

T.C.
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ÜRETİM YÖNETİMİ VE PAZARLAMA (İNGİLİZCE) BİLİM DALI

**THE EFFECT OF EXPERIENTIAL MARKETING ON CUSTOMER
SATISFACTION AND LOYALTY : A STUDY ON STARBUCKS**

Yüksek Lisans Tezi

AYTEN PINAR ERBAŞ

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Marmara Üniversitesi
Sosyal Bilimler Enstitüsü Müdürlüğü

Tez Onay Belgesi

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THE EFFECT OF EXPERIENTIAL MARKETING ON CUSTOMER SATISFACTION AND LOYALTY : A STUDY ON STARBUCKS

ABSTRACT

Primarily inspired from Bernd H. Schmitt's experiential marketing model, this study is focused on the relationship between experiential marketing, customer satisfaction and loyalty. With an objective to investigate experiential marketing as an effective tool in marketing communications, this study detected the effect of experiential marketing efforts on consumer behavioral outcomes to provide insight into the services sector and especially the coffee chain store market.

Data were collected from 306 Starbucks consumers and a series of SPSS analyses were undertaken. As a result of the analyses, the most and least rewarded experiential marketing items, the effective strategic experiential marketing modules and besides the differences in different target groups' approach to the concept were found and understood. Besides, a new conceptual model was developed to be used in further research investigating the concept of experiential marketing.

Keywords: Experiential marketing, brand experience, customer satisfaction, customer loyalty, coffee chain store market

DENEYİMSEL PAZARLAMANNIN MÜŞTERİ MEMNUNİYETİ VE SADAKATI ÜZERİNDEKİ ETKİSİ: STARBUCKS ÜZERİNE BİR ÇALIŞMA

ÖZET

Bernd H. Schmitt'in deneyimsel pazarlama modelinden yola çıkarak hazırlanan bu çalışmada, deneyimsel pazarlamanın müşteri memnuniyeti ve sadakati ile olan ilişkisi incelenmiştir. Hizmet sektörü ve özellikle zincir kahve mağazaları pazarı için deneyimsel pazarlamanın etkili bir pazarlama iletişimi stratejisi olduğunu vurgulamak isteyen bu çalışmayla, deneyimsel pazarlamanın tüketici davranışları üzerindeki etkisi ele alınmıştır.

Çalışmanın verisi 306 Starbucks müşterisinden toplanmış ve SPSS programı kullanılarak analiz edilmiştir. Analizler sonucunda, tüketiciler tarafından en çok ve en az beğenilen deneyimsel pazarlama öğeleri, müşteri memnuniyeti ve sadati üzerinde etkili olan stratejik deneyimsel pazarlama modülleri ve farklı hedef kitlelerin deneyimsel pazarlamaya olan yaklaşımları arasındaki farklar ortaya çıkarılmıştır. Ayrıca, deneyimsel pazarlama konusunda yapılacak ileriki çalışmalarda kullanılmak üzere yeni bir kavramsal model de bu çalışma kapsamında sunulmuştur.

Anahtar Kelimeler: Deneyimsel pazarlama, marka deneyimi, müşteri memnuniyeti, müşteri sadakati, kahve zincirleri pazarı

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1. INTRODUCTION

The marketing concept is focused on the sense of satisfying consumer needs and its main goal is to satisfy those needs by providing specific product or service offerings. In this approach, brands form out a marketing strategy which identifies their target market and the 4 P's as the price, promotion, place and product that are in accordance with their strategies (Kotler and Armstrong, 2006). Promotion, as a member of this marketing strategy acts as a tool for brands to promote their products or services and communicates their messages to their target markets. In their promotional efforts brands may use different media such as televisions, radios, newspapers, magazines, outdoor advertising and they can also prefer tools among public relation activities, sales promotion tools, direct marketing tools, personal selling or interactive tools (Belch and Belch, 2006).

In any promotional effort, the aim of the brands is to inform or persuade the target markets to accept their products or services, make them aware of their products, and in addition to those, achieve sales and beyond sales, attain customer satisfaction and loyalty. The brands expect the advertisements in the newspapers, the commercials on the television channels, the press conferences or the coupons on the labels to attract the target audience's attention and invite them to purchase and consume their products or services and become satisfied loyal customers of their brands as well (<http://jobfunctions.bnet.com>, 2009). While doing these, the brands send a lot of messages to the target audiences and as a result, the target audiences become exposed to a lot of messages which are difficult to differentiate and do not help in experiencing the product or brand. However, those media or tools that are mentioned above do not refer to all of the possibilities or opportunities a brand may use for its promotional efforts that result in the expected outcomes as customer satisfaction and loyalty.

In this competitive new age, traditional marketing techniques and classical promotional efforts may be insufficient in representing the mainstream. Therefore, experiential marketing which appears as a new paradigm in the field of marketing, also helps brands to attract their consumer's attention, promote their products or services and attain satisfied, loyal customers through positive experiences. Events or brand essences are tools of experiential marketing, which invite consumers to be a part of the products or services, to experience them or to live them. Compared to the classical promotional efforts, experiential marketing tries to connect products and consumers in memorable, emotional and meaningful ways, instead of bombarding them with a lot of messages. Since it allows a one to one interaction between the

products or services and the consumers, it wins the hearts and minds of the consumers and gains competitive advantage (<http://en.wikipedia.org/wiki>, 2009). Furthermore, Hoch and Deighton(1989) argue that, creating experiences for consumers and allowing them to become aware of the brand’s messages as a result of learning from their experiences promotes brands more effectively since the consumers learn more as they participate in experiential events and since their motivation to be exposed to that experience is self selected and the information about the products or services is gathered from a high credible source as themselves.

This thesis attempts to analyze the topic of experiential marketing as a new approach in the field of marketing and besides investigates the effects of experiential marketing on two specific consumer behavioral outcomes such as customer satisfaction and loyalty.

1.1.SIGNIFICANCE OF THE STUDY

The emergence and the rise of experiential marketing concept is related to the application of marketing far beyond its traditional boundaries, where broader appeals of traditional marketing concept focuses on causes, events, individuals, organizations or places as well as experiences (Kurtz, Boone; 2008). Below, Table 1.1 summarizes the main categories of that non traditional marketing. Even experiential marketing is accepted to be an extension of that non traditional marketing field, in the literature, studies mainly focus on person marketing, place marketing, cause marketing, event marketing and organization marketing in detail but not so much on experiential marketing in the same scope.

Table 1.1 Categories of Nontraditional Marketing

Categories of Nontraditional Marketing		
Type	Brief Description	Examples
Person Marketing	Marketing efforts designed to cultivate the attention and preference of a target market toward a person	Athlete Eli Manning, New York Giants quarterback Celebrity Toby Keith, counter singer Political candidate James DeMint, U.S. Senator from South Carolina
Place Marketing	Marketing efforts designed to attract visitors to a particular area; improve consumer images of a city, state or nation;and/or attract new business	Las Vegas: 'What happens here, stays here.' Oklahoma: 'Native America.'
Cause Marketing	Identification and marketing of a social issue, cause or idea to selected target markets	Click it or ticket' 'Refill, not landfill'
Event Marketing	Marketing of sporting, cultural, and charitable activities to selected target markets	Beijing Olympics Susan G. Komen Race for the Cure
Organization Marketing	Marketing efforts of mutual-benefit organizations, and government organizations that seek to influence others to accept their goals, receive their services, or contribute to them in some way	American Red Cross: 'Together we can save a life.' March of Dimes: 'Saving babies, together'

Source: Boone, L. E. and Kurtz D. L. (2008), Principles of Contemporary Marketing, 14th Edition, Thomson South-Western.

Besides, in the literature, even there are articles written on experiential marketing, only a few theses can be found on this subject, specifically in Turkey.

For instance, in their article on experiential marketing Müge Yalçın et al (2008) focused on experiences created by do-it-yourself retailers and aimed to find how these experiences are perceived by the customer and the relationship between perception and store loyalty. Another recent study is that of Günay (2008) on experiential marketing in services sector and in that article she investigated the dimensions of experiential marketing and analyzed how customer satisfaction can be provided through experiential marketing in a beauty center.

Although a meta analysis was conducted to find out the theses studies that focus on the experiential marketing approach in Turkey, only two thesis studies were found related to the keywords such as experience, experiential, brand experience or experiential marketing. Firstly in 2006, Birgül Temiztürk from Ege University wrote her thesis on ‘The effects of point of selling communication practices on consumers' purchase behaviours’ and in that thesis she evaluated the evolution process of point of selling communication practices in the view of marketing paradigms’ developments, consumer buying behaviors and actual communication practices that take place at the point of purchase. Secondly, in 2009 Burcu Genç from Ege University also wrote her thesis on experiential marketing which she named as ‘The impact of experiential marketing on consumers’ buying decisions’ and in her thesis the experience of the customers of B-fit Health and Sports Center, that shows activity in Turkey, was investigated within the context of franchisers throughout İzmir. The effects of customer experience, that the company offers, was analysed generally and a questionnaire study was made with the customers of 12 B-fit franchisers throughout İzmir, accordingly. As a result of her research it was seen that the customers have a different experience at B-fit and the emotional bonds with the company were mainly effective on customers’ experiences and customer loyalty. Moreover, it was also found out that, in 2004, Shih-Ming Lan from Chaoyang University of Technology in Republic of China also investigated experiential marketing in his thesis study and in that study he focused on the effect of experiential marketing on the satisfaction level of coffee chain store customers in Taichung City.

On the other hand, as another result of this meta analysis, it was also found out that, instead of experiential marketing, the thesis studies in Turkey and in the field of social sciences mainly focused on experiential learning theory. For instance, a thesis studies was written by İlke Evin

Gencil from Dokuz Eylül University in 2006 to reveal the relation between primary school students' learning styles, their attitudes toward social studies course and the accessibility of the objectives in social studies curriculum and examine the efficacy of social studies instruction based on experiential learning theory on students' attitudes and their retained level of social studies' goals. Another similar thesis was written by Öner Solak from Karadeniz Technical University in 2006 to see whether there was significant difference between vocabulary learning of young learners instructed through story-based and mainstream lessons by comparing their vocabulary knowledge scores, and to find out students' reflection on story-based lessons, where story based teaching was treated as an experiential learning tool. However, as previously stated above, yet only two theses studies are written in Turkey on experiential marketing approach in the field of social sciences and marketing major.

Therefore, this thesis also attempts to focus on an area that has newly emerged in the field of marketing and which has been not been investigated in the literature, especially in thesis studies in Turkey in detail. The thesis further aims to highlighten its effects on customer's satisfaction and loyalty through focusing on the attitudes of consumers in services sector, specifically in coffee chain store market in Turkey.

1.2. OBJECTIVE OF THE STUDY

This study aims to examine experiential marketing in regard to its effects on consumers' behavioral outcomes. It is intended to figure out experiential marketing efforts' success in creating greater value for consumers, especially in services sector and coffee chain store market. For this purpose, the attitudes of consumers that are attracted by experiential marketing efforts of Starbucks coffee chain stores in Turkey are taken into consideration for analysis.

The marketing research problem of this study can be stated as, to understand the impact of experiential marketing on customer satisfaction and loyalty.

Besides, following research objectives can be derived for this study:

1. To detect the most rewarded or appreciated experiential marketing strategy by consumers,

2. To investigate the most rewarded or appreciated experiential marketing items in each of the five different experiential marketing strategies,
3. To investigate the most rewarded or appreciated experiential marketing items among different demographic groups
4. To detect the statistical differences in different demographic groups' approach to experiential marketing and its strategic experiential modules
5. To investigate the impact of experiential marketing on customer satisfaction and loyalty
6. To examine the differences in experiential marketing strategy's impact on customer satisfaction and loyalty among different demographics

1.3. SCOPE OF THE STUDY

This study covers a literature review about the topic of experiential marketing and its impact on consumer's behavioral outcomes such as customer satisfaction and loyalty. Based on an agenda, together with a research prepared to investigate whether the experiential marketing efforts in the coffee chain store industry and specifically the experiential communication efforts of Starbucks has an impact on its customers' satisfaction and loyalty, this study aims to explore the ways to create greater responses towards coffee chain store industry's products and services through providing competitive and alternative experiential marketing efforts and tools.

The literature survey of this study has two main parts. In the first part of the literature survey a background information will be provided about coffee and coffee chain store market, and then in the second part of the literature survey experiential marketing approach will be discussed. Besides, the fourth part of the study deals with research methodology and design, findings are presented in part five and part six and seven deals with conclusion, discussion and implications.

2. BACKGROUND INFORMATION

This part of the study covers a background information section that gives information about the coffee as a valuable commodity, the global and local coffee industries, the big actors in those industries and especially the coffee chain store market in the world and in Turkey together with the big actors in those specific markets in global and local aspects. Further, this thesis will introduce Starbucks brand as the main focus of research of this study and discuss its experiential marketing strategies.

2.1. General Information About Coffee and Some Facts About World Coffee Industry

The product and the word coffee was transferred to English from Turkish origins in 16th century (<http://www.merriam-webster.com>, 2010). Etymologically, Turks adopted “qahweh” from Arabic and used it as “kahve”. It might have derived from Kaffa region in Ethiopia or qahwat al-būnn: wine of the bean (<http://en.wikipedia.org>, 2010).

According to rumors, it was first discovered by a shepherd in 9th Century who saw his goats eating the fruits of the coffee shrubs and acting with euphoria. He was fascinated with the taste and the affect when he ate them. Afterwards coffee’s stimulating effect was used by monks to stay awake. Coffee consumption spread to Yemen first, then to Turkey, Azerbaijan, Persia in 1400’s. Later in 1600’s it spread to Europe through traders and Turkish war loots in Vienna after the the Siege of 1863 (<http://www.newpartisan.com>, 2010).

Coffee was seen as a stimulant in Muslim world in the beginning and its consumption was banned. However increasing demand for this drink uplifted the ban with a fatwa and coffee was enjoyed in the predominantly Muslim regions of the world (Schneider, 2001). Some Catholic Christian religious authorities appealed ban of coffee because it was a “Muslim drink” but its popularity led to coffee being “baptized” by Pope Clement VIII in 1600. Visiting merchants of Venice carried their first cargo from Constantinople to Italy in 1615; by 1750 it could be found throughout most of western Europe (<http://www.nationalgeographic.com>, 2010).

Coffee production spread to the world from it native origins of Africa and Southern Asia by means of trade and colonization(<http://www.ico.org>, 2010). Homeland of coffee, Yemen has

not been a major coffee exporter until 19th century. Dutch East India Company supplied Europe with coffee from Java Indonesia by the 18th century. Meanwhile French and Dutch spread coffee cultivation to Americas to Central and South America while English spread it to Jamaica which produces one of the most expensive coffees in the Blue Mountains (<http://www.ico.org>, 2010). Nowadays coffee is traded as a commodity on major futures and commodity exchanges, most importantly in London and New York.

Coffee has 25 different species and can range from a shrub to a 10m tree with yellowish, dark green, bronze or purple leaves (<http://en.wikipedia.org>, 2010). Economically valuable coffee species are *Coffea arabica* (Arabica coffee) that grows in the southwestern highlands of Ethiopia and southeastern Sudan- and which accounts for over 70 percent of world production - and *Coffea canephora* (Robusta coffee) that grows mostly in Africa and Brasil. A third type that has very little demand is *Coffea liberica* - Liberica coffee. It is regarded as low-quality coffee with few flavor characteristics that grows in Malaysia and West Africa. Arabica and Robusta coffee plants can be grown as hybrids too. With recent developments in DNA technology, genetic manipulation of coffee is investigated to produce desirable cup quality products or pest and herbicides resilient plants (<http://www.ico.org>, 2010).

As far as the development of the coffee market is concerned,

- As of 2008, the coffee market is dominated by 4 conglomerates globally: Nestlé, Philip Morris, Procter & Gamble, and Sara Lee accounting for 60 percent of U.S. sales and 40 percent of the global coffee trade (<http://www.pbs.org>, 2010)
- Coffee is the second most valuable commodity after oil. Profits for coffee producing countries are declining while consumer prices for coffee are increasing (<http://www.globalexchange.org>, 2010).
- Fair trade concept in coffee: Democratically organized farmer groups receive a guaranteed minimum floor price (\$1.26/pound) and an additional premium for certified organic products. Farmer organizations are also eligible for pre-harvest credit. They must follow certain standards in growing and harvesting related with herbicides and pesticides. Starbucks adopted this in 2000 (<http://www.globalexchange.org>, 2010).

- Brazil, Colombia and Indonesia are the top 3 producers and exporters of coffee while Germany, Italy and Belgium are the top 3 importers. However Germany, USA and Belgium are the top 3 re-exporters of coffee (<http://www.nationalgeographic.com>, 2010).

2.2. Turkish Coffee Market

According to the figures in 2006,

- The Turkish coffee sector is about 5 billion couples
- 76 percent of this are sold in retailers and the amount of the sales are 261 million TL and household consumption covers the remaining 24 percent (<http://www.zaman.com.tr>, 2010).

According to the figures in 2008,

- The Turkish coffee market reached at 310 million TL sales volume,
- 120 million couples of coffee are consumed per day and 3 liters are consumed per head in a year (<http://www.birgun.net>, 2010).

Based on the figures of 2008 it can be said that Turkey's average instant coffee consumption was lower than that of Europe's, where the instant coffee consumption per capita in a year was 160 liters for 2008. But in recent years the Turkish coffee sector has showed a significant growth compared to European market. Especially in 2008, there were important activities related to sector such as fairs where a lot of international coffee brands were present (<http://www.milliyet.com.tr>, 2010).

There are different types of the coffee in Turkish market and the major types are instant coffee, filtered coffee, and Turkish coffee. According to the figures in 2008, instant coffee covers 27 percent of the Turkish coffee market (<http://www.markethaber.net>, 2010). Besides, 3in1 products which are combination of instant coffee, cream and sugar, entered the Turkish market in 2002. Now the companies are offering 2in1 products without sugar and those 3in1 and 2in1 products cover 57 percent of the total coffee market with an increase of 68% in last

three years. Product differentiation is very high in this category. The companies present different kinds of 3in1 products with various flavors such as, nut, chocolate, vanilla, caramel, and almond (<http://www.markethaber.net>, 2010). On the other hand, the consumption of filtered coffee is very low in Turkey and the brands in this section are Jakobs and Café Crown for Turkey. Finally, Turkish coffee covers 16 percent of the total coffee market in Turkey and local brands like Café Crown and Kuru Kahveci Mehmet Efendi compete against Nescafé in this section, as well (<http://www.markethaber.net>, 2010).

When the actors in the Turkish coffee market are considered, it can be said that Nescafé is the leader of the Turkish instant coffee market with 67 percent market coverage (<http://www.nethaber.com>, 2010). On the other hand Café Crown is sharing the second rank with Kraft Food's Jacobs and competing with Jacobs to get approximately 20% market coverage in filtered coffee market. Café Crown is known to have introduced the first flavored products after six months of its launch in September 2005. It competes with Nescafé in the cold coffee segment with their product, Café Crown Buzz. Next, Jacobs has 95% market coverage in filtered coffee market and sharing the second rank with Ülker's Café Crown in 3in1 market (<http://www.nethaber.com>, 2010). The brand also competes with the others in flavored coffee segment but it has no offerings in cold coffee segment. Finally, MacCoffee is a brand of Food Empire and it entered into the Turkish market in 2007. The brand competes with Nescafé, Café Crown, and Jacobs in 3in1 or 2in1, and flavored coffee segment(www.pazarlamadehasi.com, 2010).

2.3. Coffee Chain Store Market in the World and in Turkey

Most widely known as coffeehouses or cafés, establishments serving prepared coffee or other hot beverages have existed for over five hundred years.

Various legends involving the introduction of coffee to Istanbul at a "Kiva Han" in the late 15th century circulate in culinary tradition, but with no documentation (www.wikipedia.org, 2010).

Coffeehouses in Mecca soon became a concern as places for political gatherings to the imams who banned them, and the drink, for Muslims between 1512 and 1524. In 1530 the first coffee

house was opened in Damascus, and not long after there were many coffee houses in Cairo (Standage, 2007).

In the 17th century, coffee appeared for the first time in Europe outside the Ottoman Empire, and coffeehouses were established and quickly became popular. The first coffeehouses in Western Europe appeared in Venice, a result of the traffic between La Serenissima and the Ottomans; the very first one is recorded in 1645. The first coffeehouse in England was set up in Oxford in 1650 by a Jewish man named Jacob in the building now known as "The Grand Cafe". A plaque on the wall still commemorates this and the Cafe is now a trendy cocktail bar (Cowan, 2005).

By 1675, there were more than 3,000 coffeehouses in England. An Armenian named Pascal established Paris' a coffee stall in 1672 that was ultimately unsuccessful and the city had to wait until 1689 for its first coffeehouse when Procopio Cutò opened the Café Procope. This coffeehouse still exists today and was a major meeting place of the French Enlightenment; Voltaire, Rousseau, and Denis Diderot frequented it, and it is arguably the birthplace of the Encyclopédie, the first modern encyclopedia. America had its first coffeehouse in Boston, in 1676. Coffee, tea and beer were often served together in establishments which functioned both as coffeehouses and taverns; one such was the Green Dragon in Boston, where John Adams, James Otis and Paul Revere planned rebellion (Pendergrast, 2001).

The modern espresso machine was born in Milan in 1945 by Achille Gaggia, and from there spread across coffeehouses and restaurants across Italy and the rest of Europe and North America in the early 1950s. An Italian named Pino Riservato opened the first espresso bar, the Moka Bar, in Soho in 1952, and there were 400 such bars in London alone by 1956. Cappucino was particularly popular among English drinkers.<http://en.wikipedia.org/wiki/Coffee> - cite_note-Pendergrast219-118 Similarly in the United States, the espresso craze spread. North Beach in San Francisco saw the opening of the Caffe Trieste in 1957, which saw Beat Generation poets such as Allan Ginsberg and Bob Kaufman alongside bemused Italian immigrants. Similar such cafes existed in Greenwich Village and elsewhere (Pendergrast, 2001).

Coffee shops in the United States arose from the espresso- and pastry-centered Italian coffeehouses of the Italian American immigrant communities in the major U.S. cities, notably New York City's Little Italy and Greenwich Village, Boston's North End, and San Francisco's

North Beach. Both Greenwich Village and North Beach were major haunts of the Beats, who became highly identified with these coffeehouses. As the youth culture of the 1960s evolved, non-Italians consciously copied these coffeehouses. Before the rise of the Seattle-based Starbucks chain, Seattle and other parts of the Pacific Northwest had a thriving countercultural coffeehouse scene; Starbucks standardized and mainstreamed this model (www.wikipedia.org, 2010).

The international coffeehouse chain Starbucks began as a modest business roasting and selling quality coffee beans in Seattle in 1971, by three college students Jerry Baldwin, Gordon Bowker and Zev Siegl. The first store opened on March 30, 1971, followed by a second and third over the next two years. Entrepreneur Howard Schultz joined the company in 1982 as Director of Retail Operations and Marketing, and pushed to sell premade espresso coffee. The others were reluctant, but separating himself from the group Schultz opened his first coffee store called Il Giornale in Seattle in April 1986. He bought the other owners out in March 1987 and pushed on with plans to expand – from 1987 to the end of 1991, the chain (rebranded from Il Giornale to Starbucks) expanded to over 100 outlets. The company's name graces 16,600 stores in over 50 countries worldwide (Hoover, 2010).

Below Table 2.1 covers a list of the many companies which operate as coffee chain stores worldwide (<http://en.wikipedia.org>, 2010).

Table 2.1 Coffee Chain Stores in the World

A-C	D-I	J-P	Q-Z
7 Eleven	Diedrich Coffee	Jittery Joe's	Segafredo Zanetti
Barnie's Coffee	Dunkin' Donuts	Krispy Kreme	Starbucks
BIGGBY Coffee	Einstein Bagels	Lavazza	Schiller
Coffé Nero	Gloria Jean's	McCafe	Tchibo
Caribou Coffee	Illy's	Panera Bread	Waynee's Coffee

Source: (<http://en.wikipedia.org>, 2010), (<http://blogs.indews.com>, 2010).

On the other hand, although 'tea' is known to be one of the major and favorite non alcoholic beverage preference of Turkish consumers, coffee and coffee chains also have a great demand and increasing trend in the Turkish market.

The first coffee chain entered the Turkish market in 1999 by Gloria Jeans and after that, in the last ten years, the coffee chain market followed an increasing trend. After Gloria Jeans, Starbucks entered the Turkish market in 2002 and now in 2010 there are 17 coffee chain brands in the market, which are operating through 250 stores, being visited by 10 million consumers per year, creating a total sales amount of 120 million USD (<http://www.nethaber.com>, 2010).

By 2010, the global brands in the Turkish coffee chain market are Starbucks, Gloria Jeans, Dallmayr, Barnie’s, John’s, Caffè Nero, Coffee Republic, Schiller, Illy, and Tchibo. On the other hand the local brands in the market are Kahve Dünyası, Coffee Crown, Coffee and Chocolate, Kocatepe Kahve Evi, Bean and Cream and Gimm. Among all these 17 coffee chains, Starbucks is the one with the greatest number of branches with 86 stores around Turkey, where Gloria Jeans, Cafe Crown and Kahve Dünyası has 51, 24 and 22 stores respectively (<http://www.girisimicin.com>, 2010).

Although, Starbucks has the greatest number of stores in the Turkish market, the market leader appears to be Kahve Dünyası instead of Starbucks, followed by Café Crown. Kahve Dünyası has a market share of 37%, followed by Café Crown (31%) and Starbucks (18%). On the other hand, other coffee chain store brands which are named as Others and refer to Café Nero, Gloria Jeans, Kocatepe Kahve Evi, Tschibo and Roberts Café altogether have a market share of 14%. Below in Table 2.2 and Table 2.3. you may find the market shares of the brands and their consumer’s profiles in Turkey (TGI Turkey Survey, Autumn 2009 Release).

Table 2.2. Market Shares of Coffee Chain Stores in Turkey

Market Shares of Coffee Chain Stores TGI Turkey 2009r2 Autumn Filter: Visit coffee chain stores in the last 12 months		
Total Sample	elements	100%
Kahve Dünyası	vert%	37%
Cafe Crown	vert%	31%
Starbucks	vert%	18%
Others (Gloria Jeans, Tchibo, Nero etc.)	vert%	14%

Source: TGI Turkey Research, 2009 Autumn Release (For the period between September 2008 and August 2009).

From the demographic profile table below, it’s seen that the coffee chain store market is male dominated. To start with the main target group, those customers who visit coffee chian stores

are mostly male (64.08%), almost half of them are between the ages 18 and 34 (47.58%), 53.27% of them are primary school graduate and 30.94% are high school graduates. Only 13.20% of them are university graduate and 1.25% of them have a masters / PhD degree. More than half of them are not working with a ratio of 57.09% and besides, 16.04% of them are still students, 34.21% of them are working as employees and 44.01% of them are unemployed in accordance with the total unemployment figures in Turkey. However, significantly, Café Crown appeals to a younger group of customers when compared to the other brands in the market and it can be accepted to be the brand with the highest tendency to appeal to 15-17 age group. On the other hand, Kahve Dünyası appears as the brand that appeals to customer aged 55 and above at most with a ratio of 15.24%. When compared with the total market, it is seen that Kahve Dünyası also have customers at low educational levels but it is also important to note that Kahve Dünyası customers have greater ratios of being associate degree, university or masters/PhD graduates when again compared to the total market and Café Crown, as well. Moreover, when the demographic profile of Starbucks customers are considered, it is seen that Starbucks appeals to women customers more than the other brands in the market covering Café Crown and Kahve Dünyası as well and more than half of its customers are between the ages 18-34 with a ratio of 57.02%. Besides, Starbucks appears as the brand with the highest group of university graduates with a ratio of 32.62%. Finally, 45.88% of Starbucks customers are working and this ratio is again the highest ratio among other brands in the market and above the average ratio of the total market.

Table 2.3. Demographic Profile of Coffee Chain Store Consumers in Turkey

Demographic Profile of Coffee Chain Store Consumers					
	Total Sample (%)	Cafe Crown (%)	Kahve Dünyası (%)	Starbucks (%)	Other (%)
Total Sample	100,00	100,00	100,00	100,00	100,00
Male	64.08	60.78	61.89	58.74	60.33
Female	35.92	39.22	38.11	41.26	39.67
15-17	8.04	17.17	5.55	6.33	7.39
18-24	26.04	35.98	29.01	33.19	32.54
25-34	21.54	19.05	18.84	23.83	21.98
35-44	17.23	13.70	18.61	18.69	16.33
45-54	14.94	8.55	12.76	10.67	9.93
55-64	9.60	4.69	12.45	7.29	5.65
65+	2.61	0.86	2.79	0.00	6.18

Demographic Profile of Coffee Chain Store Consumers (Continued)					
	Total Sample (%)	Cafe Crown (%)	Kahve Dünyasi (%)	Starbucks (%)	Other (%)
Total Sample	100,00	100,00	100,00	100,00	100,00
No Formal Education	1.32	1.36	1.08	0.47	0.00
Primary School	53.27	61.58	50.73	25.23	42.69
High School	30.94	27.41	32.09	41.73	35.90
Associate degree	4.78	3.68	6.52	5.52	3.82
University	13.20	9.17	14.79	27.85	19.95
Masters / PhD	1.25	0.66	1.41	4.77	2.57
Working	42.91	37.42	42.11	45.88	44.05
Not working	57.09	62.58	57.89	54.12	55.95
Student	16.04	25.47	15.72	22.39	19.91
Employee	34.21	30.67	32.51	37.27	37.19
Employer	6.57	5.01	7.10	6.47	5.09
Self Employed	1.82	1.37	2.23	1.25	1.77
Retired	13.09	5.91	15.00	10.10	11.28
Unemployed	44.01	56.68	42.89	44.02	44.68

Source: TGI Turkey Research, 2009 r2 Autumn Release (For the period between September 2008 and August 2009).

2.4. Starbucks Brand and It's Marketing Strategy



Starbucks purchases and roasts high quality whole bean coffees and sells them along with fresh, rich-brewed, Italian style espresso beverages, a variety of pastries and confections, and coffee related accessories and equipment primarily through its company operated retail stores. The brand's mission is to inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time and besides it's logo is inspired by the sea, featuring a twin-tailed siren from Greek mythology (<http://assets.starbucks.com>, 2010).

Historically, the first Starbucks opened in 1971 in Seattle's historic Pike Place Market and was owned by Jerry Baldwin, Zev Siegel, and Gordon Bowker. During the first decade of its existence, the company sold fresh roasted gourmet coffee beans and accessories for brewing and roasting. In 1982, the founders were joined by an entrepreneur named Howard Shultz who functioned as the firm's Director of Retail Operations and Marketing. While on a trip to Italy, Howard Shultz came across Italian "coffee culture", where patrons in the café would sit

around the tables and enjoy themselves while drinking coffee. The café's appeared to function as a meeting place for Italians, where they would socialize and spend time in leisure(www.starbucks.com, 2010). Shultz believed that this "coffee culture" could be replicated in United States, and that the incorporation of coffee bars in Starbucks stores could seed the coffee culture here. Shultz idea was rejected by the founders who believed that the firm should focus on selling beans and equipment rather than engaging in restaurant business. Schultz was nonetheless successful in convincing the founders to open a concept coffee shop that would incorporate his vision of coffee culture. The experiment was successful, but the founders hesitated to implement his vision company-wide. Frustrated, Shultz started his own coffee shop called Il Giornale (<http://blogs.indews.com>, 2010).

With his coffee shop becoming a successful venture, Shultz went on to acquire Starbucks in 1987 from its founders with the help of local investors. Shultz changed the name of his stores from Il Giornale to Starbucks and expanded aggressively. Five years later, Starbucks was listed in NASDAQ and over the course of next 17 years, the company expanded into 49 countries with 16,706 stores and 160,000 employees (Starbucks Corporation Fiscal 2009 Annual Report, www.starbucks.com, 2010). The detailed timeline of Starbucks can be viewed in Appendix 3.

Today, Starbucks is operatin in more than 50 countries which are Argentina, Aruba , Australia, Austria, Bahamas, Bahrain, Belgium, Brazil, Bulgaria, Canada, Chile, China, Cyprus, Czech Republic, Denmark, Egypt, France, Germany, Greece, Hong Kong, Indonesia, Ireland, Japan, Jordan, Korea, Kuwait, Lebanon, Malaysia, Mexico, New Zealand, Netherlands, Northern Ireland, Oman, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Scotland, Singapore, Spain, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United States and Wales.

In those countries that it operates, Starbucks provides it's customers with a great variety of products covering more than 30 blends and single-origin premium arabica coffees, handcrafted beverages like fresh-brewed coffee, hot and iced espresso beverages, or Tazo teas, and merchandise, fresh food and consumer products like bottled Starbucks Frappuccino beverages or a line of super-premium ice creams (<http://assets.starbucks.com>, 2010).

One of the key reasons for the company's success has been the successful projection of its stores as venues for socialization between office and work. This strategy provided Starbucks with a large customer base that could use Starbucks stores as a place to meet up or socialize on a recurring basis while not at office or work. This, along with the premise of being a premier specialty coffee brand that is perceived as an affordable luxury allowed Starbucks to charge a premium for its products(<http://blogs.indews.com>, 2010).. According to Michelli (2007), the genius of the brand's success lies in its proven ability to create personalized experiences, secure customer loyalty, stimulate business growth, generate profits, and energize employees all at the same time.

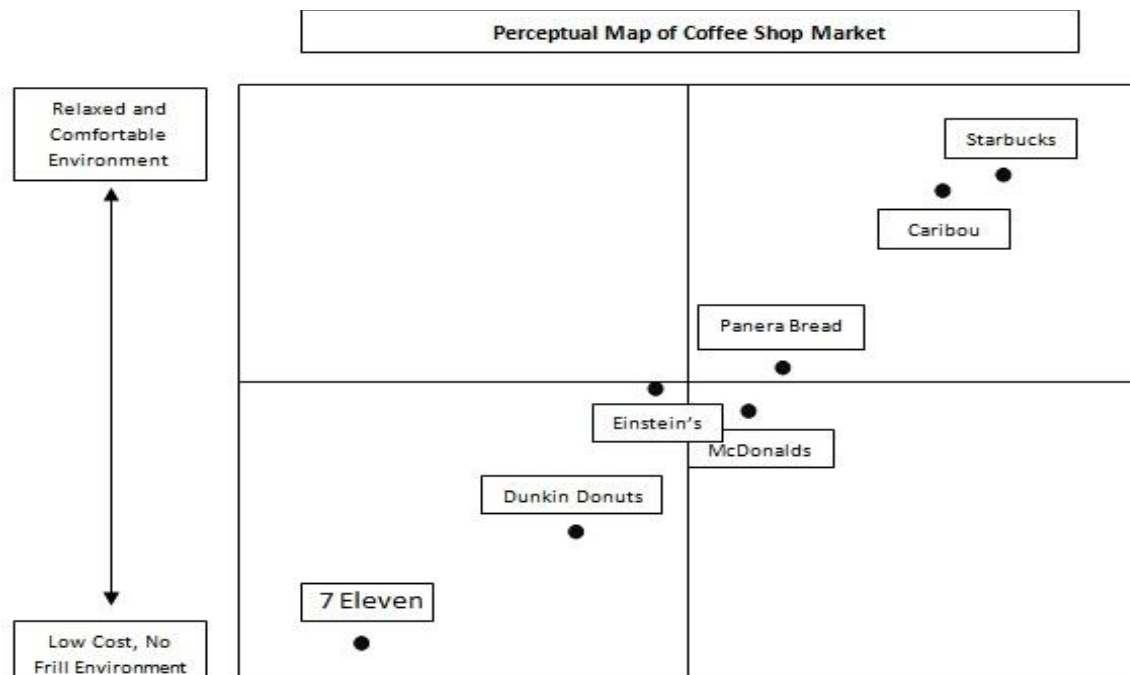
Starbucks positioned itself as an upscale brand and differentiated its offerings as being not just coffee products, but rather a rich "experience", so Starbucks "experience" has been the company's selling point. The company initially targeted young college students, social classes, and neighborhoods that would be most receptive to the idea of buying \$3 a cup of coffee and spending time with friends at their stores. With rapid growth and expansion, Starbucks target market expanded rapidly to include every individual of every age. The company targeted small towns, rural communities, ethnic neighborhoods, highway rest stops, and even markets already saturated with various coffee shops. What began as a niche target market eventually came to include consumers from all facets of life (Lyons, 2005).

Moreover, Starbucks' marketing strategy involved positioning its Starbucks outlets as a place where consumers can spend time other than their home or work. This was done by making each of its stores as comfortable and relaxing as possible. The coffee giant achieved these using creature comforts, such as comfortable furniture and relaxing music. Over the past several years, Starbucks also included offerings such as wireless internet, handicapped access, complimentary books, and common areas for collaboration. (<http://blogs.indews.com>, 2010).

Besides, Starbucks' competitors in the coffee chain store industry include 7-Eleven, Dunkin Donuts, BIGGBY Coffee, Caribou Coffee, McDonald's, Panera Bread, and Einstein Bagels. Competitors such as McDonald's and Dunkin Donuts not only have extensive menus, but also the financial resources and position to leverage their strengths to threaten Starbucks profitability (<http://blogs.indews.com>, 2010). According to the same source stated above, in terms of perception, 7-Eleven and Dunkin Donuts provide coffee in a "no-nonsense fashion", which attracts customers who are extremely price sensitive. Caribou Coffee's environment is

similar to that of Starbucks because of furniture, free internet, and cozy surroundings, but their lack of market expansion has prohibited them from gaining the notoriety Starbucks has achieved. Finally, BIGGBY Coffee is in the middle ground where the likes of Dunkin Donuts and Caribou Coffee separate themselves. Below Figure 2.1. illustrates customer perceptions regarding various brands in the coffee chain store industry in the world.

Figure 2.1 Perceptual Map of Coffee Shop Market in the USA



Source: <http://blogs.indews.com> (2010).

Starbucks has to make itself stand out as a company that is not only selling a cup of coffee, but an experience. In order to achieve this, the company has been trying to differentiate each store within the company by having it represent the specific needs of each community in which it is located. Individual stores serve as a medium for each community, and as an extension of the community's values and ambitions (<http://blogs.indews.com>, 2010).

Furthermore, as part of its marketing strategy, Starbucks has implemented numerous promotions to reach its target markets around the world. One of the promotions that Starbucks has used in the USA, Canada or Russia is the Starbucks Card. Starbucks Card is an initiative that offers customers the opportunity to promote company's products through a referral system. When a customer purchases a gift card, it not only shows brand loyalty, but it also provides the company with free advertising, and brings in new customers. Starbucks also

provides a card for corporate sales, which are used for extrinsic rewards to show employee appreciation for a job well done, or a gift to client or a vendor. Also, coffee services delivered to offices without coffee size restrictions are used by Starbucks to promote itself both locally and globally. Besides, in order to use philanthropy as a means for promotion, Starbucks contributes to several non-profit organizations such as International Youth Foundation, U.S. Green Building Council's LEED®, or Product RED as a way to improve brand image and awareness in local communities (Michelli, 2007).

Starbucks is selling an easily accessible tangible product, but has evolved into a company that is doing much more than that. There is also a philosophy and an image Starbucks is attempting to promote through its products: The company heavily promotes ethical sourcing, environmental stewardship, and community involvement and goes as far grading itself on the company's website (www.starbucks.com, 2010). The company boasts of being ethically committed to all stakeholders in the business from the coffee bean farmers to the issues of climate change as the top priority of the organization. Starbucks is also very much involved in social responsibility projects: In the USA, the company sent 2,000 volunteers to Louisiana to help locals after Hurricane Katrina, and in several communities laid sod, and planted over 1000 trees (www.starbucks.com, 2010). Starbucks wants its customers, and potential customers to perceive them as a company that has a positive impact on the world. This is one of the ways Starbucks is using marketing concepts to strengthen its marketing strategy of a differentiator.

Since the purpose of Starbucks is to design a stage for its consumers to experience through different stimulations worldwide, it also provides experiential marketing items to its consumers in Turkey.

As also to be seen in Table 2.4. in Starbucks stores in Turkey, for 'sense marketing' consumers experience jazz or lounge music and get exposed to visual aspects of the stores like the outside building, souvenirs, uniforms of employees, interior design, smell of coffee and aroma, taste of coffee and desserts, touch of products or touch of furniture which appeal to their sense through sight, sound, smell or taste. Further for 'feel marketing' Starbucks Turkey makes consumers think that drinking coffee is romantic and also provide them a warm, joyful, comfortable atmosphere where they can feel themselves in a friendly atmosphere.

Table 2.4. Starbucks Turkey and Experiential Marketing

STARBUCKS TURKEY AND EXPERIENTIAL MARKETING	
STRATEGIC EXPERIENTIAL MARKETING MODULES	CONSUMER EXPERIENCES
Sense Experiences (Sense Marketing)	Jazz music in the stores Visual aspects: Building, products or souvenirs like cups, glasses, toys, uniforms of employee, interior design, smell of coffee, taste of coffee / desserts, touch of product, touch of furniture.
Feel Experiences (Feel Marketing)	A feeling of "Drinking coffee is romantic" Relax, warm, comfortable and joyful atmosphere
Act Experiences (Act Marketing)	Product making, self service Check out service Stores are reflected as places to be outside of family and work locations Desks and classboards for group meeting
Think Experience (Think Marketing)	Coffee seminars, Coffee events Website (www.kahvetutkusu.com)
Relate Experience (Relate Marketing)	Coffee seminars, Coffee events A sense of belonging to a community Social responsibility projects (Kardeş Okullar Projesi, Tohum Otizm Vakfı İşbirliği)

Source: Created by the author based on observations and literature review on experiential marketing modules.

Moreover, for ‘act marketing’ Starbucks offers its consumers a third place, taking them away from their two worlds which are work place or home, and it fosters feelings of belonging and



connection. Besides, since act marketing is related to offering consumers different styles of doing things, the special desks and classboards of Starbucks that enable consumers to have meetings and group studies in the stores also provide act experiences to Starbucks consumers. In addition to those, the self service notion in the stores, the check out process through which consumers are asked their names and offered

suggestions on their coffees, or experiencing the product making process gives consumers act experiences differently than other coffee stores. On the other hand, for ‘think marketing’ Starbucks organizes coffee seminars or coffee events like coffee chats for individual consumers and for business people from companies. Moreover for supporting creative thinking it has a website which can be reached at www.kahvetutkusu.com, which offers its visitors to solve a test to find out their favorite coffee drink, or makes announcements about events like photography competitions. Finally for ‘relate marketing’ Starbucks gives its

consumers the feeling of ‘belonging to a community’ through both coffee events or coffee seminars and also through its social responsibility projects like ‘Kardeş Okullar’ or its partnership with ‘Tohum Otizm Vakfı’.

As a result of the above background information section on coffee market, coffee chain store market and Starbucks, this thesis study will investigate the impact of experiential marketing and its five strategic modules’ such as sense, feel, act, think, and relate marketing on customer satisfaction and loyalty through a survey study conducted with Starbucks customers from Turkey through self administered questionnaires. Before the section that illustrates the field study of this thesis study, first, in the next section, the theoretical background of this thesis study is presented with a focus on experiential marketing.

3. A PARADIGM SHIFT: EXPERIENTIAL MARKETING

Experiential marketing, as a new paradigm in the field of marketing management, tries to connect the consumers with the brands in memorable, emotional and meaningful ways by creating a one to one interaction between the both sides. In the following sections, the concept, the emergence and the process of experiential marketing will be discussed.

3.1. The Emergence and the Components of Experiential Marketing

For organizations with strong brands, acting in a competitive market, their customers or even prospects are valuable assets and important factors for their survival. All of them acknowledge the necessity of customer retention and loyalty and therefore, pay efforts to be focused on customers. However, even though they try to focus on customers, most of them fail in providing their customers with experiences. Those which fail to help their brands connect with their customers generally rely on outdated marketing and management approaches and the classical marketing concept (Schmitt,2003).

Kotler (2009) defines the classical marketing concept as, the process by which brands create value for customers by determining their needs and wants and delivering the desired satisfactions more effectively and efficiently than competitors. In accordance with what Kotler says, it's also argued that the classical marketing process starts with a clear definition of the target market, focuses on customer needs, directs all of its efforts to meet customers' product based needs and finally produces profits by satisfying customers (Schmitt, 2003). Besides, the American Marketing Association defines this classical marketing concept as an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (<http://www.marketingpower.com>, 2009). Schmitt (2003) argues that, for the brands which are faithfully customer oriented, the presence of the experiential dimensions of product consumption matters to customers and affect their level of satisfaction should also be considered. In a market dominated by increasing competition which makes it more difficult for brands to differentiate themselves from their competitors, those experiential dimensions which cover; how the product or service makes the customers feel, what emotional associations they may have with it, and how the product or service may help customers relate to other people or groups are seen as crucial for customer satisfaction

and loyalty. Here, those missing dimensions which are not included in the classical marketing concept, point out a need to pay attention to experiences and experiential marketing (Schmitt, 2003).

The classical marketing concept mainly focuses on the functional features and benefits of products or services and it assumes that products are simply the sum of their features and benefits. Besides it defines product categories and competition narrowly and views the customer's decision making process as a problem solving process through which customers seek need satisfaction by following the steps of recognizing a need, searching for information, determining the alternatives, evaluating the alternatives and purchasing as a rational decision maker (Engel, Blackwell and Miniard, 2005). However, the concept does not consider that the consumers can be emotional decision makers as well and it doesn't utilize the emotional or psychographic tools of measurement effectively.

In addition to the features mentioned above, the classical marketing concept also covers the promotional process in which a brand and its products or services communicate with its consumers through the usage of various medium. This process aims to inform and persuade the audiences to accept the brand's products or services (Belch and Belch, 2007). For this process, brands may either apply an above the line or below the line promotion strategy. The distinction between the two strategies arises from their involvement of conventional brand building strategies, since above the line type of communication is conventional in nature and considered impersonal to customers, where below the line type of communication believes in unconventional brand building strategies on the other hand (<http://en.wikipedia.org>, 2008). For instance, in the above the line promotion strategy, brands use the television, newspaper, magazine, radio, outdoor or Internet advertisements to communicate their messages to their target audiences but in below the line promotion strategy other forms of promotional tools like sponsorship, direct mail, merchandising, public relations or sales promotion are also preferred (<http://ezinearticles.com>, 2008). However, none of the two strategies use the experiences or experiential dimensions for the promotional process and the promotional efforts do not cover a level like in the line level which refers to creating experiences for communicating the messages to the target audiences like in the way that experiential marketing does (Gautier, 2003).

Criticizing this classical marketing concept which covers all the aspects that are discussed above, Mc Cole (2004) argues that, it has matured and since its representation no more reflects it as a realistic approach, it needs to be revised, updated or modified. According to Hauser (2007), who thinks in the same way with Mc Cole, the classical marketing concept is far from realizing that it bombards the average person with thousands of messages every day. He implies that most current advertising of the classical marketing concept still relies on the proliferation of the brand through mass media but, this age of monologue marketing should have been accepted as over since today's customers want to be involved in the marketing process, in a dialogue with the brand.

Nowadays, like the changing attitudes towards the classical marketing concept, consumers are also changing and they want more than the mass messages sent to them in an undifferentiated manner (Hauser, 2007). Moreover, the consumers of today are seen as increasingly media savvy and weary. It's argued that they don't fit neatly in to the researcher's tic boxes anymore, and so it's getting harder to find ways to attract their attention (Gautier, 2003). They are also seen as becoming increasingly brand aware and fiercely brand loyal, since they are empowered with more product choices, more sources of information and more ways of receiving marketing messages than ever before (Schuler, 2004). Consequently, it's said that today's consumers require to be communicated through not only the classical promotional process tools, but also through the experiences that are personally relevant, memorable, emotional and meaningful (Hauser, 2007). As stated by Norton (2003), today's consumers found out that their most precious need is for quality time, and so they evaluate experiential offerings as a way of getting more enjoyment out of their time and as a means of feeling connected, important, and understood.

The arguments that are mentioned above point out that; what the brands need to apply today is no longer the classical marketing concept only, but the experiential marketing concept as well. Now, the brands are recommended to try to grab the customers emotionally and personally and connect them to their products for life through experiences (Gautier, 2003). It's said that, they should leave the mentality of creating mass marketing messages in a one size fits all format and should try to discover memorable, personal and meaningful experiences that will attract their customer's attention (Hauser, 2007).

Schmitt (1999) discussed this need for experiential marketing together with the concept's emergence and rise, and he put forth the features of experiential marketing as well. As stated by him in his same study, experiential marketing takes those features, benefits or other characteristics which are covered by the classical marketing concept as a given and it finds it essential for brands to relate to their customers, to dazzle their senses, touch their feelings and to deliver them an experience. Different than the classical marketing concept and rather than focusing on the product's features or benefits, experiential marketing focuses on customer experiences. Instead of defining categories or competition narrowly or paying attention to product items one by one, it examines the consumption situation related to each product item. For instance, instead of focusing on Burger King, experiential marketing focuses on the situation of enjoying a meal in a fast food restaurant and then tries to figure out how to integrate various products, their packaging and their advertising prior to that consumption situation and experience. Furthermore, experiential marketing also views customers not only rational decision makers but also it suggests treating them like emotional decision makers (Schmitt, 1999). According to Holbrook and Hirschman (1982), while customers frequently engage in rational choice, they are just as frequently driven by emotions since their consumption experiences are often directed toward pursuit of fantasies, feelings and fun. And finally, unlike the classical marketing concept, experiential marketing uses eclectic research methodologies and tools and instead of bounding to one methodological ideology, it uses what seems to be appropriate to explore good ideas like eye movement or brain focusing methodologies (Schmitt, 1999). Table 3.1 below summarizes the characteristics of the two concepts.

Table 3.1 The Characteristics of the Classical and Experiential Marketing Concepts

The Characteristics of the Classical and Experiential Marketing Concepts	
Classical Marketing Concept	Experiential Marketing Concept
Focuses on the product's features or benefits	Focuses on the customer's experiences,
Defines product categories and competition narrowly	Examines the consumption situation related to each product item
Views the customers as rational decision makers	Views the customers as emotional decision makers
Uses analytical, quantitative and verbal research methodologies	Uses eclectic research methodologies

Source: Adopted from Schmitt (1999).

As an additional feature and in addition to above the line and below the line promotion strategies, experiential marketing offers another promotion strategy which is called experience based access driven promotion. Page (2008) states that, since the media of classical marketing concept is fragmented and the recall ratios of conventional media messages have decreased from 34% in 1965 to 4% in 2005, experiential marketing suggests a new and innovative way of communicating with the consumers through experiences and treats experiences as a promotional tool which act together with above the line and below the line promotion tools. According to Behnke (2008), the experiences create an opportunity for consumers to interact with products and convince the consumers for brands, since they allow them to tell their stories to their audiences.

Therefore, experiential marketing tries to bring brands and consumers together in a memorable way and it is something that invites the consumers to be a part of the product, to live and to experience it.

The word experiential is the adjective form of the noun experience, which builds the basis of a new marketing paradigm. Experiences are defined as touching and engaging events that are naturally personal, as it's the consumer who has control over what happens (Demirel, 2007). Schmitt (1999), also defined experiences as private events that occur in response to some stimulation which are provided by marketing efforts before and after purchase. Furthermore, Pine and Gilmore (1999), argued that experiences are discrete economic offerings and that businesses needed to make the shift from producing products and services to producing experiences.

In order to create successful experiences that invite consumers to participate in events, the senses, the emotions, the soul and the mind of the consumer must be appealed to by the brands' marketing efforts. Therefore, brands need to provide the right stimuli and environment to actualize an effective experience that will result in a positive judgment of their products or services (Zarem, 2000).

According to Petkus (2002) and Pine and Gilmore(1999), there are various experience fields or realms. To start with Pine and Gilmore (1999) entertainment, education, escape and aesthetic are the four experience fields (Table 3.2.).

Table 3.2 The realms of experience

The realms of Experience				
FIELDS OF EXPERIENCE	A	B	C	D
Pine and Gilmore & Petkus	Entertainment	Education	Escape	Aesthetic

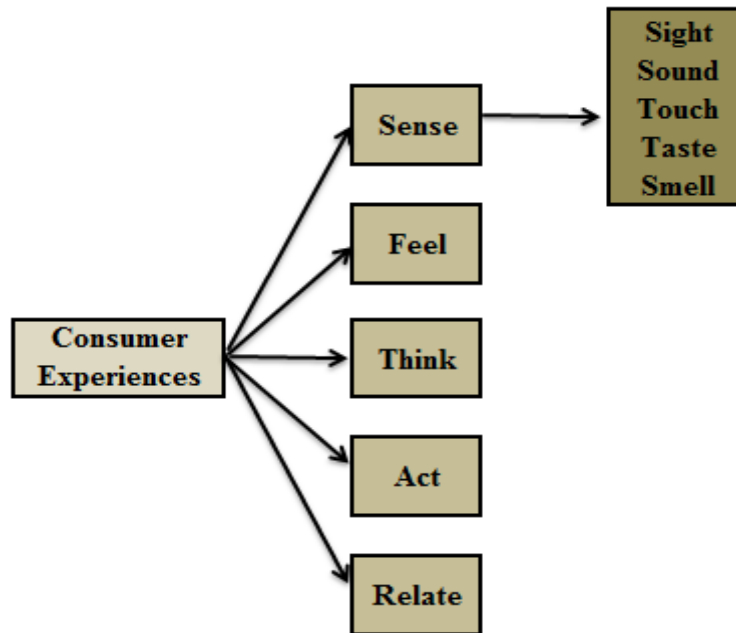
Source: Adopted from Pine and Gilmore (1999) and Petkus (2002)

According to Petkus (2002), as the first realm of experience, “entertainment” involves a passive participation in the experiential event and as the second dimension; “education” involves an active participation in the experiential event. For instance, when watching a film or listening to music, entertainment experience is passively absorbed by the senses. However, in the situation of students listening to a lecturer in a class, education experience occurs actively by participating in the event by mind or body. On the other hand, “escapist” experience refers again to an active participation, but this time, an increase in active participation compared to the education experience is present. Finally, as the fourth realm of experience, “aesthetic” experience involves a passive immersion in the experience. For instance, for the escapist realm, an individual’s visit to an amusement park may be assumed as an example, but this individual’s visit to a museum forms the aesthetic realm. On the other hand Pine and Gilmore (1999) further explained that, the aesthetic dimension involves a more proximal or intense experience of sensory stimuli than does the entertainment dimension. While the entertainment and education aspects of experience involve absorption of sensory stimuli, the escapist and aesthetic dimensions involve an immersion in the experience.

Petkus (2002) also summarized the realms and he implied that, the entertainment dimension involves sensing, the educational dimension involves learning, the escapist dimension involves doing and the aesthetic dimension involves being there. And the richness of an experience is a function of the degree to which all those four dimensions are incorporated.

Taking the basis as the experiences that are mentioned above, experiential marketing uses those different experiences in its marketing strategy as a principle. Below you may find Figure 3.1 showing those consumer experiences and other relations to sub experiences.

Figure 3.1 Types of consumer experiences.



Source: Schmitt, B. H. (1999), How to Get Customers to Sense, Feel, Think, Act, Relate to Your Company and Brands, 1st Edition. New York: The Free Press of Simon& Schuster Inc.

Referring to Schmitt (1999) the figure 3.1. can be explained in detail as follows: ‘Sense marketing’ refers to the senses and tries to create sensory experiences through sight, sound, touch, taste and smell. For instance, Richart is a chocolate brand which applies sense marketing to differentiate from its competitors and for this purpose it works with a design brand to design its chocolates, packages and logo to send the consumers the message that its chocolates are rich in taste and artistic in design. It also sells its chocolate in a manner as if they were jewelry which are elegantly packaged and personally prepared according to consumer’s specifications (Schmitt, 1999). On the other hand, ‘feel marketing’ appeals to customer’s inner feelings and emotions and tries to create effective experiences that range from mildly positive moods linked to a brand to strong emotions of joy and pride. It’s important to understand what stimuli can trigger certain emotions as well as the willingness of the consumer to engage in the perspective taking and empathy for feel marketing. For

instance, Clinique's fragrance brand Happy used feel marketing in its marketing campaigns and tried to trigger the emotion of happiness through experiential marketing efforts which reflect the message that Happy makes the consumers feel happy (Schmitt, 1999). Thirdly, 'think marketing' appeals to the intellect and tries to create cognitive, problem solving experiences that engage customers creatively. Microsoft, for instance, applied think marketing for its campaign called 'Where Do You Want to Go Today?' and it tried to position itself as the solution to infinite possibilities of the consumers in the Internet and tried to give the consumers the message that the only thing they need to do is to name their destination and then Microsoft will take them there. Furthermore, 'act marketing' performs to affect bodily experiences, lifestyles and interactions. If Nike's 'Just Do It' campaign which depicts famous athletes in action, transforming the experience of physical exercise is considered; act marketing may also be defined as a tool of enriching consumer's lives by enhancing their physical experiences and showing them alternative ways of doing things. Finally, 'relate marketing' covers the aspects of the other four types of experiences but additionally it relates individual experiences to consumer's ideal self. Relate campaigns appeal to the consumer's desire for self improvement, and their need to be perceived positively by other individuals. As a last example, the motorcycle brand Harley Davidson reflects itself as a way of life and sends the consumers the message that they can be remembered by others as a leather clad adventurer rather than an office boy if they use Harley Davidson (Schmitt, 1999).

Taking into account those types of experiences, e-factors and the definitions of experience, experiential marketing has been defined by different point of views.

Hauser (2007), defined experiential marketing as a tool that both appeals to the emotional and rational side of the consumers. The concept is viewed as an approach that goes beyond traditional feature-benefit methodology of the classical marketing concept and opens up new points of connections with consumers such as their senses, hearts and souls. In his definition, an experience acts as a way to win the hearts and minds of the consumers and it allows brands to gain competitive advantage. Moreover, the concept has also been defined as an attempt to connect consumers with brands in personally relevant and memorable ways, by communicating the essence of a brand through a personalized experience or taking the essence of a product and amplifying it into a set of tangible, physical and interactive experiences the reinforce the offer, hence allowing one to one interaction between a brand and an individual consumer (Atwal and Williams, 2009).

Generally, the concept is understood simply as referring to event marketing. However, Gautier (2002) argues that experiential marketing does not only refer to a one-off experience or a one-off event in practice. Events are viewed as necessary parts of an experiential approach but yet not sufficient enough to keep the products or brands at the top of mind of brand's target audience. So, an ongoing emotional attachment is seen as crucial for the brands which would like to apply this experiential approach.

According to Erkal (2007), the aim of experiential marketing is to manipulate and trigger the sub mind of the consumers which has an impact on purchase behavior and to influence the target audiences purchase decisions through positive experiences. The crux of experiential marketing is that, a brand shouldn't only be concerned with customer satisfaction, but should also be concerned with making the consumer emotionally attached to the product or service (Mc Cole, 2004).

3.2. Examples of Experiential Marketing Applications

In addition to all above definitions and explanations, there are experiential marketing practices that take place in the real marketing environment which can help this study to point out the practical attempts to communicate with consumers through experiences. Below, The Fox Kids Europe, Haagen Dazs, Apple Computer, Harley Davidson and Red Bull examples are explained in detail.

For instance The Fox Kids Europe, which is the most widely distributed kids' entertainment channel in Europe and the Middle East, has broadcast shows like Power Rangers, Spiderman and X-men and a boy skewed core audience who are between the ages of 4 and 12. The brand's main goal is to entertain kids by reflecting the true essence of being a kid and what kids really want, so they aim to invite kids to interact with their brand wherever possible. The ideas of interactivity and involvement is at the crux of their marketing and communication efforts and they aim to create marketing that isn't just about communicating a message with their target audience passively, but marketing that involves their target audience or at least make them want to be involved and feel involved (<http://en.wikipedia.org/wiki>, 2009).

According to Stenhouse (2003), in order to achieve that marketing goal, the brand applies experiential marketing and to do that, each year it organizes the Fox Kids Football Cups in which kids can experience the brand, be a part of it and live it while entertaining and engaging in the event. The cup is organized as a football cup since the research on children from around the world had shown the brand that, being on television and playing football for their country are the two main elements that would make an experience unforgettable for kids. So the Cup is devised as a global tournament with the objective of promoting the brand to the target audience by providing it with an experience many of its audience identifies positively (Stenhouse, 2003).

According to the same source stated above, the 2002 Fox Kids Cup took place in Barcelona and twenty countries from the USA, Latin America, Europe and Middle East took part in the tournament, with each country entering a team of boys and a team of girls. The experiential side of the tournament occurred during the selection process when the kids engaged in three selection rounds such as the skills challenge events, regional rounds and the national final. Through these rounds, they experienced skill tests of keepy ups, dribbling and passing, six aside games to assess teamwork and games for training, position selection and final team selection successively. At the end of the rounds, ten best boys and ten best girls were selected to form their countries' team and had the chance to represent their country in the Barcelona Cup (Stenhouse, 2003). If the children's actual experiences in this event are considered, they had the experience of playing competitive football, had opportunities to make new friends, explored Barcelona while having fun, did played football for their countries and since Fox Kids committed a significant level of its airtime to the tournament, they were on television and did become stars.

This football cup is an implication of experiential marketing that involves both the entertainment, escapist and aesthetic realms of experiences since, as mentioned in the previous pages, it both covers sensing the brand, doing something while experiencing the brand and being in an experience through such an event.

Other experiential marketing examples on sense, feel, think, act or relate marketing are summarized by Schmitt (1999) and given through different multinational brands' applications

which use this approach to send their messages to their target audiences and to invite them to be a part of their brands and experience them.

For 'feel marketing' Haagen Dazs can be considered as a model which is an ice cream and frozen dessert brand owned by the Pillsbury Brand and is accepted to be a brand committed to developing innovative ice cream and frozen dessert experiences to serve its customers (<http://www.haagendazs.com>, 2009). Since feel marketing requires an understanding of how to create feeling during the consumption experience, Haagen Dazs tries to provide its customers various experiences they would feel through its stores, membership cards, brochures and website. Haagen Dazs brand has linked itself with the idea and pleasures of romantic love and its' stores have romantic settings where customers can experience the sensual pleasures of premium ice cream and the joy of love. Also the brand has designed its lines of ice cream cakes and other products with romantic themes, including 'Heart of Hearts', 'Truly, Deeply, Madly' or 'Happy Together' and there are the romantic membership cards which show a romantic couple embracing and holding an ice cream confection. Furthermore, the brand's brochures picture a young couple whose mouths wrapped around the same spoon of ice cream and on all printed promotions the brand's slogan 'Dedicated to pleasure' appears and reinforces the theme. Finally, the Haagen Dazs' website offers its visitors a whole world of experiences since the links in the website take the visitors along on the romantic adventures of 'the Haagen Dazs world traveler' through journal entries illustrated by photos of Haagen Dazs cafes worldwide (Schmitt, 1999).

On the other hand for 'think marketing' Apple Computer, Inc., which is an American multinational brand that designs, creates and manufactures consumer electronics and closely related software products like i-Pod and iTunes, Mac laptop and desktop computers, the OS X operating system, and the revolutionary i-Phone and i-Pad can be given as a successful example (www.apple.com, 2010). Apple develops, sells, and supports a series of personal computers, portable media players, mobile phones, computer software, and computer hardware and hardware accessories (<http://en.wikipedia.org/wiki>, 2009). In his book Schmitt (1999) states that in year 1998, the brand rolled out a new home pc called iMac and the innovation of iMac applied think marketing in its marketing campaign. It used the the slogan 'Think different' over striking black and white photographs of geniuses in various fields like Albert Einstein, Gandhi, Muhammed Ali, John Lennon and Yoko Ono, among many others.

The campaign also included television and print advertisements, billboards, wall paintings, bus shelters, and bus wraps. By this way the campaign urged consumers to think differently about Apple and also urged them to think differently about themselves and let their own creative genius shine through the usage of Apple products. Since think marketing's objective is to encourage customers to engage in elaborative thinking, Apple applied this dimension of experiential marketing to appeal to its' customers creative thinking and positioned itself as the best tool in the world for creative individuals (Schmitt, 1999).

Besides, Harley Davidson, the brand which offers its customers motorcycles with distinctive design, applies 'relate marketing' in its marketing efforts. For relate marketing, it's important to relate the consumers with other people, social groups or a broader, more abstract social entity such as nation, state, or culture. In the example of Harley Davidson, which is the American icon of free spiritedness, the brand evokes such strong relations that owners of the motorcycles tattoo the brand's logo on their arms or on their entire body. Since relate marketing expands beyond the individual's private sensations, feelings, cognitions, and actions by relating the individual self to the broader social and cultural context reflected in a brand, Harley Davidson can be accepted to apply relate marketing as it relates it's consumers with a reference group and give them the feeling of belonging to a brotherhood (Schmitt, 1999). Two successful examples of Harley Davidson's experiential marketing efforts can be given as the 'Annual Bike Weeks' or 'Annual Factory Tours' in which the consumers may experience demo rides, interactive motorcycle displays, how any Harley can be custom fit and engage with other members of the organization during the parties (www.harley-davidson.com, 2010).

Finally, for 'act marketing' Red Bull's 'Air Race' and 'Flug Tag' tournaments can be given as examples. Red Bull which is an Austrian energy drink brand that has the slogan "it gives you wings" promotes itself through advertising, tournament sponsorship, sports team ownerships and celebrity endorsements (www.redbull.com, 2010). 'Air Race' and 'Flug Tag' tournaments which also take place in Turkey are the experiential efforts that Red Bull utilize to communicate its brand essence. The Air Race is a motor sports competition based on speed, precision and skill. In the tournament, using the fastest, most agile and lightweight racing planes, pilots have the chance to experience a low-level aerial race track made up of air-filled pylons, and they further experience reaching speeds of 400 km/h while withstanding forces of

up to 10 Gs (www.redbull.com, 2010). On the other hand, in Flug Tag tournament, attendees prepare hand made flying things without motors and have the chance to experience a flight with their own flying machines. The only important thing is the duration of their flight and the longer a consumer flies, the more he or she has the chance to become the winner of the tournament (www.redbull.com, 2010). Since actual marketing efforts are performed to affect bodily experiences, lifestyles and interactions and moreover to enrich consumer's lives by enhancing their physical experiences and to show them alternative ways of doing things, then the two previously mentioned tournaments of Red Bull can be accepted as effective experiential promotion tools that are provided successfully by the brand.

Following the different experiential marketing examples it is necessary to focus on the process of experiential marketing and the importance of brand essence within this process.

3.3. The Brand Essence and The Experiential Marketing Process

A substantial emotional attachment between a brand and the consumer is the main goal of experiential marketing. This emotional attachment is delivered through experiences, which can only be created by the brands since they provide consumers with higher degrees of control. Brands which engage in experiential marketing take a brand essence and bring it to life in the form of an event, experience or interaction (Mc Cole, 2004).

The brand essence refers to the reason why a consumer buys a brand. It's not only what is communicated, but also what the consumer takes out of the sum total of the brand activities (Gautier, 2003). The essence of a brand has two dimensions such as the functional and emotional dimensions. A functional essence asks the question of what is it that the brand do? On the other hand, an emotional essence is more concerned with customer perceptions and asks the question of what do the consumer feel about the brand? Gautier (2003) exemplifies that Coca Cola's both emotional and functional brand essence is refreshment, or Harley Davidson's brand essence is power. As mentioned in the previous pages, both of those brand essences are related to the sense and feel experiences of consumers since they form a sense and feeling of refreshment or power. Furthermore, Harley Davidson's brand essence is also affiliated to relate experiences of consumers since it appeals to the consumer's desire to be perceived powerful by others. For another example, the functional element of Red Bull's

brand essence is that it is an energy boosting drink, whereas its emotional essence is that it gives the consumers enhanced ability or it gives the consumers wings. Here the brand essence of Red Bull is related to the act experiences of consumers since it tries to send the consumers the message of enhancing their physical activities by enriching their lives and abilities.

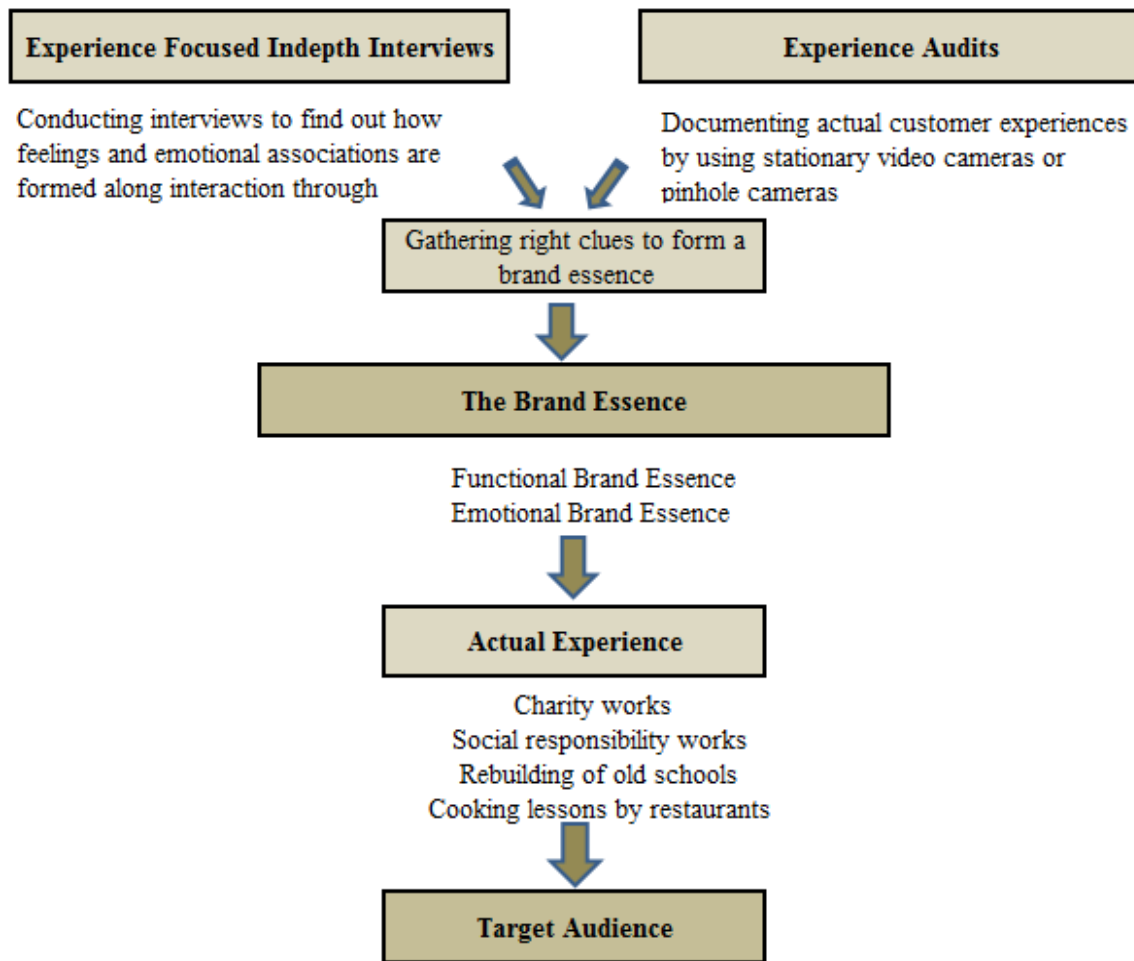
When forming that brand essences, the brands should be careful to provide right clues about the brand to the consumers. Functional or emotional clues work synergistically together and the consumer value is composed of both clues' benefits the consumers receive. In order to build a competency in customer experience management, achieve higher levels of consumer value, and provide right brand essences brands may use experience focused in depth interviews or experience audits (Berry, Carbone and Haeckel, 2002).

In the experience focused in depth interviews, brands conduct interviews with their customers or employees and try to find out how people on both sides of an interaction feel about different aspects of an experience and emotional associations that are formed along with it. On the other hand, even it's not ethical and not in accordance with the Esomar¹ rules (<http://www.arastirmacilar.org>, 2007), brands may sometimes refer to experience audits, in which brands try to get closer to their consumers in a literal sense by using stationary video cameras or pinhole cameras which are hidden in a researcher's wristwatch or clothing and try to document the actual customer experiences. After the experiences are recorded, researchers analyze hours of tape, frame by frame, watch facial expressions, gestures and body language to understand customer's emotional states in various situations. (Berry, Carbone and Haeckel, 2002).

When the necessary audits or interviews are done, the right clues to form a brand essence are gathered and the right functional and emotional brand essences are created, the brands try to form out experiences that will transfer this brand essence to consumers and attach them to their products or services in personally memorable and meaningful ways. Below you may find Figure 3.2 that summarizes how to approach experiential marketing.

¹ - The Code of Marketing and Social Research Practice, which was firstly published by Esomar in 1948 with an intention to foster public confidence and to demonstrate practitioners' recognition of their ethical and professional responsibilities in carrying out market research. The Code sets minimum standards of ethical conduct to be followed by all researchers and clients and is to be applied against the background of applicable law and of any stricter standards or rules that may be required in any specific market.

Figure 3.2 The Process of Experiential Marketing



Source: Adopted from Gautier (2003), Berry, Carbone and Haeckel (2002) and Norton (2003).

According to Norton (2003), when producing meaningful experiences, brands should consider the following success factors such as; learning how to get customers to want to spend time with their brands, identifying their brands' brand truths and designing to allow consumers to produce their own meaningful experiences. By those factors, Norton intends to tell that, since the consumers of today accept convenience as a given, the brands need to turn that convenience into well spent time. Also they need to progress from simply promising meaningful experiences through advertising to delivering those promises. Furthermore, brands should learn how to leverage their community building efforts with the needs and objectives of their target audiences. This means that, brands shouldn't do just charity or social responsibility works as meaningful experiences. They should also design experiences which the consumers can also participate (Norton, 2003). For instance, if the target audiences of the

brands are interested specifically in participating in events designed for rebuilding the old schools of children, then they shouldn't only create an event to collect funds for rebuilding process but they should also consider enabling the audiences to take active roles in the rebuilding process.

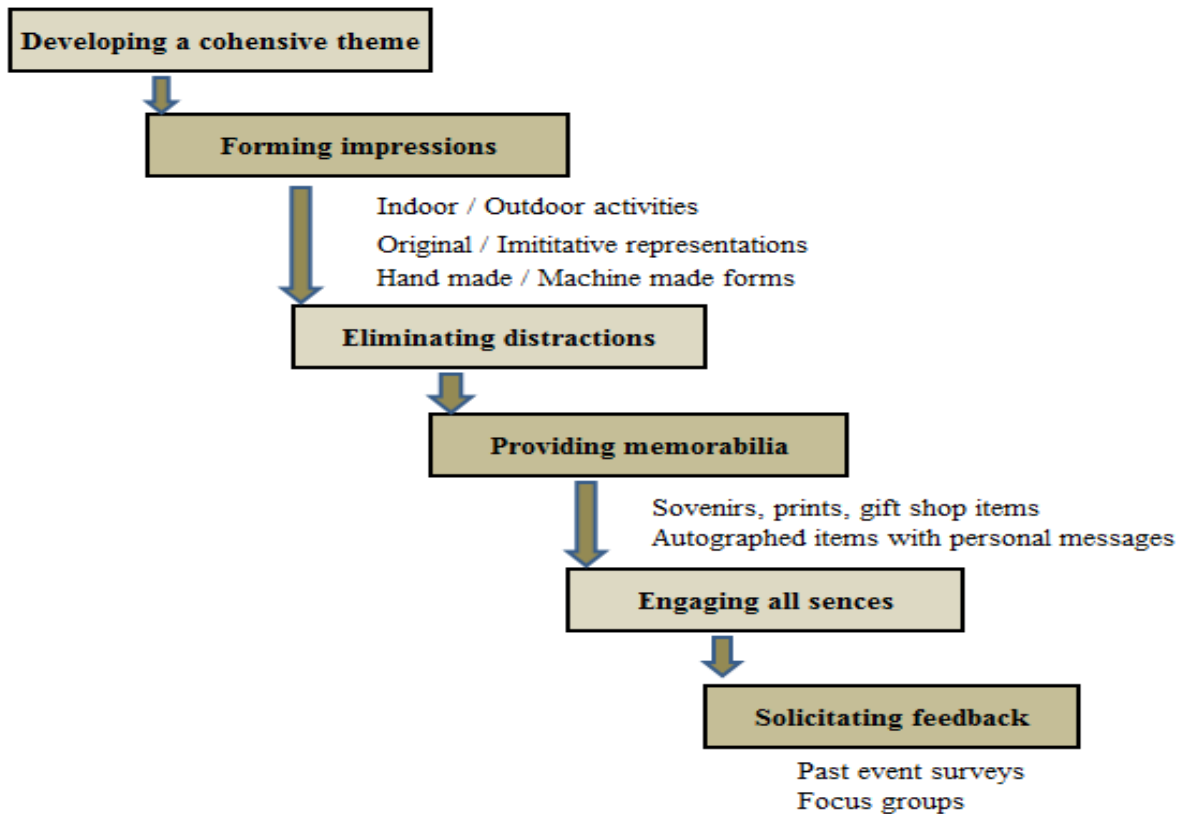
Pine and Gilmore (1999), also outlined six steps of forming out an experiential marketing process. They argued that; in order to create a brand experience, brands should develop a cohesive theme, form impressions, eliminate distractions, provide memorabilia, ensure the engagement of all senses and solicitate feedback for continuous improvement. Here, as mentioned in the previous pages, Pine and Gilmore references the fields of experiences and try to form out an experience that cover engagement, aesthetic, emotions, escape or education.

According to Pine and Gilmore (1999), developing a theme involves establishing a unique and focused set of images and meanings for the offering. Forming impressions refer to the creation of memorable sensory stimuli. Here, impressions are considered as take aways of the experiences or used regarding to the ways consumers describe their experiences. In forming impressions, brands may create experiences for local or global regions, in forms of indoor or outdoor activities, in hand made or machine made forms, by original or imitative representations and so on. Eliminating distractions on the other hand refers to removing or minimizing inputs that distract from or diminish the experiences. Furthermore, providing memorabilia involves providing the audience with memorable psychological or emotional aspects of the experience. Such items as souvenirs, prints or other gift shop items are commonly used by brands to provide memorabilia. Hence, autographed items with personal messages or items that are created by the guests are more personalized and customized memorabilia which will enhance the level of involvement with the experience. Here, utilizing from a database that covers various information about the target audience may help the brands to identify the right memorabilia. Finally, after paying efforts to engage all senses that an experience appeals to, soliciting feedback involves past event surveys or focus groups which will be used to assess the experience's effectiveness and improve it (Petkus, 2002).

Besides, Pine and Gilmore (2002) proposed further strategies for brands to apply in their experiential marketing efforts. They offered brands to create a rich portfolio of experiences

which refers to not stopping at just one experience, but rather creating a series of related experiences that flow one from another.

Figure 3.3. Experiential Marketing Process



Source: Pine, B. J. and Gilmore, J. H. (1999), *The Experience Economy: Work is a Theatre and Every Business a Stage*, 1st edition, Boston, Harvard Business School Press.

For instance, a brand may create an experience in a flagship location, then arrange this experiential event in a few more places like Amsterdam or London where the retail tourism is rampant, followed by other experiences created in world wide markets. They also offer the brands to integrate physical and virtual experiences by the help of the Internet. For instance, they offer a brand to create a physical experience like Red Bull's flagship event which is a motor sports competition based on speed, precision and skill, associated among the world and named as Air Race and then to manage an official web site or a flagship web site like <http://www.redbullairrace.com/> to use the Internet as a pre show for the live experiences.

In this section, forming out an experiential marketing process has been discussed. Either through meaningful functional or emotional brand essences, or by themes, impressions and memorabilia brands are suggested to provide consumers a focused experiential marketing process that enables them to get engaged with the brands in a memorable, emotional and meaningful way. In the next section, how consumers learn from their experiences will be investigated.

3.4. Consumers' Learning Process from Experiences

The decisions a consumer makes to purchase products and services are based on a process of learning and learning about products from sources other than the product itself, such as mass media advertisements, information displays, or public relation activities, sales promotion and direct marketing tools as in traditional marketing (Sproles and Sproles, 1990). However, the experiential marketing approach propounds that consumers learn better about products or services through experiences or experiential providers like people, product presence, spatial environments, visual or verbal identities, communications, people and also web sites (Schmitt, 1999).

According to Bower and Hilgard (1981), learning refers to a intuitive hypothesis testing process where consumers adapt their beliefs to make sense of new data. In this process, beliefs take the form of working hypotheses about consuming, and they exist at different levels of detail such as the kinds and levels of attributes possessed by products, the relation between product attributes and outcomes, and between outcome and effect.

Consumer's learning process can further be defined more narrowly through two concepts: knowledge by description and knowledge by acquaintance. Here, through taking Russell's(1948) conceptualisation as a basis, Hoch and Deighton (1989), defined knowledge by description as information from vicarious or indirect encounters such as verbal description, depiction, or modeling, and knowledge by acquaintance as information gathered by first hand or from direct experience. In knowledge by description, consumers are first exposed to written descriptions of the experience and then response to products. But, in knowledge by acquaintance, as a result of its interactive character, both the stimulus and the subject act on each other and the action of the learner affect the content of the experience (Hoch and Deighton, 1989). These two distinctive concepts are named by Hoch and Deighton (1989) as learning by education and learning from experience. Learning from experience is self paced,

affording the consumer better control over information flow. And information learned from experiences is likely to have a greater directive influence on behavior (Fazio and Zanna, 1981).

In the literature, there are some studies that distinguish education from personal experience.

For instance, Hoch (2002) points out in his study that, education which is intendedly didactic, involves the imparting and acquiring of general knowledge and the development of reasoning and judgement, whereas experience is not. According to Hoch (2002), personal experience, unlike information delivered by third parties and which is more vivid than the pallid education, has that fresh, unvarnished realism that draws consumers in. Hoch (2002) also argues that learning from experiences is more seductive than learning from education through promoting it as a medium that is more engaging, less partisan, and pseudodiagnostic or endogenous than other information sources or media, since it's more vivid and intentional, as well as not tarnished by the self interested motives of sources that seek to formally educate.

In another study, Herz and Schooler (2002) argue that real experiences bring with them an authenticity not carried by most formal education, information sources or other media. In their study, they mention that experiences are more dramatic and intense than other sources, because they imping on more than one of the senses, and they are more memorable due to multiple traces in memory. Also, the multidimensional character of experience is found to be capable of supporting and transmitting emotional content.

Moreover, in another study Ford, Smith and Swasy (1990) discussed that consumers are skeptical of advertising claims, especially those that can only be verified through experiences. They argue that product experience has more influence on subsequent attitudes and behavior and as compared with advertising and other indirect experiences, since information learned from experience generally does not arouse the disbelief that accompanies information gleaned from second and third party sources.

As a summary, it can be said that in the new era of marketing which utilizes experiential marketing as a successful tool in communicating with the consumers, enabling the consumer to learn from experiences rather than education is appreciated at a greater level. Moreover, some other studies had put forward different and innovative ways to provide consumers with a learning process through experiences like Schlosser's (2003) study which suggests

marketers to benefit from virtual product experiences. In her study, Schlosser proffers marketers to use interactive media environments to provide a new means for consumers to experience products through object interactivity which refers to direct manipulation of objects in a virtual world. Those direct manipulations occur when there is a continuous change in images as a result of user behaviors that resemble the corresponding physical behavior. Schlosser (2003) argues that, compared to static graphics and text like passive sites, object interactivity results in more vivid mental images and like the direct experiences, information acquired through object interactivity is more likely to be stored and retrieved from memory as vivid mental images than any other information acquired through other medium than experiences.

After the discussions on the distinction between learning from education and experiences, in order to understand how consumers learn from experiences, Kolb's (1984) experiential learning theory and a four stage model of consumer learning will be discussed next.

To start with Kolb's experiential learning theory, which is accepted as one of the most well developed approaches to learning styles, a cycle of four stages can be stated in which:

- 1) Learning starts with certain concrete experiences,
- 2) Individuals make certain observations based on these experiences,
- 3) The learners develop abstract generalizations, and
- 4) The generalizations are tested and revised in new situations.

Further, Kolb (1984) suggested an important hypothesis that learners use the following four different learning abilities to succeed:

- 1) Concrete experience abilities, or an openness to being involved with new experiences and new situations openly,
- 2) Reflective observation abilities, or an ability to understand the meaning of ideas, experiences or situations by careful observation,
- 3) Abstract conceptualization abilities, or an ability to integrate concepts into theories,
- 4) Active experimentation abilities, or an ability to apply theories or ideas to practical applications or to solving problems.

Taking Kolb's experiential learning theory as basis, Sproles and Sproles(1990), proposed a learning style and a learner definition related to the focus of experiential marketing which is named as 'Active, practical learner', that refers to a person who is experience oriented and

enjoys learning by doing practical learning activities. In accordance with the above discussion on the distinction between learning from education and experience, this active/practical learner can be assumed as the target market that a marketer targets through its' experiential marketing activities and that who values learning through experience at a higher level than learning through education since he or she prefers to communicate with the product or brand through vivid, engaging experiences rather than advertisements or other information sources that do not involve engagement.

On the other hand, Hoch and Deighton (1989) also proposed a four staged model of consumer learning to understand how consumers learn from experiences.

The four stages of Hoch and Deighton's model involves;

- 1) Hypothesis formation, in which the consumer speculates,
- 2) Exposure to evidence, in which the consumer is confronted
- 3) Encoding of evidence, in which the consumer perceives, and
- 4) The updating process, in which the consumer integrates.

Within these four stages (Hoch and Deighton, 1989), the influence of three factors are considered such as,

- 1) The consumer's familiarity with the domain, which refers to the number of product related experiences accumulated by the consumer and is also related to other constructs including consumer expertise, prior knowledge, and strength of belief.
- 2) The consumer's motivation to learn, which refers both to the direction (goal) and intensity of the consumer's learning behavior, and
- 3) The ambiguity of the information environment, which refers to the potential for multiple interpretations of quality, implying that experience per se is not completely revealing.

In this four four staged process, consumers firstly generate hypothesis for testing and while doing this, they benefit from abduction which refers to moving from a puzzling or incompletely understood set of facts to hypothesis that account for it (Peirce, 1958). In this stage, consumer motivation is the main influencer on whether the hypothesis generated are many and complex, or few and simple. For instance when the consumers have modest goals, their hypothesis may be formed passively, by chance, by the suggestions of advertising and the consumers may not want to know very much about the comparative performance of the

other relevant brands in the market (Hoch, 1984). As soon as the consumer generates the hypothesis and speculates, exposure to diagnostic product experience should occur. In this second stage, exposure to product experience may occur in two ways as either through passive observation, whereby the consumer does not actively manipulate the decision environment or active, self directed search, which afford the consumer the opportunity to search purposefully for diagnostic information. In the third stage, after the consumer is exposed to representative evidence, depending on the prior knowledge and expectations, the evidence is encoded by the consumer, and a perception is formed. At the final stage, consumers integrate new evidence with existing beliefs and the transition from prior to revised beliefs occur. Here in this stage, the quality of the updating depends on the quality of the evidential inputs and at the end, the consumer is assumed to have learned from the evidences, or namely the experiences (Hoch and Deighton, 1989).

In this section, in order to point out the importance of ‘learning from experiences’ for consumers to communicate with brands in a memorable way, a distinction between learning from education and experience is given and the process which shows how consumers learn from experiences is explained to point out how knowledge by experience triggers consumers to live or be a part of the products or brands. In the next section, the relationship between experiential marketing and behavioral outcomes such as customer satisfaction and loyalty will be discussed.

3.5. The Relationship Between Experiential Marketing, Customer Satisfaction and Loyalty

This section of the study has two sub sections which discuss general studies on the link between experiential marketing, customer satisfaction and loyalty and the same link in coffee chain store market, respectively.

3.5.1. Studies on The Relationship Between Experiential Marketing, Customer Satisfaction and Loyalty

Brand or product experience can be conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand related stimuli that are part of a brand's design and identity, packaging, communications, and environments. Experiences may occur when consumers search for products, when they shop for them and receive service, and when they

consume them (Arnould, Price and Zinkham, 2000). Further product experiences may also occur when consumers interact with products, for instance when consumers search for products and examine and evaluate them (Hoch, 2002). This product experience may either be direct when there is physical contact with the product, or indirect when there is no physical contact but the product is presented virtually or in an advertisement (Hoch and Ha, 1986). All these experiences, either direct or indirect, or occurred while shopping and interacting with the product, aim the same outcome as reaching the consumers, attracting their attention, triggering them to purchase the specific products or brands, and finally become satisfied and loyal consumers of that brand. Therefore, it is essential to analyze whether brand experiences affect consumer behavior, especially consumer satisfaction and loyalty, or not.

In this part of the study, the relationship between experiential marketing, customer satisfaction and loyalty will be discussed through examining other studies which have investigated this relationship from different perspectives. But before exploring the relationship, it is necessary to define the concept of customer satisfaction and loyalty. To start with, *customer satisfaction* as a behavioral outcome refers to a measure of how products and services supplied by a company meet or surpass customer expectation (Gitman and McDaniel, 2005). In this study customer satisfaction stands for the accumulated overall appraisals through time for all the experiences consumers have for using or purchasing a product or service (Anderson, Fomell and Lehman, 1994). While satisfaction relates to the results of a process, on the other hand, *customer loyalty* refers to the behavior of repeat customers and appeals to a much longer-term proposition in which customers look beyond the occasional experience of a product or service and continue purchasing a company's offers through becoming loyal. As also explained above, in the experiential marketing process, experiences try to communicate with the consumers in an interactive and different way than the other communication tools and generate customer satisfaction and loyalty at the end of the process.

Hence, in the literature, there are studies conducted to point out that relationship between brand experiences and customer satisfaction and loyalty. Those studies tried to explain the relationship through examining consumer behavior towards the dimensions of experiential marketing such as sense, feel, act, think and relate marketing. So, in this section this study will also investigate the relationship between experiential marketing and above specified behavioral outcomes through discussing various studies conducted on the topic of focus.

First of all, in their study Brakus, Schmitt and Zaratonello (2009) presented a conceptual analysis of brand experience and constructed a brand experience scale to measure the relationship between brand experiences and consumer satisfaction and loyalty. To define and conceptualize the brand experience construct, they first made a review of consumer and marketing research that examines when experiences occur and how they affect consumer's behavioral outcomes. Then, based on Schmitt's five dimensions of brand experience which are sense, feel, think, act and relate, they tested whether brand experiences affect consumer satisfaction and loyalty, or not. To do this research on behavioral outcomes, Brakus, Schmitt and Zaratonello conducted an exploratory study to find out the experiential brands, consumers' descriptions of experiences provided by those experiential brands, and how those description relate to Schmitt's dimensions of brand experience. As a result of that exploratory research, they found out that, consumers define their experiences of experiential brands in the extent of sense, feel, think, act and relate marketing. Experiential brands and their consumer's definitions of their experiences are given in Table 3.3 below.

Table 3.3 Experiential Brands and Their Consumer’s Definitions of Brand Experiences

	<p>It's like a membership in an exclusive community</p> <p>I feel young, I feel stylish</p> <p>A BMW is the symbol of my success</p> <p>Part of luxury and exclusivity</p>
	<p>I love the touch and feel of the products.</p> <p>I enjoy playing with all the products.</p> <p>I am part of a “smarter” community.</p> <p>I use the iPod when I am jogging, and I exercise more because of the iPod.</p>
	<p>Smells nice and is visually warm.</p> <p>It’s comfortable and puts me in a better mood.</p> <p>It’s like being around a Barnes & Nobles crowd.</p>

Source: Brakus, S.chmitt and Zaratonello (2009)

Besides as a result of their literature review and further statistical analysis, they listed specific items for the proposed dimensions of brand experiences and selected the below listed 12 items as adequate for scale generation, since they were found to be valid in terms of describing relevant brand experiences and measuring the relationship between brand experiences and consumers' behavioral outcomes, through factor analysis;

- This brand makes a strong impression on my visual sense or other senses.
- I find this brand interesting in a sensory way.
- This brand does not appeal to my senses.
- This brand induces feelings and sentiments.
- I do not have strong emotions for this brand.
- This brand is an emotional brand.
- I engage in physical actions and behaviors when I use this brand.
- This brand results in bodily experiences.
- This brand is not action oriented.
- I engage in a lot of thinking when I encounter this brand.
- This brand does not make me think.
- This brand stimulates my curiosity and problem solving.

Depending on the 12 items scale they have generated, Brakus, Schmitt and Zarantonello (2009) further analyzed the relationship between brand experiences and consumer satisfaction and loyalty. In their study, they measured consumer satisfaction using five items modeled after Oliver (1980): “I am satisfied with the brand and its performance,” and “If I could do it again, I would buy a brand different from that brand” (negative item, reverse coded); “My choice to get this brand has been a wise one,” and “I feel bad about my decision to get this brand” (negative item, reverse coded); and “I am not happy with what I did with this brand” (negative item, reverse coded). Moreover, to measure consumer loyalty, they adopted five standard loyalty items from the work of You and Donthu (2001): “In the future, I will be loyal to this brand”; “I will buy this brand again”; “This brand will be my first choice in the future”; “I will not buy other brands if this brand is available at the store”; and “I will recommend this brand to others.”. Firstly, in their study Brakus, Schmitt and Zarantonello (2009) found that, brand experiences affect consumers' behavioral outcomes through a direct and indirect route. In the *direct route*, a brand evokes an experience and this alone leads to satisfaction and loyalty. In the *indirect route*, an experience becomes the basis for more elaborative

information processing and inference making that results in brand-related associations and in turn, these associations affects satisfaction and loyalty. Secondly, they have further found that the direct effect of experience on loyalty is higher than the direct effect of experience on satisfaction. Thus, brand experience was found to be a strong predictor of actual buying behavior which in turn is a better predictor of satisfaction. This result is in accordance with what Aaker (1999) explained. If a brand stimulates the senses, makes the person feel good, and engages the mind and body, a stimulation seeking organism may strive to receive such stimulation again. In addition to what Aaker (1999) and Brakus, Schmitt and Zaratonello (2009) says, Mittal and Kamakura (2001) and Oliver (1997) also points out that it's expected from consumers to want to repeat their experiences since those experiences result from stimulations and lead to pleasurable outcomes. And it's further expected from brand experiences to affect not only past directed satisfaction judgements but also future directed consumer loyalty. Here consumers are expected to be more likely to buy a brand again and recommend it to others and less likely to buy an alternative brand.

Secondly, in another study conducted by Kao, Huang and Wu (2008), the effects of theatrical elements on experiential quality, experiential satisfaction and loyalty intentions on theme parks through conducting a survey with theme park visitors. In their study, they defined the theatrical elements based on Pine and Gilmore's description of service personel as actors, consumers as the audience, the physical environment as the setting and the service enactment as the theatrical performance (1999) and besides, considered the attractiveness of the scripts, charm of the setting, planning of activities and consistency of theme as four theatrical experiential elements that may influence experiential qualities. Here in Kao, Huang and Wu's study (2008), *experiential quality* refer to immersion, surprise, participation and fun. Immersion is the involvement of consumers during consumption, which leads them to forget time and emphasize the consumption process instead of consumption results. Surprise refers to the freshness, specialty, or uniqueness perceived by consumers when they use the product or service. Participation pertains to the interaction between consumers and the product or service, and fun is the happiness and enjoyment consumers receive from the theme park. Finally, *experiential satisfaction* represents the integrated evaluations of consumers' consumption and contentment with regard to the entire consumption process and *loyalty intentions* include both repurchase and recommendation intentions. Repurchase intention is the willingness to keep a transaction relationship with the service provider after a purchase, which is operationalized here as willingness to return to the theme park in the future.

Recommendation intention pertains to a willingness to suggest other people to transact with the service provider (Kao, Huang and Wu, 2008).

In order to understand the relationship between theatrical elements, experiential quality, experiential satisfaction and loyalty intention, the authors developed hypothesis that be summarised as;

- Attractiveness of scripts relates positively to immersion, surprise, participation and fun
- Charm of setting relates positively to immersion, surprise, participation and fun.
- Planning of activities relates positively to immersion, surprise, participation and fun.
- Consistency of theme relates positively to immersion, surprise, participation and fun.
- The experiential qualities of immersion, surprise, participation and fun relate positively to experiential satisfaction.
- Experiential satisfaction relates positively to loyalty intentions.

As a result three to four items were used to measure experiential satisfaction and loyalty intention like, 'While playing I forgot that time is passing' for immersion, 'Some unexpected situations happened' for surprise, ' I would like to experience all the facilities' for participation, 'I really enjoyed this theme park' for fun, 'This park goes behind my expectations' and 'It's worthwhile to be here' for experiential satisfaction and 'I will tell my friends about this park' and ' I will recommend this theme park to others' for loyalty intention (Kao, Fuang and Wu, 2008).

Consequently, according to the results, the attractiveness of the scripts, charm of the setting and planning of activities were found to be the three very important theatrical elements that related positively to experiential qualities. Furthermore, immersion, surprise, participation and fun were found to be positively related to experiential satisfaction, and experiential satisfaction in turn relates positively to loyalty intentions. Based on the results, attractiveness of scripts and charm of the setting are important elements that lead to experiential qualities. Therefore, the language and body language of the actors and service personnel and the design of the physical environment are also important. Among the four experiential qualities, fun has been found as the highest loading on experiential satisfaction (Kao, Fuang and Wu, 2008).

Thirdly, in another study, Chih-Yun Yang (2009) studied sense in experiential marketing with its relations versus consumer's repurchase intentions. In this study they explored consumers of a franchise restaurant in Taiwan and probed into how sense marketing raised consumer loyalty to that restaurant and furthermore affected repurchase intention. In another way it can be said that Chih-Yun Yang aimed to discover the correlation among customer satisfaction and repurchase intention through analyzing sense marketing by its items which are service location and product itself. In his study, Chih-Yun Yang used Siegel and Gale consultancy company's study as a reference and proposed that the most effective opportunity of a brand takes place after purchasing, and these sense experiences are key factors of customer satisfaction and brand loyalty (2009).

As a result of his quantitative study, he found out that the sense experience or sense marketing items which are service location and product, have a significant positive correlation with customer satisfaction and repurchase intention. However, the analysis showed that product had stronger impacts than service location on customer satisfaction and repurchase intention. Moreover, it's also found out that Customer satisfaction shows a significant positive correlation with repurchase intention (Chih-Yun Yang, 2009).

Moreover, Grace and O'Cass's (2004) study analyzed the relationship between service experiences, customer satisfaction and loyalty, as well. In their study they explained that, when services marketing is considered, experiential marketing appears as an important tool for service brands to impact consumer's feelings, satisfaction and attitudes.

Further they made a point of the importance of experiential marketing for services marketing through discussing the nature of the service offering. In their study it is mentioned that, due to the nature of the service offering, purchase decisions, consumption experiences and postpurchase evaluations of services are problematic to service consumers and since service business is not so much what it is but what the consumer experiences, the communication, customer satisfaction and loyalty efforts of service marketers are problematic as well(Martin, 1999). Since the services are high in service qualities which are attributes that can only be discerned after purchase or during consumption and also high in experience credence qualities which are attributes that the consumer may find impossible to evaluate even after purchase and consumption, here experiential marketing is accepted to act as an effective tool to grab the services customers' attention and communicate them in order to direct them to purchase behavior (Zeithaml and Bitner, 1996).

According to Padgett and Allen (1997), for many services the experience itself is the key perceptual event from the consumer's point of view. Contrary to physical goods, the service offering is more complex as it involves a combination of processes, people and facilities. At the outset, each of these which are the core service, employee service and servicescapes has significant contributions to service experience and also has the potential to impact the consumer's satisfaction (Grace and O'Cass, 2004).

In accordance with what Grace and O'Cass says, Reynolds and Beatty (1999) also claimed that the core service and employee service influence the customer's perception of value and their level of satisfaction with the service. Moreover, the service provided by the employee is argued to effect customer satisfaction, perception of service quality, future consumption behavior, and increase profits for the service organization(Pugh, 2001). Also, the servicescape also plays an important role in providing valuable, tangible brand clues to consumers prior to purchase and construct an important dimension of the service experience due to its impact on consumers during consumption.

Parallel to the literature about services marketing and service experiences, Grace and O'Cass(2004), found out in their study that core service, employee service and servicescape are strong contributors to the service experience. They argue that, the design, layout and appearance of the physical setting of the service and the appearance of the service employees conducting the service, all send strong signals to the service consumer about the brand that ultimately effect their overall perception of the brand. Further they claimed that, the service experience has a positive effect on arousing the consumer's satisfaction with the brand. Here, positioning of the satisfaction as the immediate response to brand attribute evaluation is validated by the strong relationship shown between service experience and satisfaction. Having determined that satisfaction with the service brand is the outcome of the service experience, Grace and O'Cass (2004) also indicate that satisfaction is an antecedent to the consumer's overall attitude toward the brand.

In addition to those discussed above, Bloch, Brunel and Arnold (2003) found out in their study that, as part of the sense marketing elements, visual aesthetics plays an important role in consumer's purchase behavior and satisfaction as well. For this study, they have only analyzed the visual product aesthetics or those characteristics that create a product's

appearance, such as materials, proportion, color, ornamentation, shape, size and reflectivity to understand the effect of part of a sense marketing tool on customer's purchase intentions. So, in order to understand the centrality of visual product aesthetics for a consumer in his or her relationships with products, the authors conducted indepth interviews with individuals believed to have above average interest in design aesthetics, analyzed their interviews and reached out three important dimensions of virtual aesthetics important for consumers as value, acumen and responce in their purchase behavior. When the respondents were further asked to rate several statements as representative of those previously found dimensions of visual asthetics, two to three statements were scored highest by the consumers to be representative like; 'A product's design is a source of pleasure tor me' or 'I enjoy seeing displays of products that have superior designs.' for value, 'I have the ability to imagine how a product will fit in with designs of other things I already own.' or 'I have a pretty good idea of what makes one product look better than its competitors.' for acumen and 'Sometimes the way a product looks seems to reach out and grab me.', 'If a product's design really "speaks" to me, I feel that I must buy it.' or 'When I see a product that has a really great design, I feel a strong urge to buy it' for responce. In the end, Bloch, Brunel and Arnold (2003) found out that consumers that give high importance to visual product aesthetics consider aesthetics to be important for a wider range of product categories than do consumers scoring low on visual aesthetics. Further, the importance placed on product aesthetics in the formation of purchase intentions is again greater for those customers that give high importance to visual product aesthetics than those with low. So for marketers, it is essential to recognize the importance of visual product aesthetics as a part of sensen marketing in eexperiential marketing approach, to appeal to those consumers who are increasingly making their brand choices based on aesthetic value and distinctiveness of visual design.

Moreover, in another study Edell and Burke (1987), found out that transformational advertisements which refer to, advertising that connects the experience of the advertising so tightly with the experience of using the brand that consumers can not remember the brand without recalling the experience generated by the experience, have greater impact on consumers' recall behavior and purchase intentions. They further indicated that, transformational advertisements transforms the experience of using the advertised brand through feelings which are evoked during the exposure to the advertisement. So it can be said that, as part of a feel marketing tool of experiential marketing, transformational advertisements may provide marketers an opportunity to communicate the feelings connected

to a particular product or service that other advertisement types fail to provide to the consumer, and hence enable consumers to recall not only the brand but also the experience and feelings that are generated by those brands.

Günay (2009) also analyzed the influence of experiential marketing on consumer's experiential values and stated in one of her studies that through providing the consumer with unique and unforgettable experiences, brands may differentiate themselves from their competitors and hence achieve customer satisfaction and loyalty.

Furthermore, McAlexander, Schouten and Koenig (2002) analyzed in their study the effect of brand communities and relate marketing efforts on customer loyalty. By brand community concept, they refer to a specialized, nongeographically bound community, based on a structured set of social relationships among users of a brand (Muniz and O'Guinn, 2001). And in the study they focused on two brands which are Jeep and Harley Davidson to understand how brand communities provide experiences to the members and in return how membership or feeling of belonging to a brand community helps experiential marketing in communicating with the consumers and providing loyalty. They analyzed the brandfest events of both brands and found out that those events provide the members or the attendees with shared rituals and traditions, a sense of moral responsibility and feeling of belonging to a broader community that understands and supports them in realizing their consumption goals. Besides, Mc Alexander, Schouten and Koenig (2002) indicated in their study that, those brand communities give the consumers an opportunity to know one another in ways that would be difficult or impossible through electronic or mass media, speed up the processes of socialization, enable consumers to see, feel and hear demonstrations of product use and form friendships. Besides, since participants are encouraged to bring friends or family to those brandfests, the opportunity to share brand enthusiasm and experience were also being provided to the consumers.

Hence as part of relate marketing tool of experiential marketing approach, those brand communities bring together people, or parties of people, who often share no other connection than an interest in a brand and its consumption. According to Alexander, Schouten and Koenig(2002), given the opportunity for context-rich interaction, in which previous communication was either nonexistent or limited to mass or electronic media, participants share extraordinary consumption experiences at the brand communities and further share

meaningful consumption experiences, strengthen interpersonal ties and enhance mutual appreciation for the product, the brand, and the facilitating marketers. Moreover the authors argue that, through those brand communities and experiential efforts like brandfests, the virtual ties between the brand and consumers and the consumers themselves, become real ties or even weak ties become stronger and as a result strong ties develop additional points of attachment. At this point their analysis suggest that consumer-centric relationships with different entities in the brand communities are cumulative and synergistic in forming a single construct which leads to customer loyalty. In another way it can be said that, more and stronger points of attachment through brand communities and relate marketing events may lead to greater integration in a brand community and may further construct brand loyalty through providing emotional and behavioral attachment to a brand and turn into a total life experience for a consumer and total life loyalty for a brand with respect to its relationship with that consumer (Arnould and Price, 1993).

On the other hand Chang and Chieng(2006) studied the effect of experiential marketing on customer satisfaction and loyalty and in their study they focused on building long term consumer brand relationship through successful brand experiences. The reason why they focus on consumer brand relationship is that they suppose long term consumer brand relationship engenders better customer loyalty when supported by consumer experiences.

In their study consumer brand relationship is defined as the tie between a person and a brand that is voluntary or is enforced interdependently between the person and the brand. And this relationship is believed to be a result of the accumulation of consumption experience (Balckston, 2000). Besides, in this study it is indicated that emotional experience strengthens consumer brand relationship , an escape from daily life, such as playing a computer game as a form of think experience allows the brand to bond with consumers, and using sociocultural consumer notions and the application theories of imagination yields to critical link to consumer's self expression, and thus self expression becomes an aspect of the consumer brand relationship (Fournier, 1998).

In order to analyze the relationship between brand experiences and consumer brand relationship, and further to see whether brand experience has influence on consumer brand relationship, Chang and Chieng (2006) conducted a quantitative research in coffee chain market of service sector in China and Starbucks was one of the sample coffee chain stores

where respondents were asked to complete a questionnaire which includes the following measure sentences given below in Table 3.4 to understand the relationship between brand experiences and consumer brand relationship.

Table 3.4 Sample Sentences Used By Chang and Chieng to Measure The Relationship Between Brand Experiences and Consumer Brand Relationship

Dimension	Sample Measure Sentence
Sense	This coffee store is focused on experience sensory experience appeal.
Feel	This coffee store tries to put me in a certain mood.
Think	This coffee store appeals to my creative thinking.
Act	This coffee store tries to make me think about lifestyle.
Relate	This coffee store tries to get me to think about relations.
Love	I have feeling for this coffee store.
Commitment	I feel very loyal to this coffee store.
Attachment	feel missing if I haven't gone to the store for a while.
Partner	This coffee store treats me an important customer.

Source: Chang, P.L. and Chieng M.H. (2006), 'Building Consumer-Brand Relationship: A Cross Cultural Experiential View', *Journal of Psychology and Marketing*, Vol.23, No.11, pp. 927-959.

As a result of their quantitative research the study found out that brand experiences which can either be individual like sense, feel and act or shared like act and relate positively and significantly influence consumer brand relationship. Since the sustainability of brand loyalty is important for brands and consumer brand relationship is critical to the building of brand loyalty (Fournier, 1998), here brand experiences appear as an innovative way to create mutually beneficial relations with consumers (Mitchell and Orwig, 2002).

Further in the study it is also concluded that brand marketers must carefully and aggressively develop an experiential plan which will further create an individual experience for the consumer that will create a positive and sophisticated brand relationship and hence brand loyalty (Schmitt, 1999). So consequently the study proposes that marketers should stage their consumers experiences whenever they engage with them (Chang and Chieng, 2006).

There are hence other studies conducted to understand how experiential marketing is effective on customer satisfaction and loyalty in service sector and especially in coffee chain market. These are stated in the following sub section.

3.5.2. Coffee Chain Store Market Studies on the Link Between Experiential Marketing, Customer Satisfaction and Loyalty

In another study conducted by Lin and Lan (2004), customer's consumer behavior in coffee chain stores, their level of satisfaction and besides their requirements regarding to situational factors that affect their behavior towards coffee chain stores were investigated through questionnaires conducted in coffee chain stores in Taiwan. As a result of the study, Lin and Lan explored some aspects of consumers' behavior in coffee chain stores. Firstly, they found out that consumers patronize the coffee stores during diner hours with their classmates or friends and have shared experiences with them. Moreover, finding a lot of magazines to read was found to be the leading factor for consumers to patronize a coffee store and the other factors were found to be the overall ambience, interior decoration and design (Lin and Lan, 2004). From this results, the study further concluded that for providing better brand experiences to consumers and following better brand experiences for providing better customer satisfaction and retaining better customer loyalty, coffee chain stores must consider the situational factors that coffee chain store's consumers evaluate as valuable and try to appeal to their senses, thoughts and feelings through those factors (Lin and Lan, 2004).

In addition to the studies discussed above, in another study by Yuan and Wu(2008), the relationship among experiential marketing, experiential value and customer satisfaction was examined. According to Yuan and Wu (2008), experiences a brand delivers to its customers are vital to success of that company and creating memorable experiences is critical to retaining old customers and attracting new ones. Hence retaining satisfied customers is essential for the success of businesses.

In another study, Fonvielle (1997) argued that high customer satisfaction is a competitive advantage for businesses because it contributes to repetitive purchasing and the higher customer satisfaction is, the higher will be customer loyalty, intention of repetitive purchasing, positive word of mouth, and market share will be. So in their study Yuan and Wu (2008) examined whether experiential marketing can induce customer satisfaction through experiential value in hospitality and tourism industries and in order to support the idea that

memorable activities created by businesses through unforgettable experiences create satisfied and loyal customers to those businesses they conducted their quantitative research in Starbucks coffee chain stores in China and measured experiential marketing by sense perception, feel perception, think perception, service quality and measured experiential value by emotional value and functional value.

In the study customer value refers to a combination of customers' belief, attitude, and experience of a product. Experiential value refers to customers' perceptions of products or services through direct use or indirect observation (Strauss and Frost, 2002). Customers can get experiential value from different kinds of experiences and experiential value focuses on the value that customers retain from their experiences. Here, functional value can be considered as a basic value delivered to customers like a good taste coffee provided by a coffee store and emotional value refers to the feeling or emotional reaction that customers gain during and after experiencing like a caring server in a coffee store (Berry, Carbone and Haeckel, 2002). On the other hand customer satisfaction which refers to cumulative satisfaction is the customers' overall measurement of all their purchasing and consuming experiences related to an organization's past, present and future performance (Patterson and Spreng, 1997). Moreover, service quality refers to a subjective perception and the evaluation of the service that customers encountered, and something that focuses especially on interactions with the service provider (Bitner, Booms and Mohr, 1994). Also sense perception refers to how customers get perception and information from sight, sound, scent, taste and touch. Feel perception means customers get emotional perception and information about company and brand via experience and think perception is a result of engaging in creative thinking that may result in a reevaluation of the company and its products (Schmitt, 1999).

As a result of that theoretical construct and after conducting a self reported questionnaire with respondents who are current customers of Starbucks that have adopted it as part of their lifestyle, Yuan and Wu (2008) consequently found out that as a result of the experiences consumers engage in coffee stores, different environmental factors create different customer responses and emotions, and in return affect customer satisfaction. These experiential factors include music, color, smell, brightness, music volume and level of crowding. Further it was found by the researchers that service quality affects customer value and experiential value in return affects customer satisfaction.

There were also demographic findings of the study which point out that customers of Starbucks in China are young, well educated and a high percentage of them are students. Besides they are mostly female, the majority of them are between ages 20 and 30 and most of them are research assistants, sales representatives, managers, supervisors, professionals, or students.

In detail the study found out that experiential marketing partially induces customer satisfaction but more specifically experiential marketing induces customer satisfaction through emotional and functional value provided by feel and think perception and service quality. However, sense perception was not found to be an important factor in providing experiential value and customer satisfaction through experiential marketing. So as a result of this study, it can be suggested for coffee chain store marketers to reallocate their investments on decoration and other facilities and hence allocate more investment on core operations like employee training to deliver better customer service and increase service quality which will in return provide the companies greater customer value followed by greater experiential value which will result in greater customer satisfaction at the end (Yuan and Wu, 2008).

Finally a very similar study to Yuan and Wu was also conducted by Günay (2009) with Gloria Jeans coffee chain stores in North Cyprus. In her study the influence of experiential marketing on customers' experiential values was investigated and how the experiential modules of Schmitt(1999) and service quality perceptions of consumer influence their experiential values was measured. Data was gathered through questionnaires in Gloria Jeans coffee stores in North Cyprus and the final questionnaire included statements that measure perceptions of university students about their experiential marketing experiences, service quality perception and perception about experiential values, and demographic questions to further analyze the demographic profiles of coffee chain store's consumers. The below sample sentences in Table 3.5 were used in the questionnaire;

As a result of the study Günay (2009) found out that experiential marketing and service quality was effective on experiential value and the components of strategic experiential modules as sense, feel, act, think and relate and service quality perception were associated with experiential values. Moreover this study also covers some demographic findings like Gloria Jean's coffee chain store's consumers in North Cyprus are mostly men, young people aged between 21-24 and more than fifty percent of them have monthly family income between 1000-2500 USD.

Table 3.5 Sample Experiential Marketing Statements

Dimensions	Items
Service	The cafe provides its service at the time it promises to do so.
Quality	Employees of this cafe insist on to fully understand what I want.
Feel	I feel myself comfortable and happy at this coffee. Cafe has relaxing and intimate atmosphere.
Act	This coffee shop tries to make me think about lifestyle. This cafe shop tries to remind me of activities I can do.
Relate	This coffee shop helps me to develop relationship with my social environment. Be a customer of Gloria Jean's is one of the activities of social class that I belong to.
Think	There are print and visual channels of communication and Internet connection within this cafe that makes me to follow up daily developments.
Sense	Gloria Jean's coffee shops have visually attractive products. The internal and external decoration of Gloria Jean's coffee shops is attractive and attention getting.

Source: Günay, N. (2009), 'Diagnosing University Students' Experiences in Trendy Coffee Shops: An Empirical Study in Gloria Jean's Coffees', 27th EuroCHRIE Annual Conference: From Services to Experiences in Tourism and Hospitality Industry and Education.

In this part of the study the relationship between experiential marketing, customer satisfaction and loyalty is discussed through examining various studies which have investigated this relationship from different perspectives before. Studies that has investigated that relationship for especially services sector brands are also examined and study findings related specifically to coffee chain stores were also given. In the next section, the conceptual model and the variables of this thesis study will be determined.

4. RESEARCH DESIGN AND METHODOLOGY

4.1. Objectives of the Study

This study aims to examine experiential marketing in regard to its effects on consumers' behavioral outcomes. It is intended to figure out experiential marketing efforts' success in creating greater value for consumers, especially in services sector and coffee chain store market. For this purpose, the attitudes of consumers that are attracted by experiential marketing efforts of Starbucks coffee chain stores in Turkey are taken into consideration for analysis.

The marketing research problem of this study can be stated as, to understand the impact of experiential marketing on customer satisfaction and loyalty.

Besides, following research objectives can be derived for this study:

1. To detect the most rewarded or appreciated experiential marketing strategy by consumers,
2. To investigate the most rewarded or appreciated experiential marketing items in each of the five different experiential marketing strategies,
3. To investigate the most rewarded or appreciated experiential marketing items among different demographic groups
4. To detect the statistical differences in different demographic groups' approach to experiential marketing and its strategic experiential modules
5. To investigate the impact of experiential marketing on customer satisfaction and loyalty
6. To examine the differences in experiential marketing strategy's impact on customer satisfaction and loyalty among different demographics

4.2. Conceptual Model and the Variables of the Study

The variables in the conceptual model of this study are determined through the review of the literature with a focus on the relationship between experiential marketing and customer satisfaction and loyalty, emphasizing specifically the relationship between those concept in

services sector and especially in the coffee chain store market. Besides, new variables are also added to the model by considering the coffee chain store market and Starbucks' operation in Turkey. Moreover, the items to measure those variables in the conceptual model are not only based on the literature; some of those are adopted for this thesis, or developed by the researcher.

The independent variables of this study are strategic experiential marketing modules which are sense, feel, act, think and relate experiences. The dependent variables of this study are customer satisfaction and loyalty. Demographics is the moderating variable which will be analyzed in terms of its effect on the relationship between experiential marketing and customer satisfaction and loyalty.

All of the variables in the conceptual model are explained in Table 4.1. with the variable numbers and question numbers in the questionnaire, dimensions and sub-dimensions used to determine the variables, variable names used and sources of the variables. The conceptual model developed for this thesis is shown in Figure 4.1.

Figure 4.1. A Conceptual Model on The Effects of Experiential Marketing on Customer Satisfaction and Loyalty

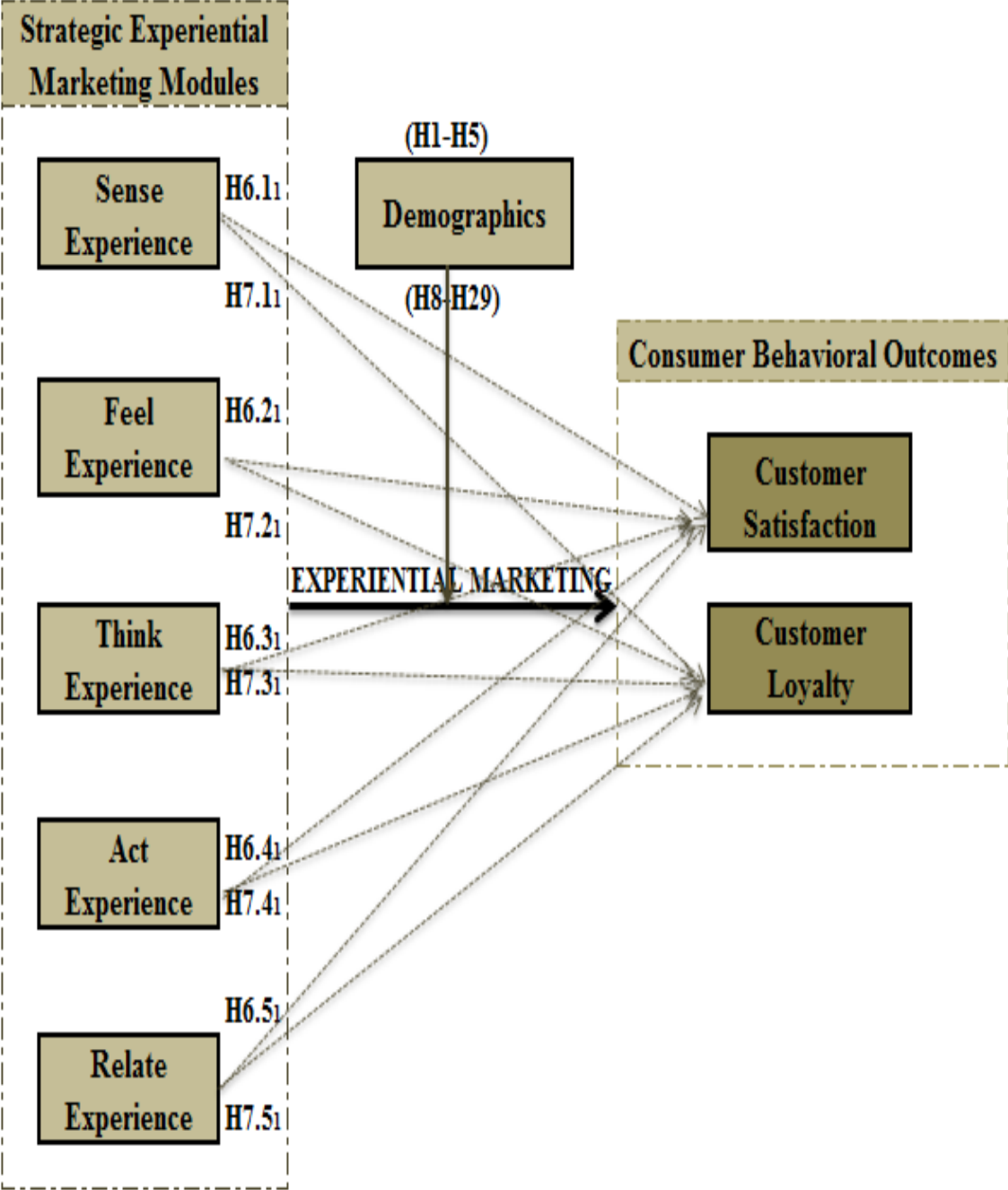


Table 4.1. Variable List of The Study

Question Number	Variable Number	Dimension	Sub-dimension	Question	Source
1	V1	Coffee Store Visiting Habit	Ever Visit	Yes No	Developed by the researcher
2	V2	Coffee Store Visiting Habit	Frequency	Twice a day or more Once a day 4-5 times a week 2-3 times a week Once a week 2-3 times a month Less often	Developed by the researcher
3	V3 V4 V5 V6 V7 V8 V9 V10	Coffee Store Visiting Habits	Brands (Coffee Chain Stores)	Cafe Crown Cafe Nero Gloria Jeans Coffees Kahve Dünyası Roberts Cafe Starbucks Tchibo Other	Developed by the researcher
4	V11	Starbucks Store Visiting Habit	Frequency	Twice a day or more Once a day 4-5 times a week 2-3 times a week Once a week 2-3 times a month Less often	Developed by the researcher

Question Number	Variable Number	Dimension	Sub-dimension	Question	Source
5	V12	Brand Experience	Sense Experience	The music system in Starbucks offers relaxing and pleasant atmosphere.	Günay, N., 2009.
5	V13	Brand Experience	Sense Experience	In Starbucks, the coffee product and food variety is gorgeous.	Developed by the researcher
5	V14	Brand Experience	Sense Experience	There is a nice and interesting coffee smell within Starbucks stores.	Günay, N., 2009.
5	V15	Brand Experience	Sense Experience	I like the presence and variety of by-products or souvenirs like cups, coffee machines, toys, music CDs in Starbucks coffee stores.	Developed by the researcher
5	V16	Brand Experience	Sense Experience	The taste of Starbucks products match my expectation.	Günay, N., 2009.
5	V17	Brand Experience	Sense Experience	I like the materials that are used in serving Starbucks' products like paper cups, carton paper cup holders and wooden spoons.	Developed by the researcher
5	V18	Brand Experience	Sense Experience	The decoration of Starbucks is attractive and is visually well designed.	Günay, N., 2009.
5	V19	Brand Experience	Sense Experience	I like the touch of furniture in Starbucks coffee stores.	Kao, Y., Huang, L. and Wu, C., 2008.
5	V20	Brand Experience	Feel Experience	I think the atmosphere which is composed of products, people, interior design in Starbucks coffee stores appeals to my feelings.	Schmitt, B., 1999.

Question Number	Variable Number	Dimension	Sub-dimension	Question	Source
5	V21	Brand Experience	Feel Experience	I have fun while drinking coffee in this coffee store	Kao, Y., Huang, L. and Wu, C., 2008.
5	V22	Brand Experience	Feel Experience	I really enjoy my time in this coffee store	Kao, Y., Huang, L. and Wu, C., 2008.
5	V23	Brand Experience	Feel Experience	Starbucks has a comfortable and intimate atmosphere.	Günay, N., 2009.
5	V24	Brand Experience	Feel Experience	Starbucks brand is an emotional brand.	Brakus, J., Schmitt, B. And Zarantonello, L., 2009.
5	V25	Brand Experience	Feel Experience	I feel myself relaxed and happy at this coffee store.	Günay, N., 2009.
5	V26	Brand Experience	Act Experience	I think visiting Starbucks has changed my lifestyle and become a part of my lifestyle.	Yang, C. H. (2009)
5	V27	Brand Experience	Act Experience	I like the self service concept in Starbucks coffee stores.	Kao, Y., Huang, L. and Wu, C., 2008.
5	V28	Brand Experience	Act Experience	I like having the opportunity to use wireless internet in Starbucks coffee stores.	Developed by the researcher.
5	V29	Brand Experience	Act Experience	The coffee seminars arranged in Starbucks to inform customers on products and their preparations increase my interest in this coffee store and its products.	Yalçın, M., Çobanoğlu, E. and Erdoğan, İ., 2008.
5	V30	Brand Experience	Act Experience	I like having common areas for collaboration that provide facilities like desks or boards for business meetings or homework groups in Starbucks coffee stores.	Developed by the researcher.

Question Number	Variable Number	Dimension	Sub-dimension	Question	Source
5	V31	Brand Experience	Act Experience	Starbucks is a nice venue for me to socialize and spend time. between home, school or work.	Günay, N., 2009.
5	V32	Brand Experience	Act Experience	I like to have reading facilities like newspapers, books and magazines in Starbucks coffee stores.	Developed by the researcher.
5	V33	Brand Experience	Think Experience	Starbucks tries to appeal to my creative thinking.	Schmitt, B., 1999.
5	V34	Brand Experience	Think Experience	There are print and visual channels of communication and Internet connection within Starbucks that makes me to follow up daily developments.	Günay, N., 2009.
5	V35	Brand Experience	Think Experience	Starbucks organizes different activities like photograph exhibitions or design contests that take my attention.	Günay, N., 2009.
5	V36	Brand Experience	Think Experience	I engage in a lot of thinking when I encounter Starbucks.	Brakus, J., Schmitt, B. And Zarantonello, L., 2009.
5	V37	Brand Experience	Think Experience	I value the creative ideas that I gather from the coffee seminars arranged by Starbucks coffee stores as helpful.	Developed by the researcher (through Starbucks Turkey's web site.) http://www.kahvetutkusu.com/kahvesohbetleri/bilgi.aspx
5	V38	Brand Experience	Think Experience	I follow the latest news about Starbucks coffe stores from their web site.	Günay, N., 2009.

Question Number	Variable Number	Dimension	Sub-dimension	Question	Source
5	V39	Brand Experience	Relate Experience	I like the social responsibility projects realized by Starbucks coffee stores.	Developed by the researcher (through Starbucks Turkey's web site.) http://www.kahvetutkusu.com/SosyalSorumluluk/index.aspx
5	V40	Brand Experience	Relate Experience	I feel a sense of kinship with other Starbucks visitors.	McAlexander, J. H., Schouten J.W. and Koenig, H.F., 2002.
5	V41	Brand Experience	Relate Experience	I have an interest in a club for Starbucks customers.	McAlexander, J. H., Schouten J.W. and Koenig, H.F., 2002.
5	V42	Brand Experience	Relate Experience	I enjoy Starbucks' charitable actions and relations with non-profit organizations.	Developed by the researcher (through Starbucks Turkey's web site.) http://www.kahvetutkusu.com/SosyalSorumluluk/index.aspx
5	V43	Brand Experience	Relate Experience	Starbucks makes me think that I belong to a benevolent family of Starbucks	McAlexander, J. H., Schouten J.W. and Koenig, H.F., 2002.
5	V44	Brand Experience	Relate Experience	The coffee seminars in Starbucks coffee stores help me to develop relationship with my social environment and other customers.	Schmitt, B., 1999. Günay, N., 2009.
5	V45	Brand Experience	Relate Experience	Starbucks makes me feel a part of a family or group.	McAlexander, J. H., Schouten J.W. and Koenig, H.F., 2002.

Question Number	Variable Number	Dimension	Sub-dimension	Question	Source
5	V46	Customer Satisfaction	Experiential Satisfaction	I experience a satisfactory service in Starbucks.	Yuan, Y.H.E. and Wu, C.K., 2008.
5	V47	Customer Satisfaction	Experiential Satisfaction	Starbucks satisfies my desire to drink coffee and my need to be socialized.	Chang, P.L. and Chieng M.H., 2006.
5	V48	Customer Satisfaction	Experiential Satisfaction	Starbucks goes beyond my expectations.	Kao, Y., Huang, L. and Wu, C., 2008.
5	V49	Customer Satisfaction	Experiential Satisfaction	I really enjoy my visits to Starbucks.	Kao, Y., Huang, L. and Wu, C., 2008.
5	V50	Customer Satisfaction	Experiential Satisfaction	I can call a day in Starbucks a really nice day.	Kao, Y., Huang, L. and Wu, C., 2008.
5	V51	Customer Satisfaction	Experiential Satisfaction	I really love Starbucks.	Chang, P.L. and Chieng M.H., 2006.
5	V52	Customer Loyalty	Experiential Loyalty	I feel very loyal to Starbucks.	Chang, P.L. and Chieng M.H., 2006.
5	V53	Customer Loyalty	Experiential Loyalty	I would recommend Starbucks to others and my friends.	Kao, Y., Huang, L. and Wu, C., 2008.
5	V54	Customer Loyalty	Experiential Loyalty	The experience in Starbucks makes me want more of the same kind of interaction in the future.	McAlexander, J. H., Schouten J.W. and Koenig, H.F., 2002.
5	V55	Customer Satisfaction	Experiential Loyalty	I will stay with this coffee store through good times or bad.	Chang, P.L. and Chieng M.H., 2006.
5	V56	Customer Loyalty	Experiential Loyalty	No other coffee store can take the place of Starbucks.	Chang, P.L. and Chieng M.H., 2006.

Question Number	Variable Number	Dimension	Sub-dimension	Question	Source
6	V57	Demographics	Gender	Male / Female	Developed by the researcher
7	V58	Demographics	Age	17 years and younger 18-24 25-34 35-44 45-54 55-64 65 years and older	Developed by the researcher
8	V59	Demographics	Education Level	No formal education Primary School High School Associate Degree University Masters / PhD	Developed by the researcher
9	V60	Demographics	Working Status	Working Not working with income Not working without income	Developed by the researcher
10	V61	Demographics	Occupation Details	Student Employee (executive, manager, officer etc) Employer Self employed (doctor, lawyer etc.) Retired Unemployed	Developed by the researcher

4.3. Hypotheses of the Study

The hypotheses of the analyses are listed as follows:

- Hypotheses related to objective 4, which are tested in part 5.2.4. on page 145:

H1₁: There is a significant difference in women and men respondents' approach to experiential marketing

H2₁: There is a significant difference in different age groups' approach to experiential marketing

H3₁: There is a significant difference in university and masters / PhD group of respondents' approach to experiential marketing

H4₁: There is a significant difference in working and not working respondents' approach to experiential marketing

H5₁: There is a significant difference in student and employee respondents' approach to experiential marketing

- Hypotheses related to objective 5, which are tested in part 5.3. on page 160:

H6₁: Experiential marketing has impact on customer satisfaction

H7₁: Experiential marketing has impact on customer loyalty

- Hypotheses related to objective 6, which are tested in part 5.4. on page 171:

H8₁: Experiential marketing has an impact on women respondents' customer satisfaction

H9₁: Experiential marketing has an impact on women respondents' customer loyalty

H10₁: Experiential marketing has an impact on men respondents' customer satisfaction

H11₁: Experiential marketing has an impact on men respondents' customer loyalty

H12₁: Experiential marketing has an impact on 18-24 age group of respondents' customer satisfaction

H13₁: Experiential marketing has an impact on 18-24 age group of respondents' customer loyalty

H14₁: Experiential marketing has an impact on 25-34 age group of respondents' customer satisfaction

H15₁: Experiential marketing has an impact on 25-34 age group of respondents' customer loyalty

H16₁: Experiential marketing has an impact on 35-44 age group of respondents' customer satisfaction

H17₁: Experiential marketing has an impact on 35-44 age group of respondents' customer loyalty

H18₁: Experiential marketing has an impact on university group of respondents' customer satisfaction

H19₁: Experiential marketing has an impact on university group of respondents' customer loyalty

H20₁: Experiential marketing has an impact on masters / PhD group of respondents' customer satisfaction

H21₁: Experiential marketing has an impact on masters / PhD group of respondents' customer loyalty

H22₁: Experiential marketing has an impact on working respondents' customer satisfaction

H23₁: Experiential marketing has an impact on working respondents' customer loyalty

H24₁: Experiential marketing has an impact on not working respondents' customer satisfaction

H25₁: Experiential marketing has an impact on not working respondents' customer loyalty

H26₁: Experiential marketing has an impact on student respondents' customer satisfaction

H27₁: Experiential marketing has an impact on student respondents' customer loyalty

H28₁: Experiential marketing has an impact on employee respondents' customer satisfaction

H29₁: Experiential marketing has an impact on employee respondents' customer loyalty

4.4. Research Design

This research is a quantitative study that aims to analyze data through descriptive approach.

In order to provide insight and understanding to the context of the study, firstly an exploratory study was conducted by means of literature review. An exploratory research refers to 'one type of research design, which has its primary objective as the provision of insights into and comprehension of the problem situation confronting the researcher' (Malhotra, 2007). In this research, exploratory research is about experiential marketing as a new approach, experiential items that form out each of the five separate and different strategic experiential marketing modules, and the experiential factors that specifically affect customer satisfaction and loyalty in coffee chain store market.

Secondly, a descriptive study was conducted through a customer survey. Here, a descriptive study or research refers to ‘a type of conclusive research that has its main objective as description of something – usually market characteristics or functions’ (Malhotra, 2007).

Before designing and finalizing the questionnaire that was used in the descriptive study of this research, observations in Starbucks coffee chain stores were made, interviews with employees of Starbucks coffee chain stores were conducted. Besides, before giving a start to the fieldwork, the questionnaire was distributed to 20 people including marketing research executives, field supervisors, consumer insight executives, and Starbucks coffee chain store consumers to test whether there was a wording error, translation mistake or any misunderstood question. After collecting the feedbacks from this pilot study and by taking the recommendations of those 20 people into consideration, the field version of the questionnaire was given its final status, to be used for the descriptive study. Finally, the primary data was collected by distributing the questionnaire to more than 3000 people via snowball technique and analyzed by using statistical techniques, using the statistical analysis tool, SPSS version 18.

4.5. Data Collection Procedure

In this section of the study, the data collection method and data collection instrument will be discussed.

4.5.1. Data Collection Method

For this study, primary data was collected by quantitative research through self administered questionnaires administered to coffee chain store and specifically Starbucks consumers between 27th of March and 5th of April, 2010. Convenience and snowball sampling, which are types of nonprobabilistic sampling, are used as the sampling techniques of this study.

4.5.2. Data Collection Instrument

The self administered, structured and undisguised questionnaire used in this study is designed based on the research objectives, literature review, observations in Starbucks coffee chain stores, interviews with employees of Starbucks coffee chain stores and finally revised after

the pilot study conducted by 20 people covering marketing research and consumer insight executives, field supervisors and Starbucks consumers. The field copy of the questionnaire used in this study can be viewed in Appendix 1.

The questionnaire has 3 main parts and 10 different questions in total. The first part of the questionnaire, which covers the questions through 1 to 4 are related to respondents coffee chain store visiting habits. Since this study is related to Starbucks consumers' experiential marketing attitudes, and satisfaction and loyalty levels based on strategic experiential marketing modules, these questions at the first part are asked to filter the coffee chain store consumers, and then Starbucks consumers at the beginning. The first three questions are asked to all respondents and after the 3rd filtering question that investigates the coffee chain store brands the respondent actually visits, the questionnaire gives a direction note to the respondents that beginning from the 4th question, the rest of the questionnaire will be filled only by Starbucks customers, and they can stop answering the questionnaire if they are not a Starbucks customer. Fortunately, among 320 questionnaires that were collected from the respondents, only 4 of them belonged to the respondents who are not customers of Starbucks. So, 316 questionnaires were filled by both coffee chain store visitors and Starbucks consumers and 306 of them were used in the data analysis.

The second part of the questionnaire covers only the 5th question that includes 45 statements related to experiential marketing, customer satisfaction and loyalty. The question was asked through a likert scale that has five response categories, ranging from 'strongly agree' with the choice number given as 5 to 'strongly disagree' with the choice number given as 1. For this 5th question, respondents are given the direction that, they should answer the questions or mark the category of the likert scale based on their total experiences they have had during their visits to Starbucks stores and the 3rd category of the likert scale which refers to 'Neither agree nor disagree' does not refer to a state of position that the respondent has no idea for the statement or feels neutral to the statement. Instead, it was told to the respondents that the 3rd category of the likert scale refers to a state of position that the respondent 'Somewhat agree or somewhat disagree' together with rating the category with the choice number 3. This direction note was especially given to the respondents since, in such a forced scale which a 'no opinion' or 'no knowledge' option is not provided, respondents may have the tendency to mark the middle scale position and then this marking would distort measure of central tendency and variance (Malhotra, 2007). The first 34 statements in this scale are directly

related to experiential marketing and its strategic modules such as sense, feel, think, act and relate marketing. The last 11 statements aim to measure customer satisfaction and loyalty. For the last 11 statements, the respondents were further given a direction to note that the questions are no longer related to experiences but instead related to evaluating the service they had experienced in Starbucks stores.

The third part of the questionnaire covers 5 questions from 6 to 10 and those questions are related to demographic data of the respondents such as their gender, age, education level, working status and occupation details (see Table 4.1).

4.6. Sampling Process

The sampling process section of this study constitutes of five parts which are the definition of the target population, specifications of the sampling frame, specifications of the sampling unit, selection of the sampling method, and determination of the sampling size.

4.6.1. Definition of the Target Population

Target population is defined by Malhotra(2007) as, ‘the collection of elements or objects that possess the information the researcher seeks and about which the researcher will make inferences’. Besides Malhotra(2007), further described target population as a translation of the research problem into a precise statement of who should and should not be included in the sample. Here in this study, the target population is all people visiting coffee chain stores in Istanbul.

4.6.2. Specifications of the Sampling Frame

Sampling frame is the representation of the elements of the target population. It consists of a list or set of directions for identifying the target population” (Malhotra,2007). The sampling frame of this study is the customers who visit Starbucks coffee chain stores and live and experience the brand in Istanbul, Turkey.

4.6.3. Specifications of the Sampling Unit

“Sampling unit is the basic unit containing the elements of the population to be sampled” (Malhotra, 2007). The sampling unit in this study is the customers who more or less

frequently visit Starbucks coffee chain stores around Turkey and who are exposed to the experiences provided by Starbucks coffee chain stores at least once. These people are in different gender, age groups, education levels, working status, occupation levels and hence possess different coffee chain store or Starbucks store visiting habits in means of frequency and brand repertoire.

4.6.4. Selection of the Sampling Method

In this study, two of the nonprobability sampling techniques which are convenience and snowball sampling are used.

Here, convenience sampling refers to a nonprobability sampling technique that attempts to obtain a sample of convenient elements or units of people who are most conveniently available and snowball sampling refers to a technique in which an initial group of respondents are selected randomly, and then the subsequent respondents are selected based on the referrals or information provided by the initial respondents (Malhotra, 2007).

These two sampling techniques are preferred and used for this study because of several reasons. First of all, convenience sampling is used since it is known to be the least expensive and least time consuming technique of all other techniques. Secondly, in convenience sampling the sampling units are accessible and easy to measure. Thirdly, snowball sampling is used since it increases the likelihood of locating the desired characteristics in the population and again results in low costs like convenience sampling. Since this study is a thesis with time and cost limitations, those two sampling techniques were found to be convenient and besides, appropriate for targeting Starbucks consumers. However, since both of the sampling techniques that are used are accepted to be not representative of any definable population in the research literature, it should be noted that caution should be exercised in interpreting the results and the findings should be treated as representative of the related sample but not be generalized to the population (Malhotra, 2007).

4.6.5. Determination of the Sampling Size

According to Malhotra(2007), sample size refers to the number of units or respondents to be included in the study. On the other hand, Malhotra and Birks (2003) discussed that the

number changes based on the importance of the decision, the nature of the research, the number of variables, the nature of the analysis, sample size used in similar studies, incidence rates, completion rates and resource constraints. In this thesis study, the number of respondents to be included is found by considering the number of variables and multiplying the number of variables in the survey by five. The questionnaire of this study constitutes 61 variables and 320 questionnaires were collected, in which 316 of them were useful since 4 of the respondents were not actual consumers of Starbucks, and only 306 of those respondents are used for the statistical analysis.

The Starbucks questionnaire was sent to 40 respondents by e-mail or post to overcome time and cost limitations and the convenience sampling method together with the objectives of the research were explained to those 40 people in order to maintain validation. Next, those 40 respondents were further asked to send the questionnaire to the people whom they think are Starbucks consumers to implement snowball technique. In total, 320 questionnaires were collected from the respondents, and only 4 of them were useless as their respondents were not customers of Starbucks, and among 316 questionnaires which were filled by both coffee chain store visitors and Starbucks consumers only 306 of them were used in the data analysis.

4.7. Data Analysis and Reliability

In order to analyze the data, SPSS statistical package for Windows (Release 18.0) is used. First of all, descriptive analyses and frequencies were used to describe the sample, its demographic profile and coffee chain store or Starbucks store visiting habits and brand repertoire. For statistical analysis, analysis such as chi square, t-tests, one way ANOVA, regression and correlation have been used and further a factor analysis has been performed to see the differences in Starbucks consumers' experiential marketing attitudes and experiential marketing literature's conceptual model. A significance level of 0.05 was determined for the evaluation of the statistical analyses.

Although there are different methods for measuring the reliability of an instrument for any study, scale reliability was established for this thesis study by using Cronbach's alpha coefficient, which is one of the most widely used reliability measures (Bryman and Cramer, 1997). Alpha is based on internal consistency of a test, for example, it is based on the average

correlation between items within a test. In order to, initially, assess the internal consistency of the scales, an item correlation matrix is constructed for each scale (Cronbach, 1951).

Though an alpha value of 0.70 is often considered the criterion for internally consistent established scales, Nunnally (1978) suggests that alpha value of 0.50 to 0.60 is acceptable in the early stages of research and 0.50 is accepted for this thesis study.

Below Table 4.2, Table 4.3 and Table 4.4. shows the reliability analysis of the 34 statements used in this research to measure the experiential marketing, 6 statements for customer satisfaction and 5 statements for customer loyalty, in coffee chain store market and especially for Starbucks brand. It can be seen from Table 4.2., Table 4.3. and Table 4.4. that as a result of the reliability analysis, the Cronbach's alpha values were found to be 0.95, 0.88, and 0.92 respectively which are hence greater than the 0.50. That shows that the reliability of the scale used for this research has a high value of reliability and further since all of the items included in the scale have high Cronbach's alpha values, non of the items were deleted from the scale and all of the items were included in the statistical analyses. The detailed reliability analyses can be viewed in Appendix 4.

Table 4.2. Result of the Reliability Statistics for Experiential Marketing Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
0.95	34

Table 4.3. Reliabilities of the Customer Satisfaction Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
,88	6

Table 4.3. Reliabilities of the Customer Loyalty Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
,92	5

4.8. Limitations of the Study

There are some limitations of the research. First of all, because of the time scarcity and money constructions, convenience and snowball sampling, which are types of nonprobabilistic sampling, are used in this study. There are several reasons to prefer these nonprobabilistic sampling techniques since convenience sampling is known to be the least expensive and least time consuming technique which enables the researcher to access and easily measure the sampling units, and besides snowball sampling is known to increase the likelihood of locating the desired characteristics in the population and again result in low costs. And as a result of these time and money limitations which are effective together with the sampling method, also the survey could not be applied in Starbucks stores with the visitors of each Starbucks store at different time intervals, but instead it was delivered to the respondents through e-mails. Moreover, the sample size of this study is limited to 306 respondents and this respondent group is a result of the sampling technique. Thus, it is not so valid to generalize the findings to all Starbucks customers and the results of the research can only be considered for the respondents of the study but not the whole customers of Starbucks. Besides, like every self-completed survey, this research also assumed that it's respondents reflect their opinions truly and answered the questions sincerely, but they still may have been not sincere with their answers. Finally, since some of the demographic groups are represented with a limited number of people (12 respondents between the ages of 45-54 or 10 respondents who are employer or self employed), the results related to these groups could be misleading.

5. RESEARCH FINDINGS

In this section, the results of the data analyses are given and discussed in detail. This research was conducted to investigate the relationship between experiential marketing strategy of Starbucks coffee chain store and its customers' satisfaction and loyalty levels. It should be noted that, the data analyzed below are gathered from only 306 Starbucks consumers, hence can not be generalized to all Starbucks consumers or all coffee chain store visitors.

5.1.Profile of the Respondents

A series of frequency analyses are taken for this study to better understand the population and their attitudes in the topic that is being researched.

As a result of the frequency analyses, the data on demographic characteristics, such as gender, age, education level, working status, and occupation details are measured and summarized in Tables 5.1. Moreover, Starbucks and other coffee chain store visiting frequencies of the sample are presented in Tables 5.2. and 5.3., together with Table 5.4. which gives the coffee chain brand repertoire of the respondents and the demographic profile of the competitive brands in the coffee chain store market.

5.1.1.Demographic Characteristics of the Respondents

As reflected in Table 5.1., when the gender distribution of the 306 respondents are considered, it seen that about 67% of the respondents are women and about 33% of the respondents are men. Next, when the age distribution of the respondents are taken into consideration, it is seen that more than half of the respondents are between the ages of 25-34 (60.5%), and only 4.6% are aged 45 years and above. Most of the respondents have a high level of education with nearly 58% being a university graduate and nearly 33 % even having masters and/or PhD degree. When the working status of the respondents are considered, it is seen that the majority of the respondents (85%) are working. The remaining 15% break down into not working but having an income (6%) and not working and not having any income (9%). Finally, according to the results the majority of the respondents (76%) are employees who are either working as executives, managers or officers and have paid salaries, 13.1% of them are students, 5.2% are employers, 3.3.% are self employed, 1% are retired and 1.3% are unemployed.

Table 5.1. Demographic Characteristics of the Respondents

Demographic Characteristics of the Respondents			
		N	Valid Percent (%)
Gender	Women	206	67.3
	Men	100	32.7
Age Groups	17 years or younger	13	4.2
	18-24	37	12.1
	25-34	185	60.5
	35-44	57	18.6
	45-54	12	3.9
	55 years and older	2	.7
Education Level	No Formal Education	1	.3
	Primary School	1	.3
	High School	22	7.2
	Associate Degree	5	1.6
	University Graduate	177	57.8
	Masters / PhD	100	32.7
Working Status	Working	260	85.0
	Not Working With Income	19	6.2
	Not Working Without Income	27	8.8
Occupation Details	Student	40	13.1
	Employee (executive, manager, officer etc)	233	76.1
	Employer	16	5.2
	Self employed (doctor, lawyer etc.)	10	3.3
	Retired	3	1.0
	Unemployed	4	1.3
Total	N	306	100.0

As a summary, the demographic characteristics of the sample reflect that most of them are women (about 67%), between the ages 25-34 (about 61%), have a university degree and above (about 90.5%), working (85.0%) and employees (about 76%).

5.1.2. Starbucks and Coffee Chain Store Visiting Habits of the Respondents and the Competition in the Coffee Chain Store Market

The coffee chain store visiting habits section includes the respondents', who are all Starbucks customers, frequency of both coffee chain store and Starbucks store visiting datas. Besides this section also includes the brand repertoire of Starbucks coffee chain store customers, and gives the information of which other coffee chain store brands are being visited by Starbucks customers, together with the demographic profile of the competitive brands in the coffee chain store market.

Firstly, the various other coffee chain store and Starbucks visiting frequencies of respondents are reflected in Table 5.2. Accordingly, 28% of the respondents visit any coffee chain store or Starbucks (31.4%) only 2 or 3 times a month. 2 or 3 times a month or even less visits have been stated by 41% for other coffee chain stores and by 57% for Starbucks stores.

Table 5.2. Frequency of Visiting Coffee Chain Stores and Starbucks

Respondent's Visiting Frequency				
	Coffee Chain Stores		Starbucks	
	Frequency	Valid Percent	Frequency	Valid Percent
Twice a day or more	4	1.3	2	.7
Once a day	9	2.9	8	2.6
4-5 times a week	19	6.2	12	3.9
2-3 times a week	79	25.8	52	17.0
Once a week	69	22.5	57	18.6
2-3 times a month	86	28.1	96	31.4
Less often	40	13.1	79	25.8
Total	306	100.0	306	100.0

It is seen that, a higher percent of the sample make visits less often than a month to Starbucks (26% compared to 13% for other coffee chain stores).

In Table 5.3. the respondents' other coffee chain store brand preferences can be seen. Accordingly among the 306 respondents who are all Starbucks consumers 44% also visit Gloria Jean's Coffee and it is the next most visited coffee chain store after Starbucks. Besides, nearly 42% visit Kahve Dünyası, followed by Café Nero (30%), and Roberts Café is the least visited one with 5% of the sample.

Table 5.3. Brand Repertoire of Respondents

Brand Repertoire of Respondents			
		Frequency	Percent
Brands in the Repertoire of the Respondents	Cafe Crown	28	9.2
	Cafe Nero	91	29.7
	Gloria Jean's Coffee	136	44.4
	Kahve Dünyası	128	41.8
	Roberts Cafe	15	4.9
	Tchibo	55	18.0
	Other	14	4.6
		N	Mean
Average number of coffee chain stores visited		306	2.53

Finally, Table 5.4. gives the demographic profile of respondents who also visit Café Nero, Gloria Jean’s Coffee, Kahve Dünyası and Tchibo. Café Crown, Roberts Café and Other coffee chain stores' data are excluded from this table since their sample sizes are small and not available for analysis in detail, that result in zero counts for many of the cells shown below.

Table 5.4. Demographic Profile of the Competing Brands in the Market

Demographic Profile of the Competing Brands in the Market					
		Cafe Nero (N: 91)	Gloria Jean's Coffee (N:136)	Kahve Dünyası (N:128)	Tchibo (N:55)
Women	Count	71	90	78	38
	Column %	78.0	66.2	60.9	69.1
Men	Count	20	46	50	17
	Column %	22.0	33.8	39.1	30.9
17 years or younger	Count	0	6	5	2
	Column %	0	4.4	3.9	3.6
18-24	Count	13	14	17	5
	Column %	14.3	10.3	13.3	9.1
25-34	Count	62	85	82	34
	Column %	68.1	62.5	64.1	61.8
35-44	Count	14	24	21	12
	Column %	15.4	17.6	16.4	21.8
45 years and older	Count	2	7	3	2
	Column %	2.2	5.1	2.3	3.6

Demographic Profile of the Competing Brands in the Market					
		Cafe Nero (N: 91)	Gloria Jean's Coffee (N:136)	Kahve Dünyası (N:128)	Tchibo (N:55)
High School	Count	2	9	9	3
	Column %	2.2	6.6	7.0	5.5
Associate Degree	Count	1	0	1	0
	Column %	1.1	0	0.8	0
University Graduate	Count	62	79	76	35
	Column %	68.1	58.1	59.4	63.6
Masters / PhD	Count	28	48	42	17
	Column %	28.6	35.3	32.8	30.9
Working	Count	79	116	108	48
	Column %	86.8	85.3	84.4	87.3
Not Working With Income	Count	7	10	10	2
	Column %	7.7	7.4	7.8	3.6
Not Working Without Income	Count	5	10	10	5
	Column %	5.5	7.4	7.8	9.1
Student	Count	10	19	16	7
	Column %	11.0	14.0	12.5	12.7
Employee (executive, manager, officer etc)	Count	73	101	99	38
	Column %	80.2	74.3	77.3	69.1
Employer	Count	4	10	8	6
	Column %	4.4	7.4	6.3	10.9
Self employed (doctor, lawyer etc.)	Count	2	4	3	4
	Column %	2.2	2.9	2.3	7.3
Retired	Count	1	1	1	0
	Column %	1.1	0.7	0.8	0
Unemployed	Count	1	1	1	0
	Column %	1.1	0.7	0.8	0

When the demographic profile of respondents who also implied to visit Cafe Nero is considered, it is seen that the majority of its customers are women (about 78%), between ages 25 and 34 (about 68%), university graduate and above (about 68%), and working (about 87%) as employees (about 80%).

This demographic profile is valid for all other competitive brands in the coffee chain store market that are included in this study. However, there are differences when a brand's tendency to show a specific demographic characteristic is considered. For instance, Gloria Jean's Coffee has the greatest ratio of respondents who are aged 17 or below, whereas Cafe

Nero has no respondents in this group. For the ages between 18 and 24, Cafe Nero has the greatest ratio of respondents (about 14.3%), and Tchibo has the lowest ratio of respondents aged in this group (about 9.1%). When relatively young respondents are considered, it can be said that Gloria Jean's Coffee stores appeal to that younger group of respondents more than other 3 brands in the analysis, since 17.2% of its respondents are aged 24 or below. Moreover, when the education level of the respondents of competitive brands is taken into consideration, it is seen that 68.1% of Cafe Nero customers are university graduates or students, whereas only 58.1% of Gloria Jean's Coffee stores' customers university graduates. In direct contradiction, Gloria Jean's Coffee has the greatest ratio of masters/PhD graduates or students with a ratio of 35.3% and Cafe Nero has the lowest ratio of masters / PhD graduates or students with a ratio of 28.6%. There is not much difference in the working status of the respondents of the competing brands but some differences can be seen when the occupation details of the respondents are taken into account. Cafe Nero has the greatest ratio of respondents who are employees (about 80.2%), and besides Gloria Jean's Coffee has the greatest ratio of respondents who are students (about14.0%), whereas Tchibo has the greatest ratio of respondents who are employer and self employed (about 10.9% and 7.3%, respectively).

5.2. Respondents' Approach to Experiential Marketing

As a result of the literature review and further observations in Starbucks coffee chain stores or interviews with Starbucks' employees, strategic experiential marketing modules such as sense, feel, act, think and relate marketing had been identified. In the same way with Schmitt's(1999) conceptual model and for each of those five strategic experiential marketing module, experiential marketing items related to coffee chain store market and specifically for Starbucks stores had also been determined by the researcher. According to this identification and determination of experiential marketing modules and items, respondents of this research had showed their level of agreement on 45 statements that are in accordance with the categorization via a Likert scale that ranks from 'Definitely Agree (5)' to 'Definitely Disagree (1)'. In Table 5.5. the experiential marketing modules and related items in each of these modules can be seen.

Table 5.5. Strategic Experiential Marketing Modules and Items

Descriptive Statistics		
Strategic Experiential Marketing Modules		Mean
SENSE MARKETING	There is a nice and interesting coffee smell within Starbucks stores.	4.03
	I like the materials that are used in serving Starbucks' products like paper cups, carton paper cup holders and wooden spoons.	3.98
	The taste of Starbucks products match my expectation.	3.88
	I like the presence and variety of by-products or souvenirs like cups, coffee machines, toys, music CDs in Starbucks coffee stores.	3.80
	The music system in Starbucks offers relaxing and pleasant atmosphere.	3.66
	In Starbucks, the coffee product and food variety is gorgeous.	3.66
	The decoration of Starbucks is attractive and is visually well designed.	3.59
	I like the touch of furniture in Starbucks coffee stores.	3.44
FEEL MARKETING	Starbucks has a comfortable and intimate atmosphere.	3.66
	I think the atmosphere which is composed of products, people, interior design in Starbucks coffee stores appeals to my feelings.	3.54
	I have fun while drinking coffee in Starbucks coffee stores	3.38
	I really enjoy my time in Starbucks coffee store	3.29
	I feel myself relaxed and happy at Starbucks coffee store.	3.26
	Starbucks brand is an emotional brand.	2.58
ACT MARKETING	I like having the opportunity to use wireless internet in Starbucks coffee stores.	4.28
	I like having common areas for collaboration that provide facilities like desks or boards for business meetings or homework groups in Starbucks coffee stores.	4.08
	I like to have reading facilities like newspapers, books and magazines in Starbucks coffee stores.	4.07
	I like the self service concept in Starbucks coffee stores.	3.63
	Starbucks is a nice venue for me to socialize and spend time between home, school or work.	3.44
	The coffee seminars arranged in Starbucks to inform customers on products and their preparations increase my interest in this coffee store and its products.	3.19
	I think visiting Starbucks has changed my lifestyle and become a part of my life.	2.40

Descriptive Statistics (Continued)		
Strategic Experiential Marketing Modules		Mean
THINK MARKETING	There are print and visual channels of communication and Internet connection within Starbucks that makes me to follow up daily developments.	3.84
	Starbucks organizes different activities like photograph exhibitions or design contests that take my attention.	2.83
	Starbucks tries to appeal to my creative thinking.	2.68
	I engage in a lot of thinking when I encounter Starbucks.	2.63
	I value the creative ideas that I gather from the coffee seminars arranged by Starbucks coffee stores as helpful.	2.58
	I follow the latest news about Starbucks coffee stores from their web site.	1.74
RELATE MARKETING	I enjoy Starbucks' charitable actions and relations with non-profit organizations.	3.25
	I like the social responsibility projects realized by Starbucks coffee stores.	3.13
	The coffee seminars in Starbucks coffee stores help me to develop relationship with my social environment and other customers.	2.46
	Starbucks makes me think that I belong to a benevolent family of Starbucks	2.28
	Starbucks makes me feel a part of a family or group.	2.25
	I have an interest in a club for Starbucks customers.	2.24
	I feel a sense of kinship with other Starbucks visitors.	2.00

As a result of this collected data, when the 'mean' values of all those 45 statements are calculated and taken into consideration, it is possible to make an evaluation of respondents' approach to experiential marketing. Moreover, through this analysis, it is possible to see which items, questioned through related statements, have the greatest value of mean data between all experiential marketing items, which also refers to the respondents' mostly appreciated or rewarded experiential items. Besides it is also possible to understand, which experiential marketing item has been rewarded at most by respondents in each of the five different strategic experiential marketing module.

In this part of the study, respondents' approach to experiential marketing will be investigated through mean values and besides, the relationship between demographic data and respondents' approach to experiential marketing will be analyzed.

5.2.1. Respondents's Approach to Experiential Marketing and It's Strategic Modules

According to Table 5.6., 'I like having the opportunity to use wireless internet in Starbucks coffee stores.' statement has the greatest mean value (4.28) between all other statements. From this result, it can be proposed that, having the opportunity to use wireless internet is the most appreciated or rewarded experiential item that is valued by respondents and provided by Starbucks coffee stores. When the first 10 statements according to their mean values are considered, it is seen that, respondents of this study who are all Starbucks customers, appreciate or reward the common areas for collobration that provide desks or boards to their users at the second rank (mean: 4,08). Next, having reading materials like newspapers, newspapers or magazines in Starbucks stores holds the third rank (mean: 4,07), coffee smell holds the fourth rank (mean: 4,03), materials like paper cups or cup holders hold the fifth rank (mean: 3,98), taste of products holds the sixth rank (mean: 3,88), channels of communication to follow up daily developments hold the seventh rank (mean: 3,84), by-products or souvenirs hold the eighth rank (mean: 3,80), coffee product and food variety holds the nineth rank (mean: 3,66) and finally, the music provided by Starbucks coffee chain stores (mean: 3,66) ranks as the tenth greatest rewarded or appreciated experiential item of Starbucks coffee chain stores.

Next, when the related experiential marketing module column of Table 5.6. is considered, it is seen that six out of ten items of experiential marketing that rank at the first ten range, belong to sense marketing module. Besides three out of ten items belong to act marketing module and only one item that had been ranked inbetween the first ten belongs to think marketing. It is further important to note that, the first three items that are rewarded or appreciated by the respondnets at most, according to their mean values, all belong to act marketing module.

Then, when the least appreciated or rewarded experiential marketing items in a total of 45 are considered, according to Table 5.6., 'I follow the latest news about Starbucks coffe stores from their web site.'statement has the lowest mean value (1,74) and Starbucks' provision of the latest news about itself on its website appears to be the least rewarded experiential item. Besides, in the last five statements and through those statements, in the last five rewarded items, Starbucks' experiential efforts to make its customers feel a part of a family, club, or a sense of kinship with other Starbucks customers also ranked as the other four least rewarded items. Here, it is again important to note that the four out of five items of experiential

marketing that rank at the least five range, belong to relate marketing module and only the last item at the bottom of the range belongs to think marketing.

Table 5.6. The Most and Least Appreciated Experiential Marketing Items

Rank	Most Appreciated Experiential Marketing Items		Related Experiential Marketing Module
		Mean	
1	I like having the opportunity to use wireless internet in Starbucks coffee stores.	4,28	Act Marketing
2	I like having common areas for collaboration that provide facilities like desks or boards for business meetings or homework groups in Starbucks coffee stores.	4,08	Act Marketing
3	I like to have reading facilities like newspapers, books and magazines in Starbucks coffee stores.	4,07	Act Marketing
4	There is a nice and interesting coffee smell within Starbucks stores.	4,03	Sense Marketing
5	I like the materials that are used in serving Starbucks' products like paper cups, carton paper cup holders and wooden spoons.	3,98	Sense Marketing
6	The taste of Starbucks products match my expectation.	3,88	Sense Marketing
7	There are print and visual channels of communication and Internet connection within Starbucks that makes me to follow up daily developments.	3,84	Think Marketing
8	I like the presence and variety of by-products or souvenirs like cups, coffee machines, toys, music CDs in Starbucks coffee stores.	3,80	Sense Marketing
9	In Starbucks, the coffee product and food variety is gorgeous.	3,66	Sense Marketing
10	The music system in Starbucks offers relaxing and pleasant atmosphere.	3,66	Sense Marketing
Rank	Least Appreciated Experiential Marketing Items		Related Experiential Marketing Module
		Mean	
41	Starbucks makes me think that I belong to a benevolent family of Starbucks	2,28	Relate Marketing
42	Starbucks makes me feel a part of a family or group.	2,25	Relate Marketing
43	I have an interest in a club for Starbucks customers.	2,24	Relate Marketing
44	I feel a sense of kinship with other Starbucks visitors.	2,00	Relate Marketing
45	I follow the latest news about Starbucks coffe stores from their web site.	1,74	Think Marketing

Moreover, below Table 5.7., Table 5.8., Table 5.9., Table 5.10. and Table 5.11. shows the ranking of experiential marketing items in each of the separate strategic experiential marketing modules and leads to an understanding of the most rewarded experiential items of sense, feel, act, think and relate marketing effort, respectively.

According to Table 5.7. given below, in sense marketing module, respondents rank coffee smell experiential item as the first item (mean: 4,03) to be appreciated or rewarded, and then materials like paper cups or cup holders (mean: 3,98) as the second, and taste of products (mean: 3,88) as the third. The touch of furnitures' appears to be the least appreciated experiential marketing item (mean: 3,44) in sense marketing module, and also another experiential item which is related to decoration and design has a relatively low mean value (3,59).

Table 5.7. Respondents' Approach to Sense Marketing

Descriptive Statistics			
Strategic Experiential Marketing Module	Rank		Mean
SENSE MARKETING	1	There is a nice and interesting coffee smell within Starbucks stores.	4,03
	2	I like the materials that are used in serving Starbucks' products like paper cups, carton paper cup holders and wooden spoons.	3,98
	3	The taste of Starbucks products match my expectation.	3,88
	4	I like the presence and variety of by-products or souvenirs like cups, coffee machines, toys, music CDs in Starbucks coffee stores.	3,80
	5	In Starbucks, the coffee product and food variety is gorgeous.	3,66
	6	The music system in Starbucks offers relaxing and pleasant atmosphere.	3,66
	7	The decoration of Starbucks is attractive and is visually well designed.	3,59
	8	I like the touch of furniture in Starbucks coffee stores.	3,44

Next, according to Table 5.8. below, the comfortable and intimate atmosphere provided by Starbucks (mean: 3,66) together with the feelings that pass to the respondents through the products, people or interior design of Starbucks (mean: 3,54) and the reflection of drinking coffee as a fun (mean: 3,38) appears to be the first three appreciated or rewarded items in feel marketing module, respectively. The mean value of the statement ‘Starbucks brand is an emotional brand.’ is ranked as the lowest value in this module (mean: 2,58).

Table 5.8. Respondents’ Approach to Feel Marketing

Descriptive Statistics			
Strategic Experiential Marketing Module	Rank		Mean
FEEL MARKETING	1	Starbucks has a comfortable and intimate atmosphere.	3,66
	2	I think the atmosphere which is composed of products, people, interior design in Starbucks coffee stores appeals to my feelings.	3,54
	3	I have fun while drinking coffee in this coffee store	3,38
	4	I really enjoy my time in this coffee store	3,29
	5	I feel myself relaxed and happy at this coffee store.	3,26
	6	Starbucks brand is an emotional brand.	2,58

Moreover, when Table 5.9. is considered, it is seen that respondents rank the wireless internet usage possibility in Starbucks coffee stores (mean: 4.28) as the first act marketing item to be appreciated or rewarded. The common areas for collobration that enable businessmen or students to utulize from boards or desks while having their meetings in Starbucks coffee stores (mean: 4.08) ranked as the second most appreciated or rewarded experiential item, and reading facilities like newspapers or magazines (mean: 4.07) appeared as the third act marketing item which had been ranked by the respondents at most. For act marketing module, ‘I think visiting Starbucks has changed my lifestyle and become a part of my life.’ statement has the lowest mean value (2.40) and besides, the coffee seminars arranged by Starbucks coffee stores to inform its customers on products and their preparations also ranked at the bottom of the list with a relatively low mean value (3.19).

Table 5.9. Respondents' Approach to Act Marketing

Descriptive Statistics			
Strategic Experiential Marketing Module	Rank		Mean
ACT MARKETING	1	I like having the opportunity to use wireless internet in Starbucks coffee stores.	4,28
	2	I like having common areas for collaboration that provide facilities like desks or boards for business meetings or homework groups in Starbucks coffee stores.	4,08
	3	I like to have reading facilities like newspapers, books and magazines in Starbucks coffee stores.	4,07
	4	I like the self service concept in Starbucks coffee stores.	3,63
	5	Starbucks is a nice venue for me to socialize and spend time. between home, school or work.	3,44
	6	The coffee seminars arranged in Starbucks to inform customers on products and their preparations increase my interest in this coffee store and its products.	3,19
	7	I think visiting Starbucks has changed my lifestyle and become a part of my life.	2,40

On the other hand, when respondents' approach to think marketing is taken into consideration through Table 5.10., it is seen that the print and visual channels of communication together with internet connection which makes respondents able to follow up daily agenda has the highest mean value (3.84) and ranked as the first think marketing item to be appreciated or rewarded in this module. Then, the different activities organized by Starbucks coffee stores like photograph exhibitions or design contests are ranked as the second (mean: 2.83) and Starbucks' efforts to appeal to creative thinks of its customers ranked as the third (mean: 2.68) think marketing item in this module. However, 'I follow the latest news about Starbucks coffee stores from their web site.' statement has the lowest mean value (1.74) and Starbucks' provision of the latest news about itself on its website appears to be the least rewarded think marketing item.

Table 5.10. Respondents' Approach to Think Marketing

Descriptive Statistics			
Strategic Experiential Marketing Module	Rank		Mean
THINK MARKETING	1	There are print and visual channels of communication and Internet connection within Starbucks that makes me to follow up daily developments.	3,84
	2	Starbucks organizes different activities like photograph exhibitions or design contests that take my attention.	2,83
	3	Starbucks tries to appeal to my creative thinking.	2,68
	4	I engage in a lot of thinking when I encounter Starbucks.	2,63
	5	I value the creative ideas that I gather from the coffee seminars arranged by Starbucks coffee stores as helpful.	2,58
	6	I follow the latest news about Starbucks coffee stores from their web site.	1,74

Finally, when Table 5.11. is considered, it is seen that Starbucks coffee stores' charitable actions and relations with non profit organizations is the most appreciated or rewarded relate marketing item with the highest mean value (3.25) in this module. Then, the social responsibility projects realized by Starbucks coffee stores has the second highest mean value (3.13) and rank as the second most appreciated or rewarded relate marketing item. The third relate marketing item with the third highest mean value appears to be the coffee seminars arranged by Starbucks coffee stores (mean: 2,46) which respondents find to be helpful in developing relations with their environments. And in relate marketing module, together with other statements that are focused on 'belonging' context, 'I feel a sense of kinship with other Starbucks visitors.' statement has the lowest mean value (2,00) and ranked at the bottom of this relate marketing items.

Table 5.11. Respondents' Approach to Relate Marketing

Descriptive Statistics			
Strategic Experiential Marketing Module	Rank		Mean
RELATE MARKETING	1	I enjoy Starbucks' charitable actions and relations with non-profit organizations.	3,25
	2	I like the social responsibility projects realized by Starbucks coffee stores.	3,18
	3	The coffee seminars in Starbucks coffee stores help me to develop relationship with my social environment and other customers.	2,46
	4	Starbucks makes me think that I belong to a benevolent family of Starbucks	2,28
	5	Starbucks makes me feel a part of a family or group.	2,25
	6	I have an interest in a club for Starbucks customers.	2,24
	7	I feel a sense of kinship with other Starbucks visitors.	2,00

As a summary it can be concluded that, between five of the strategic experiential marketing modules, especially act and sense marketing items are rewarded by the respondents at most and most of the relate marketing items are rewarded by the respondents at least, and none of the feel marketing items are ranked inbetween the most or least rewarded or appreciated strategic experiential marketing items. In specific, the coffee smell, environment friendly service materials and taste of products in sense marketing module, the comfortable and intimate atmosphere composed together with products, people and desing in feel marketing module, the wireless internet, common areas for collaboration and reading facilities in act marketing module, the print and visual channels of communication or different activities like photograph exhibitions in think marketing module and charitable actions, social responsibility projects or coffee seminars in relate marketing module are respectively rewarded by the respondents at most in each of the five strategic experiential marketing modules.

5.2.2. The Relationship Between Demographic Data and Respondents' Approach to Experiential Marketing

In this part of the study, respondents' approach to experiential marketing will be discussed through considering demographic data and the differences among different demographic groups' approach to experiential marketing will be analyzed via mean data. By this analysis, it

is possible to understand which experiential marketing item is appreciated or rewarded at most by different demographic groups and in the same way, which demographic group evaluates which experiential marketing item as the most important factor for them. In the below analysis, for each of the sub segment of the demographic groups such as gender, age, education level, working status or occupation details, first the most appreciated or rewarded five experiential marketing item is given and then the most appreciated or rewarded experiential marketing items in each of the strategic experiential marketing module such as sense, feel, act, think and relate marketing is further analyzed.

First of all, between Figure 5.1. and Figure 5.6. respondents' approach to experiential marketing based on gender variables is shown. According to the figures, wireless internet, common areas for collaboration, reading facilities like books or magazines, coffee smell and the service materials like paper cups or paper cup holders are respectively the first five experiential marketing items that are appreciated or rewarded by women respondents of this study. On the other hand, wireless internet, reading facilities like newspapers or magazines, coffee smell, taste of products and service materials like paper cups or paper cup holders are respectively the first five experiential marketing items that are appreciated or rewarded by men respondents of this study.

When the most appreciated or rewarded experiential marketing items in each of the five strategic experiential marketing module is considered based on gender variables, it is seen that women respondents of this study assess coffee smell, service materials and presence and variety of by products or souvenirs as the most important sense marketing items, whereas men respondents assess coffee smell, taste of products and service materials.

Figure 5.1. Women and Men Respondents' Approach to Experiential Marketing

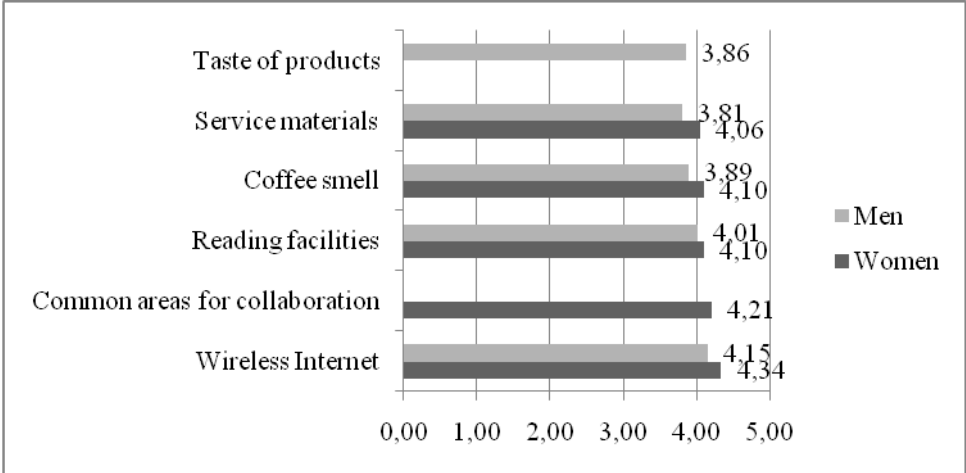
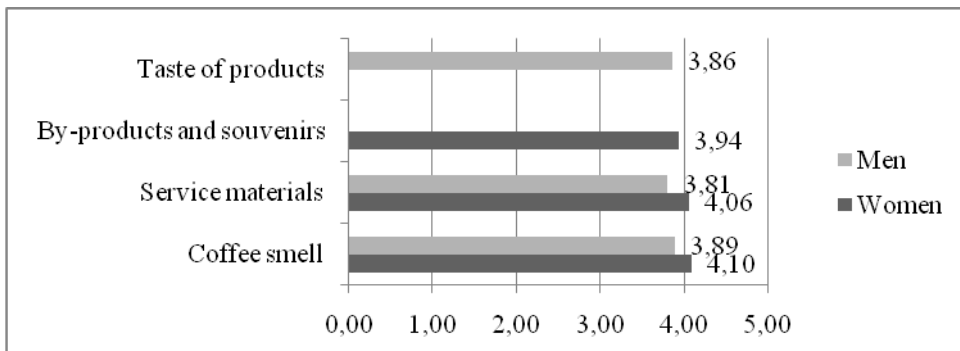


Figure 5.2. Women and Men Respondents' Approach to Sense Marketing



Next, both women and men respondents of this study assess the comfortable and intimate atmosphere of Starbucks stores composed together with products, people and interior design as the most important feel marketing factors. On the other hand, women respondents of the study give importance to wireless internet, common areas for collaboration and reading facilities in act marketing module, where men respondents also assess the same act marketing items but evaluate reading facilities more than the common areas for collaboration. Besides, when both women and men respondents' assessment of think marketing items are considered, it is seen that both groups rate the print and visual channels of communication with Internet connection and activities arranged by Starbucks like photograph exhibitions or design contests as the most important think marketing items.

Figure 5.3. Women and Men Respondents' Approach to Feel Marketing

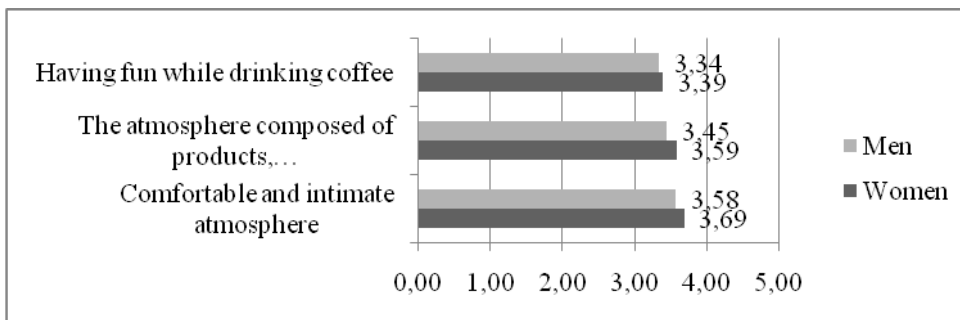


Figure 5.4. Women and Men Respondents' Approach to Act Marketing

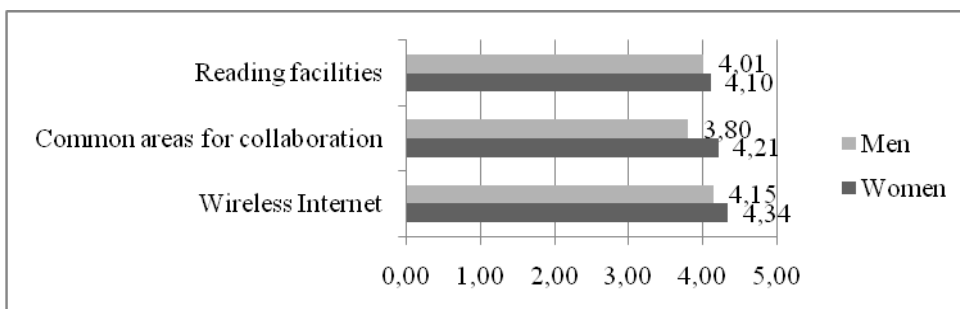


Figure 5.5. Women and Men Respondents' Approach to Think Marketing

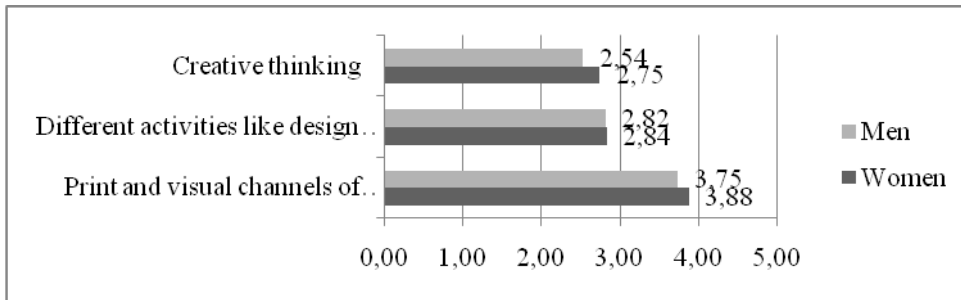
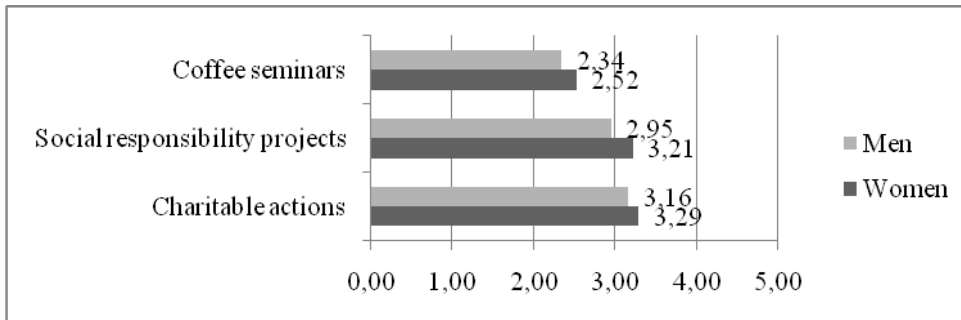


Figure 5.6. Women and Men Respondents' Approach to Relate Marketing

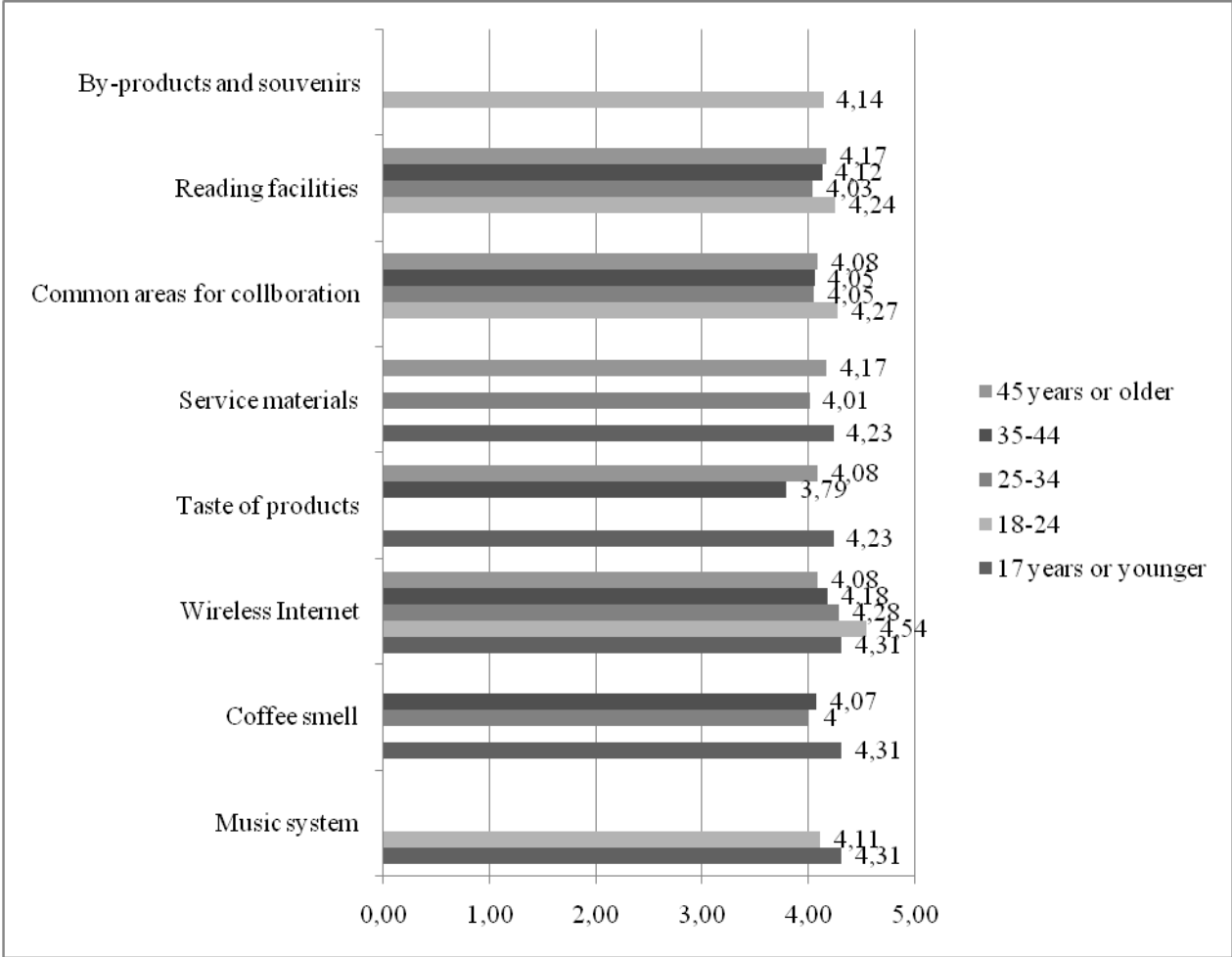


Finally, again both women and men respondents of this study assess the charitable actions and relations with non-profit organizations, social responsibility projects and the coffee seminars as the most important relate marketing items.

Secondly, Figure 5.7 and Figure 5.12. respondents' approach to experiential marketing based on age groups is shown.

According to the figure, the music system, coffee smell, wireless internet, taste of products and service materials are respectively the first five appreciated or rewarded experiential marketing items for respondents who are aged 17 years old or younger. Next, wireless internet, common areas for collaboration, reading facilities like newspapers or magazines, presence and variety of by-products and souvenirs, and music system are respectively the first five appreciated or rewarded experiential marketing items for respondents who are aged between 18 and 24. Moreover, when the first five experiential marketing items that are evaluated to be the most important factors for respondents who are aged between 25 and 34 are considered, wireless internet, common areas for collaboration, reading facilities like newspapers or magazines, service materials and coffee smell are found to be listed.

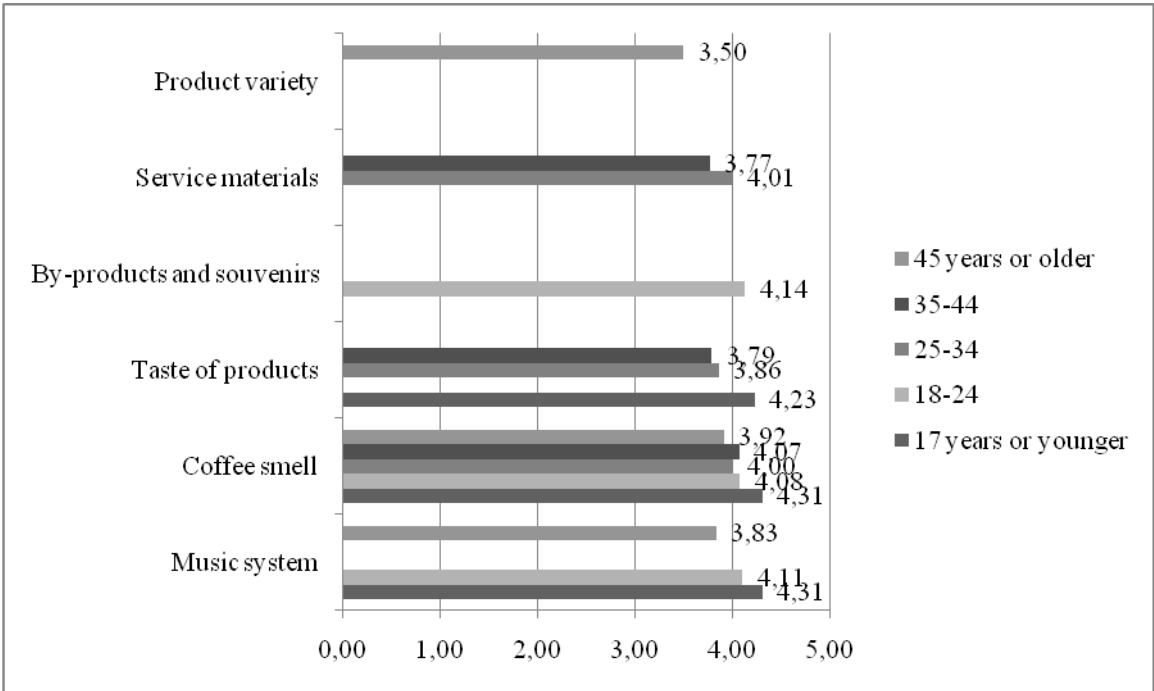
Figure 5.7. Respondents Approach to Experiential Marketing Based on Age Groups



On the other hand, for the respondents who are aged between 35 and 44, wireless internet, reading facilities, coffee smell, common areas for collaboration and taste of products appear to be the first five experiential marketing items that are appreciated or rewarded at most. Finally, service materials, reading facilities, taste of products, wireless internet and common areas for collaboration are respectively the first five appreciated or rewarded experiential marketing items for respondents who are aged 45 years and older.

When the most appreciated or rewarded experiential marketing items in each of the five strategic experiential marketing module is considered based on age variables, it is seen that the youngest group of this study who are 17 years old or younger assess music system, coffee smell and taste of products as the most important sense marketing items, whereas respondents aged between 18-24 assess presence and variety of by-products and souvenirs, music system, and coffee smell as the most important sense marketing items.

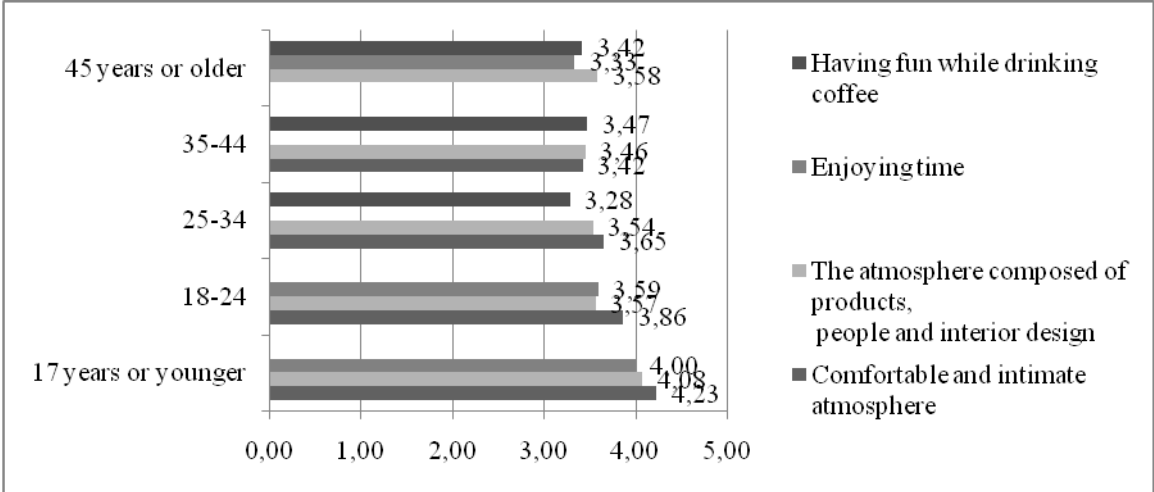
Figure 5.8. Respondents' Approach to Sense Marketing Based on Age Groups



On the other hand, respondents who are aged between 25 and 34 give importance to service materials, coffee smell, and taste of products in sense marketing module at most, and respondents who are aged between 35 and 44 give importance to coffee smell, taste of products and service materials respectively. Consequently, the oldest group of respondents who are aged 45 years and above assess service materials, reading materials, and taste of products as the most important sense marketing items. From those analysis, it is seen that coffee smell and taste of products are common sense marketing item that are assessed to be important factors by almost all age groups.

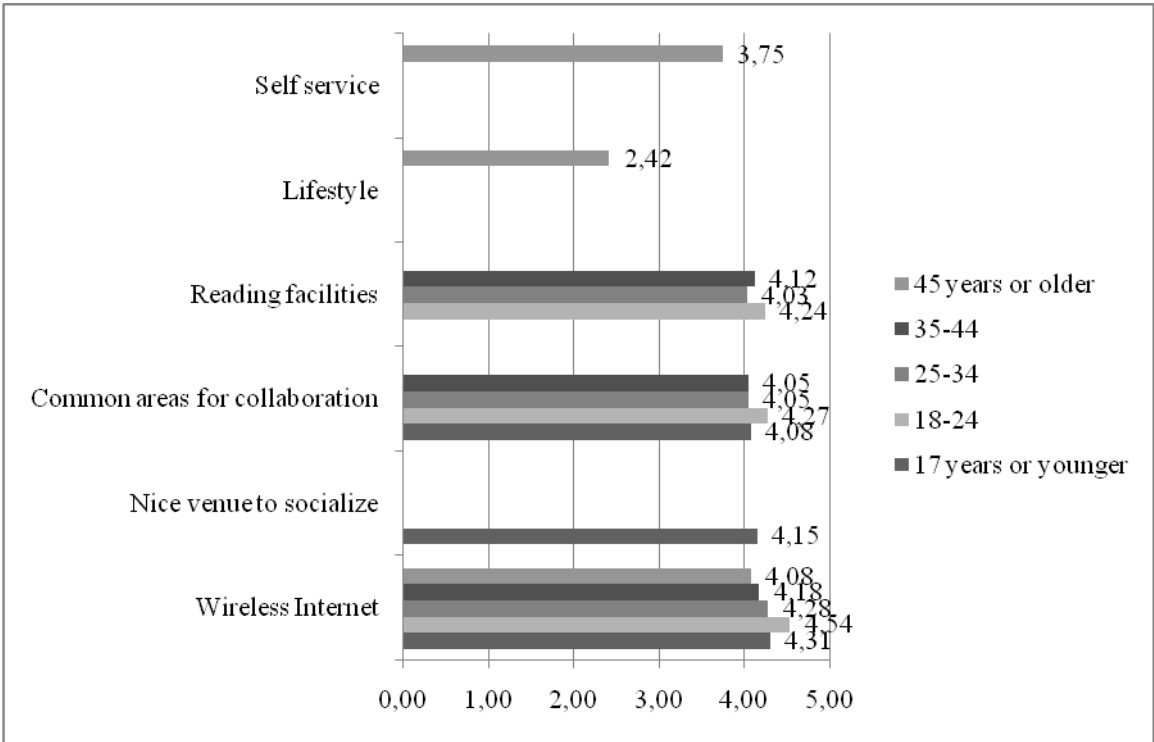
When the most appreciated or rewarded feel marketing items are considered based on age groups, it is seen that respondents who are 17 years old or younger, or between 18 and 24 ages and 25 and 34 ages assess the comfortable and intimate atmosphere of Starbucks stores composed together with products, people and interior design as the most important feel marketing factors, whereas respondents who are above the age at the age of 35 and above assess the feeling of fun possessed by the stores as important as the comfortable and intimate atmosphere.

Figure 5.9. Respondents' Approach to Feel Marketing Based on Age Groups



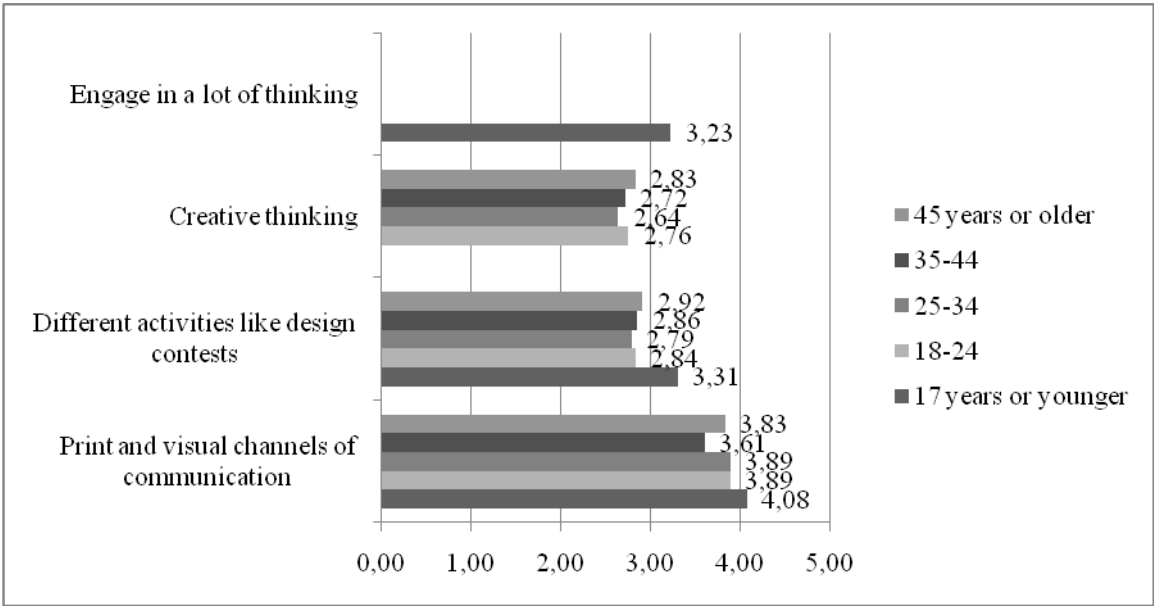
Next, it is seen that there are minor differences among different age groups' evaluation of act marketing items. According to respondents who are aged 17 years old or younger, wireless internet, being an alternative venue to socialize and common areas for collaboration are the most important act marketing items provided by Starbucks. On the other hand, for respondents who are aged between 18 or 24 and 25 or 34, wireless internet and common areas for collaboration are the first two important factors respectively, followed by the reading facilities like newspapers or magazines in the third line. Besides, it is seen that respondents who are aged between 35 and 44 give importance to the same three act marketing items like the respondents who are aged 18 or 24 and 25 or 34, but for those respondents who are between 35 and 44 years old, after wireless internet, reading facilities like newspapers or magazines is more important than common areas for collaboration. Finally, the oldest group of respondents who are aged 45 years and above assess that the most important act marketing item for them is the self service concept and then the wireless internet. Additionally, it's important to note that only that group of respondents declared that visiting Starbucks has changed their lifestyle and became a part of their life.

Figure 5.10. Respondents' Approach to Act Marketing Based on Age Groups



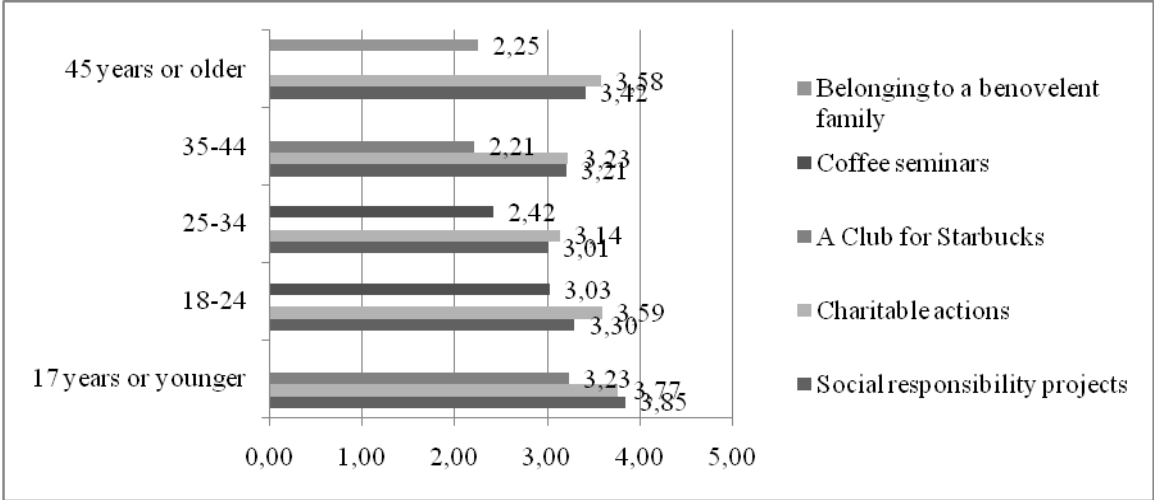
Furthermore, according to the figure, the print and visual channels of communication together with Internet connection and different activities like photograph exhibitions or design contests are respectively the most appreciated or rewarded think marketing items for respondents at all age groups.

Figure 5.11. Respondents' Approach to Think Marketing Based on Age Groups



Finally, according to the figure, the youngest group of this study who are 17 years old or younger assess social responsibility projects and charitable actions and relations with non-profit organizations as respectively the most rewarded or appreciated relate marketing items.

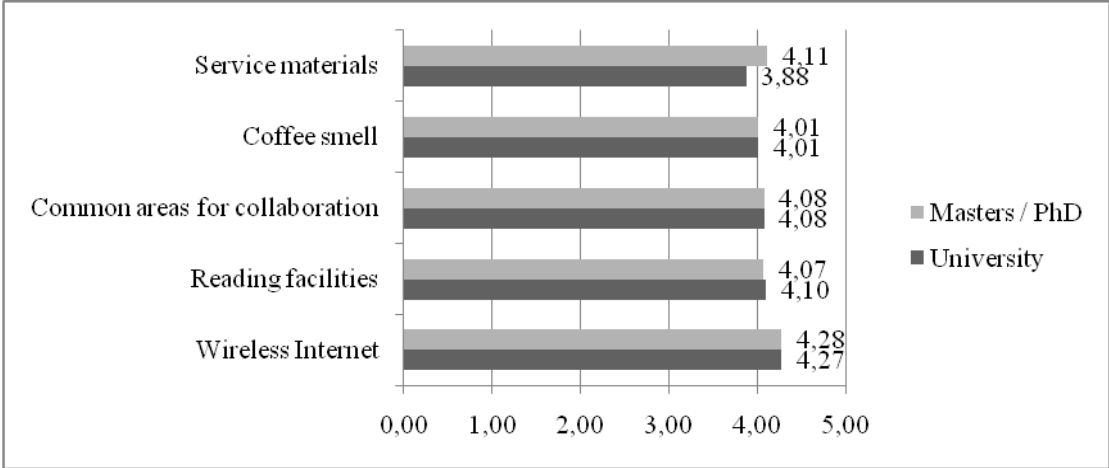
Figure 5.12. Respondents’ Approach to Relate Marketing Based on Age Groups



On the other hand, for all age groups other than 17 years old or younger, the same relate marketing items are important relate marketing items but with the inverse ranking. Besides when the third important relate marketing item for different age groups is considered, it is seen that respondents who are aged 17 years old or younger and who are between 35 and 44 years old assess a club for Starbucks consumers as the third most appreciated or rewarded relate marketing item, whereas respondents who are aged between 18 or 24 and 25 or 34 assess the coffee seminars. Here, it is again important to note that only the respondents who are aged 45 and above give importance to the feeling of belonging to a benevolent family more than the other age groups.

Thirdly, between Figure 5.13 and Figure 5.18. respondents’ approach to experiential marketing based on education levels is shown. In this part of the study, since the sample sizes of respondents who marked associate degree, high school, primary school and no formal education are too small ant not available for analysis, only the data of university and masters / PhD groups are given.

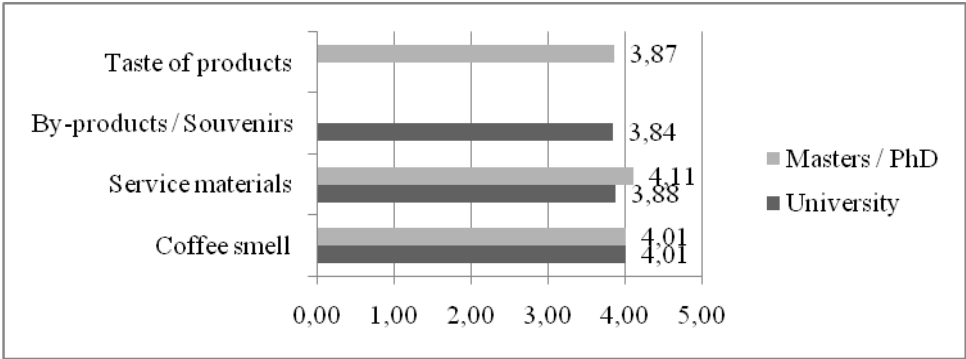
Figure 5.13. Respondents' Approach to Experiential Marketing Based on Education Level



According to the figures, wireless internet, reading facilities like newspapers or magazines, common areas for collaboration, coffee smell and service materials like paper cup sor paper cup holders are respectively the first five appreciated or rewarded experiential marketing items for university group of respondents. Next, the same experiential marketing items are found to be important for masters / PhD group of respondents as, wireless internet, service materials like paper cup sor paper cup hoolders, common areas for collaboration, reading facilities like newspapers or magazines and coffee smell, respectively.

When the most appreciated or rewarded experiential marketing items in each of the five strategic experiential marketing module is considered based on education variables, it is seen that university group of respondents in this study assess service materials, coffee smell and taste of products, where masters / PhD group of respondents assess coffee smell, service materials and the presence and variety of by-products and souvenirs as respectively the most important sense marketing items.

Figure 5.14. Respondents' Approach to Sense Marketing Based on Education Level



When the evaluation of feel marketing items for university and masters / PhD group of respondents is considered, it is seen that like other demographic group’s approach to feel marketing items, both university and masters / PhD group of respondents give importance to the comfortable and intimate atmosphere of Starbucks stores composed together with products, people and interior design, while assessing the feeling of fun while drinking coffee as an important factor, as well.

Next, according to the figure there are again minor differences between two education groups’ approach to act marketing items. The two group of respondents give importance to the same act marketing items such as wireless internet, reading facilities like newspapers or magazines and common areas for collaboration but masters / PhD group of respondents assess common areas for collaboration higher than reading facilities.

Figure 5.15. Respondents’ Approach to Feel Marketing Based on Education Level

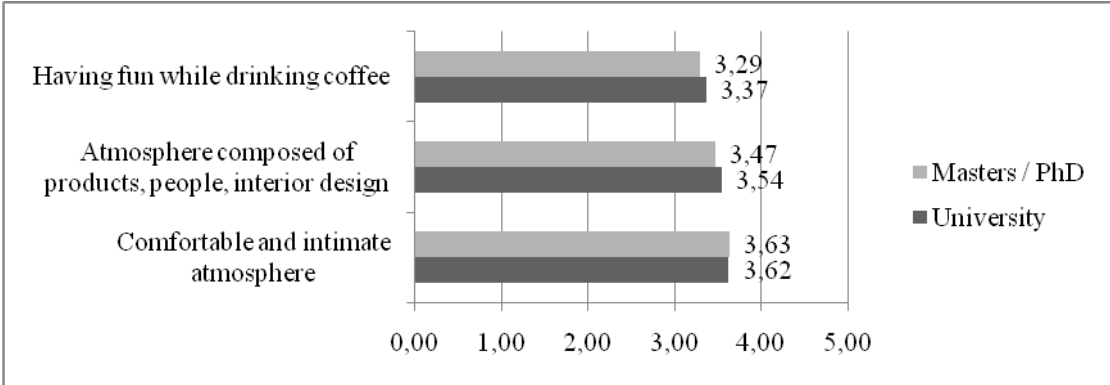
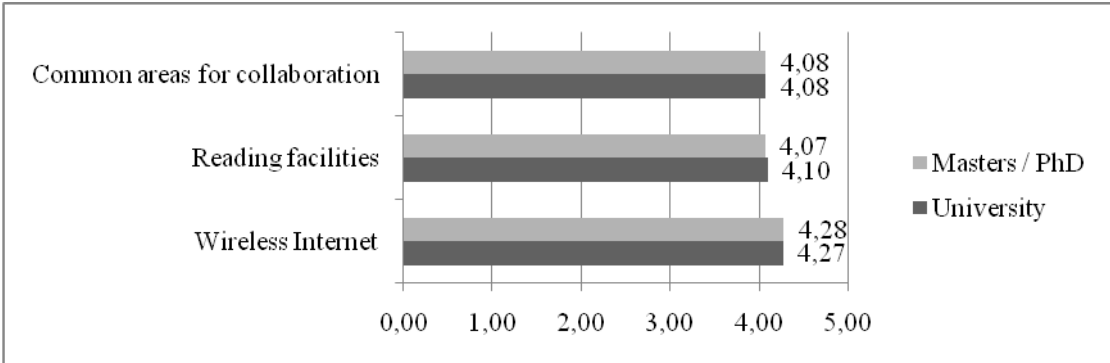


Figure 5.16. Respondents’ Approach to Act Marketing Based on Education Level



Besides, the think marketing items that are found to be important for both education groups are the same, and they are print and visual channels of communication together with Internet connection and different activities like photograph exhibitions or design contests respectively.

Moreover, both groups of education implied that Starbucks appeals to their creative thinking, at a third level. And consequently, it is seen that university and masters / PhD group of respondents give importance to the same relate marketing items which are charitable actions and relations with non-profit organization, social responsibility projects and coffee seminars respectively.

Figure 5.17. Respondents' Approach to Think Marketing Based on Education Level

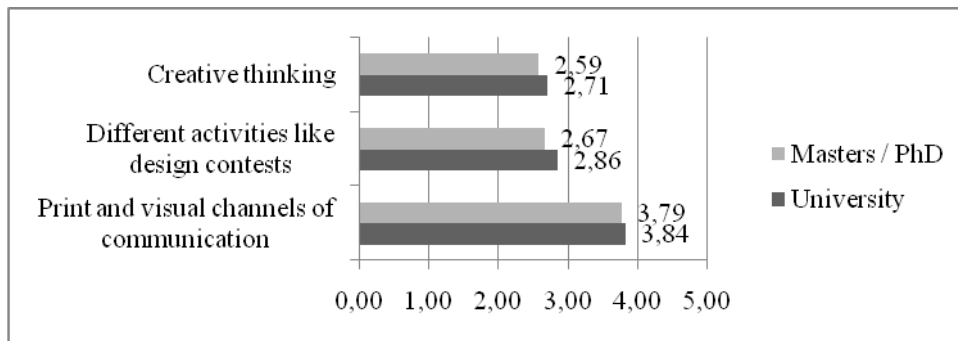
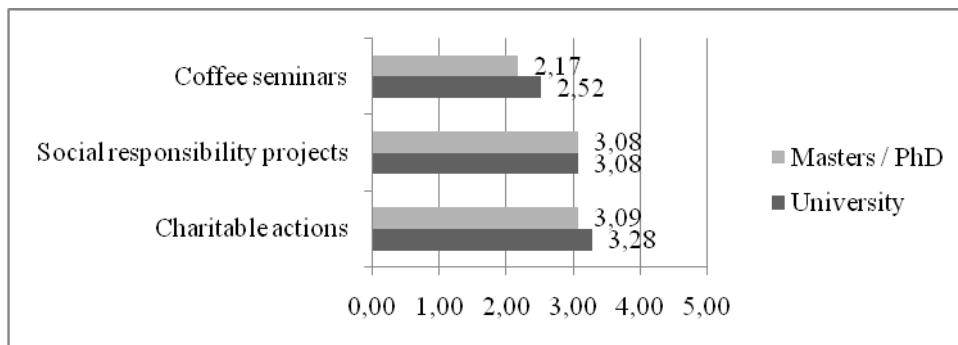
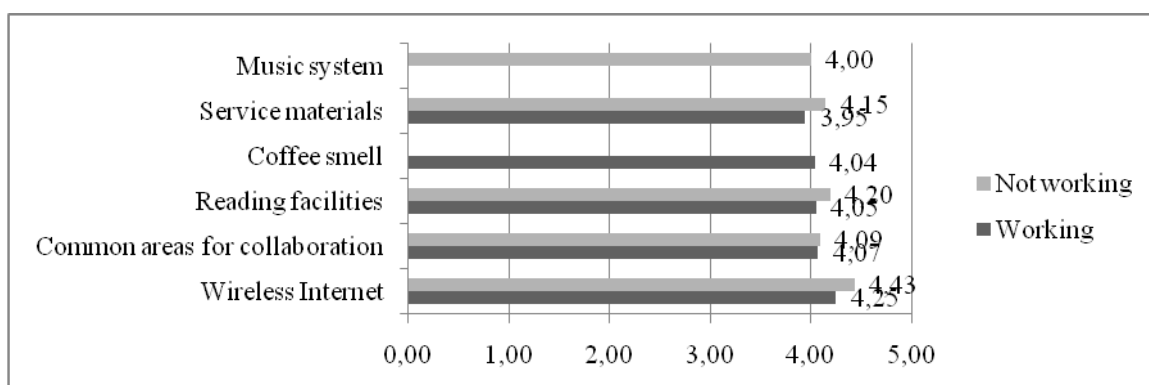


Figure 5.18. Respondents' Approach to Relate Marketing Based on Education Level



Next, between Figure 5.19. and Figure 5.25. respondents' approach to experiential marketing based on their working status is shown. In this part of the study respondents are grouped into two as working and not working.

Figure 5.19. Respondents' Approach to Experiential Marketing Based on Working Status



According to the figure wireless internet, common areas for collaboration, reading facilities like newspapers or magazines, coffee smell and service materials like paper cup sor paper cup holders are respectively the first five appreciated or rewarded experiential marketing items for working group of respondents. Next, wireless internet, reading facilities like newspapers or magazines, service materials like paper cup sor paper cup holder, common areas for collaboration and music system are found to be the most important experiential marketing items for not working group of respondents.

When the most appreciated or rewarded experiential marketing items in each of the five strategic experiential marketing module is considered based on working status, it is seen that working group of respondents give importance to coffee smell, service materials and taste of products at most, whereas not working group of respondents give importance to service materials, music system and coffee smell at most in sense marketing module. On the other hand, when the evaluation of feel marketing items for working and not working group of respondents is considered, it is seen that like other demographic group’s approach to feel marketing items, again both working and not working group of respondents give importance to the comfortable and intimate atmosphere of Starbucks stores composed together with products, people and interior design, while assessing the feeling of fun while drinking coffee as an important factor, as well.

Figure 5.20. Respondents’ Approach to Sense Marketing Based on Working Status

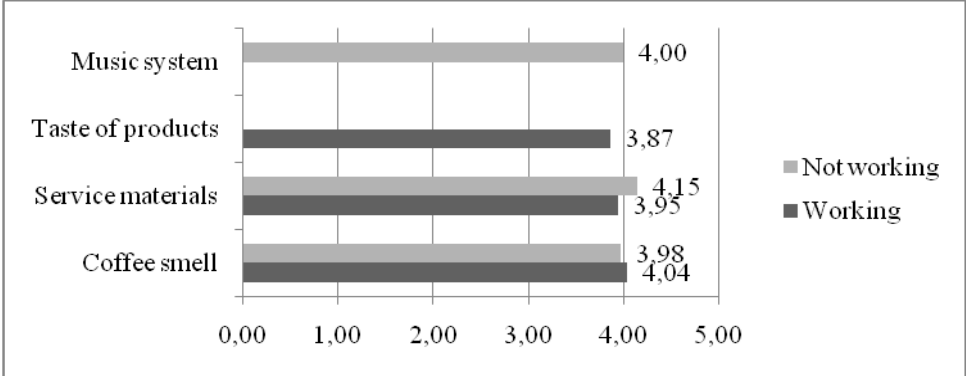


Figure 5.21. Respondents' Approach to Feel Marketing Based on Working Status

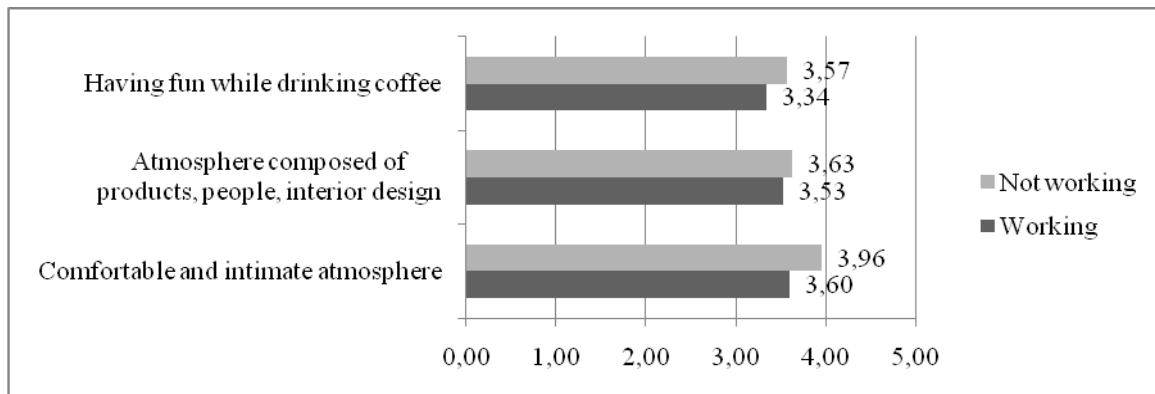
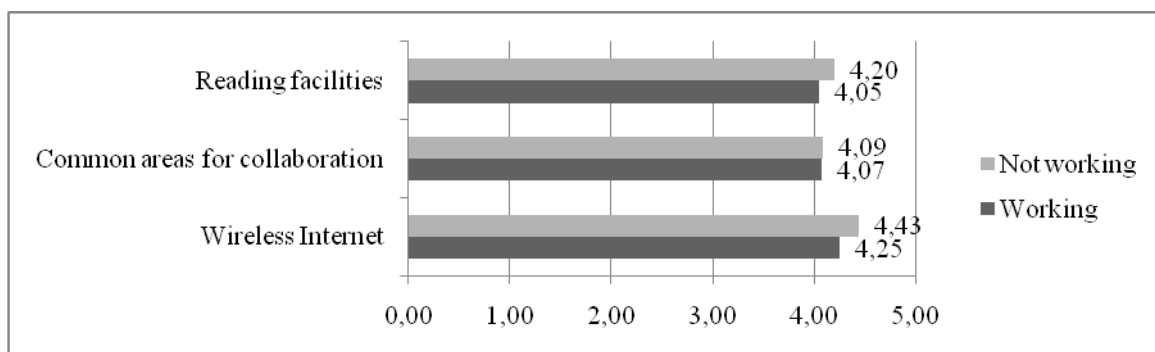


Figure 5.22. Respondents' Approach to Act Marketing Based on Working Status



Then, the wireless internet, common areas for collaboration and reading facilities like newspapers or magazines were found to be the most appreciated or rewarded act marketing items by working group of respondents, and the same items are again assessed as important for not working group of respondents, where reading facilities are ranked higher than the common areas for collaboration. Again, the think marketing items that are found to be important for both groups who are either working or not working are the same, and they are print and visual channels of communication together with Internet connection and different activities like photograph exhibitions or design contests respectively. Moreover, both groups implied that Starbucks appeals to their creative thinking, at a third level. And finally, it is seen that very likely to university and masters / PhD group of respondents, both working and not working group of respondents give importance to the same relate marketing items which are charitable actions and relations with non-profit organization, social responsibility projects and coffee seminars respectively. For this categorization of respondents as working and not working, it can be said that, there is no significant difference in their assessment of experiential marketing items that are appreciated or rewarded at most.

Figure 5.23. Respondents' Approach to Think Marketing Based on Working Status

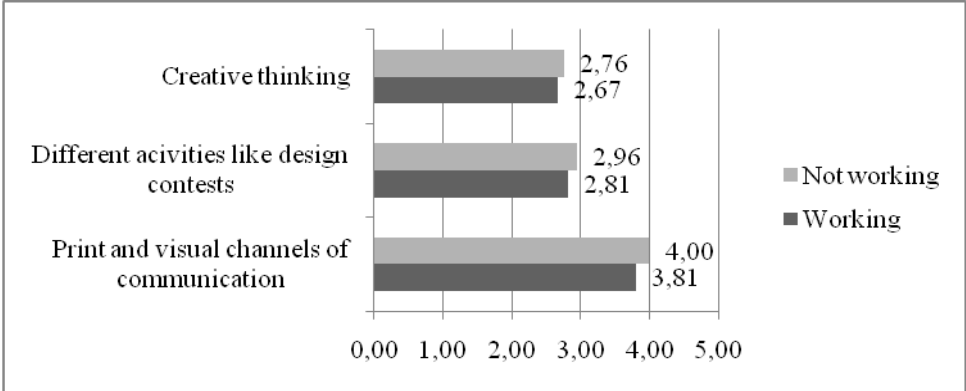
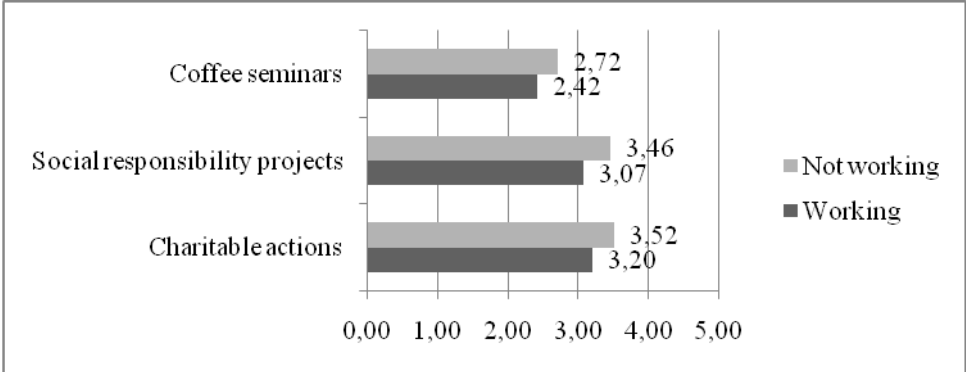
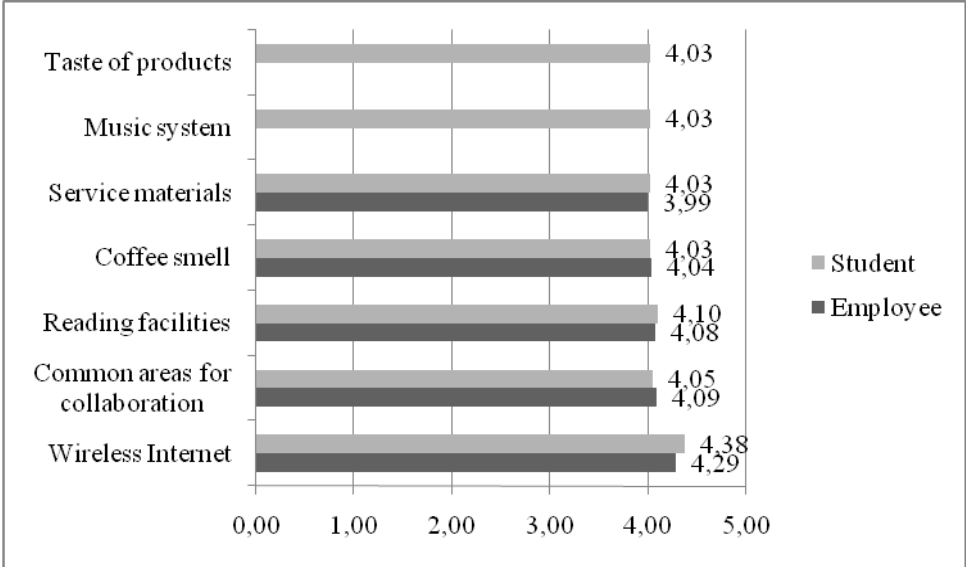


Figure 5.24. Respondents' Approach to Relate Marketing Based on Working Status



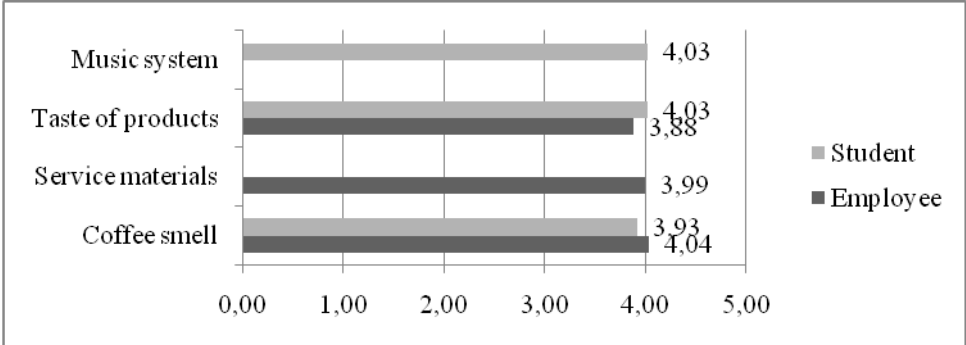
Finally, between Figure 5.25. and Figure 5.30. respondents' approach to experiential marketing based on their occupation details is shown. In this part of the study, since the sample sizes of respondents who are not either employee or students are too small and not available for analysis, only the data of employee and student groups are given. According to the figure, wireless internet, common areas for collaboration, reading facilities like newspapers or magazines, coffee smell, and service materials like paper cup or paper cup holders are respectively the first five appreciated or rewarded experiential marketing items for employee group of respondents. On the other hand, wireless internet, reading facilities like newspapers or magazines, common areas for collaboration, music system and taste of products are respectively the first five experiential marketing items that are appreciated or rewarded by student respondents of this study.

Figure 5.25. Respondents' Approach to Experiential Marketing Based on Occupation Details



When the most appreciated or rewarded experiential marketing items in each of the five strategic experiential marketing module is considered based on occupation variables, it is seen that employee group of respondents in this study give importance to coffee smell, service materials and taste of products in sense marketing module, whereas student respondents of the study give importance to music system, taste of products and coffee smell in sense marketing module, respectively.

Figure 5.26. Respondents' Approach to Sense Marketing Based on Occupation Details



On the other hand, when the evaluation of feel marketing items for working and not working group of respondents is considered, it is once again seen that, like other demographic group's approach to feel marketing items, again both employee and student group of respondents give importance to the comfortable and intimate atmosphere of Starbucks stores composed together with products, people and interior design, while assessing the feeling of fun while drinking coffee as an important factor, as well. Then, the wireless internet, common areas for

collaboration and reading facilities like newspapers or magazines were found to be the most appreciated or rewarded act marketing items by employee group of respondents, and the same items are again assessed as important for student group of respondents, where reading facilities are ranked higher than the common areas for collaboration like not wrking group of respondents.

Figure 5.27. Respondents' Approach to Feel Marketing Based on Occupation Details

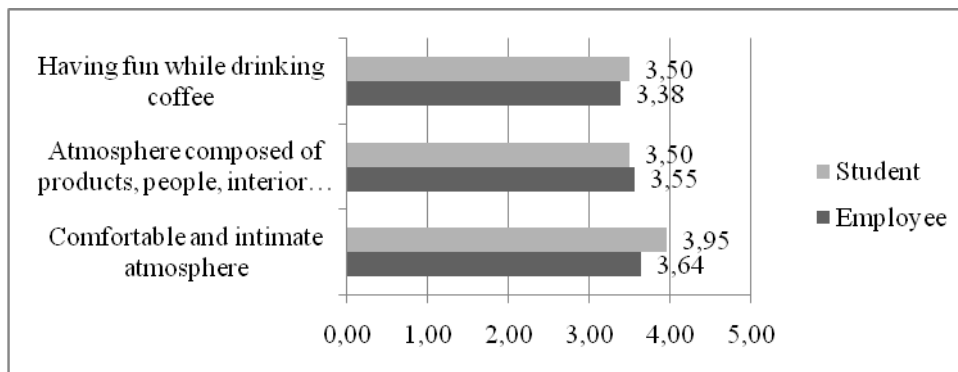
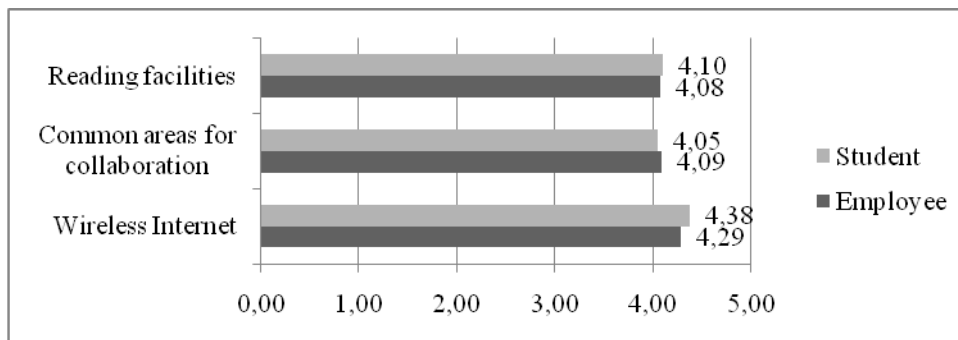


Figure 5.28. Respondents' Approach to Act Marketing Based on Occupation Details



Again, the think marketing items that are found to be important for both groups who are either employee or students are the same, and they are print and visual channels of communication together with Internet connection and different activities like photograph exhibitions or design contests respectively. At last, it is seen that very likely to both university and masters / PhD group of respondents, and working and not working group of respondents, again employee and student group of respondents give importance to the same relate marketing items which are charitable actions and relations with non-profit organization, social responsibility projects and coffee seminars respectively. Hence, it is possible to say that in this categorization of respondents, there is no significant difference in their assessment of experiential marketing items that are appreciated or rewarded at most by mean values.

Figure 5.29. Respondents' Approach to Think Marketing Based on Occupation Details

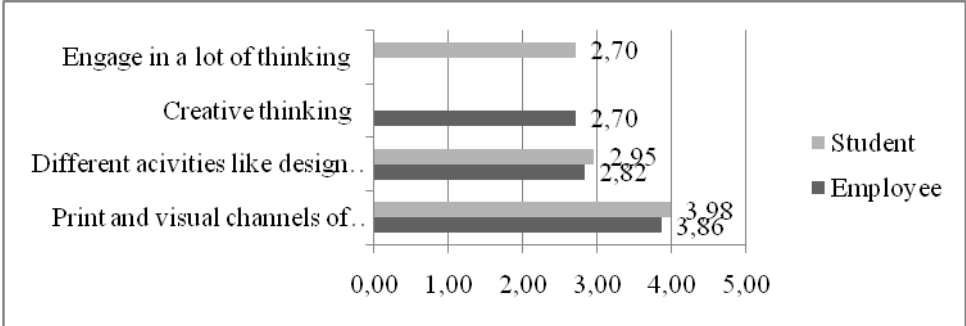
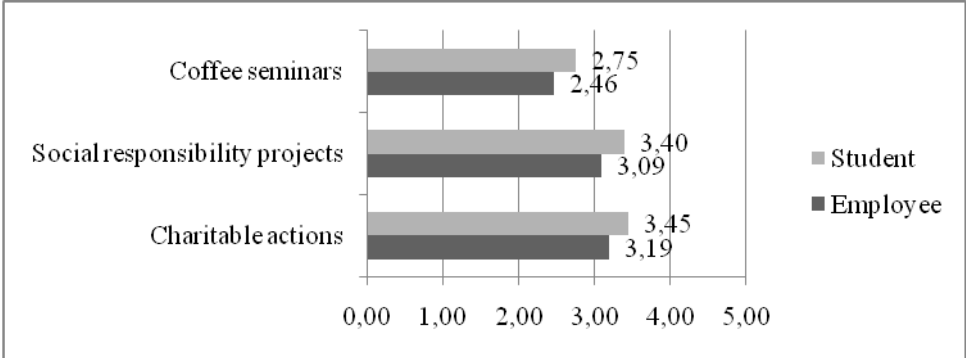


Figure 5.30. Respondents' Approach to Relate Marketing Based on Occupation Details



Consequently, as a result of the data that shows respondents' approach to experiential marketing through considering demographic data and the differences among different demographic groups' approach to experiential marketing and strategic experiential marketing modules, it can be said that there are differences in the experiential marketing items that are appreciated or rewarded at most by different demographic groups of respondents. Besides, even when the experiential marketing items in general or any specific item in any of the strategic marketing module is appreciated or rewarded in between the most five or top three items of any specific demographic group, there are still differences in the ranking order. But especially for feel and think marketing modules, it can be said that there are no difference among different demographic group of respondents' approach to the experiential marketing items in those strategic experiential marketing modules. And for sense, act and relate marketing modules, respondents among different demographic groups appear to appreciate or reward different experiential marketing items in each module, and even when they give importance to the same items in different experiential marketing modules, the ranking order of the items display a difference.

5.2.3. The Difference Between Respondent's Approach to Experiential Marketing and Strategic Experiential Marketing Modules Based on Demographic Variables

In the previous section, the experiential marketing items and the items in each of the five strategic experiential marketing module have been considered in order to find out the most appreciated or rewarded items through finding out and ranking the mean data of the most scored statements which are found through literature review. However, an analysis of the difference between each target groups' approach to experiential marketing and its strategic modules has not been given above. So, in that section, through t-test and ANOVA analysis, it will be discussed whether there is a significant difference in respondents' approach to experiential marketing and strategic modules through demographic variables. Besides, hypothesis H1 to H5 (please see on page 80) will be tested and only the results of the accepted hypothesis will be given in the following sub-sections.

Independent t-test and ANOVA analyses are used to find out whether the variables show differences between various groups. In order to conduct the t-tests, the mean of the various groups are tested to be compared and contrasted (Sipahi, 2006). In this study both t-tests and ANOVA are used since the mean of two groups and more than two groups are compared and contrasted through demographic variables which define different target groups in the market.

5.2.3.a. The Difference Based on Gender

First of all, it is considered whether there is a statistically significant difference in the means of women and men respondents' approach to experiential marketing, and its strategic modules such as sense, feel, act, think and relate marketing. The hypothesis for testing in this part of the study and the significant results of the analyses can be found in detail below:

H1₁: There is a significant difference in women and men respondents' approach to experiential marketing

Table 5.12. The Difference in Women and Men Respondents' Approach to Experiential Marketing

	Gender	N	Mean
Experiential Marketing	Women	206	3,26
	Men	100	3,08

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Experiential Marketing	Equal variances assumed	,004	,949	2,578	304	,010	,18152	,07041	,04296	,32009
	Equal variances not assumed			2,573	195,173	,011	,18152	,07055	,04239	,32066

In order to decide the correct t-test to be used, Levene's test for equality of variances was performed. From Levene's Test for equality of variances; $F=0,004$, $p=0,949$. Since the significance level for Levene's test is above 0,05, the equal variances test was applied. According to the results of the t-test, there is a significant difference between the mean scores of the two groups. Since $p=0,01$ is below 0,05, at 0,05 significance level the alternate hypothesis H1₁ was accepted. This shows that, there is a significant difference in women and men respondents' approach to experiential marketing.

H1.31: There is a significant difference in women and men respondents' approach to act marketing

Table 5.13. The Difference in Women and Men Respondents' Approach to Act Marketing

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Act Marketing	Women	206	3,67	,60	,042
	Men	100	3,41	,68	,068

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Act Marketing	Equal variances assumed	1,812	,179	3,342	304	,001	,25709	,07693	,10570	,40848
	Equal variances not assumed			3,202	176,142	,002	,25709	,08028	,09865	,41553

From Levene's Test for equality of variances it is seen that; $F=1,812$, $p=0,179$. Since the significance level for Levene's test is above 0,05, the equal variances test was applied. According to the results of the t-test, there is a significant difference between the mean scores of the two groups. Since $p=0,001$ is below 0,05, at 0,05 significance level and the alternate hypothesis H1.31 is accepted. This shows that, there is a significant difference in women and men respondents' approach to act marketing.

H1.5₁: There is a significant difference in women and men respondents' approach to relate marketing

Table 5.14. The Difference in Women and Men Respondents' Approach to Relate Marketing

	Gender	N	Mean
Relate Marketing	Women	206	2,58
	Men	100	2,37

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Relate Marketing	Equal variances assumed	,003	,960	2,130	304	,034	,20893	,09808	,01593	,40194
	Equal variances not assumed			2,121	193,912	,035	,20893	,09852	,01463	,40323

From Levene's Test for equality of variances it is seen that; $F=0,003$, $p=0,960$. Since the significance level for Levene's test is above 0,05, the equal variances test was applied. According to the results of the t-test, there is a significant difference between the mean scores of the two groups. Since $p=0,034$ is below 0,05, at 0,05 significance level the alternate hypothesis H1.5₁ is accepted. This shows that, there is a significant difference in women and men respondents' approach to relate marketing.

5.2.3.b. The Difference Based on Age Groups

Secondly, it is considered whether there is a statistically significant difference in the means of respondents' approach to experiential marketing, and its strategic modules such as sense, feel, act, think and relate marketing, based on age groups. Here, ANOVA analyses is used since the

mean scores of more than two groups are being compared and contrasted , and besides in order to run the analyses, three age groups are generated from the respondents such as 24 ages or below, 25-34 age group and 35-44 age group, since ANOVA analyses can be used with variables above the sample size of 30. The hypothesis for testing in this part of the study and the significant results of the analyses can be found in detail below:

H2₁: There is a significant difference in different age groups' approach to experiential marketing

From the results of the ANOVA analysis below, since $p=0.007$ is below 0,05 at 0,05 significance level the alternate hypothesis H2₁ is accepted. This shows that, there is a significant difference in different age group's approach to experiential marketing. For 24 ages and below age group, since $p=0,008$ and $p=0,020$ respectively, it is seen that there is a significant difference between it's approach to experiential marketing and 25-34, 35-44 age groups approach to experiential marketing. However, there is no significant difference between 25-34 and 35-44 age group's approach to experiential marketing.

Table 5.15. The Difference in Different Age Groups' Approach to Experiential Marketing

		Sum of Squares	Df	Mean Square	F	Sig.
Experiential Marketing	Between Groups	3,306	2	1,653	4,980	,007
	Within Groups	95,925	289	,332		
	Total	99,231	291			

Dependent Variable		Age Groups	Age Groups	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Experiential Marketing	Tukey HSD	24 ages and Below	25-34	,27499*	0,0918	,008	,0587	,4913
			35-44	,30121*	0,1116	,020	,0382	,5642
		25-34	24 ages and Below	-,27499*	0,0918	,008	-,4913	-,0587
			35-44	,02622	0,0872	,951	-,1794	,2318
		35-44	24 ages and Below	-,30121*	0,1116	,020	-,5642	-,0382
			25-34	-,02622	0,0872	,951	-,2318	,1794

H2.11: There is a significant difference in different age groups' approach to sense marketing

From the results of the ANOVA analysis related to sense marketing below, since $p=0.021$ is below 0,05, at 0,05 significance level the alternate hypothesis H2.11 is accepted. This shows that, there is a significant difference in different age group's approach to sense marketing. For 24 ages and below age group, since $p=0,042$ and $p=0,025$ respectively, it is seen that there is a significant difference between it's approach to sense marketing and 25-34, 35-44 age groups approach to sense marketing. However, there is no significant difference between 25-34 and 35-44 age group's approach to sense marketing.

Table 5.16. The Difference in Different Age Groups' Approach to Sense Marketing

		Sum of Squares	df	Mean Square	F	Sig.
Sense Marketing	Between Groups	2,549	2	1,274	3,903	,021
	Within Groups	94,371	289	,327		
	Total	96,920	291			

Dependent Variable	Age Groups	Age Groups	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Sense Marketing	24 ages and below	25-34	,22101*	,09108	,042	,0064	,4356
		35-44	,29083*	,11072	,025	,0300	,5517
	25-34	24 ages and below	-,22101*	,09108	,042	-,4356	-,0064
		35-44	,06982	,08657	,699	-,1341	,2738
	35-44	24 ages and below	-,29083*	,11072	,025	-,5517	-,0300
		25-34	-,06982	,08657	,699	-,2738	,1341

H2.2₁: There is a significant difference in different age groups' approach to feel marketing

From the results of the ANOVA analysis related to feel marketing below, since $p=0.037$ is below 0,05, at 0,05 significance level the alternate hypothesis H2.2₁ is accepted. This shows that, there is a significant difference in different age group's approach to feel marketing. For 24 ages and below age group, since $p=0,035$, it is seen that there is a significant difference between it's approach to feel marketing and 25-34 age groups' approach to feel marketing. However, there is no significant difference between any other age group's approach to feel marketing.

Table 5.17. The Difference in Different Age Groups' Approach to Feel Marketing

		Sum of Squares	Df	Mean Square	F	Sig.
Feel Marketing	Between Groups	4,123	2	2,061	3,344	,037
	Within Groups	178,132	289	,616		
	Total	182,255	291			

Dependent Variable	Age Groups	Age Groups	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Feel Marketing	24 Ages and Below	25-34	,31216*	,12514	,035	,0174	,6070
		35-44	,32485	,15212	,085	-,0335	,6832
	25-34	24 ages and below	-,31216*	,12514	,035	-,6070	-,0174
		35-44	,01269	,11893	,994	-,2675	,2929
	35-44	24 ages and below	-,32485	,15212	,085	-,6832	,0335
		25-34	-,01269	,11893	,994	-,2929	,2675

H2.5₁: There is a significant difference in different age groups' approach to relate marketing

From the results of the ANOVA analysis related to relate marketing below, since $p=0.003$ is below 0,05, at 0,05 significance level the alternate hypothesis H2.5₁ is accepted. This shows

that, there is a significant difference in different age group's approach to relate marketing. For 24 ages and below age group, since $p=0,002$ and $p=0,029$ respectively, it is seen that there is a significant difference between it's approach to relate marketing and 25-34, 35-44 age groups' approach to relate marketing. However, there is no significant difference between 25-34 and 35-44 age group's approach to relate marketing.

Table 5.18. The Difference in Different Age Groups' Approach to Relate Marketing

		Sum of Squares	Df	Mean Square	F	Sig.
Relate Marketing	Between Groups	7,477	2	3,738	5,843	,003
	Within Groups	184,910	289	,640		
	Total	192,387	291			

Dependent Variable	Age Groups	Age Groups	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Relate Marketing	24 Ages and Below	25-34	,43127*	,12750	,002	,1309	,7316
		35-44	,39774*	,15499	,029	,0326	,7629
	25-34	24 ages and below	-,43127*	,12750	,002	-,7316	-,1309
		35-44	-,03353	,12118	,959	-,3190	,2519
	35-44	24 ages and below	-,39774*	,15499	,029	-,7629	-,0326
		25-34	,03353	,12118	,959	-,2519	,3190

5.2.3.c. The Difference Based on Education Level

Thirdly, it is considered whether there is a statistically significant difference in the means of university and masters/PhD group of respondents' approach to experiential marketing, and its strategic modules such as sense, feel, act, think and relate marketing. Here again the t-test analysis is used since the mean scores of two groups will be compared and contrasted, and again since the sample sizes of other educational level groups are below 30, only these two

groups' data is taken into analysis. The hypothesis for testing in this part of the study and the significant results of the analyses can be found in detail below:

H3₁: There is a significant difference in university and masters / PhD group of respondents' approach to experiential marketing

Table 5.19. The Difference in University and Masters/PhD Respondents' Approach to Experiential Marketing

	Education Level	N	Mean
Experiential Marketing	University	177	3,19
	Masters / PhD	100	3,11

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Experiential Marketing	Equal variances assumed	,000	,995	1,162	275	,246	,08316	,07158	-,05775	,22408
	Equal variances not assumed			1,161	204,928	,247	,08316	,07165	-,05811	,22444

From Levene's Test for equality of variances it is seen that; $F=0,000$, $p=0,995$. Since the significance level for Levene's test is above 0,05, the equal variances test was applied. According to the results of the t-test, there is no significant difference between the mean scores of the two groups. Since $p=0,246$ is above 0,05, at 0,05 significance level and the alternate hypothesis H3₁ is rejected. This shows that, there is no significant difference in university and masters / PhD group of respondents' approach to experiential marketing. Besides, from the t-test analyses, it is also found out that there is no significant difference

between mean scores of two groups when their approach to sense, feel, think, act and relate marketing are also considered. From Levene's Test for equality of variances and the equal variances tests, $p=0,939$ for sense marketing, $p=0,402$ for feel marketing, $p=0,483$ for act marketing, $p=0,108$ for think marketing and $p=0,99$ for relate marketing and all above 0,05. So, the hypotheses H3.1₁, H3.2₁, H3.3₁, H3.4₁ and H3.5₁ are all rejected. This shows that, there is no significant difference in university and masters / PhD group of respondents' approach to sense, feel, act, think and relate marketing, respectively.

5.2.3.d. The Difference Based on Working Status

Fourthly, it is considered whether there is a statistically significant difference in the means of working and not working respondents' approach to experiential marketing, and its strategic modules such as sense, feel, act, think and relate marketing. Here again the t-test analysis is used since the mean scores of two groups will be compared and contrasted. The hypothesis for testing in this part of the study and the significant results of the analyses can be found in detail below:

H4₁: There is a significant difference in working and not working respondents' approach to experiential marketing

From Levene's Test for equality of variances it is seen that; $F=0,142$, $p=0.706$. Since the significance level for Levene's test is above 0,05, the equal variances test was applied. According to the results of the t-test, there is a significant difference between the mean scores of the two groups. Since $p=0,036$ is below 0,05, at 0,05 significance level the alternate hypothesis H3₁ is accepted. This shows that, there is a significant difference in working and not working respondents' approach to experiential marketing.

Table 5.20. The Difference in Working and Not working Respondents' Approach to Experiential Marketing

	Working Status	N	Mean
Experiential Marketing	Working	260	3,17
	Not Working	46	3,37

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Experiential Marketing	Equal variances assumed	,142	,706	-2,112	304	,036	-,19586	,09274	-,37835	-,01337
	Equal variances not assumed			-2,120	62,201	,038	-,19586	,09237	-,38049	-,01123

H4.2₁: There is a significant difference in working and not working respondents' approach to feel marketing

From Levene's Test for equality of variances for feel marketing it is seen that; $F=0,642$, $p=0.424$. Since the significance level for Levene's test is above 0,05, the equal variances test was applied. According to the results of the t-test, there is a significant difference between the mean scores of the two groups. Since $p=0,049$ is below 0,050, at 0,05 significance level the alternate hypothesis H4.2₁ is accepted. This shows that, there is a significant difference in working and not working respondents' approach to feel marketing.

Table 5.21. The Difference in Working and Not working Respondents' Approach to Feel Marketing

Working Status		N	Mean
Feel Marketing	Working	260	3,25
	Not Working	46	3,50

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Feel Marketing	Equal variances assumed	,642	,424	-1,975	304	,049	-,24958	,12636	-,49824	-,00093
	Equal variances not assumed			-1,990	62,378	,051	-,24958	,12543	-,50028	,00112

H4.5₁: There is a significant difference in working and not working respondents' approach to relate marketing

From Levene's Test for equality of variances for think marketing it is seen that; $F=0,173$, $p=0,678$. Since the significance level for Levene's test is above 0,05, the equal variances test was applied. According to the results of the t-test, there is a significant difference between the mean scores of the two groups. Since $p=0,025$ is below 0,050, at 0,05 significance level the alternate hypothesis H4.5₁ is accepted. This shows that, there is a significant difference in working and not working respondents' approach to relate marketing.

Table 5.22. The Difference in Working and Not working Respondents' Approach to Relate Marketing

	Working Status	N	Mean
Relate Marketing	Working	260	2,47
	Not Working	46	2,76

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Relate Marketing	Equal variances assumed	,173	,678	-2,250	304	,025	-,28944	,12861	-,54253	-,03635
	Equal variances not assumed			-2,296	63,045	,025	-,28944	,12608	-,54139	-,03749

5.2.4.e. The Difference Based on Occupation Details

Finally, it is considered whether there is a statistically significant difference in the means of student and employee respondents' approach to experiential marketing, and its strategic modules such as sense, feel, act, think and relate marketing. Here again the t-test analysis is used since the mean scores of two groups will be compared and contrasted, and again since the sample sizes of other occupation detail groups are below 30, only these two groups' data is taken into analysis.. The hypothesis for testing in this part of the study and the significant results of the analyses can be found in detail below:

H5₁: There is a significant difference in student and employee respondents' approach to experiential marketing

From Levene's Test for equality of variances it is seen that; $F=0,221$, $p=0,638$. Since the significance level for Levene's test is above 0,05, the equal variances test was applied. According to the results of the t-test, there is no significant difference between the mean scores of the two groups. Since $p=0,218$ is above 0,05, the hypothesis H5₁ is rejected. This shows that, there is no significant difference in student and employee group of respondents'

approach to experiential marketing. Besides, from the t-test analyses, it is also found out that there is no significant difference between mean scores of two groups when their approach to sense, feel, think, and act marketing are also considered. From Levene's Test for equality of variances and the equal variances tests, $p=0,527$ for sense marketing, $p=0,279$ for feel marketing, $p=0,755$ for act marketing, and $p=0,352$ for think marketing and all above 0,05. So, the alternate hypotheses H5.1₁, H5.2₁, H5.3₁, and H5.4₁ are all rejected. This shows that, there is no significant difference in student and employee group of respondents' approach to sense, feel, act, and think marketing, respectively. However, as shown in Table 5.23. below, the t-test analysis showed that there is a significant difference between student and employee group of respondents' approach to relate marketing.

Table 5.23. The Difference in Student and Employee Respondents' Approach to Relate Marketing

	Occupation Details	N	Mean
Relate Marketing	Student	40	2,76
	Employee	233	2,49

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Relate Marketing	Equal variances assumed	,084	,772	1,976	271	,049	,26960	,13646	,00094	,53827
	Equal variances not assumed			2,010	54,037	,049	,26960	,13411	,00074	,53847

From Levene's Test for equality of variances for think marketing it is seen that; $F=0,084$, $p=0,772$. Since the significance level for Levene's test is above 0,05, the equal variances test was applied. According to the results of the t-test, there is a significant difference between the mean scores of the two groups. Since $p=0,049$ is below 0,050, at 0,05 significance level and the alternate hypothesis H5.5₁ is accepted. This shows that, there is a significant difference in student and employee group of respondents' approach to relate marketing.

As a result it can be concluded that except employee and student group of respondents, there is a statistically significant difference between demographic variables' or in other words group of respondents' approach to experiential marketing based on mean values. Further, there is also a statistically significant difference in men and women respondents approach to act and relate marketing, working and not working respondents approach to feel and relate marketing, student and employee respondents approach to relate marketing, and different three age groups approach to sense, feel and relate marketing.

After investigating whether there are statistically significant difference in different demographic groups approach to experiential marketing and specific strategic experiential marketing modules, in the next section the relationship between experiential marketing, customer satisfaction and loyalty will be investigated.

5.3. The Relationship Between Experiential Marketing, Customer Satisfaction and Loyalty

In this part of the study, in order to understand the impact of experiential marketing on customer satisfaction and loyalty, a series of regression analysis has been used. Since this thesis study aims to understand the relationship between five specific strategic experiential marketing modules and customer satisfaction and loyalty, the dependent and independent variables to be tested through regression analysis is determined not through a factor analysis, but instead through the literature review. As previously mentioned in Table 5.2., the strategic experiential marketing modules and items has been identified and categorized as sense, feel, act, think and relate marketing. For each of those modules, valid and reliable variables which are named as experiential marketing items has been asked through a likert scale. And for the regression analysis which will test the impact of experiential marketing on customer behavioral outcomes, the previously mentioned groupings will be used. Below Table 5.24. displays the independent and dependent variables to be tested through regression analysis. Further in the next section, the output of the factor analysis used to understand the difference between Schmitt's experiential marketing model and respondents' attitudes towards experiential marketing will be given.

For the following regression analysis, the independent variables are sense marketing, feel marketing, act marketing, think marketing, relate marketing and experiential marketing, whereas the dependent variables are customer satisfaction and loyalty.

Table 5.24. Dependent and Independent Variables of The Study (Strategic Experiential Marketing Modules and Customer Satisfaction and Loyalty Variables)

INDEPENDENT VARIABLES Strategic Experiential Marketing Modules	
1) SENSE MARKETING	The music system in Starbucks offers relaxing and pleasant atmosphere.
	In Starbucks, the coffee product and food variety is gorgeous.
	There is a nice and interesting coffee smell within Starbucks stores.
	I like the presence and variety of by-products or souvenirs like cups, coffee machines, toys, music CDs in Starbucks coffee stores.
	The taste of Starbucks products match my expectation.
	I like the materials that are used in serving Starbucks' products like paper cups, carton paper cup holders and wooden spoons.
	The decoration of Starbucks is attractive and is visually well designed.
	I like the touch of furniture in Starbucks coffee stores.
2) FEEL MARKETING	I think the atmosphere which is composed of products, people, interior design in Starbucks coffee stores appeals to my feelings.
	I have fun while drinking coffee in Starbucks coffee stores
	I really enjoy my time in Starbucks coffee store
	Starbucks has a comfortable and intimate atmosphere.
	Starbucks brand is an emotional brand.
	I feel myself relaxed and happy at Starbucks coffee store.
3) ACT MARKETING	I think visiting Starbucks has changed my lifestyle and become a part of my life.
	I like the self service concept in Starbucks coffee stores.
	I like having the opportunity to use wireless internet in Starbucks coffee stores.
	The coffee seminars arranged in Starbucks to inform customers on products and their preparations increase my interest in this coffee store and its products.
	I like having common areas for collaboration that provide facilities like desks or boards for business meetings or homework groups in Starbucks coffee stores.
	Starbucks is a nice venue for me to socialize and spend time. between home, school or work.
	I like to have reading facilities like newspapers and magazines in Starbucks coffee stores.

INDEPENDENT VARIABLES Strategic Experiential Marketing Modules (Continued)	
4) THINK MARKETING	Starbucks tries to appeal to my creative thinking.
	There are print and visual channels of communication and Internet connection within Starbucks that makes me to follow up daily developments.
	Starbucks organizes different activities like photograph exhibitions or design contests that take my attention.
	I engage in a lot of thinking when I encounter Starbucks.
	I value the creative ideas that I gather from the coffee seminars arranged by Starbucks coffee stores as helpful.
	I follow the latest news about Starbucks coffee stores from their web site.
5) RELATE MARKETING	I like the social responsibility projects realized by Starbucks coffee stores.
	I feel a sense of kinship with other Starbucks visitors.
	I have an interest in a club for Starbucks customers.
	I enjoy Starbucks' charitable actions and relations with non-profit organizations.
	Starbucks makes me think that I belong to a benevolent family of Starbucks
	The coffee seminars in Starbucks coffee stores help me to develop relationship with my social environment and other customers.
Starbucks makes me feel a part of a family or group.	
6) EXPERIENTIAL MARKETING (Dependent Variable generated through combining all strategic experiential marketing modules)	
CUSTOMER SATISFACTION	I experience a satisfactory service in Starbucks.
	Starbucks satisfies my desire to drink coffee and my need to be socialized.
	Starbucks goes beyond my expectations.
	I really enjoy my visits to Starbucks.
	I can call a day in Starbucks a really nice day.
	I really love Starbucks.
CUSTOMER LOYALTY	I feel very loyal to Starbucks.
	I would recommend Starbucks to others and my friends.
	The experience in Starbucks makes me want more of the same kind of interaction in the future.
	I will stay with this coffee store through good times or bad.
	No other coffee store can take the place of Starbucks.

Additionally, it is important to note that, in order to understand the impact of experiential marketing on customer satisfaction and loyalty, five strategic experiential marketing modules were combined and a new independent variable which is named as experiential marketing was generated and besides reliability analysis is conducted to see the reliabilities of the dependent and independent variables. As a result of the analysis, six of the independent and two of the independent variables were found to be reliable with the reliabilities sense marketing $\alpha=0,934$, feel marketing $\alpha=0,925$, act marketing $\alpha=0,931$, think marketing $\alpha=0,935$, relate marketing $\alpha=0,932$, experiential marketing $\alpha=0,921$, customer satisfaction $\alpha=0,927$ and customer loyalty $\alpha=0,939$.

The hypothesis for testing in this part of the study are as follows:

H6₁: Experiential marketing has impact on customer satisfaction

H6.1₁: Sense marketing has an impact on customer satisfaction

H6.2₁: Feel marketing has an impact on customer satisfaction

H6.3₁: Act marketing has an impact on customer satisfaction

H6.4₁: Think marketing has an impact on customer satisfaction

H6.5₁: Relate marketing has an impact on customer satisfaction

H7₁: Experiential marketing has impact on customer loyalty

H7.1₁: Sense marketing has an impact on customer loyalty

H7.2₁: Feel marketing has an impact on customer loyalty

H7.3₁: Act marketing has an impact on customer loyalty

H7.4₁: Think marketing has an impact on customer loyalty

H7.5₁: Relate marketing has an impact on customer loyalty

Before conducting the regression analysis, correlation analysis is used in order to display the relation among variables. Table 5.25. displays the correlations among five independent variables and their correlations with dependent variables. According to the table, all variables' significance values are smaller than 0.05, exactly 0.00, meaning that correlation numbers are meaningful. Thus, when the correlation coefficients (r values) are evaluated, it is seen that all correlation coefficient values in the table is higher than 0.50. According to Ural and Kılıç (2005), a correlation coefficient value which is between the values 0.50 and 0.69 refers to a moderate correlation among variables whereas a correlation coefficient value which is between 0.70 and 0.89 refers to high correlation among variables. According to the table, the

dependent variable customer satisfaction is highly correlated with the other dependent variable customer loyalty and the independent variable feel marketing. However, customer satisfaction has a moderate correlation with sense, act, think and relate marketing. Next, the dependent variable customer loyalty is highly correlated with customer satisfaction and has a moderate correlation with all independent variables. Furthermore, sense marketing is highly correlated with feel and act marketing, feel marketing is highly correlated with customer satisfaction, sense and act marketing, act marketing is highly correlated with sense and feel marketing, think marketing is highly correlated with relate marketing and relate marketing is also highly correlated with think marketing.

Table 5.25. Correlation of Experiential Marketing on Customer Satisfaction and Loyalty

		Customer satisfaction	Customer loyalty	Sense marketing	Feel marketing	Act marketing	Think marketing	Relate marketing
Customer satisfaction	Pearson Correlation	1	,773	,677	,783	,662	,567	,653
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	306	306	306	306	306	306	306
Customer loyalty	Pearson Correlation	,773	1	,581	,684	,601	,515	,676
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	306	306	306	306	306	306	306
Sense marketing	Pearson Correlation	,677	,581	1	,757	,703	,524	,509
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	306	306	306	306	306	306	306
Feel marketing	Pearson Correlation	,783	,684	,757	1	,732	,665	,621
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	306	306	306	306	306	306	306
Act marketing	Pearson Correlation	,662	,601	,703	,732	1	,632	,617
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	306	306	306	306	306	306	306
Think marketing	Pearson Correlation	,567	,515	,524	,665	,632	1	,709
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	306	306	306	306	306	306	306
Relate marketing	Pearson Correlation	,653	,676	,509	,621	,617	,709	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	306	306	306	306	306	306	306

Again according to the above correlation table, it is seen that all correlation coefficient values are positive, meaning that two variables acting in the same way, in other words both of the variables correlated increase or decrease at the same time. Besides, looking at the correlation table, it can be seen that the highest correlation exists between the dependent variable customer satisfaction and independent variable feel marketing, which is 0.783. This shows that, there is a positive and strong relation between these two variables. On the other hand, feel marketing is also the highly correlated independent item with the other dependent variable which is customer loyalty, and the correlation coefficient value of the relationship between these two variables is 0.684, which refers to a positive and medium value relationship.

Since the significance levels and correlation values are met, regression analysis is utilized to understand the impact of experiential marketing on customer satisfaction and loyalty.

To start with, the impact of experiential marketing on customer satisfaction and loyalty is analyzed through correlation matrixes, since there is only one dependent and independent variable in the analysis.

Below Table 5.26. displays the result of correlation analysis, as well as regression analysis that represent the impact of experiential marketing on customer satisfaction and loyalty.

Table 5.26. Correlation (Regression) Result of Experiential Marketing Impact on Customer Satisfaction

		Customer satisfaction	Experiential Marketing			Customer Loyalty	Experiential Marketing
Customer Satisfaction	Pearson Correlation	1	,793**	Customer Loyalty	Pearson Correlation	1	,730**
	Sig. (2-tailed)		0		Sig. (2-tailed)		0
	N	306	306		N	306	306
Experiential Marketing	Pearson	,793**	1	Experiential Marketing	Pearson	,730**	1
	Sig. (2-	0			Sig. (2-	0	
	N	306	306		N	306	306

** . Correlation is significant at the 0.01 level (2-tailed).

According to the above table, both for customer satisfaction and loyalty, two variables' significance values are smaller than 0.05, exactly 0.00, meaning that correlation numbers are meaningful. Thus, when the correlation coefficient (r value) is evaluated, it is seen that the

correlation coefficient value between experiential marketing and customer satisfaction is 0.793 and between experiential marketing and customer loyalty is 0.730, which refers to a positive and high relationship between the variables. In other words, since the correlation coefficient value in analysis with only one dependent and one independent variable is equal to the standardized coefficient value (beta value) of regression analysis, as a result of the display in Table 5.25. experiential marketing with a statistically significant p degree lower than 0.05, which is exactly 0.00, has an impact on both customer satisfaction and loyalty. And if experiential marketing item is increased one unit, then customer satisfaction increases 0.79 unit, whereas customer loyalty increases 0.73 unit. Therefore, H6₁ and H7₁ are accepted.

On the other hand, further regression analysis is utilized to understand which strategic experiential marketing module has impact on customer satisfaction and loyalty.

Below Table 5.27. displays the results of the regression analysis that represents the impact of strategic experiential marketing modules' which are sense, feel, act, think and relate marketing's impact on customer satisfaction.

Table 5.27. Regression Result of Strategic Experiential Marketing Modules' Impact on Customer Satisfaction

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,225	,179		1,258	,210
	Sense marketing	,197	,070	,150	2,809	,005
	Feel marketing	,476	,057	,499	8,273	,000
	Act marketing	,086	,064	,073	1,335	,183
	Think marketing	-,111	,060	-,096	-1,843	,066
	Relate marketing	,270	,046	,289	5,838	,000

a. Dependent Variable: Customer satisfaction

The results are indicated in Table 5.27. with a statistically significant F value (F value=124,946, p<0.05). The R value which is 0.822 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R² statistics which is 0,670 shows that the independent

variables used in this regression analysis explain significantly 67% of the impact on customer satisfaction. Besides, only three t values are statistically significant with a p degree lower than 0.05, which belong to sense marketing, feel marketing and relate marketing. According to the above regression analysis, feel marketing has the highest impact on customer satisfaction, and then relate marketing and sense marketing respectively has impact on customer satisfaction as well. So, H6.1₁, H6.2₁ and H6.5₁ are accepted. In detail, it can be concluded that, if feel marketing item is increased one unit, then customer satisfaction also increases 0.50 unit. Next, if relate marketing item is increased one unit, then customer satisfaction also increases 0.29 unit and if sense marketing item is increased one unit, than customer satisfaction also increases 0.15 unit. However, according to the regression analysis, act marketing and think marketing has no statistically significant impact on customer satisfaction, since their p values are greater than 0.05.

Besides, Table 5.28. displays the results of the regression analysis that represents the impact of strategic experiential marketing modules' which are sense, feel, act, think and relate marketing's impact on customer loyalty.

Table 5.28. Regression Result of Strategic Experiential Marketing Modules' Impact on Customer Loyalty

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,769	,278		-2,765	,006
Sense marketing	,157	,109	,087	1,436	,152
Feel marketing	,504	,089	,384	5,650	,000
Act marketing	,121	,099	,075	1,219	,224
Think marketing	-,258	,094	-,160	-2,744	,006
Relate marketing	,593	,072	,461	8,255	,000

a. Dependent Variable:Customer loyalty

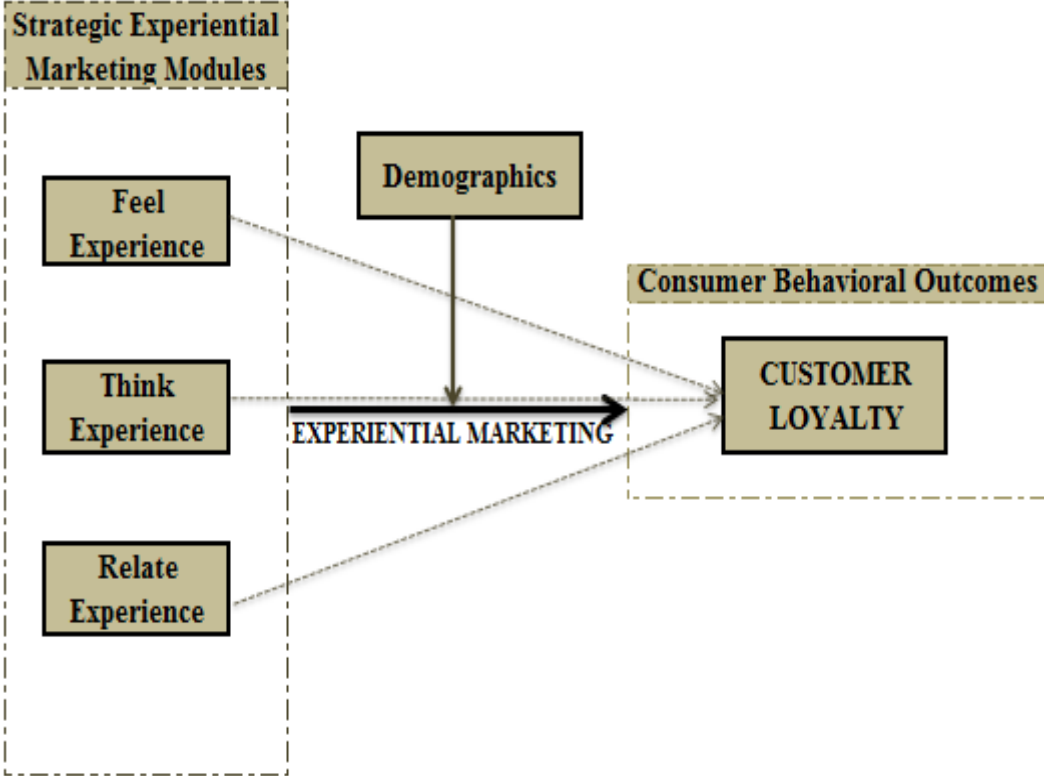
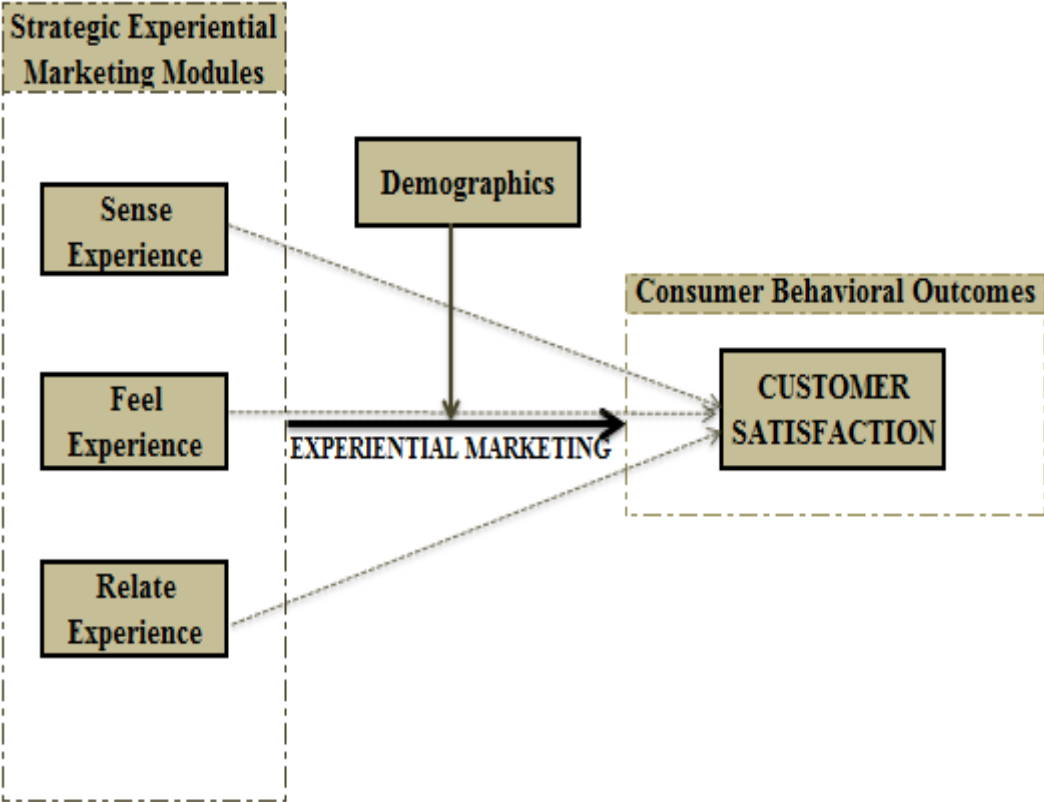
The results are indicated in Table 5.28. with a statistically significant F value (F value = 85,571, p<0.05). The R value which is 0.767 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R² statistics which is 0,581 shows that the independent variables used in this regression analysis explain significantly 58% of the impact on customer

satisfaction. Besides, only three t values are statistically significant with a p degree lower than 0.05, which belong to feel marketing, think marketing and relate marketing. According to the above regression analysis, relate marketing has the highest impact on customer loyalty, and then feel marketing and think marketing respectively has impact on customer loyalty as well. So, H7.2₁, H7.4₁, and H7.5₁ are accepted. In detail, it can be concluded that, if relate marketing item is increased one unit, then customer loyalty also increases 0.46 unit. Next, if sense marketing item is increased one unit, then customer loyalty also increases 0.38 unit. However, there is a negative relation between think marketing and customer loyalty, which is represented by a standardized coefficient value of -0.16, referring to a situation where think marketing is increased one unit, customer loyalty decreases 0.16 unit. On the other hand, according to the regression analysis, sense marketing and act marketing has no statistically significant impact on customer loyalty, since their p values are greater than 0.05.

As a result of the regression analysis, it is seen that experiential marketing has an impact on customer satisfaction and loyalty. Besides, sense marketing, feel marketing and relate marketing are effective strategic experiential marketing modules when customer satisfaction is considered. However, act marketing and think marketing are found to have no impact on customer satisfaction. Moreover, when the relationship between experiential marketing and customer loyalty is considered, it is seen that feel marketing, think marketing and relate marketing are effective on customer loyalty but again act marketing has no impact on customer loyalty, and even sense marketing has an impact on customer satisfaction, it is also found to have no impact on customer loyalty.

Consequently, the new conceptual model after regression analysis is given in Figure 5.37.

Figure 5.37. Revised Conceptual Model



In this section, the relationship between experiential marketing, customer satisfaction and loyalty has been discussed and sense, feel, relate marketing modules were found to be effective on customer satisfaction where feel, think and relate marketing modules were found to be effective on customer loyalty. In the next section, the relationship between experiential marketing, customer satisfaction and loyalty will be analyzed through demographic variables and by this way, it will be found out, whether based on different demographic variables, or in other words based on different target groups, the relationship between these concepts show a difference or not.

5.4. The Relationship Between Experiential Marketing, Customer Satisfaction and Loyalty Among Demographic Variables

As mentioned above, in this part of the study, in order to understand the relationship between experiential marketing, customer satisfaction and loyalty among demographic variables, again regression analyses will be used by filtering a specific target group like women respondents or working respondents in each time, and whether experiential marketing and its strategic modules like sense, feel, act, think and relate marketing has an impact on customer satisfaction and loyalty when these specific target groups are filtered, will be questioned. The figures related to the results of these analyses is further given in Appendix 5.

First of all, for women and men respondents, in the following regression analysis, the independent variables are sense marketing, feel marketing, act marketing, think marketing, relate marketing, and experiential marketing whereas the dependent variables are customer satisfaction and loyalty.

The hypothesis for testing in this part of the study are as follows:

H8₁: Experiential marketing has an impact on women respondents' customer satisfaction

H8.1₁: Sense marketing has an impact on women respondents' customer satisfaction

H8.2₁: Feel marketing has an impact on women respondents' customer satisfaction

H8.3₁: Act marketing has an impact on women respondents' customer satisfaction

H8.4₁: Think marketing has an impact on women respondents' customer satisfaction

H8.5₁: Relate marketing has an impact on women respondents' customer satisfaction

H9₁: Experiential marketing has an impact on women respondents' customer loyalty

H9.1₁: Sense marketing has an impact on women respondents' customer loyalty

H9.2₁: Feel marketing has an impact on women respondents' customer loyalty

H9.3₁: Act marketing has an impact on women respondents' customer loyalty

H9.4₁: Think marketing has an impact on women respondents' customer loyalty

H9.5₁: Relate marketing has an impact on women respondents' customer loyalty

Below Table 5.29. displays the result of correlation analysis, as well as regression analysis that represent the impact of experiential marketing on customer satisfaction and loyalty. On the other hand, further regression analysis is utilized to understand which strategic experiential marketing module has impact on women respondents customer satisfaction and loyalty.

Table 5.29. Correlation (Regression) Result of Experiential Marketing Impact on Women Respondents Customer Satisfaction and Loyalty

		Customer satisfaction	Experiential Marketing			Customer Loyalty	Experiential Marketing
Customer Satisfaction	Pearson Correlation	1	,796**	Customer Loyalty	Pearson Correlation	1	,735**
	Sig. (2-tailed)	0	0		Sig. (2-tailed)	0	0
	N	206	206		N	206	206
Experiential Marketing	Pearson	,796**	1	Experiential Marketing	Pearson	,735**	1
	Sig. (2-	0	0		Sig. (2-	0	0
	N	206	206		N	206	206

** . Correlation is significant at the 0.01 level (2-tailed).

a. Gender = Women

According to the above table, both for customer satisfaction and loyalty, two variables' significance values are smaller than 0.05, exactly 0.00, meaning that correlation numbers are meaningful. Thus, when the correlation coefficient (r value) is evaluated, it is seen that the correlation coefficient value between experiential marketing and customer satisfaction is 0.796 and experiential marketing and customer loyalty is 0.735, which refers to a positive and high relationship between the two variables. As a result of the display in Table 5.29. experiential marketing with a statistically significant p degree lower than 0.05, which is exactly 0.00, has an impact on women respondents' customer satisfaction and loyalty, and H.8₁ and H9₁ are accepted. And if experiential marketing item is increased one unit, then customer satisfaction increases 0.80 unit, whereas customer loyalty increases 0.74 unit.

Moreover, below Table 5.30. displays the results of the regression analysis that represents the impact of strategic experiential marketing modules' which are sense, feel, act, think and relate marketing's impact on women respondents' customer satisfaction.

The results are indicated in Table 5.30. with a statistically significant F value (F value=82,512, $p < 0.05$). The R value which is 0.821 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R^2 statistics which is 0,665 shows that the independent variables used in this regression analysis explain significantly 67% of the impact on women respondents' customer satisfaction.

Table 5.30. Regression Result of Strategic Experiential Marketing Modules' Impact on Women Respondents' Customer Satisfaction

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	,138	,237		,580	,562
Sense marketing	,247	,093	,187	2,658	,008
Feel marketing	,448	,074	,481	6,054	,000
Act marketing	,081	,084	,066	,975	,331
Think marketing	-,078	,076	-,066	-1,024	,307
Relate marketing	,233	,056	,248	4,169	,000

a. Gender = Women

b. Dependent Variable: Customer satisfaction

Besides, only three t values are statistically significant with a p degree lower than 0.05, which belong to sense marketing, feel marketing and relate marketing. According to the above regression analysis, feel marketing has the highest impact on women respondents' customer satisfaction, and then relate marketing and sense marketing respectively has impact on customer satisfaction as well. So, H8.1₁, H8.2₁ and H8.5₁ are accepted. In detail, it can be concluded that, if feel marketing item is increased one unit, then women respondents' customer satisfaction also increases 0.48 unit. Next, if relate marketing item is increased one unit, then women respondents' customer satisfaction also increases 0.25 unit and if sense marketing item is increased one unit, than women respondents' customer satisfaction also

increases 0.19 unit. However, according to the regression analysis, act marketing and think marketing has no statistically significant impact on women respondents' customer satisfaction, since their p values are greater than 0.05

The results are indicated in Table 5.31. with a statistically significant F value (F value = 58,860, $p < 0.05$). The R value which is 0.772 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R^2 statistics which is 0,585 shows that the independent variables used in this regression analysis explain significantly 59% of the impact on women respondents' customer loyalty.

Table 5.31. Regression Result of Strategic Experiential Marketing Modules' Impact on Women Respondents' Customer Loyalty

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,787	,368		-2,140	,034
Sense marketing	,309	,144	,168	2,147	,033
Feel marketing	,497	,115	,383	4,331	,000
Act marketing	-,048	,129	-,028	-,368	,713
Think marketing	-,218	,118	-,132	-1,853	,065
Relate marketing	,604	,086	,464	6,990	,000

a. Gender = Women

b. Dependent Variable: Customer loyalty

Besides, only three t values are statistically significant with a p degree lower than 0.05, which belong to relate marketing, feel marketing and sense marketing. According to the above regression analysis, relate marketing has the highest impact on women respondents' customer loyalty, and then feel marketing and sense marketing respectively has impact on women respondents' customer loyalty as well. So, H9.2₁ and H9.5₁ are accepted. In detail, it can be concluded that, if relate marketing item is increased one unit, then women respondents' customer loyalty also increases 0.46 unit. Next, if feel marketing item is increased one unit, then women respondents' customer loyalty also increases 0.38 unit. And, if sense marketing item is increased one unit, then women respondents' customer loyalty also increases 0,17 units. On the other hand, according to the regression analysis, think marketing and act

marketing has no statistically significant impact on women respondents' customer loyalty, since their p values are greater than 0.05.

For men respondents, in the following regression analysis, the independent variables are sense marketing, feel marketing, act marketing, think marketing, relate marketing, and experiential marketing whereas the dependent variables are customer satisfaction and loyalty.

The hypothesis for testing in this part of the study are as follows:

H10: Experiential marketing has an impact on men respondents' customer satisfaction

H10.1: Sense marketing has an impact on men respondents' customer satisfaction

H10.2: Feel marketing has an impact on men respondents' customer satisfaction

H10.3: Act marketing has an impact on men respondents' customer satisfaction

H10.4: Think marketing has an impact on men respondents' customer satisfaction

H10.5: Relate marketing has an impact on men respondents' customer satisfaction

H11: Experiential marketing has an impact on men respondents' customer loyalty

H11.1: Sense marketing has an impact on men respondents' customer loyalty

H11.2: Feel marketing has an impact on men respondents' customer loyalty

H11.3: Act marketing has an impact on men respondents' customer loyalty

H11.4: Think marketing has an impact on men respondents' customer loyalty

H11.5: Relate marketing has an impact on men respondents' customer loyalty

Below Table 5.32. displays the result of correlation analysis, as well as regression analysis that represent the impact of experiential marketing on men respondents' customer satisfaction and loyalty.

Table 5.32. Correlation (Regression) Result of Experiential Marketing Impact on Men Respondents Customer Satisfaction and Loyalty

		Customer satisfaction	Experiential Marketing			Customer Loyalty	Experiential Marketing
Customer Satisfaction	Pearson Correlation	1	,783**	Customer Loyalty	Pearson Correlation	1	,699**
	Sig. (2-tailed)		0		Sig. (2-tailed)		0
	N	100	100		N	100	100
Experiential Marketing	Pearson	,783**	1	Experiential Marketing	Pearson	,699**	1
	Sig. (2-	0			Sig. (2-	0	
	N	100	100		N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

a. Gender = Men

According to the above table, both for customer satisfaction and loyalty, two variables' significance values are smaller than 0.05, exactly 0.00, meaning that correlation numbers are meaningful. Thus, when the correlation coefficient (r value) is evaluated, it is seen that the correlation coefficient value between experiential marketing and customer satisfaction is 0.783 and experiential marketing and customer loyalty is 0.699, which refers to a positive and high relationship between the two variables. As a result of the display in Table 5.32. experiential marketing with a statistically significant p degree lower than 0.05, which is exactly 0.00, has an impact on men respondents' customer satisfaction and loyalty, and if experiential marketing item is increased one unit, then men respondents' customer satisfaction increases 0.78 unit whereas customer loyalty increases 0.70 unit. Therefore, it can further be said that H10₁ and H11₁ are accepted.

On the other hand, further regression analysis is utilized to understand which strategic experiential marketing module has impact on men respondents customer satisfaction and loyalty.

Below Table 5.33. displays the results of the regression analysis that represents the impact of strategic experiential marketing modules' which are sense, feel, act, think and relate marketing's impact on men respondents' customer satisfaction.

Table 5.33. Regression Result of Strategic Experiential Marketing Modules' Impact on Men Respondents' Customer Satisfaction

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1 (Constant)	,295	,294		1,006	,317	
Sense marketing	,144	,111	,110	1,298	,198	
Feel marketing	,491	,098	,488	5,019	,000	
Act marketing	,110	,106	,099	1,043	,300	
Think marketing	-,179	,103	-,157	-1,737	,086	
Relate marketing	,353	,086	,376	4,111	,000	

a. Gender = Men

b. Dependent Variable: Customer satisfaction

The results are indicated in Table 5.33. with a statistically significant F value (F value=40,165, p<0.05). The R value which is 0.825 shows that there is a positive and high

relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R^2 statistics which is 0,664 shows that the independent variables used in this regression analysis explain significantly 66% of the impact on men respondents' customer satisfaction.

Besides, only two t values are statistically significant with a p degree lower than 0.05, which belong to feel marketing and relate marketing. According to the above regression analysis, feel marketing has the highest impact on men respondents' customer satisfaction, and then relate marketing also has impact on customer satisfaction as well. So, H10.2₁ and H10.5₁ are accepted. In detail, it can be concluded that, if feel marketing item is increased one unit, then men respondents' customer satisfaction also increases 0.49 unit. Next, if relate marketing item is increased one unit, then men respondents' customer satisfaction also increases 0.38 unit. However, according to the regression analysis, sense marketing, act marketing and think marketing has no statistically significant impact on women respondents' customer satisfaction, since their p values are greater than 0.05

Table 5.34. Regression Result of Strategic Experiential Marketing Modules' Impact on Men Respondents' Customer Loyalty

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1 (Constant)	-,429	,440		-,976	,332	
Sense marketing	-,089	,167	-,052	-,531	,597	
Feel markting	,478	,146	,368	3,263	,002	
Act marketing	,333	,158	,231	2,102	,038	
Think marketing	-,294	,154	-,200	-1,903	,060	
Relate marketing	,552	,129	,455	4,286	,000	

a. Gender = Men

b. Dependent Variable: Customer loyalty

The results are indicated in Table 5.34. with a statistically significant F value (F value = 24,845, $p < 0.05$). The R value which is 0.754 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R^2 statistics which is 0,546 shows that the independent

variables used in this regression analysis explain significantly 55% of the impact on men respondents' customer loyalty.

Besides, only three t values are statistically significant with a p degree lower than 0.05, which belong to relate marketing, feel marketing and act marketing. According to the above regression analysis, relate marketing has the highest impact on men respondents' customer loyalty, and then feel marketing and act marketing respectively has impact on men respondents' customer loyalty as well. So, H11.2₁, H11.3₁ and H11.5₁ are accepted. In detail, it can be concluded that, if relate marketing item is increased one unit, then men respondents' customer loyalty also increases 0.46 unit. Next, if feel marketing item is increased one unit, then men respondents' customer loyalty also increases 0.37 unit. And, if act marketing item is increased one unit, then men respondents' customer loyalty also increases 0,23 units. On the other hand, according to the regression analysis, think marketing and sense marketing has no statistically significant impact on women respondents' customer loyalty, since their p values are greater than 0.05.

Secondly, for three age groups 18-24 ages, 25-34 ages and 35-44 ages, in the following regression analysis, the independent variables are sense marketing, feel marketing, act marketing, think marketing, relate marketing, and experiential marketing whereas the dependent variables are customer satisfaction and loyalty. Here, as the sample sizes of other age groups are smaller than 30, and these three analyzed age groups refer to three comparable groups, only 18-24, 25-34 and 35-44 age groups are taken into consideration.

The hypothesis for testing in this part of the study are as follows:

H12₁: Experiential marketing has an impact on 18-24 age group of respondents' customer satisfaction

H12.1₁: Sense marketing has an impact on 18-24 age group of respondents' customer satisfaction

H12.2₁: Feel marketing has an impact on 18-24 age group of respondents' customer satisfaction

H12.3₁: Act marketing has an impact on 18-24 age group of respondents' customer satisfaction

H12.4₁: Think marketing has an impact on 18-24 age group of respondents' customer satisfaction

H12.5₁: Relate marketing has an impact on 18-24 age group of respondents' customer satisfaction

H13₁: Experiential marketing has an impact on 18-24 age group of respondents' customer loyalty

H13.1₁: Sense marketing has an impact on 18-24 age group of respondents' customer loyalty

H13.2₁: Feel marketing has an impact on 18-24 age group of respondents' customer loyalty

H13.3₁: Act marketing has an impact on 18-24 age group of respondents' customer loyalty

H13.4₁: Think marketing has an impact on 18-24 age group of respondents' customer loyalty

H13.5₁: Relate marketing has an impact on 18-24 age group of respondents' customer loyalty

Below Table 5.35. displays the result of correlation analysis, as well as regression analysis that represent the impact of experiential marketing on 18-24 age group of respondents' customer satisfaction and loyalty.

According to the below table, both for customer satisfaction and loyalty, two variables' significance values are smaller than 0.05, exactly 0.00, meaning that correlation numbers are meaningful. Thus, when the correlation coefficient (r value) is evaluated, it is seen that the correlation coefficient value between experiential marketing and customer satisfaction is 0.773 and experiential marketing and customer loyalty is 0.725, which refers to a positive and high relationship between the two variables.

Table 5.35. Correlation (Regression) Result of Experiential Marketing Impact on 18-24 age group of Respondents Customer Satisfaction and Loyalty

		Customer satisfaction	Experiential Marketing			Customer Loyalty	Experiential Marketing
Customer Satisfaction	Pearson Correlation	1	,773**	Customer Loyalty	Pearson Correlation	1	,725**
	Sig. (2-tailed)		0		Sig. (2-tailed)		0
	N	37	37		N	37	37
Experiential Marketing	Pearson	,773**	1	Experiential Marketing	Pearson	,725**	1
	Sig. (2-	0			Sig. (2-	0	
	N	37	37		N	37	37

** . Correlation is significant at the 0.01 level (2-tailed).

a. Age Group = 18-24 age group of respondents

As a result of the display in Table 5.35. experiential marketing with a statistically significant p degree lower than 0.05, which is exactly 0.00, has an impact on 18-24 age group of respondents' customer satisfaction and loyalty. If experiential marketing item is increased one unit, then customer satisfaction increases 0.77 unit and customer loyalty increases 0.73 unit. Therefore, H12₁ and H13₁ are accepted.

On the other hand, further regression analysis is utilized to understand which strategic experiential marketing module has impact on 18-24 age group of respondents' customer satisfaction and loyalty.

Below Table 5.36. displays the results of the regression analysis that represents the impact of strategic experiential marketing modules' which are sense, feel, act, think and relate marketing's impact on 18-24 age group of respondents' customer satisfaction.

The results are indicated in Table 5.36. with a statistically significant F value (F value=12,514, p<0.05). The R value which is 0.818 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R² statistics which is 0,615 shows that the independent variables used in this regression analysis explain significantly 62% of the impact on 18-24 age group of respondents' customer satisfaction.

Table 5.36. Regression Result of Strategic Experiential Marketing Modules' Impact on 18-24 age group of Respondents' Customer Satisfaction

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,221	,658		-,336	,739
Sense marketing	,171	,204	,127	,837	,409
Feel marketing	,249	,183	,237	1,362	,183
Act marketing	,367	,213	,259	1,725	,094
Think marketing	-,226	,183	-,182	-1,235	,226
Relate marketing	,462	,147	,462	3,138	,004

a.Age Group = 18-24 age group of respondents

b.Dependent Variable: Customer satisfaction

Besides, only one t value is statistically significant with a p degree lower than 0.05, which belong to relate marketing. According to the above regression analysis, relate marketing has impact on 18-24 age group of respondents' customer satisfaction and therefore, H12.5₁ is accepted. In detail, it can be concluded that, if relate marketing item is increased one unit, then 18-24 age group of respondents' customer satisfaction also increases 0.46 unit. However, according to the regression analysis, sense marketing, feel marketing, act marketing and think marketing has no statistically significant impact on 18-24 age group of respondents' customer satisfaction, since their p values are greater than 0.05.

Moreover, the results are indicated in Table 5.37. with a statistically significant F value (F value = 11,532 p<0.05). The R value which is 0.806 shows that there is a positive and high relation between variables. Hence, the standard errors of the variables are small, and implies a more reliable prediction. The adjusted R² statistics which is 0,594 shows that the independent variables used in this regression analysis explain significantly 59% of the impact on 18-24 age group of respondents' customer loyalty.

Table 5.37. Regression Result of Strategic Experiential Marketing Modules' Impact on 18-24 age group of Respondents' Customer Loyalty

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,690	,953		-1,774	,086
	Sense marketing	,384	,296	,202	1,296	,204
	Feel marketing	,216	,265	,146	,814	,422
	Act marketing	,296	,309	,148	,960	,345
	Think marketing	-,405	,265	-,231	-1,529	,136
	Relate marketing	,818	,213	,581	3,838	,001

a. Age Group = 18-24 age group of respondents

b. Dependent Variable: Customer loyalty

Besides, only one t value is statistically significant with a p degree lower than 0.05, which belong to relate marketing. According to the above regression analysis, relate marketing has impact on 18-24 age group of respondents' customer loyalty and therefore H13.5₁ is accepted.

In detail, it can be concluded that, if relate marketing item is increased one unit, then 18-24 age group of respondents' customer satisfaction also increases 0.58 unit. However, according to the regression analysis, sense marketing, feel marketing, act marketing and think marketing has no statistically significant impact on 18-24 age group of respondents' customer loyalty, since their p values are greater than 0.05

Next for 25-34 age group of respondents, in the following regression analysis, the independent variables are sense marketing, feel marketing, act marketing, think marketing, relate marketing, and experiential marketing whereas the dependent variables are customer satisfaction and loyalty.

The hypothesis for testing in this part of the study are as follows:

H14i: Experiential marketing has an impact on 25-34 age group of respondents' customer satisfaction

H14.1i: Sense marketing has an impact on 25-34 age group of respondents' customer satisfaction

H14.2i: Feel marketing has an impact on 25-34 age group of respondents' customer satisfaction

H14.3i: Act marketing has an impact on 25-34 age group of respondents' customer satisfaction

H14.4i: Think marketing has an impact on 25-34 age group of respondents' customer satisfaction

H14.5i: Relate marketing has an impact on 25-34 age group of respondents' customer satisfaction

H15i: Experiential marketing has an impact on 25-34 age group of respondents' customer loyalty

H15.1i: Sense marketing has an impact on 25-34 age group of respondents' customer loyalty

H15.2i: Feel marketing has an impact on 25-34 age group of respondents' customer loyalty

H15.3i: Act marketing has an impact on 25-34 age group of respondents' customer loyalty

H15.4i: Think marketing has an impact on 25-34 age group of respondents' customer loyalty

H15.5i: Relate marketing has an impact on 25-34 age group of respondents' customer loyalty

Below Table 5.38. displays the result of correlation analysis, as well as regression analysis that represent the impact of experiential marketing on 25-34 age group of respondents' customer satisfaction and loyalty. According to the below table, both for customer satisfaction and loyalty, two variables' significance values are smaller than 0.05, exactly 0.00, meaning that correlation numbers are meaningful.

Table 5.38. Correlation (Regression) Result of Experiential Marketing Impact on 25-34 age group of Respondents Customer Satisfaction

		Customer satisfaction	Experiential Marketing			Customer Loyalty	Experiential Marketing
Customer Satisfaction	Pearson Correlation	1	,807**	Customer Loyalty	Pearson Correlation	1	,739**
	Sig. (2-tailed)		0		Sig. (2-tailed)		0
	N	185	185		N	185	185
Experiential Marketing	Pearson	,807**	1	Experiential Marketing	Pearson	,739**	1
	Sig. (2-	0			Sig. (2-	0	
	N	185	185		N	185	185

** . Correlation is significant at the 0.01 level (2-tailed).

a. Age Group = 25-34 age group

Thus, when the correlation coefficient (r value) is evaluated, it is seen that the correlation coefficient value between experiential marketing and customer satisfaction is 0.807 and experiential marketing and customer loyalty is 0.739, which refers to a positive and high relationship between the two variables. As a result of the display in Table 5.38. experiential marketing with a statistically significant p degree lower than 0.05, which is exactly 0.00, has an impact on 25-34 age group of respondents' customer satisfaction and loyalty. So H14₁ and H15₁ are accepted. And if experiential marketing item is increased one unit, then 25-34 age group of respondents' customer satisfaction increases 0.81 unit, where customer loyalty increases 0.74 unit.

On the other hand, further regression analysis is utilized to understand which strategic experiential marketing module has impact on 25-34 age group of respondents customer satisfaction and loyalty.

Below Table 5.39. displays the results of the regression analysis that represents the impact of strategic experiential marketing modules' which are sense, feel, act, think and relate marketing's impact on 25-34 age group of respondents' customer satisfaction.

Table 5.39. Regression Result of Strategic Experiential Marketing Modules' Impact on 25-34 age group of Respondents' Customer Satisfaction

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,055	,233		-,234	,815
Sense marketing	,221	,094	,160	2,362	,019
Feel marketing	,541	,077	,552	7,010	,000
Act marketing	,086	,081	,073	1,057	,292
Think marketing	-,065	,080	-,055	-,817	,415
Relate marketing	,205	,060	,205	3,412	,001

a. Age Group = 25-34

b. Dependent Variable: Customer satisfaction

The results are indicated in Table 5.39. with a statistically significant F value (F value=84,900, $p < 0.05$). The R value which is 0.839 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R^2 statistics which is 0,695 shows that the independent variables used in this regression analysis explain significantly 70% of the impact on 25-34 age group of respondents' customer satisfaction.

Besides, only three t values are statistically significant with a p degree lower than 0.05, which belong to sense marketing, feel marketing and relate marketing. According to the above regression analysis, feel marketing has the highest impact on 25-34 age group of respondents' customer satisfaction, and then relate marketing and sense marketing respectively have impact on customer satisfaction as well. So, H14.1₁, H14.2₁ and H14.5₁ are accepted. In detail, it can be concluded that, if feel marketing item is increased one unit, then 25-34 age group of respondents' customer satisfaction also increases 0.55 unit. Next, if relate marketing item is increased one unit, then 25-34 age group of respondents' customer satisfaction also increases 0.21 unit and , if sense marketing item is increased one unit, then 25-34 age group of respondents' customer satisfaction also increases 0.16 unit. However, according to the regression analysis, act marketing and think marketing has no statistically significant impact on 25-34 age group of respondents' customer satisfaction, since their p values are greater than 0.05

Table 5.40. Regression Result of Strategic Experiential Marketing Modules' Impact on 25-34 age group of Respondents' Customer Loyalty

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,872	,360		-2,425	,016
	Sense marketing	,164	,144	,089	1,137	,257
	Feel marketing	,632	,119	,485	5,314	,000
	Act marketing	,051	,125	,033	,407	,685
	Think marketing	-,226	,124	-,142	-1,832	,069
	Relate marketing	,532	,092	,401	5,753	,000

a. Age group = 25-34

b. Dependent Variable: loyalty

The results are indicated in Table 5.40. with a statistically significant F value (F value = 54,114, $p < 0.05$). The R value which is 0.776 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R^2 statistics which is 0,591 shows that the independent variables used in this regression analysis explain significantly 59% of the impact on 25-34 age group of respondents' customer loyalty.

Besides, only two t values are statistically significant with a p degree lower than 0.05, which belong to relate marketing and feel marketing. According to the above regression analysis, feel marketing has the highest impact on 25-34 age group of respondents' customer loyalty, and then feel marketing has impact on 25-34 age group of respondents' customer loyalty as well. Therefore, H15.2₁ and H15.5₁ are accpeted. In detail, it can be concluded that, if feel marketing item is increased one unit, then 25-34 age group of respondents' customer loyalty also increases 0.49 unit. Next, if relate marketing item is increased one unit, then 25-34 age group of respondents' customer loyalty also increases 0.40 unit. On the other hand, according to the regression analysis, think marketing, act marketing and sense marketing has no statistically significant impact on 25-34 age group of respondents' customer loyalty, since their p values are greater than 0.05.

Next for 35-44 age group of respondents, in the following regression analysis, the independent variables are sense marketing, feel marketing, act marketing, think marketing,

relate marketing, and experiential marketing whereas the dependent variables are customer satisfaction and loyalty.

The hypothesis for testing in this part of the study are as follows:

H16₁: Experiential marketing has an impact on 35-44 age group of respondents' customer satisfaction

H16.1₁: Sense marketing has an impact on 35-44 age group of respondents' customer satisfaction

H16.2₁: Feel marketing has an impact on 35-44 age group of respondents' customer satisfaction

H16.3₁: Act marketing has an impact on 35-44 age group of respondents' customer satisfaction

H16.4₁: Think marketing has an impact on 35-44 age group of respondents' customer satisfaction

H16.5₁: Relate marketing has an impact on 35-44 age group of respondents' customer satisfaction

H17₁: Experiential marketing has an impact on 35-44 age group of respondents' customer loyalty

H17.1₁: Sense marketing has an impact on 35-44 age group of respondents' customer loyalty

H17.2₁: Feel marketing has an impact on 35-44 age group of respondents' customer loyalty

H17.3₁: Act marketing has an impact on 35-44 age group of respondents' customer loyalty

H17.4₁: Think marketing has an impact on 35-44 age group of respondents' customer loyalty

H17.5₁: Relate marketing has an impact on 35-44 age group of respondents' customer loyalty

Below Table 5.41. displays the result of correlation analysis, as well as regression analysis that represent the impact of experiential marketing on 35-44 age group of respondents' customer satisfaction and loyalty.

Table 5.41. Correlation (Regression) Result of Experiential Marketing Impact on 35-44 age groupof Respondents Customer Satisfaction and Loyalty

		Customer satisfaction	Experiential Marketing			Customer Loyalty	Experiential Marketing
Customer Satisfaction	Pearson Correlation	1	,769**	Customer Loyalty	Pearson Correlation	1	,777**
	Sig. (2-tailed)	0	0		Sig. (2-tailed)	0	0
	N	57	57		N	57	57
Experiential Marketing	Pearson	,769**	1	Experiential Marketing	Pearson	,777**	1
	Sig. (2-	0	0		Sig. (2-	0	0
	N	57	57		N	57	57

** . Correlation is significant at the 0.01 level (2-tailed).

a. Age Group = 35-44 age group

According to the above table, for both customer satisfaction and loyalty, two variables' significance values are smaller than 0.05, exactly 0.00, meaning that correlation numbers are meaningful. Thus, when the correlation coefficient (r value) is evaluated, it is seen that the correlation coefficient value between experiential marketing and customer satisfaction is 0.769 and experiential marketing and customer loyalty is 0.777, which refers to a positive and high relationship between the two variables. As a result of the display in Table 5.41. experiential marketing with a statistically significant p degree lower than 0.05, which is exactly 0.00, has an impact on 35-44 age group of respondents' customer satisfaction and loyalty, and so H16₁ and H17₁ are accepted. And if experiential marketing item is increased one unit, then 35-44 age groupof respondents' customer satisfaction increases 0.77 unit, whereas customer loyalty increases 0.78 unit.

On the other hand, further regression analysis is utilized to understand which strategic experiential marketing module has impact on 35-44 age group of respondents customer satisfaction and loyalty.

Below Table 5.42. displays the results of the regression analysis that represents the impact of strategic experiential marketing modules' which are sense, feel, act, think and relate marketing's impact on 35-44 age group of respondents' customer satisfaction.

Table 5.42. Regression Result of Strategic Experiential Marketing Modules' Impact on 35-44 age group of Respondents' Customer Satisfaction

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1 (Constant)	1,134	,379		2,991	,004	
Sense marketing	,106	,149	,096	,715	,478	
Feel marketing	,267	,121	,323	2,198	,033	
Act marketing	,094	,155	,088	,609	,546	
Think marketing	-,272	,140	-,270	-1,949	,057	
Relate marketing	,477	,117	,625	4,065	,000	

a. Age = 35-44 age group

b. Dependent Variable: Customer satisfaction

The results are indicated in Table 5.42. with a statistically significant F value (F value=20,567, $p < 0.05$). The R value which is 0.818 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R^2 statistics which is 0,636 shows that the independent variables used in this regression analysis explain significantly 64% of the impact on 35-44 age groupof respondents' customer satisfaction.

Besides, only two t values are statistically significant with a p degree lower than 0.05, which belong to feel marketing and relate marketing. According to the above regression analysis, relate marketing has the highest impact on 35-44 age group of respondents' customer satisfaction, and then feel marketing has impact on customer satisfaction as well. Therefore, H16.2₁ and H16.5₁ are accepted. In detail, it can be concluded that, if feel marketing item is increased one unit, then 35-44 age groupof respondents' customer satisfaction also increases 0.32 unit. Next, if relate marketing item is increased one unit, then 35-44 age groupof respondents' customer satisfaction also increases 0.63 unit. However, according to the regression analysis, sense marketing, act marketing and think marketing has no statistically significant impact on 35-44 age groupof respondents' customer satisfaction, since their p values are greater than 0.05

Table 5.43. Regression Result of Strategic Experiential Marketing Modules' Impact on 35-44 age group of Respondents' Customer Loyalty

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,168	,565		-,297	,768
Sense marketing	,076	,222	,044	,345	,731
Feel marketing	,287	,181	,219	1,592	,118
Act marketing	,005	,231	,003	,020	,984
Think marketing	-,261	,208	-,163	-1,254	,216
Relate marketing	,938	,175	,773	5,369	,000

a. Age = 35-44 age group

b. Dependent Variable: Customer loyalty

The results are indicated in Table 5.43. with a statistically significant F value (F value = 24,864, $p < 0.05$). The R value which is 0.842 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R^2 statistics which is 0,681 shows that the independent variables used in this regression analysis explain significantly 68% of the impact on 35-44 age groupof respondents' customer loyalty.

Besides, only one t value is statistically significant with a p degree lower than 0.05, which belong to relate marketing. According to the above regression analysis, relate marketing has impact on 35-44 age group of respondents' customer loyalty and H17.5₁ is accepted. In detail it can be concluded that, if relate marketing item is increased one unit, then 35-44 age group of respondents' customer loyalty also increases 0.77 unit. However, according to the regression analysis, sense marketing, feel marketing, think marketing and act marketing has no statistically significant impact on 35-44 age groupof respondents' customer loyalty, since their p values are greater than 0.05.

Thirdly, for university and masters / PhD group of respondents, in the following regression analysis, the independent variables are sense marketing, feel marketing, act marketing, think marketing, relate marketing, and experiential marketing whereas the dependent variables are customer satisfaction and loyalty.

The hypothesis for testing in this part of the study are as follows:

H18₁: Experiential marketing has an impact on university group of respondents’ customer satisfaction

H18.1₁: Sense marketing has an impact on university group of respondents’ customer satisfaction

H18.2₁: Feel marketing has an impact on university group of respondents’ customer satisfaction

H18.3₁: Act marketing has an impact on university group of respondents’ customer satisfaction

H18.4₁: Think marketing has an impact on university group of respondents’ customer satisfaction

H18.5₁: Relate marketing has an impact on university group of respondents’ customer satisfaction

H19₁: Experiential marketing has an impact on university group of respondents’ customer loyalty

H19.1₁: Sense marketing has an impact on university group of respondents’ customer loyalty

H19.2₁: Feel marketing has an impact on university group of respondents’ customer loyalty

H19.3₁: Act marketing has an impact on university group of respondents’ customer loyalty

H19.4₁: Think marketing has an impact on university group of respondents’ customer loyalty

H19.5₁: Relate marketing has an impact on university group of respondents’ customer loyalty

Below Table 5.44. displays the result of correlation analysis, as well as regression analysis that represent the impact of experiential marketing on customer satisfaction and loyalty.

Table 5.44. Correlation (Regression) Result of Experiential Marketing Impact on University Group of Respondents Customer Satisfaction

		Customer satisfaction	Experiential Marketing			Customer Loyalty	Experiential Marketing
Customer Satisfaction	Pearson Correlation	1	,811**	Customer Loyalty	Pearson Correlation	1	,738**
	Sig. (2-tailed)		0		Sig. (2-tailed)		0
	N	177	177		N	177	177
Experiential Marketing	Pearson Correlation	,811**	1	Experiential Marketing	Pearson Correlation	,738**	1
	Sig. (2-tailed)	0			Sig. (2-tailed)	0	
	N	177	177		N	177	177

** . Correlation is significant at the 0.01 level (2-tailed).

a. Education Level = University

According to the above table, for both customer satisfaction and loyalty, two variables' significance values are smaller than 0.05, exactly 0.00, meaning that correlation numbers are meaningful. Thus, when the correlation coefficient (r value) is evaluated, it is seen that the correlation coefficient value between experiential marketing and customer satisfaction is 0.811 and experiential marketing and customer loyalty is 0.738, which refers to a positive and high relationship between the two variables. As a result of the display in Table 5.44. experiential marketing with a statistically significant p degree lower than 0.05, which is exactly 0.00, has an impact on university respondents' customer satisfaction and loyalty, H18₁ and H19₁ are accepted and if experiential marketing item is increased one unit, then customer satisfaction increases 0.81 unit, whereas customer loyalty increases 0.74 unit.

On the other hand, further regression analysis is utilized to understand which strategic experiential marketing module has impact on university group of respondents' customer satisfaction and loyalty.

Below Table 5.45. displays the results of the regression analysis that represents the impact of strategic experiential marketing modules' which are sense, feel, act, think and relate marketing's impact on university group of respondents' customer satisfaction.

Table 5.45. Regression Result of Strategic Experiential Marketing Modules' Impact on University group of Respondents' Customer Satisfaction

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-,011	,237		-,046	,963
	Sense marketing	,276	,095	,208	2,916	,004
	Feel marketing	,411	,079	,420	5,201	,000
	Act marketing	,052	,087	,043	,599	,550
	Think marketing	-,063	,084	-,050	-,747	,456
	Relate marketing	,318	,058	,327	5,454	,000

a. Education Level = University

b. Dependent Variable: Customer satisfaction

The results are indicated in Table 5.45. with a statistically significant F value (F value=75,834, p<0.05). The R value which is 0.830 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a

more reliable prediction. The adjusted R^2 statistics which is 0,680 shows that the independent variables used in this regression analysis explain significantly 68% of the impact on university group of respondents' customer satisfaction.

Besides, only three t values are statistically significant with a p degree lower than 0.05, which belong to sense marketing, feel marketing and relate marketing. According to the above regression analysis, feel marketing has the highest impact on university group of respondents' customer satisfaction, and then relate marketing and sense marketing respectively has impact on customer satisfaction as well. Therefore, H18.1₁, H18.2₁, and H18.5₁ are accepted and in detail, it can be concluded that, if feel marketing item is increased one unit, then university group of respondents' customer satisfaction also increases 0.42 unit. Next, if relate marketing item is increased one unit, then university group of respondents' customer satisfaction also increases 0.33 unit and if sense marketing item is increased one unit, than university group of respondents' customer satisfaction also increases 0.21 unit.

Table 5.46. Regression Result of Strategic Experiential Marketing Modules' Impact on University group of Respondents' Customer Loyalty

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1 (Constant)	-,847	,360		-2,354	,020	
Sense marketing	,213	,144	,119	1,476	,142	
Feel marketing	,511	,120	,388	4,251	,000	
Act marketing	,005	,133	,003	,038	,970	
Think marketing	-,200	,128	-,119	-1,571	,118	
Relate marketing	,620	,089	,476	7,008	,000	

a. Education Level = University

b. Dependent Variable: Customer loyalty

However, according to the regression analysis, act marketing and think marketing has no statistically significant impact on university group of respondents' customer satisfaction, since their p values are greater than 0.05

The results are indicated in Table 5.46. with a statistically significant F value (F value = 51,846, $p < 0.05$). The R value which is 0.776 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more

reliable prediction. The adjusted R^2 statistics which is 0,591 shows that the independent variables used in this regression analysis explain significantly 59% of the impact on university group of respondents' customer loyalty.

Besides, only two t values are statistically significant with a p degree lower than 0.05, which belong to relate marketing and feel marketing. According to the above regression analysis, relate marketing has the highest impact on university group of respondents' customer loyalty, and then feel marketing has impact on university group of respondents' customer loyalty as well. So, H19.2₁ and H19.5₁ are accepted. In detail, it can be concluded that, if relate marketing item is increased one unit, then university group of respondents' customer loyalty also increases 0.48 unit. Next, if feel marketing item is increased one unit, then university group of respondents' customer loyalty also increases 0.39 unit. On the other hand, according to the regression analysis, sense marketing, think marketing and act marketing has no statistically significant impact on university group of respondents' customer loyalty, since their p values are greater than 0.05.

For masters / PhD group of respondents, in the following regression analysis, the independent variables are sense marketing, feel marketing, act marketing, think marketing, relate marketing, and experiential marketing whereas the dependent variables are customer satisfaction and loyalty.

The hypothesis for testing in this part of the study are as follows:

H20₁: Experiential marketing has an impact on masters / PhD group of respondents' customer satisfaction

H20.1₁: Sense marketing has an impact on masters / PhD group of respondents' customer satisfaction

H20.2₁: Feel marketing has an impact on masters / PhD group of respondents' customer satisfaction

H20.3₁: Act marketing has an impact on masters / PhD group of respondents' customer satisfaction

H20.4₁: Think marketing has an impact on masters / PhD group of respondents' customer satisfaction

H20.51: Relate marketing has an impact on masters / PhD group of respondents' customer satisfaction

H211: Experiential marketing has an impact on masters / PhD group of respondents' customer loyalty

H21.11: Sense marketing has an impact on masters / PhD group of respondents' customer loyalty

H21.21: Feel marketing has an impact on masters / PhD group of respondents' customer loyalty

H21.31: Act marketing has an impact on masters / PhD group of respondents' customer loyalty

H21.41: Think marketing has an impact on masters / PhD group of respondents' customer loyalty

H21.51: Relate marketing has an impact on masters / PhD group of respondents' customer loyalty

Below Table 5.47. displays the result of correlation analysis, as well as regression analysis that represent the impact of experiential marketing on masters / PhD group of respondents' customer satisfaction and loyalty.

Table 5.47. Correlation (Regression) Result of Experiential Marketing Impact on Masters / PhD group Respondents Customer Satisfaction and Loyalty

		Customer satisfaction	Experiential Marketing			Customer Loyalty	Experiential Marketing
Customer Satisfaction	Pearson Correlation	1	,742**	Customer Loyalty	Pearson Correlation	1	,724**
	Sig. (2-tailed)	0	0		Sig. (2-tailed)	0	0
	N	100	100		N	100	100
Experiential Marketing	Pearson	,742**	1	Experiential Marketing	Pearson	,724**	1
	Sig. (2-	0	0		Sig. (2-	0	0
	N	100	100		N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

a. Education Level = Masters / PhD

According to the above table, both for customer satisfaction and customer loyalty, two variables' significance values are smaller than 0.05, exactly 0.00, meaning that correlation numbers are meaningful. Thus, when the correlation coefficient (r value) is evaluated, it is seen that the correlation coefficient value between experiential marketing and customer satisfaction is 0.742 and experiential marketing and customer loyalty is 0.724, which refers to

a positive and high relationship between the two variables. As a result of the display in Table 5.47. experiential marketing with a statistically significant p degree lower than 0.05, which is exactly 0.00, has an impact on masters / PhD group of respondents' customer satisfaction and loyalty. So, H20₁ and H21₁ are accepted. If experiential marketing item is increased one unit, then masters / PhD group of respondents' customer satisfaction increases 0.74 unit, whereas customer loyalty increases 0.72 unit.

On the other hand, further regression analysis is utilized to understand which strategic experiential marketing module has impact on masters / PhD group of respondents customer satisfaction and loyalty.

Below Table 5.48. displays the results of the regression analysis that represents the impact of strategic experiential marketing modules' which are sense, feel, act, think and relate marketing's impact on masters / PhD group of respondents' customer satisfaction.

Table 5.48. Regression Result of Strategic Experiential Marketing Modules' Impact on Masters / PhD group of Respondents' Customer Satisfaction

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1 (Constant)	,481	,327		1,471	,145	
Sense marketing	,078	,132	,065	,591	,556	
Feel marketing	,487	,110	,537	4,419	,000	
Act marketing	,202	,120	,181	1,687	,095	
Think marketing	-,102	,113	-,097	-,901	,370	
Relate marketing	,157	,098	,169	1,598	,113	

a. Education Level = Masters / PhD

b. Dependent Variable: Customer satisfaction

The results are indicated in Table 5.48. with a statistically significant F value (F value=29,364, p<0.05). The R value which is 0.781 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R² statistics which is 0,589 shows that the independent variables used in this regression analysis explain significantly 59% of the impact on masters / PhD group respondents' customer satisfaction.

Besides, only one t value is statistically significant with a p degree lower than 0.05, which belong to feel marketing. According to the above regression analysis, only feel marketing has impact on masters / PhD group of respondents' customer satisfaction, H20.2₁ is accepted and it can be concluded that, if feel marketing item is increased one unit, then masters / PhD group respondents' customer satisfaction also increases 0.54 unit. However, according to the regression analysis, sense marketing, act marketing, relate marketing and think marketing has no statistically significant impact on masters / PhD group of respondents' customer satisfaction, since their p values are greater than 0.05

The results are indicated in Table 5.49. with a statistically significant F value (F value = 26,610, p<0.05). The R value which is 0.766 shows that there is a positive and high relation between variables.

Table 5.49. Regression Result of Strategic Experiential Marketing Modules' Impact on Masters / PhD group Respondents' Customer Loyalty

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1 (Constant)	-,734	,479		-1,533	,129	
Sense marketing	,089	,193	,052	,458	,648	
Feel marketing	,540	,161	,419	3,346	,001	
Act marketing	,184	,176	,116	1,048	,297	
Think marketing	-,299	,166	-,200	-1,798	,075	
Relate marketing	,610	,144	,461	4,227	,000	

a. Education Level = Masters / PhD

b. Dependent Variable: Customer loyalty

Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R² statistics which is 0,564 shows that the independent variables used in this regression analysis explain significantly 56% of the impact on masters / PhD group of respondents' customer loyalty.

Besides, only two t values are statistically significant with a p degree lower than 0.05, which belong to relate marketing and feel marketing. According to the above regression analysis, relate marketing has the highest impact on masters / PhD group of respondents' customer

loyalty, and then feel marketing has impact on masters / PhD group of respondents' customer loyalty as well. Therefore, H21.2₁ and H21.5₁ are accepted. In detail, it can be concluded that, if relate marketing item is increased one unit, then masters / PhD group of respondents' customer loyalty also increases 0.46 unit. Next, if feel marketing item is increased one unit, then masters / PhD group respondents' customer loyalty also increases 0.42 unit. On the other hand, according to the regression analysis, act marketing, think marketing and sense marketing has no statistically significant impact on masters / PhD group of respondents' customer loyalty, since their p values are greater than 0.05.

Fourthly, for working and not working respondents, in the following regression analysis, the independent variables are sense marketing, feel marketing, act marketing, think marketing, relate marketing, and experiential marketing whereas the dependent variables are customer satisfaction and loyalty.

The hypothesis for testing in this part of the study are as follows:

H22₁: Experiential marketing has an impact on working respondents' customer satisfaction

H22.1₁: Sense marketing has an impact on working respondents' customer satisfaction

H22.2₁: Feel marketing has an impact on working respondents' customer satisfaction

H22.3₁: Act marketing has an impact on working respondents' customer satisfaction

H22.4₁: Think marketing has an impact on working respondents' customer satisfaction

H22.5₁: Relate marketing has an impact on working respondents' customer satisfaction

H23₁: Experiential marketing has an impact on working respondents' customer loyalty

H23.1₁: Sense marketing has an impact on working respondents' customer loyalty

H23.2₁: Feel marketing has an impact on working respondents' customer loyalty

H23.3₁: Act marketing has an impact on working respondents' customer loyalty

H23.4₁: Think marketing has an impact on working respondents' customer loyalty

H23.5₁: Relate marketing has an impact on working respondents' customer loyalty

Below Table 5.50. displays the result of correlation analysis, as well as regression analysis that represent the impact of experiential marketing on customer satisfaction and loyalty.

Table 5.50. Correlation (Regression) Result of Experiential Marketing Impact on Working Respondents' Customer Satisfaction

		Customer satisfaction	Experiential Marketing			Customer Loyalty	Experiential Marketing
Customer Satisfaction	Pearson Correlation	1	,802**	Customer Loyalty	Pearson Correlation	1	,747**
	Sig. (2-tailed)	0	0		Sig. (2-tailed)	0	0
	N	260	260		N	260	260
Experiential Marketing	Pearson	,802**	1	Experiential Marketing	Pearson	,747**	1
	Sig. (2-	0	0		Sig. (2-	0	0
	N	260	260		N	260	260

** . Correlation is significant at the 0.01 level (2-tailed).

a. Working Status: Working

According to the above table, for both customer satisfaction and customer loyalty, two variables' significance values are smaller than 0.05, exactly 0.00, meaning that correlation numbers are meaningful. Thus, when the correlation coefficient (r value) is evaluated, it is seen that the correlation coefficient value between experiential marketing and customer satisfaction is 0.802 and experiential marketing and customer loyalty is 0.747, which refers to a positive and high relationship between the two variables. As a result of the display in Table 5.50. experiential marketing with a statistically significant p degree lower than 0.05, which is exactly 0.00, has an impact on working respondents' customer satisfaction and loyalty. Therefore, H22₁ and H23₁ are accepted. Here, if experiential marketing item is increased one unit, then customer satisfaction increases 0.80 unit, whereas customer loyalty increases 0.75 unit.

On the other hand, further regression analysis is utilized to understand which strategic experiential marketing module has impact on working respondents' customer satisfaction and loyalty.

Below Table 5.51. displays the results of the regression analysis that represents the impact of strategic experiential marketing modules' which are sense, feel, act, think and relate marketing's impact on working respondents' customer satisfaction.

Table 5.51. Regression Result of Strategic Experiential Marketing Modules' Impact on Working Respondents' Customer Satisfaction

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	,069	,190		,361	,718
Sense marketing	,240	,074	,183	3,247	,001
Feel marketing	,455	,062	,476	7,364	,000
Act marketing	,106	,069	,091	1,542	,124
Think marketing	-,096	,065	-,083	-1,474	,142
Relate marketing	,251	,049	,268	5,084	,000

a. Working Status = Working

b. Dependent Variable: Customer satisfaction

The results are indicated in Table 5.51. with a statistically significant F value (F value=109,897, $p < 0.05$). The R value which is 0.827 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R^2 statistics which is 0,678 shows that the independent variables used in this regression analysis explain significantly 68% of the impact on working respondents' customer satisfaction.

Besides, only three t values are statistically significant with a p degree lower than 0.05, which belong to sense marketing, feel marketing and relate marketing. According to the above regression analysis, feel marketing has the highest impact on working respondents' customer satisfaction, and then relate marketing and sense marketing respectively has impact on customer satisfaction as well. So, H22.1₁, H22.2₁ and H22.5₁ are accepted. In detail, it can be concluded that, if feel marketing item is increased one unit, then working respondents' customer satisfaction also increases 0.48 unit. Next, if relate marketing item is increased one unit, then working respondents' customer satisfaction also increases 0.27 unit and if sense marketing item is increased one unit, than working respondents' customer satisfaction also increases 0.18 unit. However, according to the regression analysis, act marketing and think marketing has no statistically significant impact on working respondents' customer satisfaction, since their p values are greater than 0.05

Table 5.52. Regression Result of Strategic Experiential Marketing Modules' Impact on Working Respondents' Customer Loyalty

Coefficients ^{a,b}					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,851	,287		-2,965	,003
Sense marketing	,204	,112	,113	1,824	,069
Feel marketing	,507	,093	,386	5,436	,000
Act marketing	,069	,104	,043	,661	,509
Think marketing	-,260	,098	-,163	-2,646	,009
Relate marketing	,643	,075	,499	8,630	,000

a. Working Status = Working

b. Dependent Variable: Customer loyalty

The results are indicated in Table 5.52. with a statistically significant F value (F value = 82,556, $p < 0.05$). The R value which is 0.787 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R^2 statistics which is 0,612 shows that the independent variables used in this regression analysis explain significantly 61% of the impact on working respondents' customer loyalty.

Besides, only two t values are statistically significant with a p degree lower than 0.05, which belong to relate marketing and feel marketing. According to the above regression analysis, relate marketing has the highest impact on working respondents' customer loyalty, and then feel marketing has impact on working respondents' customer loyalty as well. H23.2₁, H23.4₁, and H23.5₁ are accepted. In detail, it can be concluded that, if relate marketing item is increased one unit, then working respondents' customer loyalty also increases 0.50 unit. Next, if feel marketing item is increased one unit, then working respondents' customer loyalty also increases 0.39 unit. On the other hand, according to the regression analysis, sense marketing, think marketing and act marketing has no statistically significant impact on working respondents' customer loyalty, since their p values are greater than 0.05.

For not working respondents, in the following regression analysis, the independent variables are sense marketing, feel marketing, act marketing, think marketing, relate marketing, and experiential marketing whereas the dependent variables are customer satisfaction and loyalty.

The hypothesis for testing in this part of the study are as follows:

H24₁: Experiential marketing has an impact on not working respondents' customer satisfaction

H24.1₁: Sense marketing has an impact on not working respondents' customer satisfaction

H24.2₁: Feel marketing has an impact on not working respondents' customer satisfaction

H24.3₁: Act marketing has an impact on not working respondents' customer satisfaction

H24.4₁: Think marketing has an impact on not working respondents' customer satisfaction

H24.5₁: Relate marketing has an impact on not working respondents' customer satisfaction

H25₁: Experiential marketing has an impact on not working respondents' customer loyalty

H25.1₁: Sense marketing has an impact on not working respondents' customer loyalty

H25.2₁: Feel marketing has an impact on not working respondents' customer loyalty

H25.3₁: Act marketing has an impact on not working respondents' customer loyalty

H25.4₁: Think marketing has an impact on not working respondents' customer loyalty

H25.5₁: Relate marketing has an impact on not working respondents' customer loyalty

Below Table 5.53. displays the result of correlation analysis, as well as regression analysis that represent the impact of experiential marketing on not working respondents' customer satisfaction and loyalty.

Table 5.53. Correlation (Regression) Result of Experiential Marketing Impact on Not Working Respondents Customer Satisfaction and Loyalty

		Customer satisfaction	Experiential Marketing			Customer Loyalty	Experiential Marketing
Customer Satisfaction	Pearson Correlation	1	,725**	Customer Loyalty	Pearson Correlation	1	,650**
	Sig. (2-tailed)	0	0		Sig. (2-tailed)	0	0
	N	46	46		N	46	46
Experiential Marketing	Pearson	,725**	1	Experiential Marketing	Pearson	,650**	1
	Sig. (2-	0	0		Sig. (2-	0	0
	N	46	46		N	46	46

** . Correlation is significant at the 0.01 level (2-tailed).

a. Working Status: Not Working

According to the above table, for both customer satisfaction and loyalty, two variables' significance values are smaller than 0.05, exactly 0.00, meaning that correlation numbers are meaningful. Thus, when the correlation coefficient (r value) is evaluated, it is seen that the correlation coefficient value between experiential marketing and customer satisfaction is 0.725 and experiential marketing and customer loyalty is 0.650, which refers to a positive and high relationship between the two variables. As a result of the display in Table 5.53. experiential marketing with a statistically significant p degree lower than 0.05, which is exactly 0.00, has an impact on not working respondents' customer satisfaction and loyalty. Therefore, H24₁ and H25₁ are accepted. Here, if experiential marketing item is increased one unit, then not working respondents' customer satisfaction increases 0.73 unit, whereas customer loyalty increases 0.66 unit.

On the other hand, further regression analysis is utilized to understand which strategic experiential marketing module has impact on not working respondents customer satisfaction and loyalty.

Below Table 5.54. displays the results of the regression analysis that represents the impact of strategic experiential marketing modules' which are sense, feel, act, think and relate marketing's impact on not working respondents' customer satisfaction.

Table 5.54. Regression Result of Strategic Experiential Marketing Modules' Impact on Not working Respondents' Customer Satisfaction

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,490	,544		2,738	,009
	Sense marketing	-,248	,229	-,188	-1,081	,286
	Feel marketing	,638	,163	,676	3,914	,000
	Act marketing	-,066	,176	-,055	-,376	,709
	Think marketing	-,153	,167	-,129	-,919	,364
	Relate marketing	,478	,141	,508	3,385	,002

a. Working status = Not working

b. Dependent Variable: Customer satisfaction

The results are indicated in Table 5.54. with a statistically significant F value (F value=15,889, $p < 0.05$). The R value which is 0.816 shows that there is a positive and high relation between variables. Hence, the standard errors of the variables are small, and implies a more reliable prediction. The adjusted R^2 statistics which is 0,623 shows that the independent variables used in this regression analysis explain significantly 62% of the impact on not working respondents' customer satisfaction.

Besides, only two t values are statistically significant with a p degree lower than 0.05, which belong to feel marketing and relate marketing. According to the above regression analysis, feel marketing has the greatest impact on customer satisfaction and then relate marketing has impact on not working respondents' customer satisfaction too and it can be concluded that, H24.1₁ and H24.5₁ are accepted, and if feel marketing item is increased one unit, then not working respondents' customer satisfaction also increases 0.68 unit and if relate marketing item is increased one unit, then not working respondents' customer satisfaction also increases 0.51 unit. However, according to the regression analysis, sense marketing, act marketing, and think marketing has no statistically significant impact on not working respondents' customer satisfaction, since their p values are greater than 0.05. However, according to the regression analysis, none of the strategic experiential marketing modules has a statistically significant impact on not working respondents' customer loyalty, since their p values are all greater than 0.05.

Fifthly and finally, for student and employee respondents, in the following regression analysis, the independent variables are sense marketing, feel marketing, act marketing, think marketing, relate marketing, and experiential marketing whereas the dependent variables are customer satisfaction and loyalty.

The hypothesis for testing in this part of the study are as follows:

H26₁: Experiential marketing has an impact on student respondents' customer satisfaction

H26.1₁: Sense marketing has an impact on student respondents' customer satisfaction

H26.2₁: Feel marketing has an impact on student respondents' customer satisfaction

H26.3₁: Act marketing has an impact on student respondents' customer satisfaction

H26.4₁: Think marketing has an impact on student respondents' customer satisfaction

H26.5₁: Relate marketing has an impact on student respondents' customer satisfaction

H27₁: Experiential marketing has an impact on student respondents' customer loyalty

H27.1₁: Sense marketing has an impact on student respondents' customer loyalty

H27.2₁: Feel marketing has an impact on student respondents' customer loyalty

H27.3₁: Act marketing has an impact on student respondents' customer loyalty

H27.4₁: Think marketing has an impact on student respondents' customer loyalty

H27.5₁: Relate marketing has an impact on student respondents' customer loyalty

Below Table 5.55. displays the result of correlation analysis, as well as regression analysis that represent the impact of experiential marketing on customer satisfaction and loyalty. According to the above table, two variables' significance values are smaller than 0.05, exactly 0.00, meaning that correlation numbers are meaningful. Thus, when the correlation coefficient (r value) is evaluated, it is seen that the correlation coefficient value between experiential marketing and customer satisfaction is 0.746 and experiential marketing and customer loyalty is 0.615, which refers to a positive and high relationship between the two variables. As a result of the display in Table 5.55. H26₁ and H27₁ are accepted, and it's found out that experiential marketing with a statistically significant p degree lower than 0.05, which is exactly 0.00, has an impact on student respondents' customer satisfaction and loyalty, and if experiential marketing item is increased one unit, then customer satisfaction increases 0.75 unit, where customer loyalty increases 0.62 unit..

Table 5.55. Correlation (Regression) Result of Experiential Marketing Impact on Student Respondents' Customer Satisfaction and Loyalty

		Customer satisfaction	Experiential Marketing			Customer Loyalty	Experiential Marketing
Customer Satisfaction	Pearson Correlation	1	,746**	Customer Loyalty	Pearson Correlation	1	,615**
	Sig. (2-tailed)	0	0		Sig. (2-tailed)	0	0
	N	40	40		N	40	40
Experiential Marketing	Pearson	,746**	1	Experiential Marketing	Pearson	,615**	1
	Sig. (2-	0	0		Sig. (2-	0	0
	N	40	40		N	40	40

** . Correlation is significant at the 0.01 level (2-tailed).

a. Occupation Details: Student

On the other hand, further regression analysis is utilized to understand which strategic experiential marketing module has impact on student respondents' customer satisfaction and loyalty.

Below Table 5.56. displays the results of the regression analysis that represents the impact of strategic experiential marketing modules' which are sense, feel, act, think and relate marketing's impact on student respondents' customer satisfaction.

The results are indicated in Table 5.186. with a statistically significant F value (F value=18,257, $p < 0.05$). The R value which is 0.854 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R^2 statistics which is 0,689 shows that the independent variables used in this regression analysis explain significantly 69% of the impact on student respondents' customer satisfaction. Besides, only three t values are statistically significant with a p degree lower than 0.05, which belong to sense marketing, feel marketing and relate marketing. According to the above regression analysis, feel marketing has the highest impact on student respondents' customer satisfaction, and then relate marketing and sense marketing respectively has impact on customer satisfaction as well. So H26.1₁, H26.2₁ and H26.5₁ are accepted.

Table 5.56. Regression Result of Strategic Experiential Marketing Modules' Impact on Student Respondents' Customer Satisfaction

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,676	,489		3,431	,002
	Sense marketing	-,476	,223	-,375	-2,131	,040
	Feel marketing	,684	,157	,717	4,360	,000
	Act marketing	-,013	,176	-,011	-,076	,940
	Think marketing	-,189	,170	-,156	-1,112	,274
	Relate marketing	,632	,149	,637	4,231	,000

a. Occupation Details = Student

b. Dependent Variable: Customer satisfaction

In detail, it can be concluded that, if feel marketing item is increased one unit, then student respondents' customer satisfaction also increases 0.72 unit. Next, if relate marketing item is increased one unit, then student respondents' customer satisfaction also increases 0.64 unit

and if sense marketing item is increased one unit, than student respondents' customer satisfaction decreases 0.38 unit. However, according to the regression analysis, act marketing and think marketing has no statistically significant impact on student respondents' customer satisfaction, since their p values are greater than 0.05

Next, the results are indicated in Table 5.57. with a statistically significant F value (F value = 6,284, $p < 0.05$). The R value which is 0.693 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R^2 statistics which is 0,404 shows that the independent variables used in this regression analysis explain significantly 40% of the impact on student respondents' customer loyalty.

Besides, only one t value is statistically significant with a p degree lower than 0.05, which belong to feel marketing and according to the above regression analysis, feel marketing has impact on student respondents' customer loyalty. Therefore, H27.2₁ are accepted. It can be concluded that, if feel marketing item is increased one unit, then student respondents' customer loyalty also increases 0.50 unit. On the other hand, according to the regression analysis, sense marketing, think marketing, act marketing and relate marketing has no statistically significant impact on student respondents' customer loyalty, since their p values are greater than 0.05.

Table 5.57. Regression Result of Strategic Experiential Marketing Modules' Impact on Student Respondents' Customer Loyalty

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,004	,927		-,004	,997
	Sense marketing	-,298	,424	-,171	-,704	,487
	Feel marketing	,651	,298	,497	2,186	,036
	Act marketing	,369	,334	,221	1,104	,277
	Think marketing	-,419	,322	-,253	-1,303	,201
	Relate marketing	,542	,283	,398	1,913	,064

a. Occupation Details = Student b. Dependent Variable: Customer loyalty

On the other hand, for employee respondents, in the following regression analysis, the independent variables are sense marketing, feel marketing, act marketing, think marketing,

relate marketing, and experiential marketing whereas the dependent variables are customer satisfaction and loyalty.

The hypothesis for testing in this part of the study are as follows:

H28₁: Experiential marketing has an impact on employee respondents' customer satisfaction

H28.1₁: Sense marketing has an impact on employee respondents' customer satisfaction

H28.2₁: Feel marketing has an impact on employee respondents' customer satisfaction

H28.3₁: Act marketing has an impact on employee respondents' customer satisfaction

H28.4₁: Think marketing has an impact on employee respondents' customer satisfaction

H28.5₁: Relate marketing has an impact on employee respondents' customer satisfaction

H29₁: Experiential marketing has an impact on employee respondents' customer loyalty

H29.1₁: Sense marketing has an impact on employee respondents' customer loyalty

H29.2₁: Feel marketing has an impact on employee respondents' customer loyalty

H29.3₁: Act marketing has an impact on employee respondents' customer loyalty

H29.4₁: Think marketing has an impact on employee respondents' customer loyalty

H29.5₁: Relate marketing has an impact on employee respondents' customer loyalty

Below Table 5.58. displays the result of correlation analysis, as well as regression analysis that represent the impact of experiential marketing on employee respondents' customer satisfaction and loyalty.

According to the above table, for both customer satisfaction and loyalty, two variables' significance values are smaller than 0.05, exactly 0.00, meaning that correlation numbers are meaningful. Thus, when the correlation coefficient (r value) is evaluated, it is seen that the correlation coefficient value between experiential marketing and customer satisfaction is 0.747 and experiential marketing and customer loyalty is 0.798, which refers to a positive and high relationship between the two variables.

Table 5.58. Correlation (Regression) Result of Experiential Marketing Impact on Employee Respondents Customer Satisfaction and Loyalty

		Customer satisfaction	Experiential Marketing			Customer Loyalty	Experiential Marketing
Customer Satisfaction	Pearson Correlation	1	,747**	Customer Loyalty	Pearson Correlation	1	,798**
	Sig. (2-tailed)	0	0		Sig. (2-tailed)	0	0
	N	233	233		N	233	233
Experiential Marketing	Pearson	,747**	1	Experiential Marketing	Pearson	,798**	1
	Sig. (2-	0	0		Sig. (2-	0	0
	N	233	233		N	233	233

** . Correlation is significant at the 0.01 level (2-tailed).

a. Occupation Details: Employee

As a result of the display in Table 5.58. experiential marketing with a statistically significant p degree lower than 0.05, which is exactly 0.00, has an impact on employee respondents' customer satisfaction and loyalty, hence H28₁ and H29₁ are accepted. And if experiential marketing item is increased one unit, then employee respondents' customer satisfaction increases 0.75 unit, whereas customer loyalty increases 0.80 unit.

On the other hand, further regression analysis is utilized to understand which strategic experiential marketing module has impact on employee respondents customer satisfaction and loyalty.

Below Table 5.59. displays the results of the regression analysis that represents the impact of strategic experiential marketing modules' which are sense, feel, act, think and relate marketing's impact on employee respondents' customer satisfaction.

The results are indicated in Table 5.59. with a statistically significant F value (F value=98,438, p<0.05). The R value which is 0.827 shows that there is a positive and high relation between variables. Hence, the standart errors of the variables are small, and implies a more reliable prediction. The adjusted R² statistics which is 0,677 shows that the independent variables used in this regression analysis explain significantly 68% of the impact on employee respondents' customer satisfaction.

Table 5.59. Regression Result of Strategic Experiential Marketing Modules' Impact on Employee Respondents' Customer Satisfaction

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-,046	,205		-,223	,824
	Sense marketing	,318	,079	,240	3,999	,000
	Feel marketing	,442	,065	,459	6,848	,000
	Act marketing	,063	,073	,052	,857	,392
	Think marketing	-,094	,069	-,082	-1,362	,175
	Relate marketing	,255	,052	,273	4,939	,000

a. Occupation Details = Employee

b. Dependent Variable: Customer satisfaction

Besides, only three t values are statistically significant with a p degree lower than 0.05, which belong to sense marketing, feel marketing and relate marketing. According to the above regression analysis, feel marketing has the greatest impact on customer satisfaction and then relate marketing and sense marketing respectively have impact on employee respondents' customer satisfaction too and it can be concluded that, H28.1₁, H28.2₁ and H28.5₁ are accepted, and if feel marketing item is increased one unit, then employee respondents' customer satisfaction also increases 0.46 unit. Besides if relate marketing item is increased one unit, then employee respondents' customer satisfaction also increases 0.27 unit and if sense marketing item is increased one unit, then employee respondents' customer satisfaction increases 0,24 unit. However, according to the regression analysis, act marketing, and think marketing has no statistically significant impact on employee respondents' customer satisfaction, since their p values are greater than 0.05

The results are indicated in Table 5.60. with a statistically significant F value (F value = 73,463, p<0.05). The R value which is 0.786 shows that there is a positive and less than moderate relation between variables. The adjusted R² statistics which is 0,610 shows that the independent variables used in this regression analysis explain only 61% of the impact on employee respondents' customer loyalty.

Table 5.60. Regression Result of Strategic Experiential Marketing Modules' Impact on Employee Respondents' Customer Loyalty

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,903	,313		-2,881	,004
	Sense marketing	,176	,122	,096	1,448	,149
	Feel marketing	,553	,099	,413	5,601	,000
	Act marketing	,048	,112	,029	,426	,670
	Think marketing	-,221	,106	-,138	-2,082	,038
	Relate marketing	,631	,079	,485	7,974	,000

Besides, only three t values are statistically significant with a p degree lower than 0.05, which belong to think marketing, feel marketing and relate marketing, and those strategic experiential marketing items have impact on customer loyalty. Therefore, H29.2₁, H29.4₁ and H29.5₁ are accepted. It can be concluded that, if feel marketing item is increased one unit, then employee respondents' customer loyalty also increases 0.41 unit. Besides if relate marketing item is increased one unit, then employee respondents' customer loyalty also increases 0.49 unit and if think marketing item is increased one unit, then employee respondents' customer loyalty decreases 0.14 unit. However, according to the regression analysis, act marketing, and sense marketing has no statistically significant impact on employee respondents' customer satisfaction, since their p values are greater than 0.05.

As a summary it can be concluded that there is a positive and high relationship between customer satisfaction, customer loyalty and experiential marketing, and this result is valid when this relationship is considered among different demographic groups like men and women respondents or employee and student group of respondents, or all other demographic groups as well. In specific, it is seen that, sense, feel and relate marketing modules are found to have impact on customer satisfaction and on the other hand especially feel and relate marketing modules are found to have impact on customer loyalty. However, there are occasions in which think marketing is found to have a negative impact on customer loyalty like the working or employee group of respondents' example. In those cases, it is found that if the think marketing items are given in increasing levels, then the customer loyalty of working

or employee group of respondents' is decreasing. This is hence related with the two demographic groups's rational similarity.

After discussing the relationship between experiential marketing, customer satisfaction and loyalty in this section, in the next section a factor analysis will be given to show the difference between Schmitt's experiential marketing model and this study's respondents' approach to experiential marketing.

5.5. Factor Analysis: The Differences Between Schmitt's Experiential Marketing Model and The Respondents' Approach to Experiential Marketing

Since this thesis study aims to understand the impact of experiential marketing on customer satisfaction and loyalty through the conceptual model of Schmitt, no factor analysis was utilized before to test the hypothesis or to develop a conceptual model, and Schmitt's experiential marketing model was tested through regression analysis to see whether sense, feel, acti think or relate marketing is effected on customer satisfaction and loyalty.

However, in this part of the study, factor analysis will be used to see whether the respondents' approach to experiential marketing shows a difference from Schmitt's approach, and whether those experiential marketing modules are evaluated in a different way by this study's respondents.

Here, 'factor analysis' is an SPSS program used to sum up numerous variables under sub-dimensions which helps seeing the su-dimensions of the concepts as well as reducing the number of variables as they get grouped(Kim and Muller, 1978; Kim, 1975; Nie et all, 1975). Kim and Muller (1978) suggests that 'factor analysis refers to a variety of statistical techniques whose common objective is to represent a set of variables in terms of a smaller number of hypothetical variables''. When it is seen as necessary, after the factor analysis, the rest of the analyses are conducted through the sub-dimension variables rather than the specific questions. However, since this thesis study has set it's objective to investigate the sub-dimensions generated by Schmitt's experiential marketing model such as sense, feel, act, think and relate marketing, as also mentioned above, no factor analysis is used in this study to be utilized in the way Kim and Muller suggested.

In this study, factor analysis is used with a different objective, to figure out the differences between respondents' approach to experiential marketing and Schmitt's model.

Therefore, all of the 34 statements that are accepted to represent experiential marketing items by the literature was taken into the factor analysis and the factor analysis has been repeated 6 times to achieve a meaningful group of factors.

At the first trial of the analyses 7 factors have been obtained with 34 questions; however, as the questions or statements have been eliminated one by one, 6 factors were obtained at last. At the first trial, a question with a negative factor loading was obtained. So the factor analysis is repeated again after omitting that question with 33 questions. In the second trial and afterwards, the questions with factor loadings being under 0,50 were eliminated one by one, through omitting the question with the smallest factor loading under 0,50 in each time. After the fifth trial which resulted with a question that has a factor loading under 0,50 again, in the sixth trial with 29 questions left, a group of 6 factors have been obtained without any factor loadings under 0.50. In the sixth and the final factor analysis, the Kaiser Meyer Olkin (KMO) measure has been found as being 0,935 which falls in the acceptable range which is $>.50$, and there has been no problems with the number of items and their loading under the factors.

Next, as the factor analysis had been completed, reliability analyses of the factors were conducted. As a result of the reliability analysis, 6 factors with reliabilities $\alpha = .927$, $\alpha = .826$, $\alpha = .878$, $\alpha = .734$, $\alpha = .859$, $\alpha = .575$ respectively are accepted as the factors or sub-dimensions that are generated through analyzing respondent's approach to experiential marketing. The total variance came out to be 65.40% and the factors are named as 'Belonging', 'Atmosphere', 'Pleasure', 'Utilities / Function', 'Social responsibility' and 'Service system and aid'. Factor names, factor loadings, explained variances and reliabilities are shown in Table 5.73.

Table 5.73. Result of the Factor Analysis

Item Labels	Factor Loadings	Variance Explained	Cronbach Alpha	Number of Items
Factor 1: BELONGING		21,013	0,927	11
Starbucks makes me feel a part of a family or group.	,833			
I feel a sense of kinship with other Starbucks visitors.	,812			
Starbucks makes me think that I belong to a benevolent family of Starbucks	,759			
The coffee seminars in Starbucks coffee stores help me to develop relationship with my social environment and other customers.	,744			
I have an interest in a club for Starbucks customers.	,717			
I value the creative ideas that I gather from the coffee seminars arranged by Starbucks coffee stores as helpful.	,685			
I engage in a lot of thinking when I encounter Starbucks.	,677			
Starbucks tries to appeal to my creative thinking.	,638			
Starbucks brand is an emotional brand.	,583			
I think visiting Starbucks has changed my lifestyle and become a part of my lifestyle.	,556			
I follow the latest news about Starbucks coffee stores from their web site.	,540			
Factor 2: ATMOSPHERE		12,389	0,826	3
The decoration of Starbucks is attractive and is visually well designed.	,790			
I like the touch of furniture in Starbucks coffee stores.	,777			
I think the atmosphere which is composed of products, people, interior design in Starbucks coffee stores appeals to my feelings.	,641			
Factor 3: PLEASURE		11,149	0,878	6
The taste of Starbucks products match my expectation.	,767			
In Starbucks, the coffee product and food variety is gorgeous.	,634			
I really enjoy my time in this coffee store	,604			
I feel myself relaxed and happy at this coffee store.	,579			
I have fun while drinking coffee in this coffee store	,577			
Starbucks has a comfortable and intimate atmosphere.	,568			

Table 5.73. Result of the Factor Analysis (Continued)				
Item Labels	Factor Loadings	Variance Explained	Cronbach Alpha	Number of Items
Factor 4: UTILITIES / FUNCTIONS		9,382	0,734	5
I like having the opportunity to use wireless internet in Starbucks coffee stores.	,728			
I like to have reading facilities like newspapers and magazines in Starbucks coffee stores.	,703			
I like having common areas for collaboration that provide facilities like desks or boards for business meetings or homework groups in Starbucks coffee stores.	,682			
There are print and visual channels of communication and Internet connection within Starbucks that makes me to follow up daily developments.	,613			
I like the presence and variety of by-products or souvenirs like cups, coffee machines, toys, music CDs in Starbucks coffee stores.	,521			
Factor 5: SOCIAL RESPONSIBILITY		6,274	0,859	2
I enjoy Starbucks' charitable actions and relations with non-profit organizations.	,816			
I like the social responsibility projects realized by Starbucks coffee stores.	,809			
Factor 6: SERVICE SYSTEM & AID		5,193	0,575	2
I like the materials that are used in serving Starbucks' products like paper cups, carton paper cup holders and wooden spoons.	,761			
I like the self service concept in Starbucks coffee stores.	,617			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,935		
Barlett's Test of Sphericity	Approx. Chi – Square	5098,788		
	df	406		
	Sig.	0,000		

As a result of the factor analysis it is seen that in the first factor which is named as 'Belonging', experiential marketing items from relate, think, feel and act marketing modules are loaded together. In the second factor which is named as 'Atmosphere', items from sense and feel marketing modules are loaded together. In the third factor which is named as 'Pleasure' again items from sense and feel marketing modules are loaded together. Next in the fourth factor which is named as 'Utilities / Functions', items from act and sense marketing

modules are loaded together. In the fifth factor which is named as 'Social responsibility', items only from relate marketing are loaded together and finally in the last and sixth factor which is named as 'Service system and aids', items from sense and act marketing are loaded together. It is seen that, although the third factor is close to the feel marketing module and fourth factor is close to the act marketing module, from the attitudes of respondents' experiential marketing is somehow an approach that is different than Schmitt's conceptual model, that is explained in six modules instead of five. Hence, this difference between the two models can be investigated in further research in the field of experiential marketing.

As a summary, in this part of the study respondents' approach to experiential marketing has been investigated and the hypotheses related to the differences among different demographic groups' approach to experiential marketing and it's strategic experiential modules were tested. Moreover the relationship between experiential marketing, customer satisfaction and loyalty was discussed and the hypotheses related to the impact of experiential marketing on different demographic groups' customer satisfaction and loyalty was tested. Additionally a factor analysis is utilized to point out a new scale to be studied in further research to investigate the topic of experiential marketing and it's impact on consumers' behavioral outcomes.

6. CONCLUSION AND DISCUSSION

In this competitive new age, as the technology and its pieces of materials are becoming more and more attached to our lives, usage of mobile internet and subscription to social networks are increasing, lots of people are going mobile, internet has become an indispensable partner of people's daily routine, the tools to get information are growing and getting confused and causing too much exposure to too many messages around and even individuals are becoming a medium themselves in a more connected world, marketers need to consider and pay attention to new and innovative ways of communication. Since the classical promotional efforts and traditional marketing techniques may be insufficient in representing the mainstream, together with other new and innovative paradigms like retro marketing or guerilla marketing, also experiential marketing should be taken into consideration by marketers to help their brands to attract their consumer's attention, promote their products or services and attain satisfied, loyal customers through positive brand experiences. What differentiates experiential marketing from other promotional efforts is that it invites consumers instead of bombarding them with a lot of messages and it tries to connect products and consumers in memorable, and emotional ways through generating a one to one interaction between them.

So, since experiential marketing is a newly emerged paradigm in the world and through the experiential efforts of a few global brands like Red Bull and Starbucks or local brands like Doğuş Otomotion and Efes Pilsen, is still an emerging approach in Turkey, and therefore needs to be investigated to point out that it is an effective tool in promotional efforts and marketing communications.

Understanding the impact of any promotional tool on informing or persuading the target markets to accept the products or services of a brand, making them aware of the products or services, and in addition to those, achieving sales and beyond sales, attaining customer satisfaction and loyalty is a notion that marketers need to understand to better create their promotional efforts and serve the interests of their consumers. So, the main aim of this study is to investigate the impact of experiential marketing on customer satisfaction and loyalty in coffee chain store market, and specifically for Starbucks brand in Turkey. In order to attain this aim, consumers approach to experiential marketing has been investigated and the relationship between customer satisfaction and loyalty and experiential marketing and its strategic modules like sense marketing, feel marketing, act marketing, think marketing and

relate marketing have been considered. Thus, a comprehensive literature review has been presented and from the literature review, a conceptual framework was created. Then, the conceptual framework was tested by survey and reshaped for the selected target market, which is coffee chain store market in Turkey. With the statistical analysis, results have been achieved.

Moreover, the study also detected the most rewarded and least rewarded experiential marketing items and in detail investigated the same context among different target groups defined by demographic variables. By this way, the study provided a valuable information to be utilized when developing strategies on experiential marketing efforts. Besides, the study also investigated the relationship between experiential marketing, customer satisfaction and loyalty among different target groups again defined by demographic variables to better provide insights into the market on which target groups are affected by experiential marketing or which strategic experiential marketing module is better affected on different target group's customer satisfaction and loyalty. In addition, information on the most or least rewarded experiential marketing items or the relationship between experiential marketing, its strategic modules, and consumer behavioral outcomes is also provided for competing brands in the coffee chain store market to enable those brand to better compose their experiential marketing efforts. Finally, after testing the conceptual framework which is generated as a result of the literature review through statistical analyses, this study also revealed a factor analysis and put forward a new conceptual framework as a result of the survey it conducted on experiential marketing, and showed the differences between the literature's conceptual framework and respondent's perception of the concept of experiential marketing.

Additionally, a very comprehensive implication part is generated on how the results may be used by both Starbucks and academics. Nevertheless, the limitations of the study and the further researches that can be performed are stated. Briefly, this research may guide marketers in both coffee chain store market and services sector and provide them valuable recommendations on experiential marketing.

7. CONTRIBUTIONS AND IMPLICATIONS

From a broad perspective, there is a unique major contribution of this study. Mainly this study provides empirical reinforcement for Schmitt's experiential marketing framework. Using Schmitt's experiential marketing framework, this study reidentifies the strategic experiential marketing modules and experiential marketing items that are effective not on the whole services sector but coffee chain store market, in Turkey. It is found that, some of the strategic experiential marketing modules and experiential marketing items identified in Schmitt's framework are also valid for Turkish coffee chain store market and especially Starbucks coffee chain stores in Turkey. Further it is also addressed that these strategic modules and items are effective or in other words have impact on consumer behavioral outcomes such as customer satisfaction and loyalty. Besides, for practitioners, this research provides a deeper understanding to experiential marketing approach and provides insights into the coffee chain store market and marketers on which strategic experiential marketing module or item they should focus on more. As such, this research appears as a study that offers insights into which aspect of the strategic experiential marketing modules or which specific experiential item should be central when devising marketing efforts to target segments.

7.1. Implications For Starbucks

First of all, from the findings of the study, which are in accordance with the literature review on demographic profile of Starbucks consumers, it is seen that Starbucks appeals to a group of consumers who are young, highly educated, working and either employees or students. From this point, it can be suggested that Starbucks should also pay attention to appeal to consumers who are at early education levels, not working and belong to different occupation levels like self employed or employer groups. For those consumers, act marketing or relate marketing strategies can be effective to generate a bound between them and Starbucks.

Secondly, when the respondents most and least rewarded experiential marketing items are considered, it is seen that many of the act marketing items like wireless internet, common areas for collaboration or reading facilities like newspapers and magazines are rewarded or appreciated by Starbucks respondents together with sense marketing items like the smell of coffee, taste of products, by products or souvenirs, product variety or music system. Whereas, relate marketing items which generally refer to a sense of belonging appears as the least

appreciated or rewarded experiential marketing item. From these findings it can be concluded that, in order to continue satisfying its consumer's needs and utilize from its experiential marketing strategy, Starbucks should consider providing better act and sense marketing efforts or at least a consistent service in means of act and sense marketing modules, and on the other hand consider the content, effectiveness and cost of its relate marketing efforts since they are not appreciated by its consumers. Here it is important to note that, even relate marketing efforts appeared to be not rewarded or appreciated by respondents as much as the other experiential marketing items, the results of the factor analysis showed that 'belonging' is an important factor in this context and requires attention. When respondents approach to experiential marketing is considered based on specific strategic experiential marketing modules, it is seen that Starbucks respondents appreciate or reward coffee smell, the materials that are used in serving like paper cup or paper cup holders, taste of products and by products or souvenirs at most in sense marketing module, the comfortable and intimate atmosphere in feel marketing module, the wireless internet, common areas for collaboration and reading facilities in act marketing module, the print or visual channels of communication and activities like photograph exhibitions or design contests in think marketing module and charitable actions, social responsibility activities and coffee seminars in relate marketing module. From these results, it can be suggested that Starbucks may pay efforts to sustain its comfortable and intimate atmosphere and promote this relaxed atmosphere together with delicious coffee and food products, serviced through environment friendly materials which reflect the brand's socially responsible notion, supported by a high speed of internet connection or a wide variety of reading materials that position Starbucks stores as a place to waste time rather than home, office or school, while inviting them to engage with Starbucks and its community through activities like design contests, coffee seminars or social responsibility projects.

Thirdly, since this study has investigated the most rewarded or appreciated experiential marketing items for each demographic variable in detail, it is possible to offer Starbucks to pay attention to the strategic experiential marketing items that the target groups whom it does not appeal to like early education levels or employers appreciate or reward at most. By this way, it can be provided for Starbucks to increase its brand penetration in those specific target groups and besides increase its market share through providing better services and satisfying its consumers' needs in those under penetrated target groups by paying attention to the experiential marketing items that they reward at most.

Fourthly, when the relationship between experiential marketing, customer satisfaction and loyalty is investigated for coffee chain store market through Starbucks respondents, it is seen that in accordance with the other studies in the literature like Brakus, Schmitt and Zarantonello's (2009) study or Yuan and Wu's (2008) study, there is a positive and high relationship between both of the consumer behavioral outcomes and experiential marketing. This also implies that experiential marketing is an effective promotional tool in attaining customer satisfaction and loyalty and as also argued in the literature by Chang and Chieng (2006), certainly can be utilized as an effective and innovative communication strategy. For Starbucks, it is seen that only three strategic experiential marketing modules as sense, feel and relate marketing have an impact on customer satisfaction, where act marketing and unlike Yuan and Wu's (2008) study, think marketing appear as two ineffective strategic modules. On the other hand, again three strategic experiential marketing modules are found to be effective on customer loyalty which are feel, think and relate marketing. From this finding, it is firstly seen that even sense marketing is effective on customer satisfaction, it has no impact on customer loyalty and besides it can be proposed for Starbucks to better focus on feel and relate marketing efforts and also consider the extent, effectiveness and cost of its sense marketing, act marketing and relate marketing efforts. When compared to the results of most appreciated or rewarded experiential marketing items, the strategic experiential marketing modules which are effective on customer satisfaction and loyalty suggest that, even respondents or consumers may appreciate or reward an experiential marketing item at high values, this item may still be not effective on consumer behavioral outcomes.

Next, when the strategic experiential marketing modules that are effective on customer satisfaction and loyalty based on different target groups defined by demographic variables is considered, it is seen that Starbucks should focus on or pay attention to different experiential marketing modules in order to utilize from the strategy to impress those specific groups. For instance, between the five strategic modules only sense, feel and relate marketing modules are effective on women respondents customer satisfaction and loyalty, whereas only feel and relate marketing are effective on men respondents' behavioral outcomes. In general it can be said that, feel marketing has an impact on every target group's customer satisfaction, where those respondents who are either between the ages of 18-24 or 35-44, and not working are also effected by relate marketing, and those who are between the ages of 25-34 or university graduates or employees or students or working groups are also effected by sense and relate

marketing. Here, it is seen that only masters / PhD group of respondents' customer satisfaction is effected only by feel marketing but no other strategic experiential modules. On the other hand, feel marketing and relate marketing are found to be effective on customer loyalty of respondents who are between the ages of 25-34, university or masters / PhD graduates or employees, whereas only relate marketing is effective on the customer loyalty of respondents who are either at the age of 18-24 or 35-44, only feel marketing is effective on customer loyalty of students, feel, think and relate marketing are effective on working groups of respondents' customer loyalty and significantly non of the strategic experiential marketing modules is effective on customer loyalty of not working group of respondents. When the strategic implications of these findings are considered, it is possible to provide Starbucks insights into which strategic experiential marketing module has an impact on which target group's customer satisfaction and loyalty, and in order to increase that target groups' customer satisfaction and loyalty which strategic experiential marketing item in each of the modules should be utilized. For instance, for employees, efforts on sense, feel and relate marketing can be performed and in order to better provide these efforts from each strategic module, specific items should be better, more and consistenly provided to consumers like coffee smell, service materials or taste of products from sense marketing module or social responsibility projects, coffee seminars and charitable actions from relate marketing module. But when targeting employees, Starbucks doesn't need to pay much effort on think marketing or act marketing through a higher speed of internet connection, a wider variety of newspapers or numerous activities like photograph exhibitions since those are only apreciated or rewarded by its consumers but not effective on either customer satisfaction or loyalty. Or, since think marketing is in a negative relationship with working group's customer loyalty, then Starbucks shouldn't provide it's working customers with a better, more and consistent think marketing strategy since the more the working group is exposed with think marketing, the more their customer loyalty decreases.

7.2. Implications For Academics

In this research, experiential marketing as a new paradigm in the field of marketing is investigated and whether it has an impact on customer satisfaction and loyalty is questioned. While questioning that impact or effect, Schmitt's experiential marketing model which is compesed of five strategic experiential modules such as sense, feel, act, think and relate marketing is used and in the analysis which are conducted by a statistical tool, the relationship

between experiential marketing, customer satisfaction and loyalty is examined by taking Schmitt's model as a basis. However, when a factor analysis was conducted to see the difference between Schmitt's model and respondents attitudes towards experiential marketing concept, it was found out that the respondents perceived experiential marketing as a model with six separate models rather than five as is in Schmitt's model. But, the findings of that factor analysis is not used or utilized in that research, since it tries to understand Schmitt's model effectiveness in consumers' behavioral outcomes. So, this finding gathered through factor analysis should be further investigated and analyzed to better utilize from experiential marketing. Also, the reason of why relate marketing module is not as effective as feel marketing module in Schmitt's model but appears as the most effective and dominant module in the factor analysis can be questioned in further research, to point out whether experiential marketing is a so innovative tool for Turkish market yet or the consumers in Turkey are not yet ready for such an innovative tool, certainly supported by an exploratory research. Besides, this study is conducted mainly for Starbucks coffee chain stores, since it's known as the main and unique brand that applies experiential marketing as either a unique or a major marketing strategy in the services sector and specifically in coffee chain store market in Turkey and around the world. However, in the future, when the application of experiential marketing gets more and more and it becomes a recognized strategy among much of the services sector, this study may be further conducted for not only a brand but a market at all, such as the coffee chain store market, automobile market or entertainment sector. Moreover and as previously mentioned, without the time and money limitations, in the further studies this research may be conducted with a more extensive sample that is representative of the population and hence this study can be performed for other markets and a comparison of the impact of experiential marketing on consumer behavioral outcomes in each of the tested markets can be compared through deeper analysis. Additionally, for the competitive analysis, this study does not cover a research on location convenience and its impact on customer satisfaction and loyalty when considered together with experiential marketing, so from the point of retailing, a further study may also generate additional information on this issue. Finally, since it is now known by the statistical analysis that some of the experiential marketing modules like act marketing or think marketing are not effective on consumer's behavioral outcomes, it can further be investigated why those modules are not effective in Turkish market and the findings can be enriched by a further exploratory study.

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APPENDIX 1: QUESTIONNAIRE IN ENGLISH



This survey is prepared to understand your approach to the experiences you have in STARBUCKS coffee chain stores. The results of this survey will be used by a masters student of Marmara University Social Sciences Institute, Production Management and Marketing Graduate Program in her thesis study. Please read each questions that is related to your STARBUCKS EXPERIENCES carefully, and select the answer which is the most appropriate for you.

1. Do you ever visit coffee chain stores?

- Yes No

IF YES

2. How often do you visit coffee chain stores?

- Twice a day or more Once a day 4-5 times a week
 2-3 times a week Once a week 2-3 times a month Less often

3. Which coffee chain stores do you visit?

- Cafe Crown Cafe Nero Gloria Jean's Coffee Kahve Dünyası
 Roberts Cafe Starbucks Tchibo Other

If you visit STARBUCKS

4. How often do you visit Starbucks?

- Twice a day or more Once a day 4-5 times a week
 2-3 times a week Once a week 2-3 times a month Less often

5. Considering the EXPERIENCE(S) you had in all of the STARBUCKS stores that you visit, please indicate your level of agree on the below statements.

ATTENTION: In the following scale, the answer choice 'Neither Agree Nor Disagree' does not refer to a neutral approach to the statement, but instead it refers to the conditions you 'Partly agree or partly disagree'.

	Definitely Agree	Agree	Neither Agree Nor Disagree	Disagree	Definitely Disagree
1. The music system in Starbucks offers relaxing and pleasant atmosphere..	5	4	3	2	1
2. In Starbucks, the coffee product and food variety is gorgeous.	5	4	3	2	1
3. There is a nice and interesting coffee smell within Starbucks stores.	5	4	3	2	1
4. I like the presence and variety of by-products or souvenirs like cups, coffee machines, toys, music CDs in Starbucks coffee stores..	5	4	3	2	1
5. The taste of Starbucks products match my expectation	5	4	3	2	1
6. I like the materials that are used in serving Starbucks' products like paper cups, carton paper cup holders and wooden spoons.	5	4	3	2	1
7. The decoration of Starbucks is attractive and is visually well designed.tasarlanmıştır.	5	4	3	2	1
8. I like the touch of furniture in Starbucks coffee stores.	5	4	3	2	1

	Definitely Agree	Agree	Neither Agree Nor Disagree	Disagree	Definitely Disagree
9. I think the atmosphere which is composed of products, people, interior design in Starbucks coffee stores appeals to my feelings.	5	4	3	2	1
10. I have fun while drinking coffee in this coffee store	5	4	3	2	1
11. I really enjoy my time in this coffee store	5	4	3	2	1
12. Starbucks has a comfortable and intimate atmosphere.	5	4	3	2	1
13. Starbucks brand is an emotional brand.	5	4	3	2	1
14. I feel myself relaxed and happy at this coffee store.	5	4	3	2	1
15. I think visiting Starbucks has changed my lifestyle and become a part of my lifestyle.	5	4	3	2	1
16. I like the self service concept in Starbucks coffee stores.	5	4	3	2	1
17. I like having the opportunity to use wireless internet in Starbucks coffee stores.	5	4	3	2	1
18. The coffee seminars arranged in Starbucks to inform customers on products and their preparations increase my interest in this coffee store and its products.	5	4	3	2	1
19. I like having common areas for collaboration that provide facilities like desks or boards for business meetings or homework groups in Starbucks coffee stores.	5	4	3	2	1
20. Starbucks is a nice venue for me to socialize and spend time. between home, school or work.	5	4	3	2	1
21. I like to have reading facilities like newspapers, books and magazines in Starbucks coffee stores.	5	4	3	2	1
22. Starbucks tries to appeal to my creative thinking.	5	4	3	2	1
23. There are print and visual channels of communication and Internet connection within Starbucks that makes me to follow up daily developments.	5	4	3	2	1
24. Starbucks organizes different activities like photograph exhibitions or design contests that take my attention.	5	4	3	2	1
25. I engage in a lot of thinking when I encounter Starbucks.	5	4	3	2	1
26. I value the creative ideas that I gather from the coffee seminars arranged by Starbucks coffee stores as helpful.	5	4	3	2	1

	Definitely Agree	Agree	Neither Agree Nor Disagree	Disagree	Definitely Disagree
27. I follow the latest news about Starbucks coffee stores from their web site.	5	4	3	2	1
28. I like the social responsibility projects realized by Starbucks coffee stores.	5	4	3	2	1
29. I feel a sense of kinship with other Starbucks visitors.	5	4	3	2	1
30. I have an interest in a club for Starbucks customers.	5	4	3	2	1
31. I enjoy Starbucks' charitable actions and relations with non-profit organizations.	5	4	3	2	1
32. Starbucks makes me think that I belong to a benevolent family of Starbucks	5	4	3	2	1
33. The coffee seminars in Starbucks coffee stores help me to develop relationship with my social environment and other customers.	5	4	3	2	1
34. Starbucks makes me feel a part of a family or group.	5	4	3	2	1

I kindly thank you for answering the above questions related to the experiences you had in STARBUCKS stores. Here, I kindly request you to consider the EXPERIENCE(S) and SERVICE you had in all of the STARBUCKS stores that you visit, and indicate your level of agree on the following statements.

	Definitely Agree	Agree	Neither Agree Nor Disagree	Disagree	Definitely Disagree
35. I experience a satisfactory service in Starbucks.	5	4	3	2	1
36. Starbucks satisfies my desire to drink coffee and my need to be socialized.	5	4	3	2	1
37. Starbucks goes beyond my expectations.	5	4	3	2	1
38. I really enjoy my visits to Starbucks.	5	4	3	2	1
39. I can call a day in Starbucks a really nice day.	5	4	3	2	1
40. I really love Starbucks.	5	4	3	2	1
41. I feel very loyal to Starbucks.	5	4	3	2	1
42. I would recommend Starbucks to others and my friends.	5	4	3	2	1

	Definitely Agree	Agree	Neither Agree Nor Disagree	Disagree	Definitely Disagree
43. The experience in Starbucks makes me want more of the same kind of interaction in the future.	5	4	3	2	1
44. I will stay with this coffee store through good times or bad.	5	4	3	2	1
45. No other coffee store can take the place of Starbucks.	5	4	3	2	1

6. Your gender Woman Man

7. Your age

17 years old or younger 18-24 25-34 35-44 45-54
 55 – 64 65 years old or above

8. Your education level

No formal education (literate) Primary School High School
 Associate degree University Masters / PhD

9. Your working Status

Working Not working with income Not working without income

10. Your occupation details

Student Employee (executive / manager / officer etc.) Employer
 Self employed (Doctor / Lawyer etc.) Retired Unemployed

Thank you very much for contributing to the project 😊

APPENDIX 2: QUESTIONNAIRE IN TURKISH



Bu anket STARBUCKS zincir mağazalarının size yaşattığı deneyimlere karşı geliştirdiğiniz tutumları ölçümlemek amacıyla tasarlanmıştır. Anket sonuçları MARMARA ÜNİVERSİTESİ SOSYAL BİLİMLER ENSTİTÜSÜ ÜRETİM YÖNETİMİ VE PAZARLAMA BÖLÜMÜ yüksek lisans öğrencisi tarafından YÜKSEK LİSANS TEZİ kapsamında kullanılacaktır. Lütfen STARBUCKS DENEYİM(LER)İNİZ ile ilgili her soruyu dikkatlice okuyup, size göre en uygun olan seçeneği işaretleyiniz.

1. Hazır kahve mağazalarını (zincir kahve mağazalarını) ziyaret eder misiniz?

- Evet Hayır

EVET İSE

2. Ne sıklıkta ziyaret edersiniz?

- Günde 2 kez veya daha fazla Günde 1 kez Haftada 4-5 kez
 Haftada 2-3 kez Haftada 1 kez Ayda 2-3 kez Daha seyrek

3. Hangi hazır kahve mağazalarını (kahve zincir mağazalarını) ziyaret edersiniz?

- Cafe Crown Cafe Nero Gloria Jean's Coffee Kahve Dünyası
 Roberts Cafe Starbucks Tchibo Diğer

Eğer STARBUCKS'ı ziyaret ediyorsanız

4. Starbucks'ı ne sıklıkta ziyaret edersiniz?

- Günde 2 kez veya daha fazla Günde 1 kez Haftada 4-5 kez
 Haftada 2-3 kez Haftada 1 kez Ayda 2-3 kez Daha seyrek

5. Genel olarak ziyaret ettiğiniz tüm STARBUCKS mağazalarında yaşadığınız DENEYİM(LER)İ düşünerek, lütfen aşağıdaki ifadelere katılımınızı belirtiniz.

DİKKAT: 'Kesinlikle Katılıyorum' dan 'Kesinlikle Katılmıyorum' seçeneğine kadar sıralanmış olan cevap skalasında, 'Ne Katılıyorum Ne Katılmıyorum' cevap seçeneği, sorulmakta olan ifadeye 'Kısmen katılıp, kısmen katılmadığınız' durumlara işaret etmekte olup, ifadeye karşı 'nötr' bir tutumu içermemektedir.

	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
1. Starbucks mağazalarındaki müzik rahatlatıcı ve huzurlu bir ortam sağlar.	5	4	3	2	1
2. Starbucks kahvelerinin ve yiyeceklerinin çeşitliliği harikadır.	5	4	3	2	1
3. Starbucks mağazalarında güzel ve etkileyici bir kahve kokusu vardır.	5	4	3	2	1
4. Starbucks mağazalarında kupa, kahve makinesi, peluş hayvanlar, müzik CD'si gibi hediyelik eşya / ürünlerin bulunması ve çeşitliliği hoşuma gider.	5	4	3	2	1
5. Starbucks ürünlerinin lezzeti beklentilerimle örtüşür.	5	4	3	2	1
6. Starbucks ürünlerinin sunumunda kullanılan kağıt bardak, karton tutacak/koruyucu, ahşap kaşık gibi malzemeleri beğeniyorum.	5	4	3	2	1
7. Starbucks mağazalarının dekorasyonu etkileyicidir ve görsel olarak iyi tasarlanmıştır.	5	4	3	2	1
8. Starbucks mağazalarındaki mobilyaların dokusu hoşuma gider.	5	4	3	2	1

	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
9. Starbucks mağazalarında ürünlerin, çalışanların, dekorasyonun bir bütün olarak sağladıkları atmosfer duygularıma hitap ediyor.	5	4	3	2	1
10. Starbucks mağazalarında kahve içmek eğlencelidir.	5	4	3	2	1
11. Starbucks mağazalarında keyifli vakit geçiriyorum.	5	4	3	2	1
12. Starbucks mağazalarının konforlu ve samimi bir ortam sağladığını düşünüyorum.	5	4	3	2	1
13. Starbucks markası, duygusal bir markadır.	5	4	3	2	1
14. Starbucks mağazalarında kendimi rahatlamış ve mutlu hissediyorum.	5	4	3	2	1
15. Starbucks mağazalarını ziyaret etmek yaşam biçimimi değiştirdi ve hayatımın bir parçası haline geldi.	5	4	3	2	1
16. Starbucks mağazalarındaki self servis hizmet anlayışını beğeniyorum.	5	4	3	2	1
17. Starbucks mağazalarında kablosuz internet kullanabilme imkanına sahip olmaktan hoşlanıyorum.	5	4	3	2	1
18. Starbucks mağazalarında, müşterileri ürünler ve ürünlerin hazırlanışı hakkında bilgilendirmek üzere düzenlenen kahve sohbetleri, Starbucks'a ve ürünlere olan ilgimi ve merakımı artırır.	5	4	3	2	1
19. Starbucks'da iş toplantıları ya da ödev hazırlamak için çalışma masası, yazı tahtası gibi imkanların olduğu ortak çalışma alanların bulunması hoşuma gidiyor.	5	4	3	2	1
20. Starbucks mağazaları ev, okul ya da işyerleri dışında sosyalleşebileceğim, vakit geçirebileceğim güzel mekanlardır.	5	4	3	2	1
21. Starbucks mağazalarında okunacak dergi, gazete gibi materyallerin olması hoşuma gidiyor.	5	4	3	2	1
22. Starbucks mağazaları benim yaratıcı düşünmeme yardımcı oluyor.	5	4	3	2	1
23. Starbucks mağazalarında günlük gelişmeleri takip edebileceğim basılı ve görsel mecralar ile internet bağlantısı vardır.	5	4	3	2	1
24. Starbucks mağazaları fotoğraf sergisi, tasarım yarışması gibi dikkat çekici değişik aktiviteler düzenler.	5	4	3	2	1
25. Starbucks mağazalarında düşünmeye daha açık olurum.	5	4	3	2	1
26. Starbucks mağazalarında düzenlenen kahve sohbetlerinden edindiğim yaratıcı fikirleri faydalı buluyorum.	5	4	3	2	1

	Kesimlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesimlikle Katılmıyorum
27. Starbucks ile ilgili son gelişmeleri markanın internet sayfasından takip ederim.	5	4	3	2	1
28. Starbucks mağazalarının gerçekleştirdiği sosyal sorumluluk projelerini beğeniyorum.	5	4	3	2	1
29. Diğer Starbucks müşterileriyle bir akrabalık ilişkimiz varmış gibi hissediyorum.	5	4	3	2	1
30. Starbucks müşterileri için kurulmuş bir kulübe üye olmak isterdim.	5	4	3	2	1
31. Starbucks mağazalarının sivil toplum kuruluşlarıyla olan ilişkileri ve hayır kurumlarına yaptıkları yardımlar hoşuma gidiyor.	5	4	3	2	1
32. Bu mağazayı ziyaret etmek bana hayırsever Starbucks ailesinin bir parçası olduğumu düşündürüyor.	5	4	3	2	1
33. Starbucks mağazalarında gerçekleştirilen kahve sohbetleri sosyal çevremle ve diğer müşterilerle ilişki kurmama yardımcı oluyor.	5	4	3	2	1
34. Starbucks bana bir ailenin, grubun üyesiymişim hissini veriyor.	5	4	3	2	1

STARBUCKS mağazalarında yaşadığınız deneyimlere ilişkin yukarıdaki ifadelere katılımınızı belirttiğiniz için teşekkür ederiz. Lütfen, genel olarak ziyaret ettiğiniz tüm STARBUCKS mağazalarında yaşadığınız DENEYİM(LER)İ ve bu mağazalardan edindiğiniz HİZMETİ düşünerek, aşağıdaki ifadelere de katılımınızı belirtiniz.

	Kesimlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesimlikle Katılmıyorum
35. Starbucks’da çok iyi bir hizmet alıyorum.	5	4	3	2	1
36. Starbucks benim kahve içme ve sosyalleşme ihtiyacımı karşılıyor.	5	4	3	2	1
37. Starbucks benim beklentilerimin çok üzerinde.	5	4	3	2	1
38. Starbucks’ı her ziyaretimden çok keyif alıyorum.	5	4	3	2	1
39. Starbucks’ta geçirdiğim zamanın çok iyi geçirilmiş bir zaman olduğunu söyleyebilirim.	5	4	3	2	1
40. Starbucks’ı gerçekten seviyorum.	5	4	3	2	1
41. Starbucks’ın sadık bir müşterisi olduğumu düşünüyorum.	5	4	3	2	1
42. Arkadaşlarıma ve çevremdeki kişilere Starbucks’a gitmelerini tavsiye ederim.	5	4	3	2	1

	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
43. Starbucks'ı her ziyaret ettiğimde, buraya tekrar tekrar gitme isteğim oluşuyor.	5	4	3	2	1
44. Kendimi mutlu hissettiğim, güzel olaylar yaşadığım iyi günlerimde ya da kendimi mutsuz hissettiğim, üzücü olaylar yaşadığım kötü günlerimde, hangi duygu durumunda olursam olayım, Starbucks'a gitmeye devam edeceğim.	5	4	3	2	1
45. Starbucks'ı başka hiçbir kahve mağazasına değiştirmem.	5	4	3	2	1

6. Cinsiyetiniz Kadın Erkek

7. Yaşınız

17 yaş ve altı 18-24 25-34 35-44 45-54
 55 – 64 65 yaş ve üzeri

8. Eğitim Durumunuz

Okur yazar İlköğretim (ilkokul /ortaokul) Lise
 Ön Lisans / Meslek Yüksek Okulu Lisans (Üniversite) Yüksek Lisans (Master / Doktora)

9. Çalışma Durumunuz

Çalışıyorum Çalışmıyorum ama Gelirim var Çalışmıyorum ve Gelirim yok

10. Mesleğiniz

Öğrenci Maaşlı çalışan eleman (uzman / yönetici / devlet memuru vb.) İşyeri sahibi
 Serbest Meslek Sahibi (Doktor / Avukat / Eczacı vb.) Emekli İşsiz

Ankete katıldığınız için teşekkür ederiz 😊

APPENDIX 3

The Timeline of Starbucks Company

- 1971** - Starbucks opens first store in Seattle's Pike Place Market.
- 1982** - Howard Schultz joins Starbucks as director of retail operations and marketing.
- 1983** - Howard travels to Italy, where he's impressed with the popularity of espresso bars in Milan. He sees the potential to develop a similar coffeehouse culture in Seattle.
- 1984** - Howard convinces the founders of Starbucks to test the coffeehouse concept in downtown Seattle, where the first Starbucks® Caffè Latte is served.
- 1987** - Starbucks opens first stores outside of Seattle area in Chicago and Vancouver, B.C.
- 1988** - Offers full health benefits to full- and part-time employees.
- 1991** - Becomes the first privately owned U.S. company to offer a stock option program that includes part-time employees.
- 1992** - Completes initial public offering (IPO), with common stock being traded on the Nasdaq National Market under the trading symbol "SBUX."
- 1995** - Begins serving Frappuccino® blended beverages.
- 1996** - Joins with Pepsi-Cola North America to begin selling bottled Frappuccino® coffee drink – our first ready-to-drink beverage. Opens first store outside of North America in Japan.
- 1997** - Establishes The Starbucks Foundation, benefiting local communities.
- 1998** - Acquires Tazo, a tea company based in Portland, Ore.
- 1999** - Partners with Conservation International to promote environmentally responsible methods of growing coffee.
- 2001** - Introduces coffee-sourcing guidelines developed in partnership with Conservation International. Introduces the Starbucks Card.
- 2002** - Starbucks enters into licensing agreements with national Fair Trade organizations to sell Fair Trade Certified™ coffee in the countries where Starbucks does business.
- 2004** - Opens first Starbucks Farmer Support Center in San Jose, Costa Rica. Introduces Starbucks Coffee Master Program to provide Starbucks partners with an opportunity to learn more about the world of coffee, and share their passion with customers and partners.
- 2008** - Announces a renewed focus on customer experience and innovation. Acquires Coffee Equipment Company and its revolutionary Clover® Brewing System.
- 2009** - Launches innovative VIA™ Ready Brew coffee. Opens Farmer Support Center in Kigali, Rwanda. Becomes the world's largest buyer of Fair Trade Certified™ coffee.

APPENDIX 4

Detailed results of the reliability analyses:

Reliability Statistics of the Experiential Marketing Variables				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The music system in Starbucks offers relaxing and pleasant atmosphere.	105,09	373,34	0,52	0,95
In Starbucks, the coffee product and food variety is gorgeous.	105,09	376,44	0,48	0,95
There is a nice and interesting coffee smell within Starbucks stores.	104,73	377,56	0,44	0,95
I like the presence and variety of by-products or souvenirs like cups, coffee machines, toys, music CDs in Starbucks coffee stores.	104,95	373,94	0,46	0,95
The taste of Starbucks products match my expectation.	104,88	379,15	0,45	0,95
I like the materials that are used in serving Starbucks' products like paper cups, carton paper cup holders and wooden spoons.	104,78	378,38	0,40	0,95
The decoration of Starbucks is attractive and is visually well designed.	105,16	370,37	0,58	0,95
I like the touch of furniture in Starbucks coffee stores.	105,32	371,43	0,55	0,95
I think the atmosphere which is composed of products, people, interior design in Starbucks coffee stores appeals to my feelings.	105,21	368,99	0,66	0,94
I have fun while drinking coffee in this coffee store	105,38	366,84	0,70	0,94
I really enjoy my time in this coffee store	105,46	364,38	0,76	0,94
Starbucks has a comfortable and intimate atmosphere.	105,10	368,48	0,69	0,94
Starbucks brand is an emotional brand.	106,18	362,11	0,73	0,94
I feel myself relaxed and happy at this coffee store.	105,49	364,72	0,74	0,94
I think visiting Starbucks has changed my lifestyle and become a part of my lifestyle.	106,35	362,07	0,68	0,94

Reliability Statistics of the Experiential Marketing Variables				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I like the self service concept in Starbucks coffee stores.	105,12	373,60	0,46	0,95
I like having the opportunity to use wireless internet in Starbucks coffee stores.	104,48	378,55	0,44	0,95
The coffee seminars arranged in Starbucks to inform customers on products and their preparations increase my interest in this coffee store and its products.	105,57	368,40	0,53	0,95
I like having common areas for collaboration that provide facilities like desks or boards for business meetings or homework groups in Starbucks coffee stores.	104,68	377,84	0,43	0,95
Starbucks is a nice venue for me to socialize and spend time. between home, school or work.	105,31	364,10	0,70	0,94
I like to have reading facilities like books and magazines in Starbucks coffee stores.	104,68	378,98	0,43	0,95
Starbucks tries to appeal to my creative thinking.	106,07	363,12	0,74	0,94
There are print and visual channels of communication and Internet connection within Starbucks that makes me to follow up daily developments.	104,92	381,49	0,33	0,95
Starbucks organizes different activities like photograph exhibitions or design contests that take my attention.	105,92	380,20	0,34	0,95
I engage in a lot of thinking when I encounter Starbucks.	106,12	368,25	0,64	0,94
I value the creative ideas that I gather from the coffee seminars arranged by Starbucks coffee stores as helpful.	106,18	369,70	0,58	0,95
I follow the latest news about Starbucks coffee stores from their web site.	107,02	373,71	0,51	0,95
I like the social responsibility projects realized by Starbucks coffee stores.	105,63	372,69	0,54	0,95

Reliability Statistics of the Experiential Marketing Variables				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I feel a sense of kinship with other Starbucks visitors.	106,76	368,08	0,60	0,94
I have an interest in a club for Starbucks customers.	106,52	364,47	0,63	0,94
I enjoy Starbucks' charitable actions and relations with non-profit organizations.	105,51	373,13	0,50	0,95
Starbucks makes me think that I belong to a benevolent family of Starbucks	106,48	364,95	0,66	0,94
The coffee seminars in Starbucks coffee stores help me to develop relationship with my social environment and other customers.	106,29	364,63	0,65	0,94
Starbucks makes me feel a part of a family or group.	106,50	363,73	0,70	0,94

Reliability Statistics of Customer Satisfaction Variables				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I experience a satisfactory service in Starbucks.	15,58	15,73	0,59	0,88
Starbucks satisfies my desire to drink coffee and my need to be socialized.	16,13	14,44	0,65	0,87
Starbucks goes beyond my expectations.	16,68	15,59	0,59	0,88
I really enjoy my visits to Starbucks.	15,93	14,26	0,80	0,84
I can call a day in Starbucks a really nice day.	16,18	14,10	0,74	0,85
I really love Starbucks.	15,88	13,64	0,78	0,84

Reliability Statistics of the Customer Loyalty Variables				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I feel very loyal to Starbucks.	10,66	17,00	0,82	0,89
I would recommend Starbucks to others and my friends.	10,22	19,09	0,73	0,91
The experience in Starbucks makes me want more of the same kind of interaction in the future.	10,55	18,01	0,83	0,89
I will stay with this coffee store through good times or bad	11,40	17,61	0,79	0,90
No other coffee store can take the place of Starbucks.	11,20	16,77	0,79	0,90

APPENDIX 5

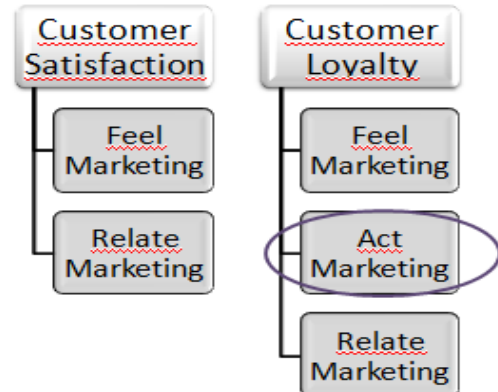
The summary figures of the regression analyses in Section 5.4.

Women /Men Respondents

Women Respondents



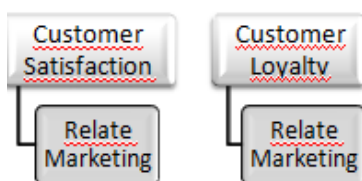
Men Respondents



Experiential marketing's effect on women respondents' customer loyalty is higher than that of men.

18-24 /25-34 / 35-44 Aged Respondents

18-24 Age Group



25-34 Age Group



35-44 Age Group



-Experiential marketing's effect on 25-34 age group of respondents' customer satisfaction is higher than that of 18-24 or 35-44.

-Experiential marketing's effect on 35-44 age group of respondents' customer loyalty is higher than that of 18-24 or 25-34

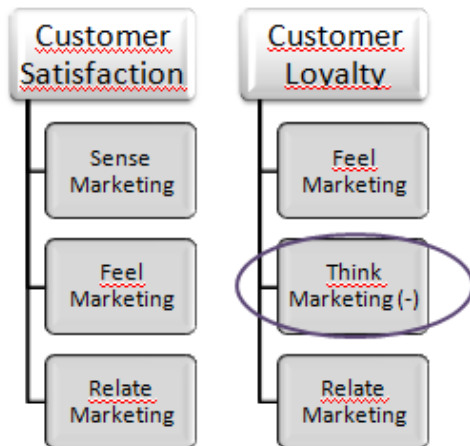
University / Masters-PhD Respondents



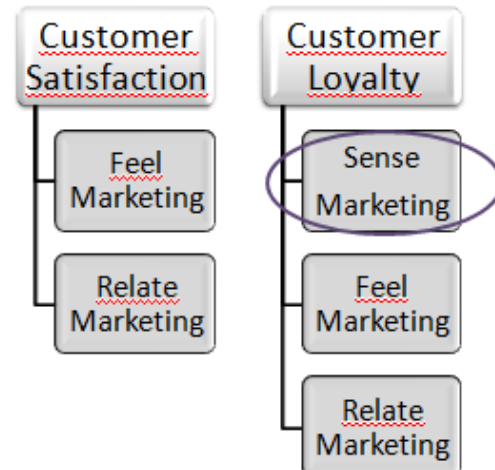
Experiential marketing's effect on university group of respondents' customer satisfaction is higher than that of masters/PhD.

Working /Not Working Respondents

Working Respondents



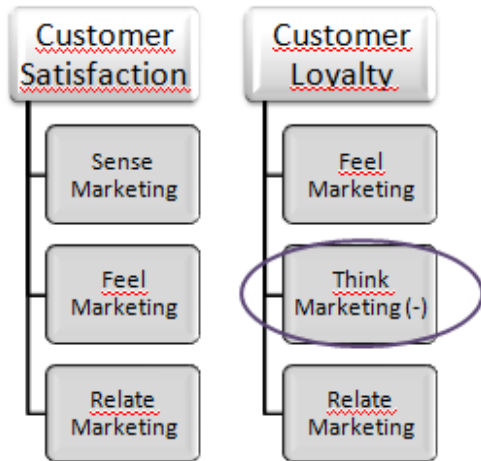
Not Working Respondents



Experiential marketing's effect on working respondents' customer satisfaction and loyalty is higher than that of not working.

Employee /Student Respondents

Employee Respondents



Student Respondents



Experiential marketing's effect on employee respondents' customer loyalty is higher than that of student.