

Effect of Customer Experiences on Consumer Purchase Intention

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Abstract

One of the concepts considered nowadays by the marketers in the area of consumers' consumption behavior is the creation of pleasant experiences and the impact of these experiences on consumers' behavior, since the creation of different experiences as a vital element in marketing strategies can create value and lead to a competitive advantage. Thus, the objective of this research is to evaluate the dimensions of customer experiences and the effects of these dimensions on consumer purchase intentions. The present study is an applied research in terms of objective and correlational type of descriptive-survey in terms of the nature of data collection. The research population is the consumers of restaurants and fast food stores in Shiraz. A sample of 385 consumers of restaurant and fast food stores in Shiraz city was selected using convenient sampling method. Validity of the questionnaire was confirmed through content validity and its reliability was confirmed through Cronbach's alpha. Questionnaire was used to collect the data. Structural equation modeling was used to analyze the data. The results of this study confirmed the positive and significant effect of five dimensions of customer experiences, including behavioral experience, cognitive experience, affective experience, sensory experience and social experience on consumer purchase intention. Therefore, the owners and managers of restaurants and fast food stores can influence the purchase intention behavior of their customers and make them loyal to their restaurant by creating good experiences for their customers.

Keywords: Customer Experiences, Behavioral Experience, Cognitive Experience, Affective Experience, Sensory Experience and Social Experience, Consumer Purchase Intention.

JEL Classification: M31, P23

Introduction

The growth of global competition and the increasing number of marketing companies providing diverse products and services to customers has caused that an increase in consumer purchase intention to be considered as an important issue and it is necessary for marketers to focus on the consumer purchase intentions and properly understanding of the factors that affect to achieve success and market

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competitive advantage. The purchase intention of consumer is the result of marketing actions and marketing activities related to a brand (Altschwager et al., 2017). The purchase intention means tendency perform transactions and can be done through communication with others (Peng & Ke, 2015). The purchase intention can be defined as a predetermined program for definitive purchase or receive future. It is also considered as a factor for predicting consumer purchase behavior (Kakkos et al., 2015). According to Wasan (2018), in each industry, it is necessary to recognize the factors affecting the purchase intention of consumers. As customer experiences include every contact point where customers connect with a business, product, or service, if customer experiences with regard to the products and services are positive, it will lead to more purchases in them, since the ultimate goal of our customers is to have a pleasant experience. Creating different experiences for customers is a strategy in businesses that compete with each other (Andajani, 2015). Creating different experiences in the heart and mind of the customers has an impact on loyalty, purchase intention and satisfaction of customers (Ieva & Ziliani, 2018). From a management point of view, customer experiences are typically a diverse range of stimuli used to create value for consumers (Gorgoglione & Panniello, 2018). According to Heras-Mozos et al. (2019), adding sensory stimuli such as scent and odor improves sensory experience that affects consumers' purchase intention. Nowadays, the method of combining and applying stimuli is important in creating positive experiences for customers (Gorgoglione & Panniello, 2018).

According to Nikhashemi et al. (2019), marketers are nowadays offering a pleasant and pleasant purchase experience to increase their intention to purchase consumers. According to Schmitt (1999), customer experiences are classified into five elements, one of which is the sensory experience (five senses). Marketers stimulate their five senses by motivational stimuli to increase their experiences (Altschwager et al., 2017). The other two elements include affective experience (feeling) and customer's cognitive experience (Schmitt, 1999). Feeling is the most primary level of conscious experience which might be a result. Cognitive experience is an innovative way for targeting consumer intelligence and awareness to create a different experience (Bustamante & Rubio, 2017). Schmitt (1999) has introduced behavioral experience and social experience as other aspects of customer experience. According to Bustamante & Rubio (2017), behavioral experiences are behavioral responses driven by brand-related stimuli. They include a part of design of a brand, identity, packaging, marketing communications, and the environment. Social experience means the aspect of social interactions and individual processes are part of the consumer experience, since they not only demand intrinsic performance benefits in interaction with other customers, but also seek social benefits and achieve a deep sense of social involvement in the sales environment. Providing diverse strategies and a combination of different experiences increases the consumers' purchase

intention (Ashraf et al., 2016). Studies conducted by various researchers (Sarabia-Andreu & Sarabia-Sánchez, 2018; Hsu & Tsou, 2011; Leva & Ziliani, 2018; Apaolaza et al., 2014; and Barber et al., 2012) showed that behavioral, cognitive, affective, sensory and social attitudes among consumers increase their purchase intentions, since the emotional communication of brands and products with the minds of consumers is created through sensory experience (five senses) (Bapat, 2017). In the restaurant and fast food industry, the consumers' purchase intention and creating a variety of pleasant experiences for consumers are important issues which should be considered. However, the review of research suggests that little attention has been paid to creating pleasant events in the store environment and creating various positive experiences for the customer with products and services. Given this research gap on the role and importance of the dimensions of customer experience on consumer purchase intention, the main issue of this study is the effect of five dimensions of customer experiences on consumers' purchase intention. The objective of this research is to evaluate the effect of the dimensions of the experiences of customers in restaurants and fast food stores in Shiraz on their purchase intention.

1 Literature review

1.1 Consumer's purchase intention

The consumer purchase intention is the result of brand-related marketing actions and activities (Altschwager et al., 2017). The variable of "consumer purchase intention" is one of the most important variables in most of the studies, and owing to easiness and saving in costs, they have evaluated purchase intention as a substitute for consumer behavior (Hussain Shah et al., 2012). The interest of marketing researchers to purchase is due to its relation to purchase behavior (Karimi Alavijeh & Afshar Nejad, 2016). According to Morwitz (2014), the best predictor of consumer purchase behavior will be consumer purchase intention. Purchase intention is a concept that helps one understand why consumers purchase certain brands. Creating value in customers increases their purchase intention, since the value that customers perceive from products and services will increase their purchase intention (Werelds et al., 2017). Studies have revealed that product characteristics strongly affect the consumers' purchase intention. Given the effect of products on minds of the consumers through their emotional value and as consumers can meet their emotional needs through this group of products, their purchase intention will be also affected accordingly (Sarmad, 2015). It is very important as the perception of the stimuli is different from each other. Different people might have different perception of a single stimulus as their perceptions of the stimulus are influenced by their expectations. Consumer information is received

through the visual, hearing, taste, smell and touching senses (Mowen & Minor, 1995).

1.2 Customer experience

Customer experiences are defined as a multidimensional structure focusing on the behavioral, cognitive, affective, sensory and social customers' responses given to marketing stimuli (Schallehn et al., 2019). Customers' experiences are a memorable event involving the customers. A pleasant and positive sensory experience affects the consumers' purchase intention (Garg, 2014). Affective experience is one of the important aspects of the decision-making process of consumers of the products and services (Nardini & Lutz, 2017). Creating different customer experiences is a kind of marketing activity that makes the consumer senses involved and focuses on customer experiences. Experiences affected by sensory stimuli are affected in environment (Bustamante & Rubio, 2017). The goal of creating customer experiences is providing good services that are in line with the expectations of our customers (Gorgoglione, & Panniello, 2018). According to Thomas (2017), customer experience is affected by a set of customer feelings resulting from his interaction with the company's products, services and business. According to Schmitt (1999), customer experiences are divided into five elements of behavioral experience, cognitive experience, affective experience, sensory experience, and social experience, which each of them is described below.

1.3 Behavioral experience

One dimension of customer experience is consumer behavioral experience. Consumer experience with brand is considered as an important factor in consumer behavior studies (Bapat, 2017). The behavioral dimension includes actions (stimulated behavioral responses), body experiences, and interactive experiences with business brands (Schmitt, 2013). For example, hearing stimuli stimulates the emotion and feeling of the purchasers through the effect of sound on feelings, mood, behavior, and more comfort and convenience of them when purchasing in a retail environment and when they are hearing sound or music in the purchasing process (Hultén, 2015). The consumer behavioral dimension is a behavior consisting of information, experiences, ideas, or other resources for interaction with other consumers or companies (Van Doorn et al., 2010). The results of research conducted by Sarabia-Andreu & Sarabia-Sánchez (2018) under the title of "Do implicit and explicit attitudes explain the purchase intention of alcoholic drinks?" showed that stimuli have important effects on behavioral responses and behavioral experiences of them and increase their purchase intention by stimulating the feelings

in the consumers. According to what was stated, the first hypothesis of the research is presented as follows:

Hypothesis 1: Behavioral experience has a positive and significant effect on consumer purchase intention.

1.4 Cognitive experience

According to Bustamante & Rubio (2017), one of the dimensions of customer experiences is the creative consumer cognitive experience or imaginative cognitive thinking (Ahmadi, 2013). There are two types of cognitive experiences about products and purchases. One type of the products is the products that consumer purchases them due to his functional aspects and other type of the products are the products consumed for the sake of their cost and profits, while the affective products are consumed to meet or satisfy the emotional needs of the consumers (Dootson et al., 2016). According to Thomas et al. (2014), information that sellers transfer to a consumer can be objective or subjective (such as perfumes and drinks), depending on the type of product. Mowen & Minor (1995) also state that the consumer intellectual involvement level is considered as the second most important factor in information processing. The results of the research conducted by Liang & Lin (2018) under the title of "the effect of product several model on purchase intention: A interpretation of a probably modified model" suggests that the products are interpreted in the mind of the consumer by transferring information from products to customers and in addition to the cognitive experience generated by the consumer, it is also an important factor in increasing his purchase intention. Thus, given what was stated, the second hypothesis of the research is presented as follows:

Hypothesis 2: Cognitive experience has a positive and significant effect on consumer purchase intention.

1.5 Affective experience

One aspect of customer experience is the affective experience of the consumer. Affection is most primary level of conscious experience that might be a result (Lindgaard & Wesselius, 2017). The consumer's affective experience predicts the expected behavior of the consumer (eating snacks, chocolates, and types of drinks) (Nguyễn-Phú, 2017). Marketing measures that the creation of an affective experience in consumers makes the product or service attractive to consumers (Rezaei & Valaei, 2017). One of the recent studies conducted on increasing purchase intentions that we can refer to is the research conducted by Leva & Ziliani (2017) under the title of "The role of customer experiences in their loyalty to services". According to the findings of this study, positive stimuli, leading to affective

experience and attract consumer attention, increase the purchase intention. Given what was stated above, the third hypothesis of the research is presented as follows: Hypothesis 3: The affective experience has a positive and significant effect on consumer purchase intention.

1.6 Sensory experience

Sensory experience (the five senses) plays a very important role in human life (Ahmadi, 2013). The human knowledge has been achieved through experiences gained by sensory stimuli (Hatfield, 2017). Sensory evaluation requires a good mix of taste and flavor (Njoman, 2017). The sound that food produces during biting plays an important role in perception of the taste of certain foods and it affects the perception of freshness as well as quality (Krishna, 2012). According to De St. Maurice & Miller (2017), food industry studies focus more on the sensory aspects of consumer experiences. The affective relation of brands and products with the minds of consumers is created through the sensory experience (five senses) (Warren, 2012). Relationship with a brand or business products creates five different sensory experiences by seeing, hearing, touching, smelling and tasting for consumers (Schmitt, 1999). Heras-Mozos et al. (2019) conducted a research entitled "Development and optimization of packaging of bread with garlic flavor". Based on the results of this study, sensory tests indicated that the bread flavor and aroma has improved the sensory experience in bread consumers and also increased the purchase intention. The results of Apaolaza et al (2014) under the title of "The effect of natural substances in sensory experiences resulting from odor," showed that the purchase intention of natural substances by participants in this experiment is due to a pleasant sensory experience created due to exposure to odor used in natural substances. Thus, based on what was stated above, the fourth hypothesis of the research is presented as follows:

Hypothesis 4: The sensory experience has a positive and significant effect on consumer purchase intention.

1.7 Social experience

According to Wade Clarke et al. (2012), experience in a sales environment (such as a retail store) is important due to providing space for interaction, social experience and communication. A company must use its own interactions with customers to influence the value creation processes. In this process, various interactions affect the nature and types of value that customers experience in interactive areas. The results of the research conducted by Barber et al. (2012) have shown that consumers who have social interactions with other consumers have higher purchase motivation and intention than those who do not have social interactions, because they gain experience

in their communication that is influential in their purchase intention. Given what was stated above, the fifth hypothesis of the research is presented as follows:

Hypothesis 5: Social experience has a positive and significant effect on consumer purchase intention.

1.8 Research conceptual model

By defining the main variables of research and their relationships through the support of research literature and background and development of research hypotheses, the research conceptual model was developed. In the research conceptual model, the dimensions of customer experiences have been derived from Schmitt's model (1999), which its dimensions include behavioral experience, cognitive experience, affective experience, sensory experience, and social experience. The conceptual model framework is presented in Figure 1.

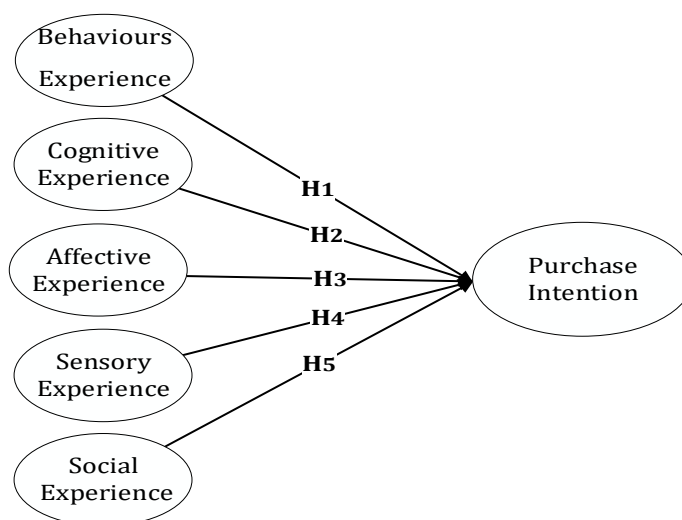


Figure 1. Conceptual research model

Source: Authors' own research.

2. Methodology

This research is an applied research in terms of objective and correlational type of descriptive-survey in terms of data collection and implementation method. The research population included people who use the services and products of restaurants and fast food stores in Shiraz. Due to the large size of the research population size and the lack of information of the exact number of restaurants and fast food stores consumers in Shiraz, the research population was considered

unlimited. Hence, the sample size was determined to be 385 people using the unlimited Cochran formula. Due to the impossibility to develop a framework of the research population, the data were collected using non-randomized convenient sampling method. Questionnaire was used as tool for collecting data. The research questionnaire consists of 44 questions. The research questionnaire consists of three sections. The first section introduces the topic and defines the points for transferring of more information and easiness in responding the questions. The second section includes the questions about demographic variables such as gender, marital status, education, job, and income levels of respondents. The third section relates to the variables of the main research variables. Items measuring the variables are scored on 5-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = partially agree, 4 = agree, and 5 = strongly agree).

The research variables in the questionnaire were designed using researcher-made questionnaires applied in previous studies in this regard. The validity of the research tool was first examined through the content and face validity through using the opinions of the experts, and then, through confirmatory factor analysis method. The research questionnaires were distributed for participants in person in restaurants and fast food stores in the city of Shiraz. Finally, after completion of the distribution of questionnaires, 385 questionnaires were analyzed among the questionnaires completed without defect. The results of confirmatory factor analysis showed that the factor load of all variables was larger than 0.4, so it has good validity. Moreover, the reliability of the research tool was calculated for each of the variables of the research and the whole questionnaire through Cronbach's alpha coefficient. Table 1 shows the results of the validity and reliability indices of the research tool as well as the research variables resource extraction.

Table 1. Reliability and validity of research variables structures along with extraction resources of each item

Variable	Number of Items	Source of Extraction of Items	Cronbach's Alpha Coefficient	Average of Variance Extracted (AVE)	Composite Reliability (CR)
Purchase Intention	9	Watts & Chi (2018)	0.903	0.596	0.921
Behavioral Experience	5	Bustamante & Rubio (2017)	0.785	0.535	0.850
Cognitive Experience	5		0.891	0.703	0.921
Affective Experience	5		0.866	0.660	0.905
Sensory Experience	3	Altschwager et al. (2017)	0.880	0.811	0.927
Social Experience	5	Bustamante & Rubio (2017)	0.754	0.500	0.828
Whole Questionnaire	32	-	0.930	0.5<	0.7<

Source: Authors' own research.

The Cronbach's alpha coefficient values in Table 1 show that this value was more than 0.7 for all research variables. The average alpha coefficient for the whole questionnaire was 0.930, indicating the acceptable reliability level for this research tool. Composite reliability and average variance extracted indices were used for fitting the research measurement model. Values higher than 0.5 for average variance extracted and values greater than 0.7 for composite reliability are considered as acceptable values (Wetzels et al., 2009). As Table 1 shows, all the values obtained from the composite reliability and average variance extracted indices are more than two values mentioned for them, so it can be concluded that the variables in the measurement model have acceptable fit. The method of analyzing research data for testing the conceptual model of research and hypotheses was the structural equations modeling method (partial least squares method) with the help of Smart PLS software.

3. Data analysis and research results

3.1 Demographic characteristics of the respondents

To identify the demographic characteristics of the samples from the research population, five variables such as gender, marital status, education level, job and income level of respondents, and the experience of using the restaurant services were used. Table 2 presents the demographic variables of the research, analyzed by collecting 385 questionnaires.

Table 2. Demographic characteristics of respondents

Demographic variable	Levels	Frequency	Percentage of frequency
Gender	Male	199	51.7
	Female	186	48.3
Marital Status	Single	146	37.9
	Married	239	62.1
Level of Education	Under Diploma	17	4.4
	Diploma	69	17.9
	Associate	66	17.2
	Bachelor	105	27.3
	Master and higher	128	33.2
Job	Public Sector Employee	64	16.6
	Private Sector Employee	83	21.6
	Self-employed	122	31.7
	Student	67	17.4
	Unemployed	49	12.7

Demographic variable	Levels	Frequency	Percentage of frequency
Income Level	Less than 10 million Rials	126	32.7
	10-20 million Rials	53	13.8
	20-30 million Rials	81	21.0
	30-50 million Rials	39	10.2
	Over 50 million Rials	86	22.3
Experience of Using the Restaurant Service	Less than 1 year	249	64.7
	1-2 years	80	20.8
	3-5 years	24	6.2
	Over 5 years	32	8.3

Source: Authors' own research.

As Table 2 shows, the highest frequency in terms of gender was related to males with 199 people (51.7%). The highest frequency in terms of marital status was related to the married people with a frequency of 239 people (62.1%). According to the data of Table 2, the highest frequency in terms of education level was related to people with a master's and higher degree with a frequency of 128 people (33.2%) and the highest frequency in terms of job of the subjects was related to self-employed job with a frequency of 122 (31.7%).

In terms of income level, people with an income below 10 million Rials had the highest frequency with the frequency of 126 (32.7%). Additionally, in terms of the experience of using the restaurant services, the highest frequency was observed for people with less than 1 year experience of using restaurant services with a frequency of 249 (64.7%) and the lowest frequency was related to people with the experience of using restaurant services between 3 and 5 years with a frequency of 24 people (8.3%).

3.2 Testing the research conceptual model

The conceptual model and research hypotheses were tested by structural equation modeling through Smart PLS software. In the structural equation model, all variables of the research are divided into latent and observed variables. Observed variables (rectangular) are measured directly by the researcher, while the latent variables (oval) represent theoretical structures that are not directly observable and they are not directly measured, but they are inferred based on the relationships or correlations between the measured variables and are observed through other revealed variables. Figure 2 shows the research model in the mode of estimating the standardized path coefficients and Figure 3 shows the implemented model of the research in the mode of estimating significance coefficients.

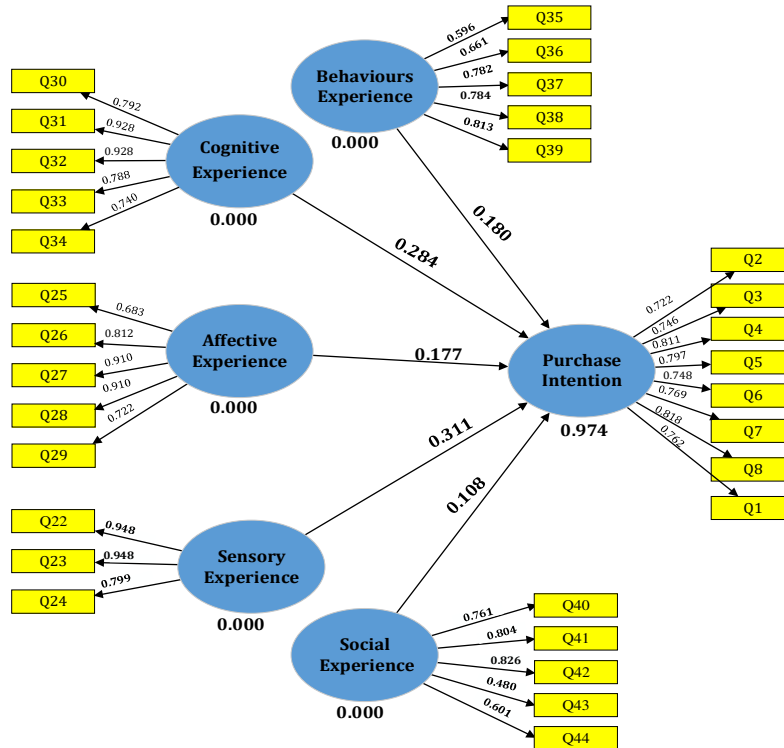


Figure 2. Implementing the conceptual model of research along with the values of standardized path coefficients
 Source: Authors' own research.

The numbers inserted on the paths in Figure 2 represent the correlation coefficient between the variables in each path. The numbers inside the oval are the coefficient of determination index. The coefficient of determination examines how many percent of the variation (variance) of a dependent variable is explained by the independent variable (s). Hence, it is normal that this value to be equal to zero for an independent variable and greater than zero for a dependent variable. The higher value of this number represent that the dependence of independent variables is higher. Thus, it can be stated that five variables of behavioral, cognitive, affective, sensory and social experience have been able to explain 97% of the variations in customer purchase intention. Percentage of residual is related to prediction errors and can include other factors affecting this variable, which have not been considered in this study.

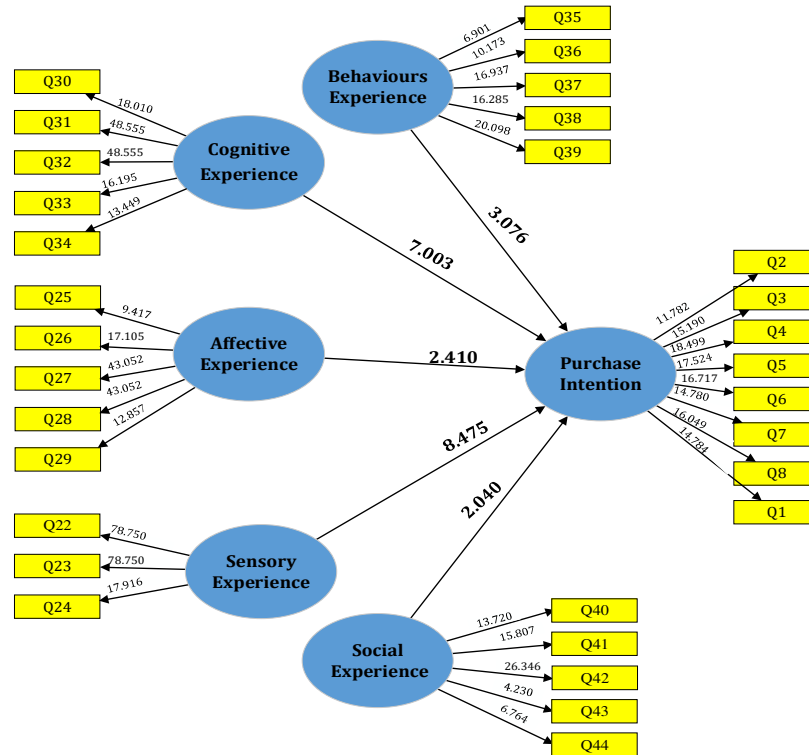


Figure 3. Implementing the conceptual model of research along with significance coefficients values

Source: Authors' own research.

Diagram 3 shows a different model of research in the mode of absolute value of significance coefficients. The numbers on the paths in Diagram 3 represent the significance of the coefficients for the relationship between the variables in each path. This diagram in fact tests all the measurement equations (factor loads) and structural equations (path coefficients) of the research model using significance numbers. Based on this diagram, if the coefficient value for the paths is greater than 1.96, the path coefficient and factor load will be significant at the 95% confidence level, and if the coefficients value for the paths is less than 1.96, the factor load or path coefficient will not be significant. Moreover, if the value of the significance coefficients is greater than 2.58, the path coefficient and factor load will be significant at 99% confidence level.

Model fit indices are one of the most important steps in the structural equation modeling analysis. These indices aim to answer the question of whether the model represented by the data confirms the conceptual model of the research. In order to investigate the fit of the measurement model and the internal consistency of the measuring tools, the coefficients such as Cronbach's alpha coefficient, composite reliability, and the average of variance extracted should be considered. Their relevant data are presented in Table 1. The index used for general evaluation of the structural model in the PLS software is the goodness of fit index. This index is calculated by taking the square root of the commonality for all structures and the average related for endogenous structures. Based on the specified size of the coefficient of determination, and using a minimum value of 0.5 for the value of commonality, the goodness of fit index value of 0.25 is acceptable and values higher than 0.36 represent a strong fit of the model (Wetzels et al., 2009). The calculated value for the goodness of fit index in the model for the present research is 0.786, indicating a very strong fit of the model.

The results obtained from the standard path coefficients and significant coefficients (Figures 2 and 3) show that the sensory experience, cognitive experience and behavioral experience have a positive and significant effect on the consumer purchase intention at 99% confidence level. In addition, based on the path coefficient obtained among the variables of affective experience and consumer purchase intention, social experience and consumer purchase intention, it can be stated that the variables of affective experience and social experience have a positive and significant effect on the consumer's purchase intention at 95% confidence level. Table 3 summarizes the results of testing the direct research hypotheses.

Table 3. Results of direct research hypotheses

Research main hypotheses			Standard path coefficient	Significance coefficients	Testing the hypothesis
Behavioral Experience	→	Purchase Intention	0.180	3.076	Supported
Cognitive Experience	→	Purchase Intention	0.284	7.003	Supported
Affective Experience	→	Purchase Intention	0.177	2.410	Supported
Sensory Experience	→	Purchase Intention	0.311	8.475	Supported
Social Experience	→	Purchase Intention	0.108	2.040	Supported

Source: Authors' own research.

4. Conclusion and recommendations

4.1 Conclusion and discussion

The main objective of this research was to evaluate the effect of customer experience dimensions on consumer purchase intention (case study: restaurants and fast food stores in Shiraz). After studying the research background in this area, the hypotheses of the research and the conceptual model of the research were developed. Then, the conceptual model of the research was tested using the conceptual equation modeling through Smart PLS software. As Table 3 shows, behavioral experience has a positive and significant effect on consumer purchase intention. The results of this study are in line with the results of the conducted by Sarabia-Andreu, F., & Sarabia-Sánchez (2018). The positive effect of behavioral experience on consumer purchase intention suggests that consumers' behaviors can be stimulated and their behavioral responses and their purchase intention can be affected by creating a pleasant experience as a good outcome of consuming the products. Table 3 data indicates the positive and significant effect of cognitive experience on consumer purchase intention. The results of this study are consistent with the results of the research conducted by Liang & Lin (2018). The positive effect of cognitive experience on consumer purchase intention means that, according to Philips (2017), cognitive experience is the conscious flow controlled by consumer. It is in fact psychological processes and stimulating consumers are derived from receiving the information transmitted from the environmental stimulus to the consumer. As a result, it can be stated that the behavioral reaction and the purchase intention are due to their stimulation and the cognitive experience derived from environmental stimuli. Based on Table 3, the results of this research show that affective experience has a positive and significant effect on consumer purchase intention. The results of this study are in line with the results of the research conducted by Leva & Ziliani (2017). The positive effect of the affective experience on consumer purchase intention means that the affective experience of the consumer is the affection and feeling that the consumer receives with the products, services and restaurant staff. Affective states of consumers vary depending on the environmental signs. As a result, when the restaurant's food is consumed with positive, happy or any favorable state by the consumer, his purchase intention will be affected.

As Table 3 shows, the results of this research show a positive and significant effect of the sensory experience on consumer purchase intention. The results of this research are consistent with those of research conducted by Heras-Mozos et al. (2019) and Apaolaza et al. (2014). The positive effect of the sensory experience on consumer purchase intention means that human beings communicate with their surroundings through five senses (Jaeger et al., 2018). As a result, it can be stated

that the use of sensory stimuli in an environment that creates a pleasant sensory experience for consumers, increases their purchase power. According to the data in Table 3, the results of this study indicate that the social experiment has a positive and significant effect on consumer purchase intention. The results of this study are consistent with those of the research conducted by Barber et al. (2012). The positive effect of social experiment on consumer purchase suggests that, according to Hultén (2015), the aspect of social interaction and personal processes is part of the experience of consumers, which links his individual identity with his social reality and consumer communication makes the value they receive from the services to be different and affect their purchase intention.

4.2 Practical recommendations for managers and owners of restaurants and fast food stores

Based on the results of this research, it can be concluded that restaurants and fast food stores in today's competitive atmosphere can increase the consumers' purchase intention by creating various pleasant experiences. In this research, the effect of behavioral experience on consumer purchase intention was confirmed. Thus, it is recommended for managers to affect the lifestyle and physical interaction of the consumers with brand through the use of stimuli such as changes in the speed of music in the sales environment. Visual stimuli are as important as food for the restaurant. Moreover, well-dressed staff wearing stylish and clean clothes increases the attractiveness and purchase intention of the consumers. Due to the effect of cognitive experience on consumers' purchase intention in this study, it can be stated that as consumers' learning depends on providing information to consumer and its analysis leading to cognitive experience (thinking), word of mouth advertising is an effective method for transferring positive experiences from one consumer to another. The transfer of information transparently can be an effective method to influence consumer intention. In this research, the effect of affective experience on consumer purchase intention was confirmed. Therefore, it can be recommended for managers to create motivational stimuli that are relevant to the values and personal interests of consumers to create an affective experience in them. The objective of motivating consumers is to promote their interest and personal communication by advertising their products or the services they offer, leading to increased purchase power.

Speed, quality, and loving family or romantic environment can increase consumer purchase intention. Given the effect of the sensory experience on the consumer's purchase intention, it can be stated that the use of sensory strategies through sensors (sound, odor, taste, touch and beautiful scenery), and sensory sentences related to the mind and the senses of the minds of humans can be considered by managers. Sensory experience is an important strategy in marketing actions to create the

experience of customers in order to create and enhance sensory experience and influence the consumer purchase intention. In this research, the effect of social experiment on consumer purchase intention was also confirmed. It suggests that focusing on the consumer social dimension (relationship) is also necessary to have a successful business in the restaurant. It means that the staff should have a good relationship with restaurant customers. Food is the main product to create a relationship. The social experience of consumers is created for building identity, creativity, self-expression, socializing themselves with other consumers, and enjoying the experiences, and thus increasing the consumers' purchase intention.

4.3 Research limitation and recommendations for future research

Research activities always suffer from limitations in the implementation stage, which can affect the results of the research and reduce their generalizability. This research is also not exception in this regard. For example, questionnaire was used in this research to collect data and it has some disadvantages that can affect the results of this research. Moreover, as restaurant customers spend some hours with their family and friends in the restaurant for pleasure and resting, some of them were not very willing to spend time to answer the questions of the questionnaire. Hence, some of the questionnaire might be completed with lower accuracy.

This research was conducted at a limited level of the community, that is, in few numbers of restaurants and fast food stores in the city of Shiraz. Thus, we should treat with caution in generalizing the results of this research to whole food industry in Iran. The results of this study also show that the five dimensions of customer experiences (behavioral experience, cognitive experience, affective experience, sensory experience, and social experience) could explain about 97% of the variations in the dependent variable of consumer purchase intention and residual percentage was related to other factors affecting this variable that were not considered in this study. Hence, it is recommended for future researchers to consider other factors affecting consumer purchase intention such as product packaging, perceived value, brand trust, and other mediating factors affecting the purchase intention.

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