

Measurement, antecedent variables and consequence effects research of customer experience value

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Abstract: The measurement of customer experience value has undergone a comprehensive evolution and change from a single cost-benefit trade-off method to a comprehensive evaluation method of products and services. It is found that scholars' measurement of the value of experience mainly revolves around three perspectives: introspection, hierarchy and association. In this paper, the combining of the antecedent variables and consequence effects of customer experience value mainly focuses on macro and micro aspects. It is found that the antecedent variables of customer experience value are mainly concentrated in four aspects: resources, communication, interaction and environment. The consequence effect is mainly reflected in three aspects: brand value, satisfaction and loyalty.

1. Dimensions and Measurements of the Value of the Customer Experience

The way enterprises measure the value of customer experience has undergone a comprehensive evolution and change from a single cost-benefit trade-off method to a comprehensive evaluation method of products and services. The most original measurement method of customer experience value of enterprises is mainly measured by the cost-benefit method, that is, the trade-off between customer costs and their benefits is compared to the gains and losses, so as to derive the high and low customer experience value. Later, the traditional measurement method evolved to measure the high and low value of the experience from the communication and interaction between customers and products, the physical environment and their employees, and the key part of the emphasis is that the subjective feelings such as senses, visual beauty and inner emotions experienced by customers after providing product and service consumption experience in the enterprise and then make a comprehensive evaluation of them. The measurement of the value of experience by domestic and foreign experts and scholars mainly revolves around three perspectives: introspective perspective, hierarchical perspective and associative perspective (Zhang Fang, 2015) ^[1].

1.1. Introspective Perspective

Based on the perspective of psychology, many scholars study the process of experience value itself and its dimensions, and specifically explain the source of customer experience value, that is, from the customer's subjective feeling of the whole process of product and service consumption experience

provided by the enterprise, and this process of customers obtaining the perceived state of experience is actually the connotation of introspective experience (Zhang Fang, 2015).

In the introspective experience value dimension proposed by scholars such as Csikszentmihalyi (1992) and Voelkl and Ellis (1998), the experience value can be divided into eight measurable dimensions according to the level of two perceived levels, namely the skill level and the challenge level, specifically indifference, relaxation, boredom, control, fluency, stimulation, anxiety and worry. Mano and Oliver (1993) believe that there are two main categories of experiential value, that is, the intrinsic value and extrinsic value (also known as use value and hedonic value) of enterprise products and services that can meet customers. Novak, Hoffman and Yung (2000) and Takatalo, Nyman and Laaksonen (2008) have empirically found that in a virtual environment, the value of customer experience is composed of three dimensions: immersion, contextual connection and competence^{[2][3]}. It further expands the application and scope of the measurable dimension of the value of introspective experience.

1.2. Hierarchical Perspective

Based on Maslow's seven-level theory of needs, a multi-level customer experience value dimension based on gradually meeting different levels of customer experience needs from low to high is established. Schmitt (1999) argues that customer experience value can be divided into five dimensions of experiential value: sensory, emotional, thinking, action, and association. Mathis, Kim, Uysal, Sirgy and Prebensen (2016) and Di Chiara and Bassareo (2007) divide customer experience value into six more specific experience dimensions: utility, feeling, emotion, cognition, lifestyle, and association.^{[4][5]} Domestic experts and scholars Fan Xiucheng and Li Jianzhou (2006) found that customers are a unity of emotion and rationality in the process of consumption. Based on the above research results, the different levels of customer needs are arranged from low to high as functional, emotional and social needs. Gentile, Spiller and Noci (2007), Fengchao Zhang and Shuyang You (2009) have constructed a dimensional-dimensional model of experiential value structure with hierarchical characteristics.

1.3. Associative Perspective

Most scholars conduct research from the perspectives of psychology and Maslow's hierarchy of needs, and some scholars explore the dimension of customer experience value from a new perspective, that is, from the perspective of the relationship between customers and consumption situations. Holbrook (2006) believes that the value of experience is analyzed from the two dimensions of customer and situation, and expounds the intrinsic-external, active-passive research and exploration path^[6]. Mathwick, Malhotra and Rigdon (2001) took the field of e-commerce as an example and conducted relevant empirical research, and developed the Customer Experience Value Scale, which proposed four dimensions of experience value, specifically referring to the value of consumer investment return, the value of service superiority, the value of aesthetics and the value of fun.

The above three perspectives of the measurement dimension of experience value all reflect the synthesis of subjective and objective integration of experience value to a certain extent. The dimension of introspective experience value fully considers the subjective feelings of customers' perception of enterprise products and services, but ignores the correlation between customers and their specific consumption situations to a certain extent. Based on Maslow's hierarchy of needs, the hierarchical experience value dimension pays attention to the impact of customers' perceived experience value on the company's products and services on their satisfaction, but does not pay enough attention to the spatial difference of customer experience value itself. The relational experience value measurement dimension not only considers the subjective judgment perceived by

customers in the process of experiencing the company's products and services, but also reflects the correlation between customers and specific consumption situations, and pays attention to the spatial differences of experience value itself. Therefore, the relational experience value measurement dimension is widely recognized among all measurement dimensions. The dimensions of experience value based on existing research results are detailed in Table 1.

Table 1: Experience value dimensions and measurement summary

Visual angle	Dimension measurement division	Dimension source
Introspective perspective	Apathy, relaxation, boredom, control, fluidity, stimulation, anxiety, worry	Csikszentmihalyi(1992); Voelkl and Ellis (1998)
	Intrinsic value, extrinsic value; Practical value, hedonic value	Mano and Oliver (1993)
	Entertainment experience, educational experience, escape experience, aesthetic experience	Pine and Gilmore (1998)
	Immersive, situational, competent	Novak,Hoffman and Yung(2000); Takatalo,Nyman and Laaksonen(2008)
	External information acquisition, internal value feeling	Bennett, H ärtel and McColl-Kennedy (2005)
	Touch experience, situational experience, fun experience, audiovisual experience	Wang Su and Fu Xianzhi (2006)
	Entertainment experience, emotional experience, cultural experience	Han Wei(2007)
	Scene experience, feeling experience, thinking experience, emotional experience, action experience, evaluation experience	Lofman(1991)
	Functional experience, social experience, emotional experience, knowledge experience, conditional experience	Sheth, Newman, and Gross (1991)
	Sensory experience, emotional experience, thinking experience, action experience, associative experience	Schmitt (1999)
Hierarchical perspective	Sensory experience, emotional experience, achievement experience, spiritual experience	Zhang Hongming(2003)
	Practical experience, sensory experience, emotional experience, cognitive experience, lifestyle experience, associated experience	Di Chiara and Bassareo (2007); Fan Xiucheng and Li Jianzhou (2006)
	Social value, emotional value, functional value	Zhang Fengchao and You Shuyang (2009)
	Sensory experience, emotional experience, thinking experience, action experience	Brakus,Schmitt and Zarantonello(2009)
	Sensory experience, emotional experience, intellectual experience, physical experience, social experience	Dennis,Joško Brakus and Alamanos (2013)
	Functional experience, emotional experience, cognitive experience, social experience	Jiang Ting(2013)
	Intrinsic value, extrinsic value; Active value, passive value	Holbrook (2006)
Associative perspective	Investment value, service superiority value, aesthetic value and fun value	Mathwick,Malhotra and Rigdon(2001)
	Emotional value, price value, quality value	Soutar(2001); Wang Yonggui, et al.(2005)
Appraise	The three perspectives reflect the integration of subjective and objective experience values. The introspective dimension considers the subjective feelings of customers, but ignores the relevance of customers to consumption situations. The hierarchical dimension pays attention to the role of experience value on customer satisfaction, but does not pay enough attention to the spatial difference of experience value. The relational dimension not only considers the subjective judgment in the customer experience process, but also reflects the correlation between the customer and the consumption context, and pays attention to the spatial difference of experience value.	

2. Antecedent Variables and Consequence Effects of Customer Experience Value

Regarding the research on the antecedent variable and consequence effect of experience value, many research results have been achieved in the academic circle. However, the factors that affect the value of the experience and the impact of the experience value in different service types are different. Even for the same service type, there are different conclusions about the antecedent variables and consequence effects. The main reason is that the starting point of the research is inconsistent, some studies are based on the concept of experience value to explore hierarchically, while some research is based on its dimension to explore hierarchically, and there are certain differences in the dimensions of experience value involved in different studies. This paper mainly focuses on macro and micro aspects by sorting out the antecedent variables and consequence effects of experience value.

2.1. The Antecedent Variables of Experiential Value

Crouch and Ritchie (2005) improved the destination competitiveness model during the study, elaborating the attributes of destination resources based on 36 influencing factors. Kim (2014) argues that 10 factors in tourist towns are geomorphology, culture, diversity of activities, hospitality, superstructure, infrastructure, environmental management, accessibility, service quality and local attachment that affect the value of the visitor experience^[7]. Wu, Li and Li (2018) argue that the quality of interaction, physical environment, and accessibility will have an impact on the value of the theme park guest experience. Dong and Siu (2013) believe that service scenarios and human communication have a significant positive impact on the value of experience. Lo Shuk Ting (2007) shows that other visitor behaviors, service scenarios, and service personnel significantly affect the value of the experience. C. H. Wu and R. Liang (2009b) found that environmental factors, interactions (staff and other customers) in luxury hotels significantly affect the value of the experience. Gieling and Ong (2016) found that the degree of influence of customers' behavioral motivation on the value of their experience is significant in the process of studying the value of museum customers^[8]. Kim, Woo and Uysal (2015) argue that engagement and perceived value positively promote the value of experience. Kuang Hongyun and Jiang Ruochen (2019) found that facility atmosphere, personnel communication, personalized service and innovation can significantly affect the value of experience. Zhang Fengchao and You Shuyang (2010) show that gender factors and educational factors affect the value of experience. Ma Yingjie and Yang Defeng (2014) believe that interpersonal interaction (customer and employee) factors affect the value of experience. Shan Congwen, Yu Mingyang and Xue Ke (2016) found that the severity of a company's brand crisis and the correlation between brand crisis factors affect the four dimensions of experience value.

2.2. Experience the Consequential Effects of Value

Wu Xiaoyun, Wang Jianping and Liu Tianping (2018) found that the factors that affect the experience affect the value of the experience, and the level of experience value affects the brand value and customer satisfaction. Xiang Jianchi (2017) believes that the perceived experience value of customers' current O2O online activities will affect customer satisfaction, recommendation willingness and repeat purchases. Shengwen Liu, Ling Li and Xin Xiang (2018) found that experience value has an impact on customer loyalty. Guo Aiyun and Du Debin (2018) believe that the customer experience value of WeChat public accounts will affect brand value creation, brand value enhancement and brand fit. Qiuying Zheng, Tang Yao, Huarui Cao, and Xiucheng Fan (2017) found that experience value affects customer satisfaction and purchase intention (sustained long-term purchases versus transactional short-term purchases). Shen Guanglong, Xiaodong and Qin Pengfei (2016) believe that customer interaction (product interaction, interpersonal interaction) factors affect

the value of experience, and experience value will have a certain impact on the value co-creation of customer participation. Ahn, Lee, Back and Schmitt (2019) found that the value of the experience affects the value of customers' value co-creation behavior and attitude, as well as their brand value. Hung, Peng and Chen (2019) found that experiential value influences customer satisfaction, belonging, and behavioral intention. Ahn, Back and Barišić (2019) argue that experiential value influences customer satisfaction and behavioral intent [9]. Taylor, DiPietro and So (2018) found that experiential value affects relationship value and word-of-mouth communication. Kim and Stepchenkova (2018) show that experience value influences restaurant brand value, brand fit, and customer loyalty. Eriksson, Bäckström, Ingelsson and Åslund (2018) found that the value of experience leads to customer satisfaction and loyalty. Wang Haihua and Xiong Lijun (2018) believe that the perceived experiential value of customers will affect customer consumption behavior loyalty and inner emotional loyalty [10].

Table 2: Summary of antecedent variables and consequential effects of experiential value

Category	Content													Source
	Resource Management	Competition	Policy	Services	Location	Communication	Interaction	Environment	Motivation	Hardware	Engagement	Perceived value		
Antecedent variables	*	*	*	*									Crouch et al. (2005)	
	*	*	*	*	*								Kim (2014)	
				*		*							Dong et al.(2013)	
	*				*		*	*					Wu et al.(2018)	
	*					*	*	*					Lo et al.(2007)	
							*	*					Wu et al.(2009)	
									*				Gieling et al.(2016)	
											*		*	Kim et al(2015)
					*		*		*		*		*	Kuang Hongyun et al. (2019)
								*					*	Zhang Fengchao et al. (2010)
Summary														Ma Yingjie et al. (2014)
													*	Shan Congwen et al. (2016)
	*	*		*		*	*	*	*	*		*	*	Wu Xiaoyun et al. (2018)
						*	*						*	Shen Guanglong et al. (2016)
	5	3	2	2	4	2	5	6	5	2	2	1	2	
	Brand Value	Satisfaction	Recommendation	Repurchase	Loyalty	Brand Creation	Brand Promotion	Brand Fit	Sense of Belonging	Cocreation Attitude	Cocreation Behavior	Behavioral Intention	Word of Mouth Communication	
	*	*												Wu Xiaoyun et al. (2018)
		*	*	*										Xiang Jianchi et al. (2017)
					*									Liu Shengwen et al. (2018)
						*	*	*						Guo Aiyun et al. (2018)
Consequential effects														Zheng Qiuying et al. (2017)
		*		*						*	*		*	Shen Guanglong et al. (2016)
	*								*	*			*	Ahn et al.(2019)
		*							*			*	*	Hung et al.(2019)
												*	*	Ahn et al.(2019)

Category	Content											Source			
													Wang Haihua et al. (2018)		
	*			*			*						Taylor et al.(2018)		
		*		*									Kim et al.(2018)		
													Eriksson et al.(2018)		
Summary	3	5	1	2	3	1	1	2	1	2	2	2	1	1	1

In summary, the antecedent variables and consequence effects of experiential value are shown in Table 2.

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