Customer Experiential Value: Its Antecedents and Outcomes

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Purpose – The purpose of this research is to empirically investigate the antecedents and outcomes of customer experience value. Although many conceptual research has been accumulated on customer experiential value, empirical research on how customer experiential value is created and on how it is transformed to the discriminated value-in-exchange has been limited. This limitation is due to two obstacles. One is that customer experience value has not been properly measured. Unless the customer experience value is properly measured, the antecedents and outcomes of it cannot be precisely identified. The second obstacle is that prior empirical research has paid little attention on customer resources integration, that is, it has analyzed only the value propositions as simple causes of the customer experience value and abandoned the value creation through customer resources integration. Thus, in order to overcome these two obstacles, this research aims to (1) appropriately measure the customer experience value and (2) empirically identify its antecedents and outcomes from the viewpoint of customer resources integration.

Design/Methodology/approach – Data were collected in two studies. In Study 1, hierarchical factor analysis was conducted by using offline survey data to identify the structure of the customer experience value. In Study 2, using the customer data obtained by online survey, structural equation modeling (SEM) was conducted to test the hypotheses that two customer resources are integrated into the customer experience value and then converted into the two types of value-in-exchange.

Findings – The result of the hierarchical factor analysis shows that the customer experience value has a hierarchical structure constituted by the reactive (evaluative) aspects and the active (creative) aspects. The results of SEM show that customer knowledge and customer skills positively affect the customer experience value and then the customer experience value positively influences both behavioral intention and willingness to pay premium to the brand. Interestingly, although the customer experience value has full mediation effects on the relationship between customer skills and value-in-exchange, it has partial mediation effects on the relationship between customer knowledge and value-in-exchange.

Research limitations/implications – Because the cross-sectional data were used in the analyses, rigorous causality cannot be distinguished. This may limit the generalizability of the findings that customer experience value is created through customer resources integration and converted to value-in-exchange.

Originality/value – This research contributes to a deeper understanding of customer experience value. Through this, the possibility of further investigation of the different roles of each customer resources in value creation is offered.

Key words – customer experiential value, customer resources integration, value creation, value conversion

Paper type – Research paper