

# 享樂主義與體驗行銷對消費者之品質 與價值知覺之影響：網站訴求之評估

## The Influences of Hedonic and Experiential Marketing on Consumer Perceptions of Quality and Value: An Evaluation of Internet Website Appeals

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**摘要：**隨著網際網路的興起，消費者的認知與決策模式已成為網路行銷中重要課題。本研究採用線性結構模式來衡量研究變數之關係，並發展一整體模式，探討享樂性與實用性的網路特徵、消費者體驗知覺與認知知覺、體驗價值與體驗品質、與購買意圖等構念之間的關係。本研究挑選了 20 個化妝品網頁與 20 個旅館網頁。隨機指派受訪者連結與閱讀其中一個網頁，並直接在網路上填寫問卷。根據結構方程模式之結果，在享樂知覺方面，網站特徵顯著且正向地影響體驗知覺與體驗價值，再者，體驗知覺亦顯著地影響體驗價值。另一方面，在實用知覺方面，網站特徵會顯著地影響消費者對於網站或產品

的認知知覺，而認知知覺則會影響消費者對於網站或產品的品質認知。此外，體驗價值與體驗品質之間存在顯著的關連性；兩者亦同時會影響購買意圖。根據變異數分析之結果，知覺到網站具有高實用性與高享樂性之特徵的消費者，相較於知覺到網站具有低實用性與低享用性之特徵的消費者，在體驗知覺、認知知覺、體驗價值與體驗品質等各方面均有較高的得分。其次，知覺到網站具有高實用性與低享樂性特徵之消費者，則僅在認知知覺與體驗品質上有較高的得分。

**關鍵詞：**體驗知覺；認知知覺；體驗品質；體驗價值；購買意圖

**Abstract:** Both thinking and feeling decision making modes that are conceived as independent systems are involved in this article and are examined for website consumption. Specifically, this article attempted to develop a comprehensive model to identify the interrelationship among hedonic and utilitarian website characteristics, consumer's experiential and cognitive perceptions, perceived experiential value and quality, and purchasing intention. This article picks up 40 websites which include 20 cosmetics and 20 hotel websites. Participants were randomly assigned to link and read one of the 40 websites, and then were asked to fill in a questionnaire on Internet. Finally, 422 usable questionnaires were collected, 224 from cosmetics and 198 from hotel Websites. In order to assess the hypothesized relationships, the structural equation model (SEM) was employed using AMOS 4.0 to investigate the relationship among research variables. Additionally, cluster analysis by K-means method was adopted to divide the participants into four groups based on two levels of utilitarian website environment and two levels of hedonic website environment. ANOVA was used to evaluate the differences on each research variables among these four groups.

According to the results of SEM, it is suggested that the level of hedonic characteristics of website significantly and positively impacts experiential perception and experiential value, and the level of experiential perception also significantly influences on experiential value. On the other hand, website with utilitarian characteristics will impact a customer's cognitive perception toward websites/products, which in turn influences the perception of website/product quality. In addition, perceived quality was also significantly related to experiential

value. Purchasing intention was influenced by experiential value and perceived quality. According to the results of ANOVA, respondents perceiving high utilitarian/high hedonic websites tend to perceive significant higher scores on experiential perceptions, cognitive perception, experiential value, and perceived quality, than respondents perceiving low utilitarian/low hedonic websites. Respondents perceiving high utilitarian/low hedonic website environment tend to perceive significantly higher scores only on cognitive perception and perceived quality.

**Keywords:** Experiential Perception; Cognitive Perception; Perceived Quality; Experiential Value; Purchasing Intention

## **1. Research Background and Objectives**

Since the application of the Internet to marketing activities, the hedonic and experiential aspects of consumer behavior have attracted a great deal of attention. Firms need to evaluate how to attract more customers and to create superior profit. Many companies have moved away from traditional features-and-benefits marketing toward creating hedonic and experiential perception for their customers (Schmitt 1999). The Marketing Science Institute (1998-2000) chose "Understanding Customer Experience" as one of the topics most deserving of intensive research attention.

In addition, due to the prevalence of website networks, marketing activities through Internet have created tremendous changes in the planning and implementation of marketing. Electronic communication is showing explosive growth. In the United States, the number of online purchasers grew from 21.1 million people in 1998 to 72.1 million in 2003. These customers were responsible for a rise in creating total web sales from \$50 billion in 1998 to \$900 billion in 2003 (UCLA Internet Report, 2003). The creation of the "information super highway" is revolutionizing marketing activities. According to the UCLA Internet Report (2003), the top five most popular Internet activities in 2002 were E-mail and instant messaging (87.9%), web surfing or browsing (76.0%), reading news (51.9%), accessing entertainment information (46.4%), shopping and buying

online (44.5%). While the Internet has gained a great deal of attention from the marketers, relatively few studies have concentrated their efforts on the experiential side of Internet marketing. Thus, whether the traditional attitude-change models are appropriate to be applied to the field of Internet marketing is subject to further validation.

Furthermore, according to the results of earlier studies (Meirick 2002), belief is one of the most important factors that determine attitude and consequently result in purchasing intention and behaviors. Other streams of studies (Childers et al. 2001; MacKenzie et al. 1986) claimed that thinking and feeling are two independent systems. They suggested that the slower, more detailed cognitive system might be predominated by the faster, cruder affective system. Thus, emotional effect plays a critical role in the consumption experience (Bagozzi et al. 1999). However, the decision making mode for Internet website consumption has yet to be determined.

Among others, Holbrook (2000) proposed three Fs—“fantasies, feelings, and fun” and four Es—“experience, entertainment, exhibitionism, and evangelizing” to categorize factors of the phenomenon of experiential marketing. Childers et al. (2001) and Hong et al. (2004) stated that utilitarian and cognitive perspectives of consumer play critical roles in consumer behavior online. These studies proposed that experiential perception is a crucial factor that impacts consumer’s behavior; empirical validation of this issue using actual Internet consumers is, however, rare. Thus, the purposes of this study are firstly to integrate the relevant literature from experiential and cognitive consumption perspective, and then to develop a comprehensive research model to identify the interrelationship among hedonic and utilitarian website characteristics, consumers’ experiential and cognitive perceptions, perceived experiential value and quality, and purchasing intention. Empirical validations are also provided to verify the viability of this research model.

## **2. Literature Review**

### **2.1 Definitions of the Research Constructs**

According to Woodruff (1997), a shopping experience could evoke value either through successfully accomplishing its intended goal or by providing experiential experiences of enjoyment and/or fun. Utilitarian consumer behavior has been described as task-related and rational. Utilitarian websites characteristics might depend on providing availability of product information, enabling direct multiattribute comparisons, and reducing search costs. Hedonic consumer behavior could be described as experience-related and emotional. Hedonic websites characteristics explore the consumption experience not as an information-processing event but from a phenomenological or “experiential” view. Experiences are triggered stimuli to the senses, the heart, and the mind. Experiences provide sensory, emotional, cognitive, behavioral, and relational value that replace functional values (Schmitt 1999). Hedonic websites characteristics might depend on whether the particular consumption need stimulating the shopping trip was accomplished.

Consumer may create either cognitive perception or experiential perception, or both toward a specific product, before purchasing. Cognitive perception is defined as the process by which input is transformed, reduced, elaborated, stored, recovered, and used. This process would produce cognitive responses such as the knowledge, opinions, beliefs and thoughts, in response to stimulus (Compeau et al. 1998). According to Schmitt (1999) and Babin et al. (1994), experiential perception is defined as kinesthetic in origin, and it can be categorized into five distinct elements: sensory experiences, affective experiences, creative cognitive experiences, physical experiences, behavior and lifestyles, and social-identity experiences.

Perceived quality is another kind of consumer’s judgment toward a specific product, in terms of its overall excellence or superiority, and it is viewed as the degree of discrepancy between consumers’ perceptions and expectations (Parasuraman et al. 1988; Zeithaml 1987). This construct is akin to the concept of utilitarian shopping value that is defined as an overall assessment of functional

benefits incorporating the product, service, and price features (Lee and Overby 2004). In terms of perceived experiential value, Lee and Overby (2004) described it as an overall expression of experiential benefits derived from the entertainment, escapism, visual appeal, and interactivity involved with online shopping. It is argued that as consumers perceive higher experiential value toward a specific product, they tend to perceive higher quality as well. Mathwick et al. (2001) developed the experiential value scale (EVS) with seven subscales to measure the experiential value. According to Mathwick et al. (2001), seven subscales are efficiency, economic value, visual appeal, entertainment value, service excellence, escapism, and intrinsic enjoyment. Purchasing intention is a common effectiveness measurement and often used to anticipate a response behavior. Purchasing intention could be defined as a willingness of a customer to buy products (Ajzen and Fishbein, 1980).

## **2.2 Interrelationships among Hedonic Website Characteristics, Experiential Perception, and Perceived Experiential Value**

It is widely accepted that hedonic characteristics of products or websites will affect the degree of pleasure and arousal of a consumer's experiences (Hoffman and Novak 1996; Menon and Kahn 2002; Pullman and Gross 2003). The hedonic website encompasses festive, ludic, emotional, and entertaining characteristics (Babin et al. 1994; Dhar and Wertenbroch 2000). Easterbrook's (1959) cue utilisation theory is prevailing in the field of psychology and often used in expounding the role of emotional reaction (e.g., Griffith and Gray 2002; Mossholder et al. 2000). Among others, Griffith and Gray (2002) extended cue utilisation theory to explain the emotional reaction for the Web-captive consumer. Therefore, this study expects that the hedonic characteristics of websites would lead to experiential perception and experiential value based on cue utilisation theory. Consumers who interact with a website filled with hedonic characteristics may be apt to have aroused their experiential perception involving fantasy, feeling, and fun (Childers et al. 2001; Holbrook and Hirschman 1982). The experiential perception is conceived as a consumption experience from a phenomenological or experiential view rather than an information-processing

event (Schmitt 1999). In other words, if the website displays more sensory stimulation, such as symbolic, hedonic, and aesthetic elements, consumers will probably produce more experiential perceptions from what they see, hear, and feel (Holbrook and Hirschman 1982). Furthermore, it is believed that to elicit experiential perception in consumers, firms should design websites in such a way that offer significant degree of appeal, interest, and fantasy (Mathwick et al. 2001). Consequently, consumers browse a more hedonic-orientated website will incline to provoke more experiential perception.

Babin et al. (1994) argued that hedonic value could reflect shopping's potential entertainment and emotional worth, often resulting from fun and playfulness. Since the sentiments of fun and playfulness are elements which underlie experiential perception, Babin et al.'s (1994) argument implied that experiential perception would result in perceived experiential value. Furthermore, Lee and Overby (2004) suggested that the aesthetic appeal and the look of websites could create the visual appeal and entertainment value, even offer an "out-of-routine" experience for online shoppers, which constituted the overall experiential value. Accordingly, it is obvious that there are close positive associations among hedonic characteristics, experiential perception, and perceived experiential value. Based upon the above discussions, this article establishes the following hypothesis:

**H1: Consumers who perceive website as higher hedonic orientation tend to perceive higher experiential perception and higher experiential value.**

### **2.3 Interrelationships among Utilitarian Website Characteristics, Cognitive Perception, and Perceived Quality**

Utilitarian websites have functional, instrumental, cognitive-driven, and goal-oriented characteristics, as well as focuses on availability of product information, enabling direct multiattribute comparisons, and reducing search costs (Babin et al. 1994; Childers et al. 2001; Dhar and Wertenbroch 2000). Additionally, cognitive perception is the result of evaluation extracting from a process that involves an individual selecting, organizing, and interpreting information in a meaningful way (Sweeney and Wyber 2002). According to the

definitions of utilitarian characteristics and cognitive perception, it is obvious that they are related constructs in that information bridges their connections. The utilitarian website is responsible for providing the input of information, while cognitive perception represents the output of processing information. Specifically, if the website is characterized as utilitarian, that is, displaying product-related information to consumers, it allows those consumers to operate cognitive processing and smoothly produce cognitive perceptions. This statement is parallel to Holbrook and Hirschman's (1982) discussion of information processing perspective that the gauges for evaluating information are primarily utilitarian in nature.

According to Easterbrook's (1959) cue utilisation theory, since consumers are uncertain about the quality of products or services, they often judge quality by means of several cues, including product composition, brand, country of origin, store name, and price (Hansen, 2005). In terms of the context of online shopping, online shoppers are more uncertain about the quality than offline shoppers. Therefore, if the websites can provide detailed, necessary, and effective information, the shoppers can search the cues easily on the websites and assess the quality. Hence, it is hypothesized that the utilitarian characteristics of websites are related to cognitive perception and perceived quality.

Babin et al. (1994) contended that utilitarian value might result from individual collecting information. Hence, it is suggested that a utilitarian website is able to aid consumers in collecting information, and thus, enhance utilitarian value or perceived quality. Likewise, Childers et al. (2001) and Hong et al. (2004) also proposed that websites which are designed to present product information would raise consumers' positive attitudes. On the other hand, cognitive perception and belief are isomorphic (Kempf 1999). It is believed that consumer's beliefs toward an object will result in higher quality judgment (Koehler 1993; Lord et al. 1979; Sweeney 2002). Moreover, Wolfinbarger and Gilly (2003) posited that website design was predictive to judgment of quality. As to judgment of website quality, Kim and Stoel (2004) proposed that there were several dimensions and indicators to assess the quality of websites, and some of them, such as abundant and necessary information, belong to utilitarian



characteristics. Hence, the utilitarian characteristics of websites not only influence cognitive perception but also directly influence perceived quality. Dadzie et al. (2005) further concluded that the richer the product information content, the higher the level of perceived quality. Therefore, the associations among utilitarian characteristics, cognitive perception, and perceived quality are abundantly clear.

**H2: Consumers who perceive Website as higher utilitarian orientation tend to perceive higher cognitive perception and perceived quality.**

#### **2.4 Interrelationships among Perceived Experiential Value, Perceived Quality, and Purchasing Intention**

Perceived value is the consumer's overall assessment of the utility based on perceptions of what is received and given (Zeithaml 1988). It is obvious that the more the seller gives, namely the more perceived quality, the more value to the consumer. This positive relationship is supported by numerous studies (e.g., Chen and Dubinsky 2003; Dodds et al. 1991). Nevertheless, in terms of the mirror images of perceived quality (i.e., utilitarian value) and perceived experiential value (i.e., hedonic value), the relationship turn into too vague to clarify. Fortunately, Babin et al. (1994) proposed that high level on one does not preclude a high level on the other. This implies that these two constructs are not trade-offs and may possess a positive relationship. Cronin et al. (2000) further argued that evaluation and appraisal would lead to an emotional reaction, and that undoubtedly supports the positive influence of perceived quality on perceived experiential value. Besides, Chebat and Michon (2003) compared affect-cognition model with cognition-affect model and proposed that the latter model provided stronger prediction of buyer's behavior. Hansen (2005) also posited that perceived quality would lead to higher emotional reaction and attitude. Thus, the above discussions underlie the following hypothesis.

**H3: Consumers who perceive higher perceived quality tend to perceive higher experiential value.**

Mean-end chain theory aims to link the attributions of websites/products (i.e., mean) with desired end or value state (i.e., end) (Gutman 1982). Some research investigated the critical factors that were antecedent to motivation of consumption (e.g., Huber et al. 2004; Wang et al. 2006). Huber et al. (2004) found that affective state would influence the decision-making in purchasing situation. Besides, Wang et al. (2006) stated that enjoyment and quality were critical factors of Internet shopping. Thus, according to mean-end chain theory, it is hypothesized that experiential value and perceived quality would impact the purchase intention to online shopping.

Purchasing intention describes a willingness of a customer to buy. There are abundant evidences that indicate the perceived value and perceived quality are the critical antecedents to purchasing intention in various contexts, including website environments (Boulding et al. 1993; Chen and Dubinsky 2003; Cronin et al. 2000; Monsuwe et al. 2004; Parasuraman and Grewal 2000). Some studies suggested that consumer satisfaction is the moderating explanation for these relationships (Cronin et al. 2000; Taylor and Baker 1994). Furthermore, the positive influences of perceived value and quality on purchasing intention also hold even if the focus specifically shifts to perceived experiential value (Lee and Overby 2004; Sweeney 2002). The rationale for this is that both experiential benefits and utilitarian benefits aid to enhance the utility of a product, and hence, enhance the consumers' willingness to buy. Consequently, perceived experiential value and perceived quality are capable of fostering the intention to purchase in the consumer.

**H4: Consumers who perceive higher perceived experiential value and higher perceived quality will lead to higher purchasing intentions.**

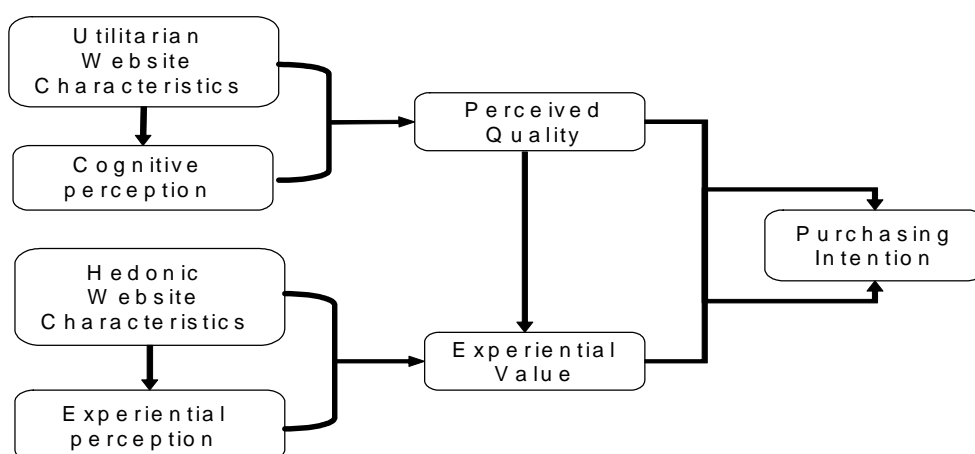
### **3. Research Design and Methodology**

#### **3.1 The Research Model and Construct Measurement**

The main purpose of this study is to identify the interrelationships among hedonic website characteristics, utilitarian website characteristics, experiential

perception, cognitive perception, experiential value, perceived quality, and purchasing intention. The research model of this study is shown in Figure 1.

Detailed measurement items of each construct are shown in Table 1. Questionnaire items for each research construct were selected based on the suggestions of previous studies (see Table 1). Eventually, for each research construct, five questionnaire items were selected to measure the construct of hedonic website characteristics, utilitarian website characteristics, experiential perception, cognitive perception, experiential quality, customer's experiential value, and purchasing intention, respectively. Each of the above items was measured using a seven-point rating scale in which "one" indicated a high level of disagreement and "seven" reflected a high level of agreement with the opinions on the questionnaire items. A pilot test was conducted using 53 MBA students as the sample. Questionnaire items were revised based on the results of the pilot study before being put into the final form.



**FIGURE 1 RESEARCH FRAMEWORK OF THIS STUDY**

To evaluate the dimensionality and reliability of the measures, principal component factor analysis, item to total correlation analysis, and Cronbach's alpha were adopted for both the pilot test and the final survey. Factor analysis examined the basic structure of the data, and item to total correlation analysis

**Table 1 Questionnaire Items**

Questionnaire Items	Factor Loading	Item-to-total Correlation	Cronbach's $\alpha$
<b>Hedonic Website Characteristics (AF)<sup>a</sup></b>			
This Internet Website is full of fun. (A1)	0.941	0.9057	0.8571
This Internet Website is truly a joy. (A2)	0.936	0.8971	
To see this Internet Website is really enjoyment. (A3)	0.934	0.8932	
After seeing this Internet Website, I felt the excitement of the hunt. (A4)	0.932	0.8929	
After seeing this Internet Website, I felt a sense of adventure. (A5)	0.888	0.8297	
<b>Experiential Perception (BF)<sup>b</sup></b>			
This Internet Website tries to engage my senses. (B1)	0.884	0.8103	0.9184
This Internet Website is perceptually interesting. (B2)	0.880	0.8062	
This Internet Website tries to put me in a certain mood. (B3)	0.844	0.7552	
This Internet Website makes me respond in an emotional manner. (B4)	0.896	0.8286	
This Internet Website stimulates my curiosity. (B5)	0.837	0.7471	
<b>Utilitarian Website Characteristics (CF)<sup>c</sup></b>			
The performance of the product in this Internet Website is good. (C1)	0.907	0.8433	0.9202
The quality of the product in this Internet Website is good. (C2)	0.893	0.8248	
The attributes of the product in this Internet Website is good. (C3)	0.872	0.8093	
The visual/background scenes of the product in this Internet Website are appropriate. (C4)	0.828	0.7457	
The vividness of the product in this Internet Website is appropriate. (C5)	0.815	0.7373	
<b>Cognitive Perception (DF)<sup>d</sup></b>			
This Internet Website tries to intrigue me. (D1)	0.776	0.6472	0.8571
This Internet Website reminds me of activities I can do. (D2)	0.741	0.6818	
This Internet Website tries to make me think about my lifestyle. (D3)	0.806	0.6048	
This Internet Website tries to bet me to think about relationships. (D4)	0.835	0.7169	
I can relate to other people through this Internet Website. (D5)	0.832	0.7106	
<b>Perceived Experiential Value (EF)<sup>e</sup></b>			
This Internet Website is aesthetically appealing. (E1)	0.880	0.8384	0.9424
I like the way this Internet Website presents. (E2)	0.868	0.8571	
This Internet Website displays its product is attractive. (E3)	0.829	0.8295	
I think this Internet Website is very entertaining. (E4)	0.792	0.8122	
The enthusiasm of this Internet Website is catching, it picks me up. (E5)	0.818	0.8680	
<b>Perceived Quality (FF)<sup>f</sup></b>			
The Internet Website shows that this product is dependable. (F1)	0.935	0.8929	0.9439
The Internet Website shows that this product is trustworthy. (F2)	0.935	0.8933	
The Internet Website shows that the reliability of this product is high. (F3)	0.883	0.8179	
The Internet Website shows that the warrantee of this product is high. (F4)	0.904	0.8473	
The Internet Website shows that the features of this product will function well. (F5)	0.860	0.7870	
<b>Purchasing Intention (GF)<sup>g</sup></b>			
I will consider purchasing the product. (G1)	0.910	0.8601	0.9405
I will purchase the product. (G2)	0.909	0.8515	
I will be glad to recommend others to purchase the product. (G3)	0.912	0.8555	
I would use the Website for purchasing a product. (G4)	0.897	0.8348	
Using the Website for purchasing a product is something I would do. (G5)	0.870	0.7992	

Note: a. Items for Hedonic Website Characteristics were selected from Addis and Holbrook (2001).

b. Items for Utilitarian Website Characteristics were selected from Addis and Holbrook (2001).

c. Items for Experiential Perceptions were selected from Schmitt (1999) and Babin et al. (1994).

d. Items for Cognitive Perceptions were selected from Neisser (1967) and Fishbein and Azjen (1975).

e. Items for Experiential Quality were selected from Alben (1996) and PZB (1988).

f. Items for Experiential Value were selected from Mathwick et al. (2004).

g. Items for Purchasing Intention were selected from Ajzen and Fishbein (1980) and Salisbury et al. (2001).

assessed the degree of multicollinearity among variables. Cronbach's alpha measured the internal consistency of each identified dimensions. The results of these analyses are shown in Table 1. Following the suggestions of Hair et al. (2006), with the criteria of factor loadings greater than 0.6, item to total correlation coefficients greater than 0.5, and Cronbach's alpha greater than 0.6, it is shown that the dimensionality and reliability of all research constructs are quite reliable and acceptable. Thus, using these constructs, tests of hypotheses were undertaken to assess interrelationships among research variables and the results are given in the next section.

### **3.2 Sampling Plan and Data Collection**

This study picks up 40 websites which include 20 cosmetics and 20 hotel websites. A list of these websites is shown in Table 2. The websites were supervised every two days to ensure the content of the websites had not been changed dramatically during the period of experiment. Convenient samples including students were selected for this study. A research with convenient sampling may incur query about the representativeness of the sample and generalizability of findings. Nevertheless, Calder et al. (1981) suggested that any respondent group could provide a test of the theory's predictions when the research goal is application of the theory. Therefore, the convenient sampling is suitable for this research setting in that this article attempts to achieve the research goal of theory application. Moreover, the sample of students can assure of homogeneity of sample. According to Calder et al. (1981), maximally homogeneous respondents are required to provide a rigorous test of the theory in the case of theory application. Thus, convenient sampling and data collection are appropriate for the goal of this study.

Participants were randomly assigned to visit and read one of the 40 Internet websites. These websites savored of both hedonic and utilitarian characteristics, which were adorned with a high resolution product images, esthetic graphics, or

sampling music in terms of hedonic aspects, as well as provided in-depth information about product, price and online shopping in terms of utilitarian characteristics (Childers et. al. 2001). Participants were also asked to fill in the questionnaire items after browsing the websites. The data were gathered from the middle of March, 2004 to the end of May, 2004. Finally, 422 usable questionnaires were collected, 224 from cosmetics and 198 from hotel websites.

**Table 2 Sample List of Websites**

Cosmetics Websites		Hotel Websites	
Website	Website Address	Website	Website Address
Naturebeauty	www.naturebeauty.com.tw/	Chinatrust Hotel	www.chinatrust-hotel.com.tw/
Tasio	www.sofnon.com.tw/default3.htm	Friends Hotel	travel.network.com.tw/hotelPage/uu/index.htm
Cellex-c	www.cellex-c.com.tw/	Cosmos Hotel	www.cosmos-hotel.com.tw/
Ettusais	ad.shanger.net/ettusais5/main.asp	Hotel Dynasty Taiwan	www.hotel-dynasty.com.tw/
Kanebo	www.kanebocos.com.tw/	The Landis Taichung Hotel	www.landis.com.tw/
Decleor	decleor.com.tw/	Hoetl Mational Taichung	www.hotel-national.com.tw/
Misasa	www.misasa.com.tw/	Bellevista	www.bellevista.com.tw/
Bodywave	www.bodywave.com.tw/new/	Empress Hotel	www.empress.com.tw/index.html
Kose	www.kose-tw.com/ch/index.html	Premier Hotel	www.premier.com.tw/
Hypanique	www.hypanique.com.tw/index.htm	Family Hotel	www.family-hotel.com.tw/
Screen Face	www.screenface.com.tw/	The Lalu Hotel	www.thelalu.com.tw/welcome.asp
Sofnon	www.sofnon.com.tw	Plaza International Hotel	www.taichung-plaza.com/
Shiseido	www.shiseido.com.tw/products/index.php	Grand Formosa Regent	www.grandformosa-taipei.com.tw/
Biotherm	www.biotherm.com.tw	Tien Lai Spring Resort	www.tienlai.com.tw
Max Factor	www.maxfactor.com.tw/	The Grand Hotel	www.grand-hotel.org
DHC	www.27662000.com.tw/	Carlton Hotel	www.carlton-hotel.com.tw/
Pola	www.pola.com.tw/index/index.htm	Grand Hi-Lai Hotel	www.grand-hilai.com.tw/Chinese/index_all.jsp
Vichy	www.vichy.com.tw/intro/intro.htm	Howard Plaza Hotel	www.howard-hotels.com
Bonanza	www.tw-bonanza.com/k/index.html	Gala Hotel	www.galahotel.com.tw/
Lancome	www.lancome.com/_taiwan/	Rosa Hotel	www.wise.com.tw/hotel/rosa/index-1.htm

## 4. Research Results

### 4.1 Characteristics of Respondents

Table 3 lists the basic attributes of the respondents. The table reveals that over 62% of respondents are female. Moreover, more than 84% of the respondents are single and more than 84% of them are aged 30 or lower; with 52% less than 25 years old. Ninety four percent of the samples have a college education or above. About 56% of the respondents use the Internet more than 4 hr. on a typical day. Around 65% of the respondents viewed the websites for less than 5 min. before they filled in the questionnaire.

## 4.2 Interrelationship among Utilitarian Website Characteristics, Hedonic Website Characteristics, Cognitive Perception, Experiential Perception, Perceived Quality, Experiential Value, and Purchasing Intention

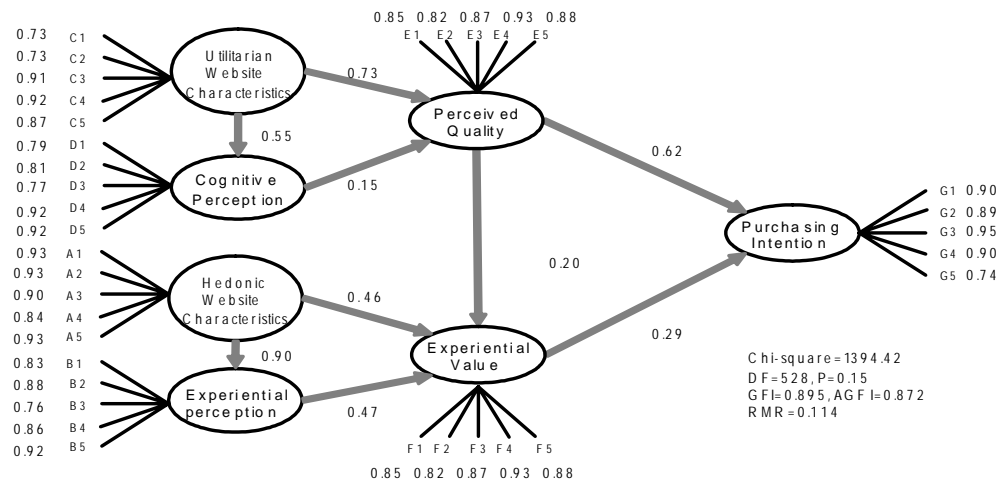
In order to assess the hypothesized relationships, the structural equation model was employed using AMOS 4.0 to investigate the relationship among research variables. Chi-square and fit indices were employed to examine the overall fit of the model. The results are shown in Figure 2. The chi-square goodness of fit statistic for 528 degrees of freedom was 1394.42,  $p = 0.15$ . The insignificance of the chi-square concluded that the hypothesized model mirrored the pattern of covariance contained within the raw data. GFI was 0.905 and AGFI was 0.882, which is close to the criteria of 0.9 as recommended by Arbuckle and Wothke (1999). The RMR was 0.114, which slightly exceeds the criteria of 0.05 as recommended by Browne and Cudeck (1993), but this value

**Table 3 Characteristics of the Respondents**

Question	Frequency	Percentage (%)	Question	Frequency	Percentage (%)
Gender			Monthly Income		
Male	155	37.3	Less than 10 thousands	196	47.1
Female	261	62.7	11-20 thousands	51	12.3
Marriage			21-30 thousands	38	9.1
21-30 thousands			31-40 thousands	45	10.8
Single	350	84.1	More than 41 thousands	86	20.7
Married	66	15.9	Occupation		
Age			Public Officers	10	2.4
Less than 25 Years Old	220	52.9	Education Sector	26	6.3
26 to 30 Years Old	131	31.5	Business Sector	44	10.6
31 to 35 Years Old	31	7.5	Industrial Sector	21	5.0
36 to 40 Years Old	18	4.3	Service Sector	135	32.5
41 to 45 Years Old	13	3.1	Students	147	35.3
More than 46 Year Old	3	0.7	Others	33	7.9
Education			Hours of using the Internet on a typical day		
Junior High School	4	1.0	Less than 2 hours	1	0.2
Senior High School	4	1.0	2-4 hours	81	19.5
Junior College	16	3.8	4-6 hours	144	34.6
College	179	43.0	More than 6 hours	92	22.1
Graduate School	213	51.2	Viewing time of this Website		
Less than 5 minutes	271	65.1	Less than 5 minutes		
6-10 minutes	121	29.1	6-10 minutes		
11-20 minutes	21	5.0	11-20 minutes		
More than 21 minutes	3	0.7	More than 21 minutes		

represents “reasonable errors of approximation in the population” (Byrne 1998, 112).

GFI and AGFI exceeded the criteria of 0.9 are suggested by Hair et al. (2006), Arbuckle and Wothke (199) and Hsu and Bentler (1999). Recently, more and more academicians proposed that GFI exceeding 0.8 is acceptable (Hu and Lu, 2004; Seyal et al., 2002). For example: Rintamäki et al. (2006) decomposed total customer value into utilitarian, hedonic and social dimension by empirically testing the conceptualization with GFI of 0.89. In addition, Hsu and Lu, (2004) applied Technology Acceptance Model (TAM) that incorporated social influences and flow experience to predict users’ acceptance of on-line games.



**Figure 2 Structural Equation Model of this Study**

The measurement model indicated the good fit with GFI of 0.88 and AFGI of 0.83. Furthermore, NFI is 0.9 in this study exceeding the threshold value of 0.9 suggested by Hair et al. (2006) in the book of Multivariate Data Analysis. Based on the above, even though the GFI and AGFI in this study do not have best goodness of fit, they are still above the recommended valued proposed by previous studies. Therefore, the above indices reveal an acceptable fit, further supporting the hypothesized structure.



To test the hypothesized relationships, we examined the estimated coefficients and their associated t-values. As shown in Figure 2, the levels of hedonic characteristics of website significantly and positively impact experiential perception ( $\beta=0.90$ ,  $p<.000$ ) and experiential value ( $\beta=0.46$ ,  $p<.000$ ). The level of experiential perception also significantly influenced experiential value ( $\beta=0.47$ ,  $p<.000$ ). These results are in line with the theories of experiential marketing. Previous studies suggested that in order to enhance purchasing intention, higher experiential perceptions should be elicited from consumers (Holbrook and Gardner, 1998). Holbrook (2000) further indicated that to promote trust, loyalty and sales through experiential side, firms should design the product into a market niche that create an environment with interest, joy, pleasure and fun.

On the other hand, the level of utilitarian characteristics of website was also significantly and positively related to cognitive perception ( $\beta=0.73$ ,  $p<.000$ ) and perceived quality ( $\beta=0.55$ ,  $p<.000$ ). The relationship between cognitive perception and perceived quality also clearly existed ( $\beta=0.15$ ,  $p<.000$ ). The results seemed to suggest that website with utilitarian characteristics will impact a customer's cognitive perception toward websites/products, which in turn influences the perception of website/product quality. Furthermore, purchasing intention was influenced by experiential value ( $\beta=0.62$ ,  $p<.000$ ) and perceived quality ( $\beta=0.29$ ,  $p<.000$ ). Experiential value was also significantly influenced

**Table 4 Comparisons among Respondents with Different Utilitarian and Hedonic Website Characteristics**

Dependent Variables	Low Utilitarian	Low Utilitarian	High Utilitarian	High Utilitarian	F	p	Duncan
	Low Hedonic N=174 (1)	High Hedonic N=43(2)	Low Hedonic N=37 (3)	High Hedonic N=162 (4)			
Experiential perception <sup>a</sup>	3.4299	4.7297	4.2791	5.3926	160.00	0.000	(4,2,3,1)
Cognitive perception <sup>b</sup>	3.1483	3.5907	3.9784	4.4531	57.54	0.000	(4,3,2,1)
Perceived quality <sup>c</sup>	3.8755	4.4279	4.9031	5.5113	113.44	0.000	(4,3,2,1)
Perceived experiential value <sup>d</sup>	3.0556	4.5000	4.1279	5.3601	214.52	0.000	(4,2,3,1)
Purchasing intention <sup>e</sup>	2.7575	3.9568	3.4884	4.7272	87.18	0.000	(4,2,3,1)

Note: a. Experiential perception (BF) = (B1+B2+B3+B4+B5) / 5

b. Cognitive perception (DF) = (D1+D2+D3+D4+D5) / 5

c. Perceived quality (FF) = (F1+F2+F3+F4+F5) / 5

d. Perceived experiential value (EF) = (E1+E2+E3+E4+E5) / 5

e. Purchasing intention (GF) = (G1+G2+G3+G4+G5) / 5

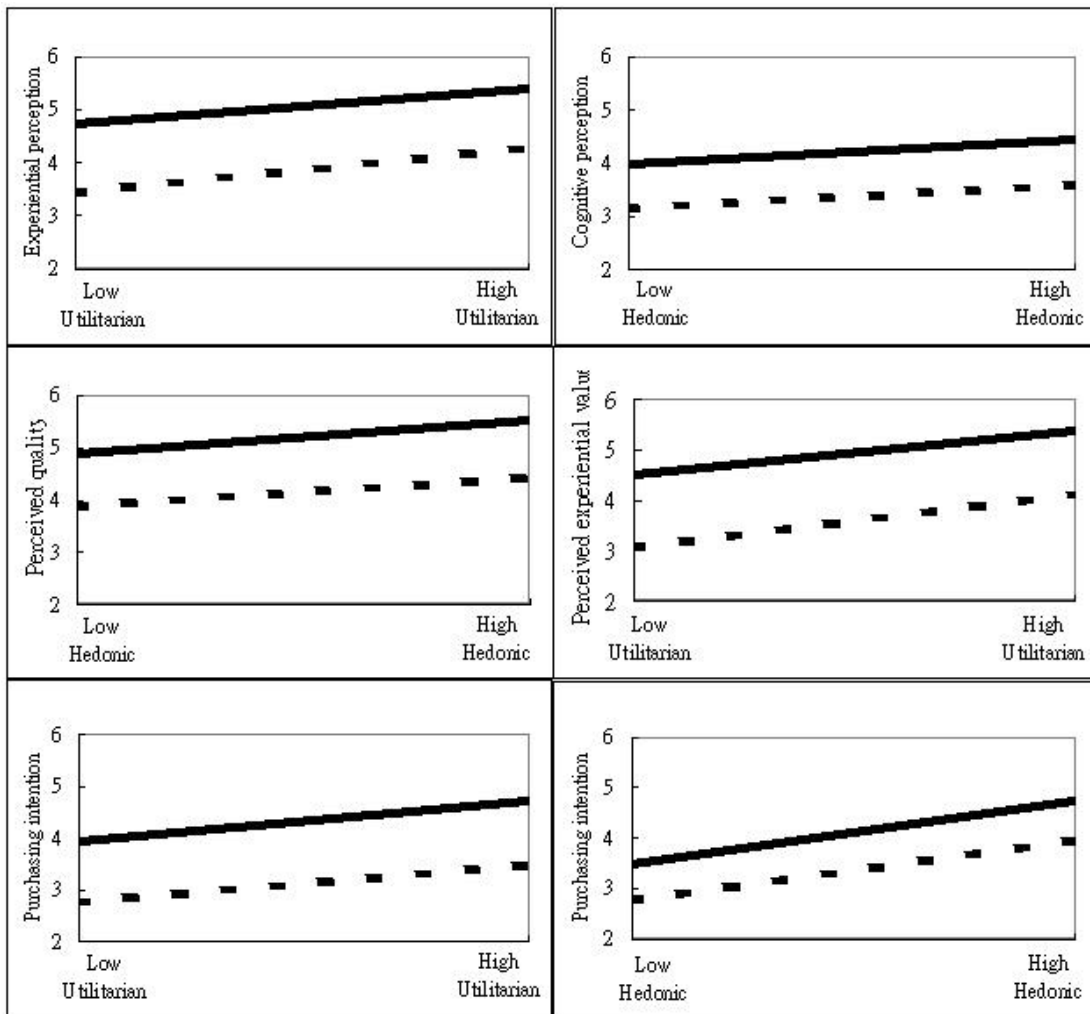
by perceived quality ( $\beta=0.20$ ,  $p<.000$ ). Thus, firms intending to promote customer value on the cognitive side should put more emphasis on evoking customer's cognitive perception by creating utilitarian website environments.

### **4.3 Comparisons Of Research Construct Under Different Levels of Utilitarian and Hedonic Website Characteristics**

To compare the opinions of respondents with different levels of utilitarian and hedonic website characteristics, this study adopted cluster analysis by K-means methods and divided the respondents into four groups based on two levels of utilitarian website environment and two levels of hedonic website environment. Analysis of Variance (ANOVA) and Duncan's multiple "t" comparisons were then conducted to evaluate the differences of means on each research variable among these four groups.

The results of these comparisons are shown in Table 4 and Figure 3. It is shown that (1) respondents perceiving high utilitarian/high hedonic websites/products tend to perceive significantly higher scores on all research variables, including experiential perception, cognitive perception, experiential value, and perceived quality, than respondents perceiving low utilitarian/low hedonic websites/products; (2) with a low utilitarian website environment (group 1 and group 2) consumers tend to perceive significantly higher scores in high hedonic website characteristics for all research variables; (3) under high utilitarian website environments (group 3 and group 4), consumers tend to perceive significantly higher scores in high hedonic Website characteristics for all research variables; (4) consumers perceiving low utilitarian/high hedonic website environments tend to perceive significantly higher scores on experiential perception, perceived customer value and purchasing intention; (5) consumers perceiving high utilitarian/low hedonic website environments tend to perceive significantly higher scores on cognitive perception and perceived quality.

The results seem to suggest that if a consumer recognized that the attributes of the websites/products are utilitarian, the marketers should make efforts to magnify consumers' cognitive perception and perceived quality to achieve higher levels of purchasing intention. On the other hand, if a consumer recognized that



Note: — High Hedonic/Utilitarian; - - - Low Hedonic/Utilitarian

**Figure 3 Comparisons of Research Construct among Four Different Groups of Respondents**

the website characteristics are hedonic, marketers should try to strengthen consumers' experiential perception and experiential value to increase the level of purchasing intention. To sum up, based on the attributes of the websites/products, marketers should implement different kinds of marketing strategy. In other words, marketers should focus on cognitive side of stimulation

for the characteristics of utilitarian websites/products, while concentrating on experiential side of stimulation for hedonic websites/products.

## **5. Conclusions and Suggestions**

This study attempts to identify the interrelationships among hedonic website characteristics, utilitarian website characteristics, experiential perception, cognitive perception, experiential value, perceived quality, and purchasing intention. Four hypotheses were developed and tested based on a survey of the perceptions of 40 websites from 422 respondents.

Several conclusions were derived from this study. The first conclusion suggested that consumers perceiving website appeals with higher hedonic characteristics tended to have a higher experiential perception and experiential value. The second conclusion suggested that website appeals with higher utilitarian characteristics tended to result in higher cognitive perception from consumers and higher perceived quality. The third conclusion suggested that consumers who perceived higher quality and/or higher experiential values in websites/products would have higher purchasing intentions.

The above conclusions can extend several marketing implications. First, the conceptual model as developed in this study has served as useful framework for academicians and practitioners to evaluate the influence of experiential marketing on consumer attitude and purchasing intention. The results of this study clearly assert that, in addition to the traditional information processing perspective, experiential perspective of consumption should be greatly emphasized. As Schmitt (1999) stated that experiential marketing is everywhere. The appealing of Internet website tends to significantly impact pleasure, arousal, and dominance of evoked feelings. These results imply that marketers and website designers have to recognize the importance of evoked feelings. These results imply that marketers and website designers have to recognize the importance of eliciting fantasies, feelings and funs in Internet marketing programs.

Second, although the experiential perspective of consumption has been emphasized for a long time, the application of the ideal of value inhere in the

consumption experience is a new concept. The results of this study suggested to promote consumption for the websites, the creation of experiential experience and valued is inevitable. Marketers should develop a website carefully so that consumers can better perceive values through experiential perceptions. Quality and values of the products can be effectively captured by the website design that provide relevant information and drive people to purchase.

Third, as the results indicated, both experiential and cognitive aspects of marketing strategy could enhance customers' willingness to purchase the products on websites. From the perspective of cognitive marketing, the attributes and the importance of attributes are essential for consumer to form cognitive perception and beliefs toward the product, while from the perspectives of experiential marketing, the appeals and emotional contents of Websites are some of the most critical factors to promote experiential attitude and value. Hence, in order to promote customer's purchasing intention, a firm can either create an experiential website environment to elicit consumers' experiential value or enhance the utilitarian website environment to promote consumers' perceived quality toward the websites/products.

Fourth, depending upon the attributes of the products on the websites, marketers should create a websites environment carefully so that consumers can better perceive experiential values through experiential perception or perceived value. Quality and values of the products can be effectively captured by the website design that provide relevant information and drive people to purchase. Finally, marketers should design a website environment to fit the characteristics and attributes of the product. The website products can only be sold when there is a fit between the product's attributes and the website environment. Even though the website is not selling a unique product, the exciting responses to the website of a consumer may cause consumers to go deeper into the website. A website with a distinct identity including experiential or utilitarian characteristics will appeal to web-weary surfers, differentiate the product and make the site more memorable. Therefore, designing a website should consider not only make the site more appealing, but also more accessible.

Although the research results are interesting, several limitations exist in this study. These limitations suggest areas and directions for future research. First, this study uses convenient samples, and so the generalizability of the results should be limited. Future studies can extend this study and select representative samples to enhance generalizability. Second, this study adopts a structural equation model (SEM) to test the hypotheses. It is shown that the magnitudes of some paths are not significantly large and the GFI and AGFI in this study do not have the best goodness of fit. This indicates that though the dimensionality of this study is in line with previous studies, the interrelationships among research constructs as developed in this study may need further confirmation. Third, this study adopts survey methodology to test the underlying relationships and hypotheses. This “coarse-grained” approach is excellent in capturing the statistically significant findings and exploring the “law of the marketplace, however, it may lose unexplained variance that could offer richer characteristics. Thus, it is suggested that more “fine-grained methodology”, such as case studies, and in-depth interviews, could be employed to gain more insight into the interrelationship among research variables.

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