of value proposition engagement, the greater the impact of experiential value on consumer well-being.*

In the above research speculations, Hypothesis 2 highlights the intervening job of purchaser experiential worth between experiential promoting and shopper prosperity, while Hypothesis 3 calls attention to those different levels of incentive commitment will prompt different effects of experiential worth on customer prosperity. Based on Hypothesis 2 and 3, this concentrate further proposes a directed intercession job, that is to say, incentive commitment can direct the intervention instrument of experiential worth between experiential showcasing and buyer prosperity. With buyers' insight and their immediate investment, experiential showcasing makes a remarkable inclination to boost the mental necessities of customers and improves shopper experiential worth. Obviously, when the level of incentive commitment builds, the influence level of experiential worth on shopper prosperity is higher. That is, the effect of experiential advertising on buyer prosperity turns out to be clearly improved through experiential worth. Conversely, when the level of incentive commitment is lower, it debilitates the influence of experiential worth on buyer

prosperity. That is, experiential promoting has clearly debilitated its influence on customer prosperity through experiential worth. All in all, experiential promoting can at last upgrade purchaser prosperity by affecting experiential worth, however the strength of this job will shift significantly under different incentive commitment. In light of the above derivations, this study endeavors to propose the accompanying speculation.

*Hypothesis 4. Value proposition engagement can moderate the mediating role of experiential value between experiential marketing and consumer well-being, that is, the higher the degree of value proposition engagement, the stronger the impact of experiential marketing on consumer well-being.*

Based on the above hypotheses, this study constructs the following theoretical model



Figure 1: conceptual Framework

## Methodology

### *Sample and Data Collection*

This study gathered information through surveys. Four very good quality cafés in Pakistan were chosen to complete the overview. In this review, 400 surveys will be dispersed and subsequent to being recovered. They will be tried for consistency; substantial surveys will be specific, attempting to keep a high effective rate.

### *Measures*

The estimation scales utilized in this study were completely adjusted from the earlier exploration. Experiential promoting utilized a five-thing scale incorporated by Schmitt. Experiential worth utilized a four-thing scale ordered by Mathwick et al. (2001) Value recommendation commitment utilized a four-thing scale gathered by Anderson et al. (2006). Customer prosperity utilized a three-thing scale incorporated by Hills P and Argyle M. (2002). All builds were estimated utilizing various things evaluated on a 5-point Likert scale going from 1 - unequivocally differ to 5 - emphatically concur.

## Findings

### *Reliability and Validity Testing*

As far as unwavering quality, this concentrate predominantly tried the inside consistency dependability of the scale and assessed it by Cronbach's  $\alpha$  coefficient. As displayed in Table 1, Cronbach's  $\alpha$  coefficient of every potential variable was above 0.7, which showed that the scale had high unwavering quality and great legitimacy. As far as legitimacy, this concentrate predominantly tried the focalized and discriminant legitimacy of the scale. To examine whether there were low-stacked things or numerous stacked things in the survey, exploratory element examination was completed for all estimation things. The aftereffects of the examination were exceptionally good, and everything looked great referenced previously. In light of exploratory component examination, this study utilized AMOS 18.0 to complete corroborative element examination. The fit lists were as per the following:  $\chi^2/df = 1.3191$ , NFI = 0.950, CFI = 0.945, GFI = 0.9458, PGFI = 0.641, PNFI = 0.738, and RMSEA = 0.0354. The above lists showed that the corroborative variable investigation model threw a tantrum to the information. As per Hair et al., the united legitimacy of the scale has three assessment standards. To begin with, the variable heap of every estimation thing is better

compared to 0.5. Second, the productive dependability (CR) of each idle variable is better compared to 0.7. Third, the normal fluctuation separated (AVE) of each inert variable is better compared to 0.5. The information in Table 1 show that the over three assessment rules had been all accomplished in this review, which demonstrates that the scales have high united legitimacy. What's more, to test the discriminant legitimacy of the scales, the important askew in Table 2 records the number juggling square underlying foundations of AVE of the comparing likely factors, while the other mathematical qualities are the outright upsides of the connection coefficients of the relating idle factors in the line and section. Clearly, the math square foundation of AVE is bigger than the outright worth of every connection coefficient of the line and segment, which shows that the scales have great discriminant legitimacy.

TABLE 1: Reliability and convergence validity test.

| Latent variables  | Measurement items  | Factor loading |
|---|--|----------------|
| Experiential marketing $\alpha = 0.889$<br>CR = 0.873,<br>AVE = 0.579       | 1. I am attracted by the decor and design of the restaurant                                    | 0.784          |
|   | 2. The dining atmosphere (lighting, music) in the restaurant inspires some of my emotions      | 0.816          |
|   | 3. The restaurant gives me a fresh perspective on my lifestyle                                 | 0.690          |
|   | 4. The experience of the restaurant will change my actual behaviour                            | 0.751          |
|   | 5. I interact and relate with the waiters  | 0.757          |
| Experiential value<br>$\alpha = 0.853$<br>CR = 0.850,<br>AVE = 0.587        | 1. When I eat in this restaurant, I think it is worth it                                       | 0.756          |
|   | 2. The restaurant provides professional services   | 0.804          |
|   | 3. Eating in this restaurant makes me temporarily forget the stresses and worries in real life | 0.827          |
|   | 4. The restaurant is clean and tidy  | 0.669          |
| Value proposition engagement<br>$\alpha = 0.879$ CR = 0.881,<br>AVE = 0.649 | 1. I think the service and dishes provided by the restaurant are in line with the price        | 0.828          |
|   | 2. The advertisement of the restaurant affects my emotional needs                              | 0.749          |
|   | 3. The decor and design of the restaurant are in line with my aesthetics                       | 0.786          |
|   | 4. I recognize the value commitment of the restaurant  | 0.856          |
| Consumer well-being $\alpha = 0.763$<br>CR = 0.773,<br>AVE = 0.537          | 1. It is a pleasure to have dinner in this restaurant  | 0.602          |
|   | 2. Compared with the ideal restaurant, this restaurant is satisfying to me                     | 0.709          |
|   | 3. Having a meal in this restaurant has provided me with a pleasant memory                     | 0.864          |

TABLE 2: Discriminant validity test.

| Latent variables                | 1        | 2        | 3        | 4     |
|---------------------------------|----------|----------|----------|-------|
| 1. Experiential marketing       | 0.761    |          |          |       |
| 2. Experiential value           | 0.396 ** | 0.766    |          |       |
| 3. Value proposition engagement | 0.339 *  | 0.494 ** | 0.806    |       |
| 4. Consumer well-being          | 0.257 ** | 0.275 *  | 0.302 ** | 0.733 |
| Mean (M)                        | 3.695    | 3.713    | 3.657    | 3.553 |
| Standard deviation (SD)         | 0.712    | 0.737    | 0.760    | 0.654 |

\*  $p < 0.05$  and \*\*  $p < 0.001$ . The square root of AVE is shown on the principal diagonal.

### Hypothesis Testing

To test the intercession impact, this review utilized the technique proposed by Barron & Kenny. The aftereffects of the progressive relapse are displayed in Table 3. In Model 1, the relapse coefficient of shopper prosperity to experiential showcasing was huge ( $\beta = 0.262$ ,  $p < 0.001$ ), demonstrating that experiential showcasing emphatically affected customer prosperity. Thusly, Hypothesis 1 was upheld. In Model 2, the relapse coefficient of experiential worth to experiential showcasing was critical ( $\beta = 0.404$ ,  $p <$

0.001). In Model 3, the relapse coefficient of buyer prosperity to experiential worth was critical ( $\beta = 0.280$ ,  $p < 0.001$ ). In view of Model 1, when the intercession variable (experiential worth) was included Model 4, the relapse of shopper prosperity to experiential worth was huge ( $\beta = 0.206$ ,  $p < 0.05$ ). In the interim, the relapse coefficient of buyer prosperity to experiential showcasing was as yet huge ( $\beta = 0.178$ ,  $p < 0.05$ ). This shows that experiential worth played an incomplete intervening job between experiential showcasing and purchaser prosperity. In this way, Hypothesis 2 was to some extent upheld. To additionally confirm the intervening impact of experiential worth, the bootstrap technique proposed by Preacher et al. was taken on in this study [40]. The outcomes showed that the 95% certainty time period direct impact of experiential promoting on buyer prosperity was [0.048, 0.281], which didn't contain 0. The immediate impact was huge, and its coefficient was 0.164. The 5% certainty time frame roundabout impact of experiential promoting on shopper prosperity through experiential worth was [0.013, 0.158], which didn't contain 0. The roundabout impact was critical, and the coefficient was 0.077. This showed that 40% ( $0.077 / (0.164 + 0.077) \times 100$  percent) of the effect of experiential advertising on buyer prosperity was accomplished through the intercession variable of experiential worth. Consequently, Hypothesis 2 was additionally upheld. As displayed in Table 3, in light of Model 5, the cooperation thing (experiential worth  $\times$  offer commitment) between the intercession variable (experiential worth) and the balance variable (offer commitment) was included Model 6. To forestall numerous collinearity, the intercession variable and the balance variable in the collaboration term were concentrated, to be specific, the upsides of every variable were duplicated in the wake of deducting their mean qualities. In Model 6, the collaboration term of experiential endlessly incentive commitment emphatically affected shopper prosperity ( $\beta = 0.174$ ,  $p < 0.05$ ), which showed that offer commitment decidedly directed the connection between experiential worth and customer prosperity. Consequently, Hypothesis 3 was upheld. To encourage outwardly show the directing job of offer commitment, as per the act of Cohen et al., this study isolated the whole example into two gatherings as indicated by the degree of incentive commitment. The particular activity strategies for gathering were as per the following: first, the mean worth ( $M = 3.657$ ) and standard deviation ( $\sigma = 0.760$ ) of the incentive commitment variable were determined. Then, at that point, in light of the worth of the offer commitment variable in the example, an incentive commitment variable more noteworthy than 4.417 ( $M + \sigma$ ) was viewed collectively, and a worth under 2.897 ( $M - \sigma$ ) was viewed as another gathering. Then, with experiential worth as the free factor and shopper prosperity as the reliant variable, the information of two gatherings were broke down by a relapse. As displayed in Figure 2, the effect of experiential worth on purchaser prosperity was more conspicuous on account of high offer commitment than on account of low offer commitment.

### ***Moderated Mediation Effect***

To test the directed intervention impact, the progressive relapse examination aftereffects of this review are displayed in Table 4. As displayed in Table 4, the relapse coefficient of experiential showcasing was critical ( $\beta = 0.275$ ,  $p < 0.05$ ) in Model 8. The relapse coefficient of the cooperation between experiential endlessly offer commitment was huge ( $\beta = 0.202$ ,  $p < 0.05$ ) in Model 9. It showed that offer commitment was a directing variable between experiential advertising and shopper prosperity through the intervention of experiential worth. The final part of the intervention interaction of "experiential marketing  $\rightarrow$  experiential value  $\rightarrow$  consumer prosperity" was directed by incentive commitment. Consequently, Hypothesis 4 was upheld. To additional test the directed intervention impact, this review utilized the PROCESS module created by Hayes (Hayes, 2013) to do the bootstrap test proposed by Preacher and Hayes. The example reiteration times were set to multiple times, and the certainty stretch was 95%. The bootstrapping results showed that the directed intervention impact framed by the balance variable of incentive commitment and the intercession variable of experiential worth was [0.007, 0.112] at the 95% level, which didn't contain 0, and the coefficient was 0.056. This completely showed that incentive commitment directed the interceding job of experiential worth between experiential showcasing and customer prosperity. In particular, when the mean of offer commitment was decreased by one standard deviation, the certainty timespan directed intervention impact at the 95% level was [-0.057, 0.102], which contained 0. At the point when the mean of

incentive commitment was added by one standard deviation, the certainty stretch was [0.031, 0.186], which didn't contain 0. This showed that the intervening job of buyer experiential worth was step by step huge. with the upgrade of incentive commitment. Hence, Hypothesis 4 was upheld once more.'

TABLE 3: Hierarchical regression results of mediation effect and moderation effect.

| Variables                         | Consumer well-being |          |          |          |          | Experiential value |
|-----------------------------------|---------------------|----------|----------|----------|----------|--------------------|
|                                   | Model 1             | Model 3  | Model 4  | Model 5  | Model 6  | Model 2            |
| Independent variables             |                     |          |          |          |          |                    |
| Experiential marketing (EM)       | 0.262 **            |          | 0.178 *  |          |          | 0.404 **           |
| Mediation variables               |                     |          |          |          |          |                    |
| Experiential value (EV)           |                     | 0.280 ** | 0.206 *  | 0.175 *  | 0.185 *  |                    |
| Moderation variables              |                     |          |          |          |          |                    |
| Value proposition engagement (VA) |                     |          |          | 0.213 *  | 0.260 ** |                    |
| Interaction term                  |                     |          |          |          |          |                    |
| EV × VA                           |                     |          |          |          | 0.174 *  |                    |
| Control variables                 |                     |          |          |          |          |                    |
| Gender                            | -0.118              | -0.080   | -0.094   | -0.074   | -0.062   | -0.116 *           |
| Age                               | -0.059              | -0.020   | -0.041   | -0.023   | -0.018   | -0.088             |
| Education                         | -0.082              | -0.061   | -0.063   | -0.061   | -0.048   | -0.091             |
| Professional                      | -0.004              | -0.028   | -0.019   | -0.047   | -0.037   | 0.071              |
| Income                            | -0.146 *            | -0.179 * | -0.172 * | -0.172 * | -0.194 * | 0.123 *            |
| Total R <sup>2</sup>              | 0.119               | 0.127    | 0.153    | 0.161    | 0.188    | 0.192              |
| F                                 | 5.614               | 6.048    | 6.422    | 6.804    | 7.157    | 9.860              |

Note: \*p < 0.05 and \*\*p < 0.001.

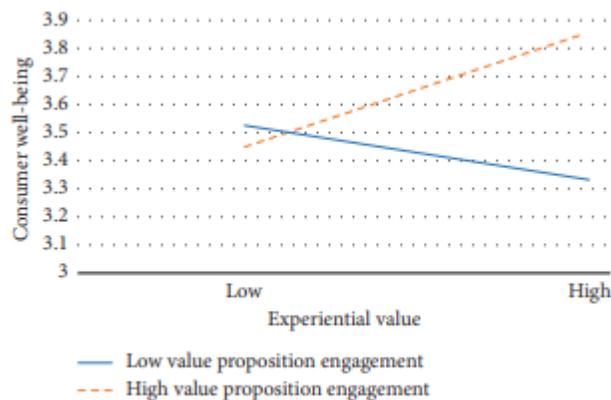


FIGURE 2: The moderation effect of value proposition engagement.

TABLE 4: Hierarchical regression results of moderated mediation effect.

| Variables                         | Consumer well-being |        | Experiential value |        | Consumer well-being |        |
|-----------------------------------|---------------------|--------|--------------------|--------|---------------------|--------|
|                                   | Model 7             |        | Model 8            |        | Model 9             |        |
|                                   | Coefficient         | T      | Coefficient        | T      | Coefficient         | T      |
| Independent variables             |                     |        |                    |        |                     |        |
| Experiential marketing (EM)       | 0.176 *             | 2.818  | 0.275 *            | 4.893  | 0.097               | 1.494  |
| Mediation variables               |                     |        |                    |        |                     |        |
| Experiential value (EV)           |                     |        |                    |        | 0.165 *             | 2.363  |
| Moderation variables              |                     |        |                    |        |                     |        |
| Value proposition engagement (VA) | 0.232 *             | 3.699  | 0.396 *            | 7.019  | 0.232 **            | 3.348  |
| Interaction term                  |                     |        |                    |        |                     |        |
| EM × VA                           | -0.055              | -0.915 | 0.074              | 1.375  | -0.130 *            | -2.089 |
| EV × VA                           |                     |        |                    |        | 0.202 *             | 3.124  |
| Control variables                 |                     |        |                    |        |                     |        |
| Gender                            | -0.103              | -1.706 | -0.069             | -1.277 | -0.086              | -1.445 |
| Age                               | -0.042              | -0.695 | -0.080             | -1.484 | -0.013              | -0.216 |
| Education                         | -0.072              | -1.152 | -0.075             | -1.329 | -0.046              | -0.751 |
| Professional                      | -0.031              | -0.532 | 0.017              | 0.315  | -0.020              | -0.354 |
| Income                            | -0.149 *            | -2.382 | 0.109              | 1.933  | -0.189 *            | -3.029 |
| Total R <sup>2</sup>              | 0.169               |        | 0.328              |        | 0.213               |        |
| F                                 | 6.300               |        | 15.103             |        | 6.640               |        |

Note: \* $p < 0.05$  and \*\* $p < 0.001$ .

## Conclusion

In this review, 256 buyers from 4 top of the line eateries in Pakistan were chosen as the subjects to analyze the impact of experiential promoting on purchaser prosperity. A few discoveries were gotten: first, experiential promoting emphatically affected buyer prosperity, and experiential showcasing likewise decidedly affected experiential worth. Second, experiential worth played an incomplete interceding job between experiential showcasing and shopper prosperity. Third, incentive commitment assumed a directing part between experiential worth and buyer prosperity, that is to say, the higher the offer commitment was, the more prominent the positive effect of experiential worth on shopper prosperity. Fourth, incentive commitment could direct the aberrant impact of experiential promoting on shopper prosperity through experiential worth, or at least, the higher the suggestion commitment was, the more noteworthy the positive effect of experiential showcasing on customer prosperity through experiential worth.

## Theoretical Implications

This study enhanced the comprehension of TSR on purchaser prosperity by investigating the system of experiential advertising on customer prosperity. In customary help research, past scientists burned through 25 years (1980-2015) zeroing in on the driving variables of administration quality, like consumer loyalty, client unwaveringness, and administration recuperation. In any case, these subjects were nearly obliged to the viewpoint from the executives and scarcely worried about shopper prosperity (Rosenbaum, 2015). Nonetheless, TSR viewed buyer prosperity as the center component of administration advertising. As indicated by the TSR substances and results structure proposed by Anderson et al. (2013), among the five assistance elements influencing customer prosperity, no researcher has explicitly investigated the effect of administration process on buyer prosperity. Truly, experiential promoting is the most common way of making an all-encompassing encounter for purchasers. Thusly, by accepting experiential promoting as a help interaction, this study built a hypothetical model to make sense of the component of experiential showcasing on shopper prosperity, which adjusted to the embodiment of TSR and further enhanced the hypothetical substance of TSR. This study uncovered the inborn instrument that the substance of the experience economy was prosperity. In the time of the experience economy, the focal point of big business the executives has changed from items and administrations to furnishing clients with experience (Azzari and Baker 2020). Subsequently, the incredible change defied by showcasing today is the rise of experiential advertising. This study uncovered the characteristic system of the impact of experiential promoting on buyer prosperity, that is to say, experiential showcasing emphatically impacted experiential worth, while

experiential worth decidedly impacted shopper prosperity and experiential worth played an intervening job between them. The experience economy is a totally new monetary development. Experience promoting, as a delegate showcasing mode in the period of the experience economy (Wahyuninungtiyas et al., 2017), has likewise turned into a significant hotspot for ventures to acquire upper hands. Consequently, somewhat, the finish of this concentrate additionally uncovered the characteristic component that prosperity was the substance of the experience economy. This concentrate additionally investigated the limit states of the connection between experiential advertising and customer prosperity, hence assisting the comprehension on the points of reference of shopper prosperity. As indicated by Muller et al., intervention factors were predominantly for investigating the characteristic system of relationship arrangement, while balance factors were for investigating the limit states of its natural component. The consequences of this study showed that incentive commitment fundamentally directed the connection between experiential promoting and shopper prosperity. This was on the grounds that when the incentive commitment was low, the experiential worth sent by ventures didn't match the worth required by purchasers. Additionally, this concentrate additionally demonstrated that incentive commitment directed the interceding job of experiential worth. Accordingly, these ends very much made sense of the limit states of the useful instrument between experiential showcasing and purchaser prosperity and extended our insight about the development of buyer prosperity (Hwang & Lyu, 2015).

### ***Managerial Implications***

Our discoveries show that undertakings in assistance industry need to connect significance to experiential promoting and continually further develop shopper prosperity. Administration economy alludes to a financial state where the extent of administration industry yield esteem in GDP (GDP) surpasses 60%. In spite of the fact that China's extent in 2018 was just 52.16%, as per China's monetary improvement pattern, it will before long enter the help economy time. Furthermore, China's monetary advancement is provincially uneven, and Shanghai's administration industry yield esteems as soon as 2012 has surpassed 60% of the city's GDP and officially entered the help economy time. The experience economy is the expansion of the assistance economy. With the consistent difference in monetary structure, purchaser request is progressively expanded and refined at a significant level. All the more critically, prosperity is a definitive objective of life, and the quest for prosperity is the regular right of people. In 2017, KRC Research studied 2,100 shoppers and 1,050 chiefs in 21 business sectors all over the planet. The study discovered that 46% of shoppers would purchase additional items or administrations from organizations that superior their prosperity, so prosperity turned into the essential driver of buyers' buying conduct. As of now, most undertakings in China are as yet seeking after purchaser fulfillment, which isn't helpful for the drawn out improvement of ventures and social advancement. Subsequently, going from fulfillment promoting to prosperity showcasing is an inescapable pattern of social turn of events and human advancement, and likewise a pragmatic issue endeavors need to genuinely study and ponder. To persistently further develop purchaser prosperity, it is the general pattern for endeavors to complete experiential showcasing. Endeavors ought to focus on buyer experiential worth and give full thought to its interceding job. With serious market contest, current assistance ventures are giving expanding consideration to customer experiential worth to meet shoppers' different experience needs and customized experience decisions. The consequences of this study showed that experiential worth played a fractional interceding job between experiential promoting and customer prosperity. Accordingly, this study features the significance of upgrading shopper experiential worth through experiential advertising to further develop purchaser prosperity. Purchaser experiential worth is an encounter connected with shopper inclinations. It has connection and relativity. In experiential showcasing, ventures need to fortify communication with buyers, like item collaboration and relational cooperation. Through collaboration, purchaser experiential worth can be upgraded, like practical experiential worth, close to home experiential worth, and social experiential worth, to improve buyer prosperity. Ventures ought to monitor shopper request elements to guarantee incentive commitment with the customer. The exploration finds that the effect of experiential worth on purchaser prosperity will be debilitated when the incentive commitment is low. The outcomes showed that when an undertaking offered experiential benefit that was conflicting with buyer

incentive, the impact was counterproductive. Subsequently, endeavors need to reinforce correspondence with purchasers, figure out the changing necessities of buyers in a convenient style, and plug their incentives through true sites, gatherings, and self-media stages so the offers are predictable with the convictions and values in the customers' drawn out memory. That is, the elaboration of incentives by undertakings should be perceived or resounded with purchasers and be kept in accordance with shopper esteem.

### ***Limitations and Future Research Directions***

Albeit this study has specific hypothetical worth and functional importance for administration undertakings to improve customer prosperity, it actually has a few restrictions. In the first place, since this concentrate just gathered information in the very good quality providing food industry, the outcomes may not be essentially delegate. To acquire higher outside legitimacy, future examinations could keep on looking at the impact of experiential promoting on purchaser prosperity in other assistance situations. Second, in the discoveries of this review, experiential worth just played a fractional intervening job, which demonstrated that there may be other intercession components. In future examination, we can get through the worth hypothesis structure and further investigate the intercession system between experiential showcasing and shopper prosperity, like through customer feeling and purchaser character. Third, this concentrate just inspected the limit impact of incentive commitment, however whether there are other limit conditions has not yet been talked about. Consequently, later on, we might investigate other limit states of the effect of experiential showcasing on buyer prosperity.

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