

An examination of the relationship between experiential marketing, participative motivation, customer satisfaction and customer loyalty: The National Taiwan University Indoor Swimming Pool

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Aim of paper and research questions

The purpose of this study was to find a causal model of experiential marketing, participative motivation, customer satisfaction and customer loyalty of the users of the National Taiwan University Indoor Swimming Pool. The research questions were: Do the customers' experiences have a positive influence on customer loyalty when using the National Taiwan University Indoor Swimming Pool? Do the customers' experiences have a positive influence on motivation to participate? Does motivation to participate act as a mediator in regard to customer loyalty?

Literature review

Pine and Gilmore (1998) in "The Experience Economy", noted the role of special experiences during our daily life. Schmitt (1999) developed this into a new marketing model "experiential marketing". He emphasised businesses should have the ability to develop brand images, and design experiences that lead to positive effects on consumer willingness to repurchase. Bi-jen Fan (2001) noted that experience is the key factor in regard to motivation to (re)participate, to customer satisfaction and to customer loyalty. There is also an observed correlation between customer satisfaction and customer loyalty (Bitner, 1990; Chonin, Brady & Hult, 2000; Reichheld & Sasser, 1990)

Research design and data analysis

This study used 4 scales in a survey (convenience sampling) distributed to 261 on-site consumers, to conduct data analysis via Structural Equation Modelling. The participative motivation scale modified from the scale created by Bear & Ragke (1983), was reliable with the indicators $\chi^2=422.77$, GFI=0.90, RMSEA=0.07, SRMR=0.04, CFI=0.98, NNFI=0.98, PNFI=0.84, CN=176.42, $\chi^2/df=2.55$.

The experiential marketing scale modified from the scale created by Mei-yan Chen and Yu-Chi Yeh (2007) was reliable with the indicators $\chi^2=422.77$, GFI=0.90, RMSEA=0.07, SRMR=0.04, CFI=0.98, NNFI=0.98, PNFI=0.84, CN=176.42, $\chi^2/df=2.55$.

The loyalty scale modified from the scale created by Gronhold (2000) was reliable with the indicators $\chi^2=422.77$, GFI=0.90, RMSEA=0.07, SRMR=0.04, CFI=0.98, NNFI=0.98, PNFI=0.84, CN=176.42, $\chi^2/df=2.55$.

Results

The Pearson product-moment correlation result showed that the experiential marketing, participative motivation, customer satisfaction and customer loyalty were correlated. Moreover, the experiential marketing and customer loyalty was significantly correlated, $r=.69$ ($*p<.05$) as was the participative motivation and customer loyalty $r=.55$ ($*p<.05$) and the participative motivation and customer satisfaction, $r=.32$ ($*p<.05$)

Discussion and conclusion

Initial results from this study show that the customers' experiences have a positive influence on customer loyalty. Through experiencing high quality service, the users will strengthen their participative motivation and help promote the facility to other customers. This study showed that the customers' experiences have a positive influence on consumer satisfaction. The key to be successful in such a competitive market is how to provide the consumers with a good and valuable experience.

This study also showed that the customers who are motivated to participate in turn will become more loyal. The best way to create loyalty is to ensure that the consumers are satisfied with their experience in the National Taiwan University indoor swimming pool. It is essential to keep the current consumers, to increase their satisfaction and for the National Taiwan University indoor swimming pool to consider focusing on experiential marketing.

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