

VILNIUS UNIVERSITY

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**EFFECT OF CUSTOMER EXPERIENCE ON SATISFACTION AND
INTENTIONS OF HOSPITALITY CUSTOMERS**

Summary of Doctoral Dissertation

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RESUME OF DOCTOR'S DISSERTATION

INTRODUCTION

The relevance of the topic: in order to create new workplaces, attract potential foreign investors and the incoming flow of tourists, Lithuania should pay more attention to the improvement of tourism infrastructure and the services of hospitality sector. When customers are in a certain tourist destination, they want to satisfy their needs and use the services of various tourism sectors. Not only accommodation and nourishment services, but also various leisure and entertainment services, including the services of travel agents who organize local excursions, the services of retail, banking, etc. are important. Therefore, in order to remain competitive in this field, it is not only necessary to ensure the quality of the services provided at both macro and micro level, but also to ensure hospitality of employees of the aforementioned institutions and other customers, the topic which is being discussed lately by both theorists and practitioners.

In the scientific literature, the concept of hospitality is often mixed with tourism or is used by replacing the usual concepts meaning the companies of accommodation and nourishment. Currently, the concept of hospitality is used in Lithuania more and more often, yet it has not been clearly defined so far. In addition, it is necessary to find out and reveal the components of hospitality sector.

High competition prevails in the sector of hospitality in Lithuania lately (especially in the sectors of accommodation and nourishment services); the number of bankruptcies grows, the needs and behaviour of customers change; therefore, marketing specialists must be able to respond to these changes. Companies providing hospitality services should be aware that due to such a high level of competition and changing behaviour of customers, is it not enough just to find out the needs of customers and meet them or to ensure the required level of service quality. These companies should also know that customers want unforgettable, sometimes unique experiences that would be desired to be repeated in the future.

According to marketing theorists and practitioners, in order to ensure customer satisfaction and loyalty in hospitality business, it is necessary to take advantage of experience marketing, which permits to build a strong relationship with certain brands or

service providers. Experience marketing is relatively new field, which has not been thoroughly analysed by marketing theorists and practitioners so far. Yet, recently more attention is being paid to the concept of experience marketing and its application in practice in order to build a strong relationship with customers and to strengthen certain brands. Experience in marketing focuses not only on rational customer experience by acquiring certain products or services, but is also based on emotions and experiences that are no less important than the latter. Customers, their habits and behaviour are changing; therefore, marketing specialists must be aware of these changes and react to them accordingly. In order to create a strong brand or an attractive image of service provider, it is necessary to create a relationship with customers. That would cause positive emotions in regard with that brand or service provider and result that the user agrees to pay more and presumably might become a loyal customer. It is said that the provision of positive experiences of customers is the assumption of satisfaction for the companies that provide hospitality services. Satisfaction of the needs and desires of customers is the only constant of success in the industry of hospitality as customer satisfaction directly influences their loyalty and determines the rate of profitability of the company at the same time. Positive and negative or other customer experience during purchasing affect customer satisfaction and intentions (verbal recommendations, complaints or other intentional behaviour). Therefore, in order to satisfy the needs of customers, it is necessary to know the level of their experience, to find out which experiences are the most important ones and be able to create and manage them. The application of experience marketing in practice would permit to implement the aforementioned aspects. Experiential marketing and its measures are particularly relevant in the sector of hospitality services, where the final result, customer satisfaction and loyalty are directly related not only to rational experience, but are also conditioned by emotions perceived during the provision of services. Companies that provide hospitality services must be aware of the experiences customers expect from service providers as they make preconditions for customer satisfaction and loyalty, verbal recommendations or intentions to visit the company once again. Therefore, the providers of hospitality services should find out the effect of different types of customer experience on customer satisfaction and intentions. They should also be aware of the experiences that help to create customer value and know how to use these experiences in order to create a better,

unique, unforgettable and positive experience and try to avoid and eliminate value-destroying experiences.

The level of research of scientific problem:

According to Yuan (2009), Lu et al. (2007), experience is considered as one of the most important factors in trade and service sector. The importance of experience and the types of experiences are analysed by many authors (Shaw [2007], Fiore and Kim [2007], Wood and Masterman [2008], Grundey [2008], Yuan [2009], Goodman [2009], Qian and Liu [2009], Joseph [2010], Schmitt [1999, 2008, 2011], Same and Larimo [2012], Liu and Dong [2013]). They focus on marketing and customer behaviour, which are directly related to consumption, emotions, experience economy, experiential marketing and experience value.

The analysis of the concept of experience and experiential marketing measures was made based on the methodologies proposed by Schmitt (1999, 2001, 2011), McCole (2004), Williams (2006), Hauser (2007), Srivastava (2008), Wood and Masterman (2008), Yuan (2009), Lin et al. (2009), Smilansky (2009), Melnik (2012, 2013), Same and Larimo (2012). The analysis of strategic modules of experience marketing, the composition of experience marketing mix and applicable measures is made referring to the methodologies proposed by Lindstrom (2005), Allen et al. (2005), Fiore and Kim (2007), Hauser (2007), Bigné et al. (2008), Fou (2008), Srivastava (2008), Yuan (2009), Qian and Liu (2009), Hill 2010), Schmitt (1999, 2001, 2011) and Melnik (2012, 2013).

Scientific works of the following authors were referred to define the concept of hospitality and make the analysis of the composition of hospitality sector: Horner and Swarbrook 1996), Mawson (2000), Kandampully et al. (2001), Huyton et al. (2001), Barrows et al. (2002), Slattery (2002), Svetikienė (2002), Grecevičius et al. (2002), Wiliams (2002), Holloway (2002), Berman (2004), Ninemeier and Perdue (2005), Lovelock (2005), Hodgson (2005), Barrows and Powers (2006, 2009), Morrison and O’Gorman (2006), Page and Connell (2006), Schwartz (2007), Russel (2008), Gailliard (2008) and Limtingco (2008).

Scientific literature as well as scientific and research papers of the following authors were used when making the analysis of the impact of experience types on customer satisfaction and intentions and preparing research methodology: Stanton et

al. (1991), Dibb et al. (1997), DeWulf (1998), Kotler and Armstrong (1999), Swarbrooke and Horner (1999), Egan (2001), Kotler et al. (2002), Solomon et al. (2002), Mažeikaitė (2002), Vijeikis (2003), Bagdonienė and Hopenienė (2004), Pajuodis (2005), Lovelock (2005), Bakanauskas (2006), Yuan (2009), Lu et al. (2007), Williams (2004), Kotler (2007), Bigné et al. (2008), Lee and Jeong (2009), Isacsson et al. (2009), Lin et al. (2009), Akyildiz and Argan (2010), Nasermoadeli et al. (2013).

In order to make the research on the effect of experience types on customer satisfaction and intentions and prepare research methodology, the review of studies in the sector of hospitality of the following authors was made: Winsted (2000), White and Yu (2005), Babin et al. (2005), Martin et al. (2008), Bigné et al. (2008), Ekinci et al. (2008), Lin et al. (2009), Akyildiz and Argan (2010), Kisang et al. (2010), Ryu et al. (2010), Pilelienė and Grigaliūnaitė (2012), Alkilani et al. (2013), Nasermoadeli et al. (2013).

Scientific problem: what effect does customer experience have on satisfaction and intentions of hospitality customers?

The object of the thesis: the effect of customer experience on satisfaction and intentions (on customer behaviour).

The goal of the thesis: to find out the effect of customer experience on satisfaction and intentions in the sector of hospitality services.

The following tasks have been set to reach the goal of the thesis:

1. to analyse the theoretical aspects of the concepts of experience, experience types and experience marketing;
2. to make the analysis of the concept of hospitality and the composition of service sector;
3. to find out the conceptual peculiarities of the effect of customer experience on satisfaction and intentions of hospitality customers, to prepare theoretical model;
4. to present the empirical research level of the effect of customer experience on customer satisfaction and intentions in the sector of hospitality services;
5. to make the empirical evaluation and corrections of the theoretical model of the effect of customer experience types on satisfaction and intentions based on experience marketing.

Work and research methods:

- *Analysis of scientific literature* (problem analysis) and *comparative analysis* are applied in order to define the conception of experience marketing, reveal the concept of hospitality and the components of this sector, find out the effect of customer experience on customer satisfaction and intentions in the sector of hospitality services and create the conceptual model.

- *Structured interview* was applied in order to interview business representatives of hospitality sector seeking to find out the importance of the effect of components of the theoretical model of customer experience on satisfaction and intentions;

- *Questionnaire*. This research method was applied in order to question hospitality customers. The questionnaire aimed to find out the effect of the types of customer experience on satisfaction and intentions in the sector of hospitality services. SPSS statistical package that has allowed to reason logical conclusions and determine the relationship between individual variables which allows to reasonably give the providers of hospitality services recommendations about the evaluation and management of customer experience, was used for statistical analysis and data processing.

Defended statements:

- Customer experiences (customer care experience, sensory experience, emotional experience, thinking and acting experience, social experience) during consumption affect the experience of hospitality customers;
- Different customer experiences affect the experience gained by customers of accommodation, nourishment, leisure time, entertainment and recreation services;
- Experience perceived by hospitality customers affects their satisfaction;
- Satisfaction of hospitality customers affects customer intentions;
- Experience perceived by hospitality customers affects customer intentions.

Thesis structure and explanation. The paper consists of three parts. The aspects of the concepts of experience marketing and customer experience types are analysed in the first theoretical part of the paper. The concept of hospitality and the composition of hospitality sector are also analysed in this section. The peculiarities of hospitality

customers and application of experience marketing in this sector are also revealed in this part of the thesis. The analysis of these concepts has helped to make theoretical modelling of the influence of experience on satisfaction and intentions of hospitality customers.

The empirical studies on the influence of customer experience on customer satisfaction and intentions carried out by other researchers are discussed in the second part of the paper. The discussion was necessary in order to reason research methodology of the influence of customer experience on customer satisfaction and intentions in the sector of hospitality services. Methodological reasoning of the research, research instruments, logical structure of research and description of research process are further presented in this section.

Research results and their interpretation about the influence of customer experience on satisfaction and intentions of hospitality customers are presented in the third part of the paper based on experience marketing. Research results confirm the hypotheses of the paper as well as the strength and relationship between the variables under research. Upon receipt of research results, individual hospitality sectors are given recommendations on how to assess and manage different customer experiences.

Theoretical value of the study:

- The following can be stated after the analysis, purification and generalisation of the concept of experience marketing: companies wishing to make use of this concept should first find out what types of experiences create consumer value, which of them have the biggest influence on their choice, satisfaction and other behaviour. In addition, companies should also be aware of how to create and control these experiences by means of strategic experience modules;
- The analysis of the concept of hospitality revealed that it can be interpreted in the following two ways: as a property that is desired by service users in communication with staff that provides services, other customers or local residents; and as business area, in which this aspect is very important.
- The analysis of the composition of hospitality sector showed that this sector is multiple and includes the sectors of accommodation, nourishment, tourism, trip organization, passenger carriage, leisure, entertainment and

recreation. Hospitality customers are not only tourists, but also local residents; therefore, not only abilities of employees to nicely welcome customers, but also interaction with other customers and other characteristics influencing consumer behaviour are important;

- The prepared theoretical model of the influence of experience of hospitality customers on their satisfaction and intentions based on experience marketing emphasizes the stages of customer experiences (before, at the time and after buying or consumption) and reveals the experiences which have impact on the general experience gained by customers and possible positive intentions.

Practical value of the study:

- The empirical research and the model of the effect of experience on satisfaction and intentions of hospitality customers reveal:
- the types of customer experience which have the greatest impact on satisfaction of customers using accommodation, nourishment, leisure, entertainment and recreation services and customer intentions to visit the company next time, try other services or entertainment, tell others about the experiences during visit or recommend service provider to others;
- gives recommendations to the providers of nourishment, accommodation, leisure, entertainment and recreation services on how to study customer experiences and what marketing tools and measures should be undertaken in order to create unforgettable and desired experiences.

Research limitations and difficulties: the analysis of the opinion of different authors has helped to distinguish the following four major parts of hospitality sector: accommodation, nourishment, tourism, trip organization and passenger carriage, leisure, entertainment and recreation. However, due to physical, financial and time limit, only customers using accommodation, nourishment and leisure, entertainment and recreation services were surveyed in order to study the effect of different types of customer experience on satisfaction and intentions of hospitality customers. All authors agree that providers of nourishment and accommodation services are the main ones in the sector of hospitality. Tourism sector as such includes the sectors of accommodation, nourishment,

trip organization and transportation. This sector is multiple; therefore, it would have been too difficult to assess customer experiences of the whole tourism sector.

During the study of the effect on customer experience, time factor was left behind. The study is not going deeper whether it is the first experience with a particular service provider or not. This factor would be especially important if the study focused on the study of customer satisfaction of a particular service provider, but not on the study on the overall experience of customers in a particular sector. The paper is also not going deeper into the stage of customer experience (before buying) or to the effect of traditional elements of marketing mix (such as price, support and distribution) on customer decisions because such studies are carried out for several decades and have already proved the importance and impact on customer decisions. Moreover, in order to evaluate these factors, the questionnaire should be further expanded and then it would be too long. The paper also does not study the aspects of loyalty and is not going deeper into the impact of branding on customers (if the study focused on that, the questionnaire should be completely different).

I. CONCEPTUALIZATION OF THE EFFECT OF CUSTOMER EXPERIENCE ON SATISFACTION AND INTENTIONS OF HOSPITALITY CUSTOMERS (BASED ON EXPERIENCE MARKETING)

The analysis of the concepts of experience marketing and hospitality, the composition of hospitality sector and the analysis of theoretical aspects regarding the effect of customer experience on satisfaction and intentions of hospitality customers are presented in this part of the paper.

1.1. Conceptualization of experience and experiential marketing

The analysis of the concept of experience marketing and the study of the types of customer experiences proposed by Shaw (2007), Fiore and Kim (2007), Wood and Masterman (2008), Grundey (2008), Yuan (2009), Goodman (2009), Qian and Liu (2009), Joseph (2010), Schmitt (1999, 2008, 2011), Same and Larimo (2012), Liu and Dong (2013), reveal that experience of each person is individual, subjective and is constantly changing (as knowledge and skills are changing, too). It is also influenced by time factor (certain experience is formed at the first time and another experience is formed during a repeated buying / consumption). It also depends on the phase of buying

a consumer is in (before buying, at the time of buying, during use or after use) and on other factors, which are as follows: personal characteristics or stimuli of customers, which are aimed at by service providers, touch-points with the company and interaction with other customers. There are many touch-points with the company or its products, services or other customers, who affect customer experiences at different phases of consumption.

There are two types of experience with products, their brands or service providers. The first one is rational (instrumental, physical) experience, which is conditioned by rational motifs of choice. The second one is emotional (hedonistic) experience, which is conditioned by feelings and emotions. The latter experience can also be positive, negative or neutral. In addition to these two types mentioned above, the following two experiences are also distinguished: perceptive (sensory) experience, which is formed by five senses and social experience, which is formed during interaction with other customers or other social groups and affect consumer behaviour.

As the concept of experience marketing was started to be explored and analysed not so long time ago, it is not fully purified so far. The concept of experience marketing received greater attention and the first scientific papers on this concept were written only in the beginning of this century; therefore, the concept and the terminology are not clearly defined and uniformed so far. Thus, the paper defines the concept of experience marketing and distinguishes the main features of this concept.

Schmitt (1999, 2008), one of the pioneers of the concept of experience marketing, says that the concept of experience marketing focuses not only on the product or service and their features, but also on experiences (emotional and rational), which are developed by the company for its customers. It is an orientation towards customer experience and its management. Here methodology should be reviewed and rearranged based on the following five elements: senses, feelings, action, thinking and interaction. Aspects, which are important in experience marketing, are as follows: customer experiences; consumption as holistic experience; customer is rational and emotional creature; marketing methods, which are applied, are eclectic.

According to Melnik (2012), as a result of fast development and spread of information technologies, integrated communications, consumer amusement elements,

more and more articles are written about “experience” (in Russian “empirical”), “alternative”, “emotional” and “sensory” marketing.

Same and Larimo (2012) suggest that people look for meaning, happiness, sensations, new ways of satisfaction and core values when they assess any market proposal. These authors do also agree that experience marketing is innovative approach requiring creativity and receives greater and greater attention lately.

Schmitt (1999, 2008, 2011) and Hauser (2007) pay a great attention to the interaction of customers with brands and explain that experience based companies should focus not only on rational motifs, but also on emotional ones, which must be based on senses and feelings. They believe that marketing attempts should be directed towards the creation of splendid experience with a brand. These authors highlight the importance of experience marketing on branding and customer’s interaction with a brand.

Deputatova (2012) has a similar opinion and states that it is necessary to take care not only of products of high quality, but also pay attention to high-quality assessment of customers. She says that it is necessary to bear in mind that favourable approach towards one or another product or service depends usually on the assessments of emotional aspects. According to this author, interaction of rational criteria (product features, price, assortment, usefulness) and emotional criteria (trust in brand, particular placement of goods in shelves, aesthetic qualities of the product, atmosphere of the shop, customer service culture, hedonistic needs) allows us to start a complex formation of customer behaviour.

According to Wood and Masterman (2008), experiential marketing should be a result of something extremely important and unforgettable for a customer involved into customer experience. These scientists explain that old experience cannot be used to reach marketing goals, while the best effect can be reached by using experience in the peak.

Lin et.al. (2000) speak similarly and claim that it is a provision of positive, unique and unforgettable experience that increases value received by a customer. According to these authors, a perceived value is formed from experiences. Successful experience is the one, which is unique, unforgettable and harmonious in the course of time. Such experience is desired to be repeated and restored once again. Moreover, we want to enthusiastically express only positive verbal recommendations about it.

Srivastava (2008) suggests that experience marketing “is striving for a powerful emotional (cognitive) response by using sensory techniques”. Yuan (2009) and Smilansky (2009) agree with that and claim that senses of a customer should be used.

According to Yuan (2009), experiential marketing is a perception of customer product, service provider or brand. It is the evaluation of activities after induced experiences and obtained stimuli (incentives). It is said that positive experience increases the value of products, brands and/or companies. According to this author, the quality of products or services should not be highlighted. On the contrary, customer emotions and stimulation of senses, which are related to a good quality of services or products, should be highlighted. All experience elements should stimulate five senses, including the things the customer sees, hears, tastes, smells or touches.

According to Same and Larimo (2012), experience marketing is perceived as a concept of marketing, which is based on the use of feelings, senses and emotions in making marketing decisions at the strategic level. Meanwhile, experiential marketing is perceived as implementation of the concept of experience in practice, i.e. at the tactical level. Experiential marketing is a part of experience marketing, which should show the methods and decisions in business, which would help to involve and make the target market interested.

In the opinion of Melnik (2012), experience marketing is based on psychology theories of individual customers and social behaviour of customers. The author of the thesis agrees with the opinion of other scientists that the concept of experience marketing was first used by Schmitt (the expert in branding, corporate identity, international and strategic marketing, brand positioning and communications, holding a PhD in Philosophy). According to Melnik (2012), the word ‘empeiria’ is the origin of the term, meaning ‘experience’.

Schmitt (2008) suggests that experience marketing includes two aspects, which are as follows: strategic modules of experiences (strategic aspects of marketing) and provision of experiences, which cover tactical marketing decisions and actions. Therefore, strategic aspects of experience marketing and tactical actions and measures, which are applied in order to realize this conception, should be further discussed in detail.

According to Schmitt (1999, 2008), Yuan (2009) and Lu et al. (2007), experience marketing is divided into five modules of strategic experiences, which are as follows: sense, feel, think and relate. Strategic modules of experience marketing are presented in Table 1.

Table 1. Strategic modules of experience marketing and their description

Strategic experience module	Description
SENSE	Based on the following five senses: sight, hearing, smell, taste and touch. Experiential marketing aims to form experiential experiences through senses, which permit companies to differentiate themselves or their products, motivate customers and raise their perceived value. It is all about how a customer accepts information through sight, sound, smell, taste and touching and how they affect their understanding. It is realized through the stimulation of senses, by providing pleasure, excitement or satisfaction with aesthetics. E.g., interior design, decorations, illumination, aroma and music in coffee bar.
FEEL	Based on the inner feelings and emotions of a customer by creating emotional experience of a target customer. Customers through experience with suppliers have a certain emotional reaction towards information about a company or brand. The task of marketing based on feelings is to find out which particular stimuli form favourable emotions and encourage customers to buy or choose a certain service. It is also aimed to make a customer feel positive feelings (satisfaction or pride) about a company, product or brand. E.g., a coffee bar in its communication message may say that a coffee drink (as a process) is a romance. Yet, according to Schmitt (1999), this model is hardly realized in international environment, since feelings and emotions differ in different cultures.
THINK	Thinking marketing focuses on customer's mind through the creation of cognitive thinking and problem solutions, creative ways for target customers. Offer is formed through intrigues, provocations, surprises. Focus is laid on the increase of interest and customer's attraction for thinking and concentration.
ACT	Action marketing enriches life of customers through their physical experience, by providing alternative action ways, lifestyle and interactions for them. Focus is laid on the creation and management of physical experience, lifestyle and interactions. According to Schmitt (1999), changes in the lifestyle and customer behaviour are often ideological and emotional. They are also frequently determined by certain roles (movie stars, athletes, etc.).
RELATE	Related marketing covers the aspects of senses, feelings and action marketing. It depends on individual level (personality, his/her feelings), but also covers communication with other persons, groups or society, which have impact (provide directives, examples) on senses, feelings, thinking and action. It focuses on the improvement of personal desires of a customer in order to show their current or desired place in a certain social system. The use of this type model can help to create strong and globally famous brands. According to Schmitt (1999), Harley-Davidson is a perfect example of this strategic module (Harley motorcycle is a lifestyle, while tattoos is an integral part of identity and dependence to a certain social group).

Source: adaptation of Schmitt (1999/2008/2011), Srivastava (2008) and Liu, Dong (2013).

According to Schmitt (1999) and Melnik (2012), these five strategic experience modules have typical features, structure and principles. Different marketing measures are used for the implementation of each of them; yet these strategic modules are also related with each other and are involved in interaction.

Scientists claim that managers can use different experience types mentioned above as their strategic experience model. During the creation of different experience campaigns (combinations), senses, feelings, thinking and factors that stimulate actions are included in communication, verbal and visual identity, product appearance, brand, spacious environment, electronic space, media and other measures. According to Schmitt (2008), companies wishing to reach the goals of experience marketing should combine at

least some of these modules, or match all five strategic experience modules in order to reach the best results. Thus, according to one of the most profound experience marketing scientists, it is necessary to match strategic experience modules in company strategy in order to reach maximum results.

The stages of the process of experiential marketing and their characteristics proposed by different authors are presented in Table 2.

Table 2. Stages of experiential marketing and their characteristics

Author, year	Stages of the process of experiential marketing	Characteristics
Allen et al. (2005)	<ol style="list-style-type: none"> 1. to create a particular proposal and experience for particular customers; 2. to provide the proposal in order to harmonize mutual functions of the whole company and make employees cooperate 3. to develop the skills of the company to satisfy the needs of customers constantly, over and over again. 	<ul style="list-style-type: none"> • proposal and experiences are formed after studies of customers' profitability and their intentions (the level of loyalty); • all the divisions of the company should unite forces in order to form a particular experience; • planning, staff trainings and implementation of direct responsibility for customer experiences.
Srivastava (2008)	<ol style="list-style-type: none"> 1. to create the environment in which a customer would be influenced through all five senses; 2. to integrate customers in staff activities in order to reach particular experiences; 3. to create a cognitive experience (evaluation of the position of the brand in customers' minds); 4. to cause war between rational consumer behaviour and emotional consumer behaviour; 5. to elicit customer decision-making based on emotions; 6. entrenchment of experience 	<ul style="list-style-type: none"> • all these stages are implemented one after another. Yet, it is not a one-time process; it takes place in a circle; • experience is entrenched through repeated buying and using the impact of sensory marketing.
Yuan (2009)	<ol style="list-style-type: none"> 1. to find out the basis of experience; 2. to harmonize the impression by positive factors; 3. to eliminate negative factors; 4. to include in the memory; 5. to appeal to all five senses. 	<ul style="list-style-type: none"> • experience is personal, subjective and cognitive (influenced by learning, knowledge and skills); • long time of waiting, untidy cloths of staff, unfriendly staff, smell of burnt food in a restaurant, noise, etc.; • experience can be formed and influenced by any component before consumption, at the time of consumption and after consumption.

Source: adaptation of Allen et al. (2005), Srivastava (2008) and Yuan (2009)

As seen in Table 2 above, Allen et al. (2005), Srivastava (2008) and Yuan (2009) present the stages of the process of experiential marketing. Srivastava (2008) explains these stages in detail. According to Yuan (2009), decorations, music, colours and staff should be used the way that customers would have unforgettable impression about them and would “go inside” their experiences. Positive factors should stimulate customer experience through five senses, i.e., through the things they see, smell, touch, taste or hear. In the process of buying and consumption, experience is a combination of all

elements when a customer faces with service provider. Thus, in addition to the aforementioned modules and the types of experiences, the management of positive and negative experience is distinguished in order to stimulate all the senses and to remain in the memory of customers.

To sum up, there is an emphasis on process consistency and continuity. When target customers of the company are known, customer experiences (with the focus on emotional experiences; experiences based on feelings) can be formed next. Later on, these experiences can be created, conveyed (with the emphasis on entrenching positive experiences), developed and managed (involving staff responsibility; eliminating negative experiences, if there are such) through trademarks and company employees (joining the efforts of all divisions).

The elements of experiential marketing mix and their characteristics proposed by Qian and Liu (2009) are summarized in Table 3.

Table 3. The elements of experiential marketing mix and their characteristics

Element of marketing mix	Characteristics
<ul style="list-style-type: none"> • Experience; • Price; • Situation; • Interaction; • Word of mouth 	<ul style="list-style-type: none"> • Experience is the most basic element in experiential marketing mix, which includes feelings, emotions, thinking, action and interaction. The most important thing is that experience must have the core function of satisfying customer self-needs and realizing their self-value. • Customers are ready to pay for their "experience", but not for product features. The core of pricing strategy should make customers accept higher value awareness of their offering, rather than increase the cost effectiveness. • Situation cannot only provide a unique and memorable experience for customers, but also can wake their potential demand and buying desire; • Interaction aims to build a relationship of mutual assistance, demand and need by way of communication and exchanges, • Integral element of experiential marketing mix

Source: Qian and Liu (2009). *The SWIPE Strategy of Experiential Marketing Mix: A Case Study of GERAGEM*, p. 78-87

The analysis of the concept of experience marketing has revealed that *experience marketing* is a holistic concept of marketing. In order to build a strong emotional relationship with the trademark or particular service provider, develop positive, unforgettable, unique experiences, reach customer satisfaction or even loyalty, receive positive recommendations and word of mouth, all customer needs (rational, sensory, emotional, social, etc.) should be identified and satisfied using sensory, interactive, communicative and environmental measures or other opportunities.

Experiential marketing refers to tactical marketing decisions and actions that include creation and management of brand identity, preparation of proposal, pricing, development and management of environment, management of touch-points, which can be based on customer experiences in order to create mutual value for both the customer and the company. When implementing the concept of experience marketing, special attention is paid to branding and brand management. Therefore, at the tactical level, many measures are related to marketing communications and their management. Special attention is paid to two-sided communication, word of mouth advertising and other measures, which have a faster effect. However, when service provider prepares the offer for the customers, he/she should not forget that customers do not buy products. They buy certain experiences. Therefore, the proposal should reflect not only rational buying motifs but should also include emotional value of service or product. Company pricing should be also based on customer value.

1.2. Analysis and definition of the concept of hospitality and hospitality as a sector

The English language word ‘hospitality’ has derived from the word ‘hospice’, meaning the house of travellers (Old French language). The concept of hospitality more and more often becomes the object of discussions. Inaccuracies while defining this concept arise when the sector of hospitality is understood as the one, which consists of only hotels and restaurants. Therefore, this part of the article presents the analysis of the concept of hospitality and the components of this sector.

According to Svetikienė (2002), we may speak about hospitality as one of the oldest phenomenon of human civilization. Hospitality is an old and honourable tradition to share bread, water and shelter with travelling people. According to Swarbrooke and Horner (1996), the concept of hospitality originated in America, but is more and more frequently used in Europe as well. According to these authors, hospitality covers all the activities, which are related to the choice of accommodation, food and beverages and highlight that not all customers of hospitality services are tourists. Customers of hospitality services can be all people who go to local bars or restaurants.

The analysis of the attitudes of the authors (Barrows and Powers [2008], Morrison and O’Gorman [2006], Page and Connell [2006], Lovelock [2005], Hodgson [2006],

Barrows et.al. [2002], Slattery [2002], Svetikienė [2002], [2002], Kandampully et. al. [2001] and Huyton et. al. [2001]) permits to say that the concept of hospitality is double. It can be perceived as business sector or as value desired by that business. As a desired feature for business, it is a complex of intangible (customer service, atmosphere, image) and tangible (food, beverages, stay) elements, which influence the choice of travellers/guests (tourists and local residents) and their satisfaction or dissatisfaction with the trip and his/her desire to return or visit the same place once again or apply to the same service provider or give verbal recommendations (word of mouth advertising) about particular service provider to others. Hospitality is the feature that helps hospitality customers (tourists and local residents) to feel that they are valued, respected, taken care and are always welcome. The main goal of each company engaged in hospitality services is to form positive experiences in order to make customers want to repeat these experiences and tell others about them.

As there is no common scientific opinion which particular activities should be included in the sector of hospitality, a thorough study on the composition of the sector of hospitality has been made. All the authors those opinions were presented in this paper (Russel [2008], Barrows and Powers [2008], Limtingco [2008], Gailliard [2008], Schwartz [2007], Page and Connell [2006], Ninemeier and Perdue [2005], Berman [2004], Wiliams [2002] and Svetikienė [2002]) unanimously claim that the sector of hospitality covers **the sectors of nourishment and accommodation**.

Barrows and Powers (2008), Gailliard (2008), Schwartz (2007), Berman (2004), Mawson (2000) suggest that **trips and tourism** should be also attributed to the sector of hospitality. In addition to accommodation and nourishment sectors, Russel (2008) includes **transportation, tourism** (which, according to him, is the biggest part of this sector) and **recreation sectors**, yet he does not provide further classification and components of these sectors.

Meanwhile, Ninemeier and Perdue (2007) provides **another hospitality sectors**, which are further divided into two sectors, which are as follows: relaxation and leisure time and business. The following segments are distinguished in the sector of relaxation and leisure time: sport and leisure time, private clubs, cruises, gambling, trade services and theme parks. The following segments are distinguished in the business sector: organization of business meetings, organization of exhibitions and special events. These

authors have supplemented the sector of hospitality by adding relaxation, entertainment and business, organization of exhibitions and special events, which can be attributed to recreation and organization of events.

Meanwhile, Barrows et al. (2002) attribute private clubs, the sector of gambling services and theme parks to **other hospitality services**. Thus, other services proposed by these authors could be also attributed to the sector of recreation and leisure.

According to Williams (2002), the sector of hospitality includes (but not limits to) hotels, restaurants, bars, clubs, providers of entertainment, providers of fast food, organizers of leisure time, cafes, events, nourishment services, resorts, cruise ships and other places where customers can have a good time and purchase food, beverages and other products. Thus, this author extends the sector of hospitality by adding other providers of entertainment services offering not only nourishment and accommodation services, but also providing a possibility to spend a good time.

Generalized opinion of different authors about the composition of hospitality sector is given in Table 4.

As seen in Table 4, all the authors (Swarbrooke and Horner [1996], Mawson [2000], Svetikienė [2002], Holloway [2002], Slattery [2002], Barrows et al. [2002], Ninemeier and Perdue [2005], Page and Connell [2006], Limtingco [2008], Barrows and Powers [2008], Russel [2008], Gailliard [2008] and Yuan [2009]) consider accommodation and nourishment sectors as the most important parts of hospitality sector. Entertainment and recreation are named by eight authors, whereas trips and tourism are mentioned by seven authors, and finally four authors distinguish providers of transport services as a separate constituent part. Therefore, to conclude, the following five components of hospitality can be distinguished: accommodation; nourishment; leisure time, entertainment and recreation; trips and tourism; transportation.*

Table 4. Composition of hospitality sector

Author, Year	Accommodation	Nourishment	Entertainment + Recreation	Trips and tourism	Other
S. Horner and J. Swarbrooke (1996)	+	+			
S. Mawson (2000)	+	+		+	Public, non profit
I. Svetikienė (2002)	+	+			
J.Ch. Holloway (2002)	+	+	+		Created services
P. Slattery (2002)	+	+	+	+	Subsidized hospitality + transportation
C.W. Barrows et al. (2002)	+	+	+		
J. Berman (2004)	+	+		+	Places where you can buy drinks
D. Ninemeier and J. Perdue (2005)	+	+	+		Conferences, congresses and other events
St.J. Page and J. Connell (2006)	+	+			
D. Schwartz (2007)	+	+		+	
F. Limtingco (2008)	+	+			
C.W. Barrows and T. Powers (2008)	+	+	+	+	Transportation
D. Russel (2008)	+	+	+	+	Transportation
F. Gailliard (2008)	+	+	+	+	
Yi-Hua Yuan(2009)	+	+	+		Transportation

Source: compiled by the author

** Since authors those opinions are analyzed in this article do not provide further classification of this sector, the authors of this paper think that transportation (speaking about hospitality services) covers only passenger transportation services (by land, air and water), but not all transportation sector.*

The analysis of the sector of hospitality shows that this sector is multiple and is distinguished for rapid development and growth. The sector of hospitality includes companies engaged in the following fields: accommodation; nourishment; organization of trips and tourism; entertainment, leisure time, entertainment and recreation; passenger carriage services. The first largest and broadest group of companies providing hospitality services includes tourism and travel agencies, tourism information centres, passenger carriers (airlines, railways, coaches, water transport, etc.). The second important part of this sector covers companies providing accommodation services: hotels, motels, guesthouses, wellness centres, private accommodation sector, camps, etc. The third group includes companies providing nourishment and beverages: restaurants, cafes, bars and other providers of nourishment services. The fourth group of service providers are auxiliary to the first three groups covering organizers of entertainment and leisure time,

recreation, which directly face and are in contact with hospitality customers (foreigners, local tourists or other customers).

1.3 Modelling of the types of customer experiences on customer satisfaction and intentions in the sector of hospitality

The analysis of the concept of customer satisfaction referring to Stanton et al. (1991), Dibb et al. (1997), Kotler and Armstrong (1999), Egan (2001), Mažeikaitė (2002), Kotler et al. (2002, 2003, 2007), Vijeikis (2003), Bagdonienė and Hopenienė (2004), Pajuodis (2005) reveals that the attitudes of authors towards customer satisfaction are similar. These authors describe customer satisfaction as the result of psychological process when customers value goods, received services (experiences) with their expectations, which are influenced by previous experiences (if there are such), communication measures (reviews of companies, friends or acquaintances) and other factors. This conformity determines the level of customer satisfaction: is he/she delighted, fully satisfied, partially satisfied or unsatisfied.

Yuan (2009) and Lu et al. (2009) suggest that experiential marketing and its measures are of exceptional significance in service sector where a final result, customer satisfaction and loyalty are directly related not only to rational experience, but is also conditioned by induced emotions during the provision of services. This attitude is supported by Smilansky (2009), who says that experiential marketing can be developed in any sector (starting with financial services, ending with technologies or leisure time). Neither of sectors is more or less suitable – everything depends on the idea that forms a brand and cognition of target customers (their wishes, lifestyle, what is interesting to them, etc.).

Williams (2004), while investigating customer behaviour in the sector of hospitality, distinguished the following three types of customers based on consumer behaviour theories: consumer economist, behaviour consumer, experienced consumer. Thus, a customer when accepting decisions can be rational, can be affected by stimuli and refer to experience. According to Williams (2004), the consumption of hospitality services covers a lot of interactions and touch-points, while a customer “values the totality of these experiences instead of a single episode” (in the opinion of the author of the thesis, it covers not only the price or quality of service, but also other aspects,

including interaction with the company, its brand, staff, other customers, physical environment and other service providers in that local area). Therefore, it is obvious that complexity is very important in this sector. The author also says that “events that cause emotions are much better remembered than those which are hardly imagined, are not clear or unemotional”. Thus, companies wishing to raise customer reaction should also use emotional aspects.

Williams (2004) characterizes hospitality sector as a product. The characteristics are presented in Table 5.

Table 5. Features and characteristics of hospitality product

Features of hospitality product	Characteristics
1. A product that shows its social status or has social significance	Service providers orient towards certain social classes through appropriate pricing, symbols, trademarks, etc.
2. A product has significance for self-expression	Service providers highlight the main values of customers and choose special design, style, music, etc.
3. A product is intended for experience sharing	Generally hospitality services are provided at certain occasions (family festivals, festivals with friends, etc.); therefore, experience is shared.
4. A product is hedonistic	It is the provision of pleasure; therefore, service providers should highlight not only utilitarian value, which will be received by a customer, but also hedonistic value (emotional aspects of consumption).
5. A product is based on experiences	A customer refers to previous experience and positive or negative associations.

Source: adopted by Williams (2004), *Understanding the Hospitality Consumer*, p.102.

According to Williams (2004), the aspects of experience marketing are reflected in all the features of hospitality product (Table 5). The first three features are related to interaction experience module (emotional experience), while the fifth one directly says that this is a product whose consumption is based on customer experience (This author named only two experience aspects – positive and negative experience).

According to Yuan (2009), experience in hospitality business is perceived as a result of combinations, which consist of customer cognitive, action, emotional, social or physical response received during participation and interaction with the process of service provision, including all tangible and intangible features that make direct impact on human world perception and evaluation. He distinguishes three main stages during which marketing specialists must ensure positive experience (matching rational and emotional) before, during and after service consumption. Yuan (2009) suggests that consumption experience covers any senses and knowledge, which are experienced during interaction with all elements in the process of service provision. It is perceived as the result of the combinations of environment, products and services.

Lee and Jeong (2009) say that tourist experience is the most important factor in tourism marketing. According to these authors, creation of memorable (unforgettable) experience does not only promote repeated buying, but also attracts new customers. Emotions include a complex of interaction links, which form emotional experience (such as pleasure or happiness) and help to distinguish buying and consumption experiences. According to these authors, managers should evaluate the impact of external stimuli on consumer behaviour (atmosphere, architecture, etc.), as well as physical environment (e.g. music, smell, illumination effects during buying in small shop). Emotions can arise during product or service consumption, which can be both positive and negative (Wiliams [2002] has the same opinion). Therefore, companies should try to make customers feel positive emotions during buying and consumption, which in turn have a direct impact on customer satisfaction.

Lee and Jeong (2009) pay special attention to the evaluation and management of emotions and make comprehensive studies on the impact of emotions on customer satisfaction, loyalty and customer living quality. Emotional reaction is very important and affects customer satisfaction and customer behaviour after buying. Tourist satisfaction is perceived as comparison of his/her expectations with experience in a certain area: the things the tourist saw, felt and received while traveling. Tourists tend to compare their experiences in a particular area to another alternative area or previously visited location. When a tourist travels a lot, i.e., he/she is experienced, he/she forms certain norms and expectations, which are expected to be received during the next journey. Thus, it affects the evaluation of current or future location or experience.

According to Isacson et al. (2009), communications in tourism sector should be directed not only towards visual direction, but should also create authenticity feeling, experiences and stimulate other senses, including sound, smell, touch and taste. Marketing communications should not be single-sided (as e.g., printed advertisement). The opportunities of interactive and social measures should be also used. In the opinion of these authors, successful management of customer experience affects customer satisfaction level, perceived service quality level and behaviour in the future. Isacson et al. (2009) suggest that different senses are valued differently depending on age, genre and cultural factors. Vision is a key element in the development of brands. Meanwhile, sound helps to promote and create feelings and emotions. Although taste and smell are

closely related, smell has much greater influence on the memory. Whereas the combinations of scents and music can be much more powerful than the image alone.

Lin et al. (2009) say that experiential experience includes the provision of unique and unforgettable experience, which raises value experienced by the customer. This approach is supported by Wood and Masterman (2008), who analyse the aspects of experiential marketing in the area of organization of events. Yet the biggest attention is paid to consumption and the impact of marketing communications on customer behaviour. Hence, these authors confirm that experience marketing can be applied in the sector of organization of events (in other words, in the sector of leisure and entertainment).

Lin et al. (2009) study accommodation, which is considered as one of the most important sectors of hospitality, and focus on the relations amongst experiential marketing, perceived value, satisfaction and loyalty. According to these authors, perceived value is formed from experiences. Successful experience is the one, which is unique, unforgettable and harmonious in the course of time. Such experience is desired to be repeated and restored once again. Moreover, we want to enthusiastically express only positive verbal recommendations about it. Perceived value is directly related to customer preferences or their choice. Guests, who have received positive value during the provision of hotel services, are inclined to be loyal guests and are willing to repeat their stay at the same hotel.

Nasermoadeli et al. (2013), who have conducted the research in the sector of entertainment, suggest that sensory experience is directly related to emotional experience. Meanwhile, emotional experience is directly related to social experience, whereas sensory experience is directly related to social experience. Therefore, the conclusion can be made that there are direct relations among these three types of customer experiences. However, the results of this study revealed that only two types of customer experience, i.e., emotional and social experience, have a direct effect on the intentions of customers to buy. Nevertheless, the authors emphasize that certain interaction prevails between sensory, emotional and social experience. That suggests that all these three types have impact on customer intentions. Therefore, while preparing proposals or incentives/stimuli to their customers, companies should try to influence sensory experience, which would affect emotional experience. This would help to

receive the desired effect and change customer behaviour (i.e., the customer will be inclined to buy products or services).

Akyildiz and Argan (2010) studied the influence of customer experience on experiential satisfaction and intentions. They questioned the visitors of one Turkish music festival and made the following conclusion: all experience dimensions are important in the leisure sector. They highlight the necessity to be aware of the aspects of experiences and properly use them while planning events or other leisure services.

Thus, the summary of all theoretical aspects of the influence of customer experience on satisfaction and intentions of hospitality customers permits to present a conceptual model of the impact of customer experience on satisfaction and intentions of hospitality customers (Fig. 1).

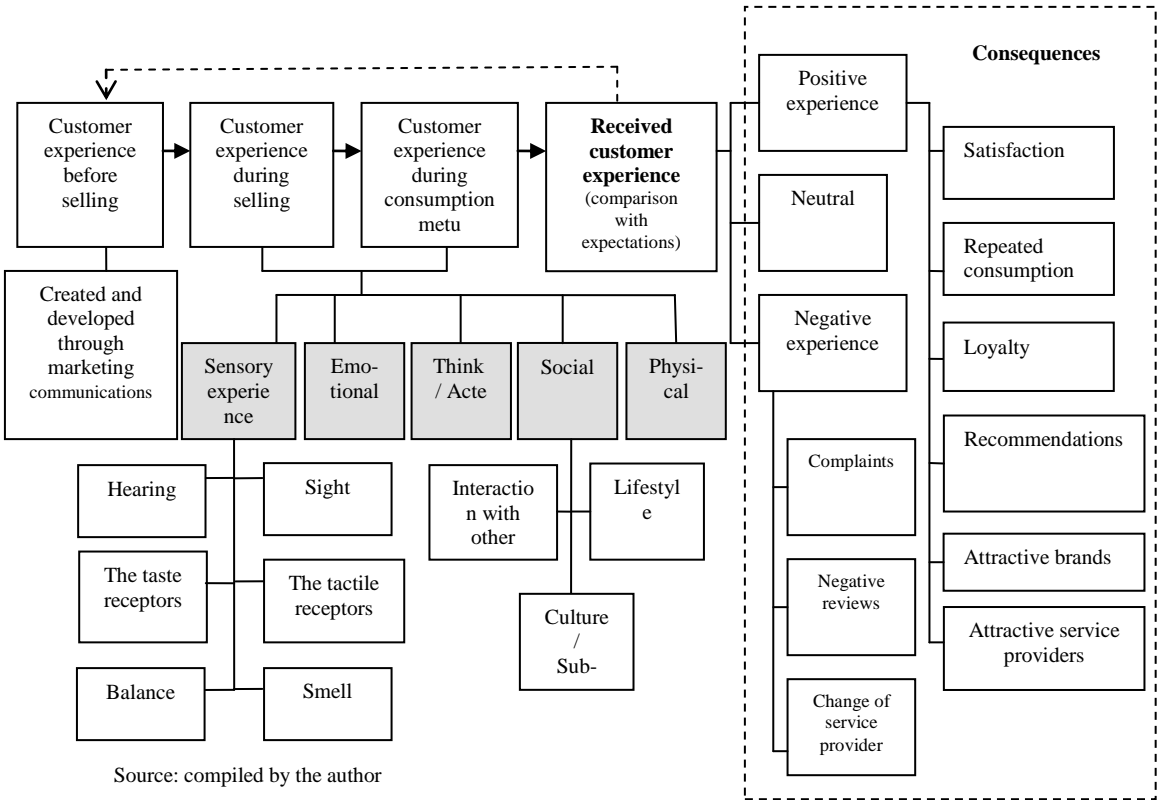


Figure 1. Conceptual model of the impact of customer experience on satisfaction and intentions of hospitality customers

The conceptual model on the types of customer experiences based on experience marketing presented in Fig. 1 shows that the following stages of customer experiences are distinguished: before buying, at the time of buying and consumption. First of all, companies should try to find out the stage of experience a customer is in (whether a

customer consumes for the first time or repeatedly), and then to find out the stage of consumption a customer is in (before, at the time or after buying/consumption). Based on these aspects, companies could decide which strategic module or the combination thereof should be applied in the sector of hospitality. Emotional aspects of the product, its uniqueness, unforgettable impressions, etc. should be considered in marketing communications. Pricing should rely on the setting of consumer value. When making marketing decisions, companies should take into account other factors, too, which might have impact on consumer behaviour (experience), other customers or the public. The assumption can be made that the combination of experience modules should also depend on the sector they are implemented in. Emotional, sensory and social experiences and their combinations are especially important in the sectors of tourism, leisure and entertainment (unique, unforgettable experiences are especially important here), while sensory and physical experiences are the most important in accommodation and nourishment sector. However, to confirm this assumption, further and deeper studies and research are necessary.

II RESEARCH METHODOLOGY OF EMPIRICAL EXPERIENCE FACTOR IN HOSPITALITY MARKETING

The analysis of already performed studies on the effect of customer experience on behaviour of hospitality customers is presented in this part of the thesis. Research methodology on the influence of customer experience on satisfaction and intentions of hospitality customers can be also found in this section.

2.1 The empirical research of the influence of customer experience on satisfaction and intentions in the sector of hospitality services

According to Schmitt (2001), who is considered to be the pioneer of the concept of experience marketing, the same research methodologies used to make studies in this field can be treated differently and can be applied depending on the situation and the object: analytical and quantitative research methodologies (to measure the impact of communications on consumers); research methodologies based on intuition or qualitative parameters (brainstorming method), verbal (group discussions, in-depth interviews and

survey) or visual research methodologies. There are no strict standards, forms or dogmas in experience marketing. Everything depends on the purpose.

Studies on the experiences of hospitality customers

While studying emotional experience of customers and its impact on certain variables, different authors use different variables of emotions and apply different measuring scales. While exploring the emotions of satisfaction on customer intentions, White and Yu (2005) used the following emotions: happy, hopeful, positively surprised, angry, depressed, guilty, frustrated, regretful, humiliated. To investigate the influence of emotions, 7-point Likert scales were used. While modelling the impact of feelings and the quality of services on customer satisfaction and verbal recommendations, Babin et al. (2005) distinguished positive and negative feelings, which may have impact on the value perceived by consumers. Martin et al. (2008), while investigating emotions, satisfaction and intentions of leisure customers, identified and studied the following emotional dimensions: happiness, excitement, astonishment (surprise), quietness, laziness (idleness), boredom, sadness, fear (apprehension). Thus, all the authors studied not only positive, but also negative emotions, which may arise during or after the use of services. White and Yu (2005) are the only ones, who have indicated that Likert scales were used in the study of emotions (from “totally agree” to “totally disagree”). Other authors (Babin et al. [2005] and Martin et al. [2008]) do not indicate what scales were used to investigate emotions.

Bigné et al. (2008) studied the effect of experience, pleasure and stimulation (excitement) on satisfaction, loyalty and willingness to pay more in the sector of leisure services. Two stages (at the time of the use of the service and after use) are distinguished in their model. The effect of the aforementioned dimensions on loyalty and willingness to pay more is studied after the use of the service. The 5-point semantic differential scales were used to explore emotional experience of consumers. Meanwhile, opposite signs were used to evaluate pleasure and excitement. Two hundred visitors of theme parks and two hundred museum visitors were surveyed. Data was analysed separately and hypotheses were checked in both groups. Even sixteen hypotheses were formed in relation to pleasure, excitement, satisfaction, loyalty and willingness to pay more.

Nasermoadeli et al. (2013) propose the methodology, i.e., assessment dimensions, which can be used to research the following three types of experience: sensory,

emotional and social. These authors studied the influence of the types of experiences on intentions to purchase. One of the participants of hospitality sector, i.e., the providers of entertainment services, were chosen for research. The study focused on the opinion of the visitors of cinemas about experiences and the effect of these experiences on intentions. Nasermodeli et al. (2013) used Likert scale (“totally agree” – “totally disagree”) to study the types of experiences and intentions. The survey included 330 respondents; data of 300 questionnaires was analysed. Respondents: university students (bachelor, master, doctoral).

Akyildiz and Argan (2010) studied the effect of experience dimensions on satisfaction and recommendation intentions of leisure customers (music festival). These authors identified the following experience dimensions: feeling and think experience, act and relate experience and sense experience. The data was collected during the music festival in Turkey. A total of 500 questionnaires were distributed, 317 of which were completely answered. The study confirmed both hypotheses that experience type dimensions have a direct influence on customer experiential satisfaction and recommendation intentions. The results of this study revealed that feeling and think experience as well as their dimensions have the greatest influence on customers. It was then followed by act and relate experience and sense experience.

However, according to Akyildiz and Argan (2010), sense experience seemed to exert the strongest influence on experiential satisfaction in comparison to other aspects. This emphasizes the importance of the visual and sensory environment in leisure. The aspect of feeling and think experience, which refers to individuals’ emotional and cognitive states, was identified as the second most influential aspect on experiential satisfaction. The dimension of feeling and think experience was identified as the most influential dimension on recommendation intentions. Yet, this study is not free of some limitations, and it suggests avenues for future research consideration. The study focused specifically on one festival, a limited number of visitors; therefore, future deeper and thorough research should be made. Results in different leisure and hospitality sector may be different.

Lin et al. (2009) studied the influence of the types of experiences of hotel customers on perceived experiential value, guest satisfaction and loyalty. The study focused on sense, feelings /emotional, thinking, act and relate experiences, which are

perceived as the components of experiential marketing, as well as on service experience and playfulness (the component of perceived experiential value). Lin et al. (2009) studied all types of experience and their impact on customer satisfaction and loyalty. Five hundred twenty seven (527) hotel customers in 16 different hot-spring hotels were questioned. The 5-point Likert scale was used to investigate all variables. The study revealed that perceived customer experience had a direct influence on their satisfaction and loyalty. Meanwhile, the perceived value and satisfaction affect loyalty. However, a deeper analysis shows that these authors additionally investigate service experience and playfulness, which could be attributed to customer experience, because the overall customer experience highly depends on service experience. Another variable, i.e., playfulness, shows the feelings and experiences that are perceived by customers during the use of services. Therefore, in the opinion of the author of this thesis, service experience should be also included in the list of other experience types. Moreover, playfulness should be included in the list of feelings/emotional customer experiences. These suggestions are made after the analysis of the concept of experience marketing. The analysis revealed that any aspects, including physical and service experiences, affect the overall customer experience during the provision of services.

Studies on experience, satisfaction and intentions of hospitality customers

Babin et al. (2005) provides the following measurement scales that can measure customer satisfaction:

- The 7-point satisfaction measurement scale from “completely agree” (7 points) to “completely disagree” (1 point), “I feel satisfaction with my decision to have dinner in this restaurant”.
- How well the customer (he/she) felt at the restaurant using a seven-point semantic differential scale – “Very good” (7 points), “Very bad” (1 point).
- How does the customer value satisfaction in the overall experience using the 100 - point percentage scale, “I am satisfied with the restaurant _____ percent.”

Thus, as can be seen from the ideas proposed by these authors, customer satisfaction can be measured in three different ways. Therefore, the analysis on the measurement scales used for measuring customer satisfaction and intentions was made.

The measurement scales used by scientists to investigate customer satisfaction and intentions are presented in Table 6.

Table 6. Measurement scales used to investigate customer satisfaction and intentions

Author, year	Dimension	Measuring scales
K.F. Winsted (2000)	satisfaction	seven -point Likert scale completely agree - completely disagree
J.E. Bigné et. al. (2008)	satisfaction	five points Likert scale
Y. Ekinci, et. al. (2008)	satisfaction and intentions	seven -point scale „Ghastly / pleasant“ and „entirely satisfied / completely disappointed“.
K.M. Lin (2009)	satisfaction	five points Likert scale completely agree - completely disagree
R. Kisang et. al. (2010)	satisfaction	seven -point Likert scale
L. Pilelienė and V. Grigaliūnaitė (2012)	satisfaction	European Consumer Satisfaction Index (ECSI), ten points scale (1 - negative evaluation, 10 – positive)
K. Alkilani et. al. (2013)	satisfaction	five points Likert scale completely agree - completely disagree
R. Kisang et. al. (2010)	intentions	seven -point Likert scale completely agree - completely disagree
M. Akyildiz and M. Argan (2010)	intentions to recommend	five points Likert scale completely agree - completely disagree
A. Nasermodeli et. al. (2013)	intentions	five points Likert scale completely agree - completely disagree

Source: compiled by the author

Winsted (2000) studied customer satisfaction in different service sectors: health-care services and nourishment (restaurants) services. Four hundred twenty four (424) restaurant customers were surveyed. Semantic differential scales that measure feelings, pleasure and satisfaction were used to measure customer satisfaction. The analysis of the opinion of restaurant visitors showed that care, attention and pleasant service have the greatest impact on satisfaction and touch-points with the providers of restaurant services. The difference emerged while assessing other dimensions. Fast service and responsibility are important for restaurant customers, while authenticity and personalized attention are the most important for the customers of medical services.

Babin et al. (2005) investigated the influence of the quality of services and value on customer satisfaction and word of mouth advertising in restaurants for families. The study surveyed 276 respondents that had dinner at this type of restaurants.

Ekinci et al. (2008) tried to find out how service quality, customer satisfaction and the overall attitude of the customer towards service provider influence the intention of returning. Respondents, who stayed at hotel no later than six months ago and restaurant visitors who were there no later than four weeks ago, were surveyed. These authors

suggest that not only technical quality is important. Emotional experience of a customer, which arises during use, should be also considered.

Kisang et al. (2010) studied satisfaction of fast-food restaurant customer. According to these authors, customer value includes both rational and emotional benefit, which is especially important and affects customer satisfaction and behavioural intentions. The process of research is not described in detail, yet these scientists use the 7-point Likert scale to investigate satisfaction and intentions.

As seen, the majority of the authors who were analysed in this paper use the 7-point Likert scale to investigate the impact of certain dimensions on satisfaction; and only those authors who investigated customer emotions used semantic differential scales. Researchers use different research dimensions to investigate satisfaction and intentions and different methods to evaluate the entirety and establish the sample size. In order to evaluate the entirety of research, the following requirements are set: respondents used a particular service for not more than 2-6 months ago. Seven-point Likert scale, as well as the 5-point, the 10-point semantic differential scales and scales of fixed points are used to measure satisfaction. Meanwhile, the 5-point and the 7-point Likert scales are usually used to investigate intentions (recommendations, word of mouth advertising, repeat visit intentions).

2.2 Research methodology for the types of customer experiences on customer satisfaction and intentions based on experience marketing in the sector of hospitality services

The study was carried out in order to verify the influence of conceptual customer experience on satisfaction and intentions of hospitality customers, including components and relations.

The object of the research: influence of customer experience on customer satisfaction and intentions.

The goal of the research: to find out the influence of the types of customer experience on satisfaction and intentions of Lithuanian hospitality customers.

The following tasks have been set to reach the goal of the research:

- To find out the impact of sensory, emotional, thinking / acting, physical, service and social experiences on the overall experience of hospitality customers;
- To find out the impact of sensory, emotional, thinking / acting, physical, service and social experiences on satisfaction of hospitality customers;
- To find out the impact of sensory, emotional, thinking / acting, physical, service and social experiences on intentions of hospitality customers;
- To compare the impact of sensory, emotional, thinking / acting, physical, service and social experiences on accommodation, nourishment, entertainment and leisure customers.

The study aims to confirm or reject the following hypotheses:

H 1 Customer experiences during consumption affect experience perceived by hospitality customers

H 1a Customer service experience affects experience perceived by customers

H 1b Sensory experience affects experience perceived by customers

H 1c Emotional experience affects experience perceived by customers

H 1 d Thinking and acting experience affects experience perceived by customers

H 1e Social experience affects experience perceived by customers

H 2 Experience perceived by hospitality customer affects customer satisfaction

H 3 Experience perceived by hospitality customer affects customer intentions

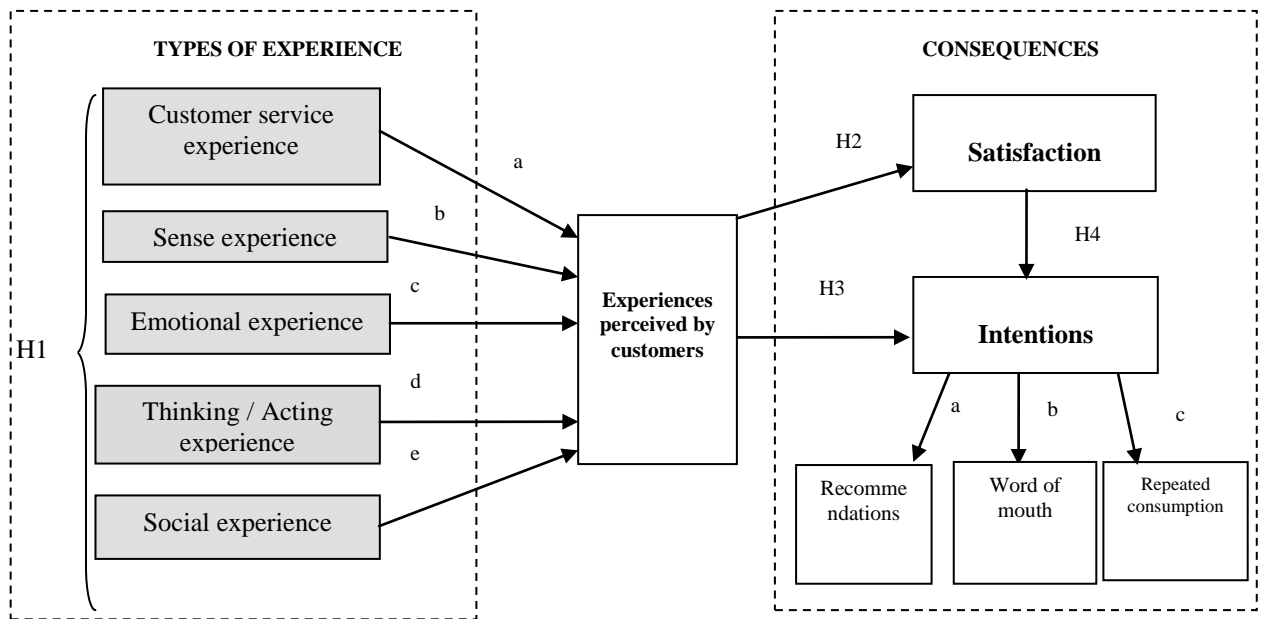
H3 a Experience perceived by hospitality customer affects recommendation intentions

H3 b Experience perceived by hospitality customer affects the word of mouth advertising intentions

H3 c Experience perceived by hospitality customer affects intentions of repeated consumption

H4 Experience perceived by hospitality customers affects customer intentions

The framework of the influence of the types of customer experience on satisfaction and intentions of hospitality customers based on experience marketing is presented in Fig. 2.



Source: compiled by the author

Figure 2. Framework of the influence of the types of customer experience on satisfaction and intentions of hospitality customers based on experience marketing

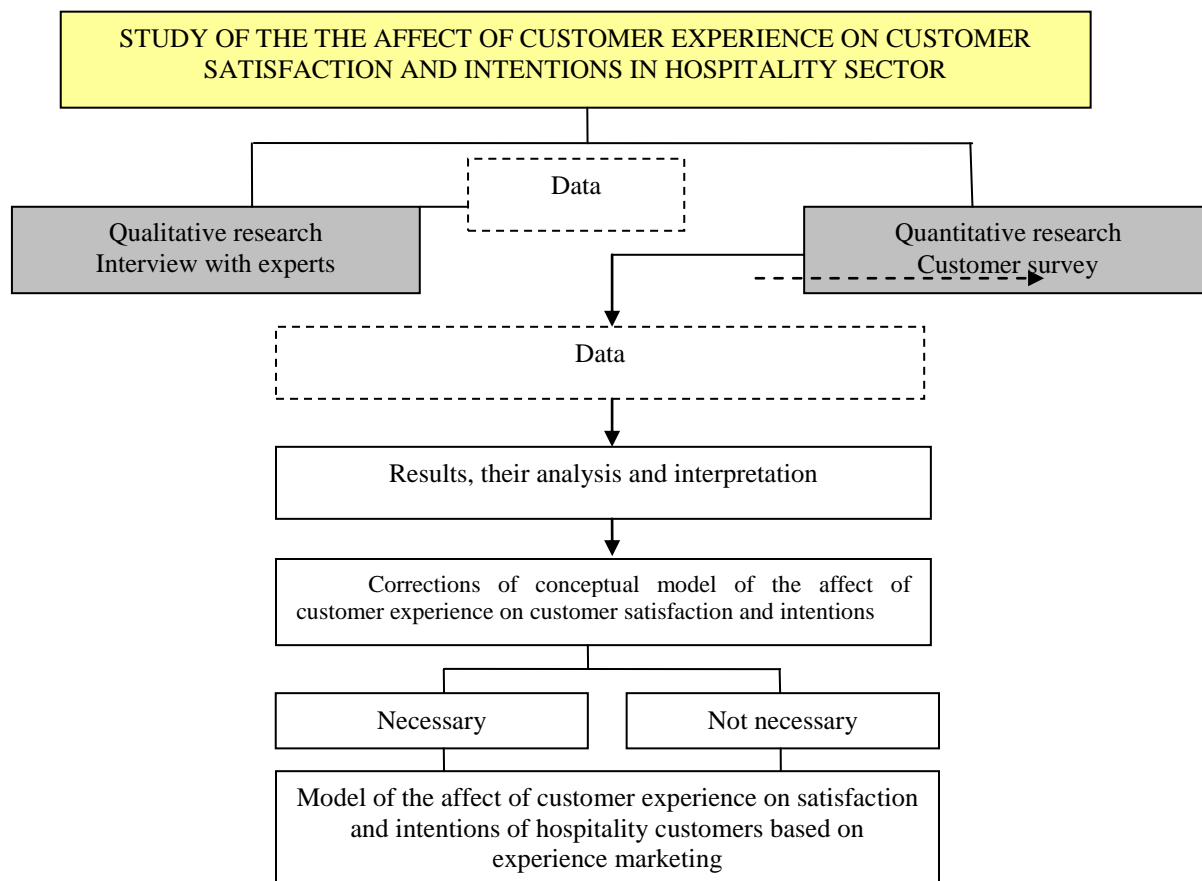
As seen in Fig. 2, the following hypotheses are raised: customer service experience, sensory experience, emotional experience, thinking / acting experience and social experience affect experience perceived by hospitality customers. Customer experience, in turn, has impact on satisfaction and intentions of hospitality customers. In this study, in order to understand users' customer intentions, the following aspects are studied: recommendations, the word of mouth advertising and repeated consumption.

Research methods:

- Interview;
- Survey

The specificity and complexity of the study require several studies; therefore, qualitative and quantitative research methods are used in order to reach the goal and tasks of the study. The plan of research process is structurally depicted in Fig. 3.

Qualitative research method (**interviews** with the representatives of hospitality sector) was used in order to find out the following aspects: the importance of the components of the theoretical model regarding the impact of customer experience on consumer satisfaction and intentions based on marketing experience in the sector of hospitality; to add and correct the theoretical model.



Source: compiled by the author

Figure 3. The plan of research process

The theoretical part of the paper revealed that the sector of hospitality includes accommodation, nourishment, entertainment and recreation; therefore, interviews were made with the representatives of different hospitality sectors because activities of these sectors and marketing decisions are quite different. Interview method can be attributed to the type of reconnaissance research as it helped to find out the opinion of businesspersons about the impact of customer experience on their behavioural intentions in the sector of hospitality services. Yet, in order to get a better insight of the present situation and to reveal the effect of experience on hospitality customers, their satisfaction and intentions, a descriptive marketing research was also conducted. This method invoked quantitative **consumer survey**. Primary data collection method (**questionnaire**) was used in the qualitative research.

These studies (interview with experts and consumer survey), their purpose and methods are discussed in detail below.

Expert opinion survey. Interview

In order to find out the importance of the factor of theoretical experience and its impact on hospitality customers, as well as to add and correct the theoretical model, qualitative marketing research method (**interviews** with the representatives of hospitality sector) was used. The theoretical part of the paper revealed that the sector of hospitality includes accommodation, nourishment, entertainment and recreation; therefore, the interviews were made with the representatives of different hospitality sectors because activities of these sectors and marketing decisions are quite different.

Structured interview based on the questions fixed in advance and strict sequence of the questions asked was used in research. This type of study is **reconnaissance** as here the aim is as follows: to become better acquainted with the situation and the problem researched.

The heads, owners and other representatives with expertise in this area (top-level managers) of hospitality business (nourishment, accommodation, entertainment and leisure) were interviewed.

Before starting the interviews, specific topics and questions were prepared in advance. Expert search was done next. As the interviews were made during the time from July to August, 2014, which is especially busy time in hospitality business, interviews with only four representatives of restaurant business, three representatives of accommodation and three representatives of entertainment industry were made. As two experts represented the industry of accommodation and nourishment (the ones who directed hotel and restaurant); thus, eight interviews with the representatives of this sector were made. A greater number of interviews was not necessary, because this research method has been chosen as reconnaissance (moreover, the information after the second and the third interview already repeated).

Customer survey. Questionnaire

Marketing research was conducted in order to get a better insight of the present situation and to reveal the effect of experience on hospitality customers, their satisfaction and intentions. This method invoked **quantitative consumer survey**. Primary data collection method (**online questionnaire**) was used in the qualitative research.

Establishment of the sample size of research. Establishment of the sample size of research is another important aspect. In order to determine the sample size of research, it is necessary to know the entirety of research. In this case, the entirety of research includes Lithuanian residents aged from 18 to 74. The assumption is made that this age group includes potential hospitality customers, who use these services and can pay for them. According to the data of the Department of Statistics of Lithuania, there were about two million 144 thousand residents in Lithuania in 2014, aged from 18 to 74. Thus, the sample size is estimated of that number. When calculating the sample size referring to the Paniott's formula, the sample size of 399.92 was obtained, meaning 400 respondents to be interviewed.

Questionnaire design. Sectional questionnaire design method was chosen to design a questionnaire in order to find out the impact of customer experience on customer satisfaction and intentions in different hospitality sectors (accommodation, nourishment and entertainment).

This questionnaire design method makes it easier to collect and process data. Introductory questions were asked first: whether the respondent used hotel or motel services in the last few years; whether the respondent used the services of restaurant or cafe and entertainment services in the last six months. If the respondent answered to these first questions in the affirmative saying 'yes', he/she was asked to answer to other specific questions which are directly related to customer experiences, satisfaction and other behaviour. The preparation of the questionnaire was based on the empirical studies on customer experiences carried out by other authors (Lin et al. [2009], Akyildiz and Argan [2010] and Nasermodeli et al. [2013]). Studies on customer satisfaction and intentions carried out by Winsted (2000), Babin et al. (2005), Bigné et al. (2008), Ekinici et al. (2008), Kisang et al. (2010), Ryu et al. (2010), Alkilani et al. (2013), Akyildiz and Argan (2010) were also taken into consideration while preparing the questionnaire. Having considered the fact that research was conducted by interviewing (e.g., the opinion of customers of fast-food restaurants, sanatorium-type hotels, interactive museums, theme parks, mortgage, etc.), meaning that customers of particular service provider were interviewed generally. Therefore, in order to reach the goal of this paper, the statements were modified to make them fit in with the present situation.

The survey of respondents. The questionnaire was placed online in the website www.apklausa.lt on August 5, 2014. In order to increase the activity of respondents, the link to the survey was sent to all friends, acquaintances and colleagues, who were asked to forward that link to their friends, colleagues or other persons, who could answer to study questions. As the questionnaire was not so actively answered as expected, the link to the study was repeatedly sent to friends, acquaintances and colleagues after a week.

III. RESULTS OF RESEARCH ON THE IMPACT OF THE TYPES OF CUSTOMER EXPERIENCES ON CUSTOMER SATISFACTION AND INTENTIONS IN THE SECTOR OF HOSPITALITY SERVICES AND INTERPRETATION OF THESE RESULTS

Interpretation of the data obtained from structured interview and the survey of hospitality customers is presented in this part of the paper. Based on the data that was collected during these studies and their results, the corrections of the model of the impact of customer experience on satisfaction and intentions of hospitality customers as well as recommendations to the providers of hospitality services are given.

Interpretation of the data obtained during the interview

The following question was given to hospitality experts: what aspects help to form customer experience in your business? The following answers to this question were received:

The sector of accommodation: a high level of service (helpfulness, politeness, understanding / listening to customer needs, attentiveness); physical environment: interior of welcome area (hall, reception), interior and design in the catering area and guest rooms, etc.; physical environment: comfort; physical environment: comfortable access, parking; variety of services provided; touch-points with other customers of the hotel; previous experiences (in “our” hotel or in other hotels); customer expectations.

The sector of nourishment: a high level of service (helpfulness, politeness, fast service); quality of meals and drinks (appearance, portion size, taste, smell); physical environment: interior and design in the catering and other zones (WC); physical environment: comfort (layout, furniture convenience); physical environment: convenient access, parking; variety of meals offered; other additional (preferably the ones that are

free of charge) entertainment (live concerts, pool tables, etc.); touch-points with other customers.

The sector of entertainment, leisure and recreation: physical environment is important for indoor entertainment: interior and design, comfort, convenient access, parking; touch-points with other customers; the ratio of entertainment price and experiences received; emotions; expectations (relax, get away, get adrenaline, add variety to everyday life); service; with whom (what company) they came with to have fun, etc. The same factors apply on the entertainment that takes place outdoor (in the open air), but here landscape and the environment are important (instead of interior and design). In addition, weather conditions that determine not only demand, but also directly affect perceived experiences and satisfaction are one of the most important aspects when evaluating physical conveniences.

Thus, as can be seen, even the experts of different hospitality sectors during the assessment of the factors that influence perceived experiences provide different factors that might have impact on the experiences of their customers. To conclude, high-level service and quality; design and comfort; choice alternatives and previous customer experiences are the most important for the providers of hotel and nourishment services. Meanwhile, emotions, great time, ability to be with friends, family or colleagues are more important than physical conveniences or service for the providers of entertainment services.

Structured interview also aimed to find out the opinion of the experts of hospitality sectors about the impact of different types of experience on customer experience. All accommodation and food industry experts agree that service experience is very important on customer experience. Only the representatives of leisure and entertainment industry suggest that this experience does not determine the final customer decision. Only three representatives of nourishment sector say that sensory experience is very important. Others believe that it is important, but not as much important as service. Only two representatives of accommodation sector say that physical experience is very important, while others suggest that it is important. Only the experts of nourishment and entertainment sectors believe that social experience is very important. Having considered expert opinion, the following can be stated: accommodation and nourishment sectors are more or less similar in assessing customer experience, while other experiences (e.g.

social experience) are more important on customer experience in the entertainment sector.

Results of hospitality consumer survey and their interpretation

Four hundred fifty six (456) hospitality customers were surveyed in total, 70% of women and 30% of men. The majority of respondents (34.2%) were people aged 35-44. The survey also included respondents aged 25 – 34 (29%) and respondents aged 18 – 24 (24%). Thus, the majority of respondents are Lithuanian people of working age.

Sixty percent of respondents have higher education, almost 18% of respondents have secondary education, and 11% of respondents have vocational education or unfinished higher education. So the study includes highly educated respondents. The study involved almost 38% of respondents, who according to marital status are single, a slightly smaller proportion (34%) are married and have children, 22% of respondents are married but have no children, and only 7% of respondents have children, but are not married.

Seventy percent (324) of respondents have used the services of hotels and motels. Eighty eight percent of respondents say they used hotel services and only 12 % of respondents say they used motel services. The majority of respondents (74%) stayed at hotels for rest purpose and only 24 % of respondents stayed at hotels for the purposes related to work or internship.

Ninety three percent (424) of respondents visited a cafe or restaurant over the past six months. Respondents spent time in a restaurant with their family (38 %), friends (28 %) or the second half (20 %). Fifty nine percent (270) of respondents used entertainment, leisure and recreation services and the remaining part of respondents did not use these services. Those, who used entertainment services, spent most of the time with the second half (38% of respondents), with family (33%) and friends (29%). Here, as can be seen, more respondents spend more time in entertainment with the second half or friends. This is may be due to the fact that entertainment services are not intended for children (spa treatments, cinema or theatre visits, kite surfing, shooting, lasers, flight with hot air balloon, night clubs, etc.).

SPSS and Microsoft Excel programs were used for statistical data analysis. Frequency analysis as well as correlation analysis were made in order to determine the

strength of the relationship between different variables. Frequency analysis permits to make the following conclusions regarding satisfaction of hospitality customers.

Customers of entertainment and leisure services value perceived experience, satisfaction with service, comfort and equipment best. Although the evaluation is significantly good, yet a slightly worse experience and satisfaction are seen with hotel and motel guests and even worse with restaurant and café guests. Despite that, the assumption can be made that the majority of customers of different hospitality sectors are satisfied with perceived experience, service quality and physical conveniences, while café and restaurant guests are additionally satisfied with food quality (which was assessed in the nourishment sector only).

The following results were obtained after the evaluation of statements of customers of different hospitality sector about their future intentions: entertainment and leisure customers want and intend to visit in the future again, to share or have already shared their experiences with family, acquaintances and friends. Since customers of this sector are most satisfied with perceived experience and their expectations have been exceeded, the assumption can be made that there is a relationship between satisfaction and intentions. Another important aspect is seen: restaurant and café customers (the same when they value satisfaction) value their intentions the weakest (although it should be noted that evaluations are still very high) as the majority either “totally agree” or “agree” with these statements. Meanwhile, medium evaluation goes to accommodation sector.

In order to find out how different types of customer experience affect customer satisfaction and intentions and reason these assumptions, frequency analysis is not sufficient. Therefore, correlation analysis was also made. Summarized results of correlation analysis are presented in Fig. 4.

As seen from the figure above, customer experiences affect perceived customer experience, while perceived experience affects customer satisfaction, whereas satisfaction affects customer recommendation intentions and share their experience with friends and relatives. The analysis of all studies permits to confirm all the hypotheses that were formed in the paper.

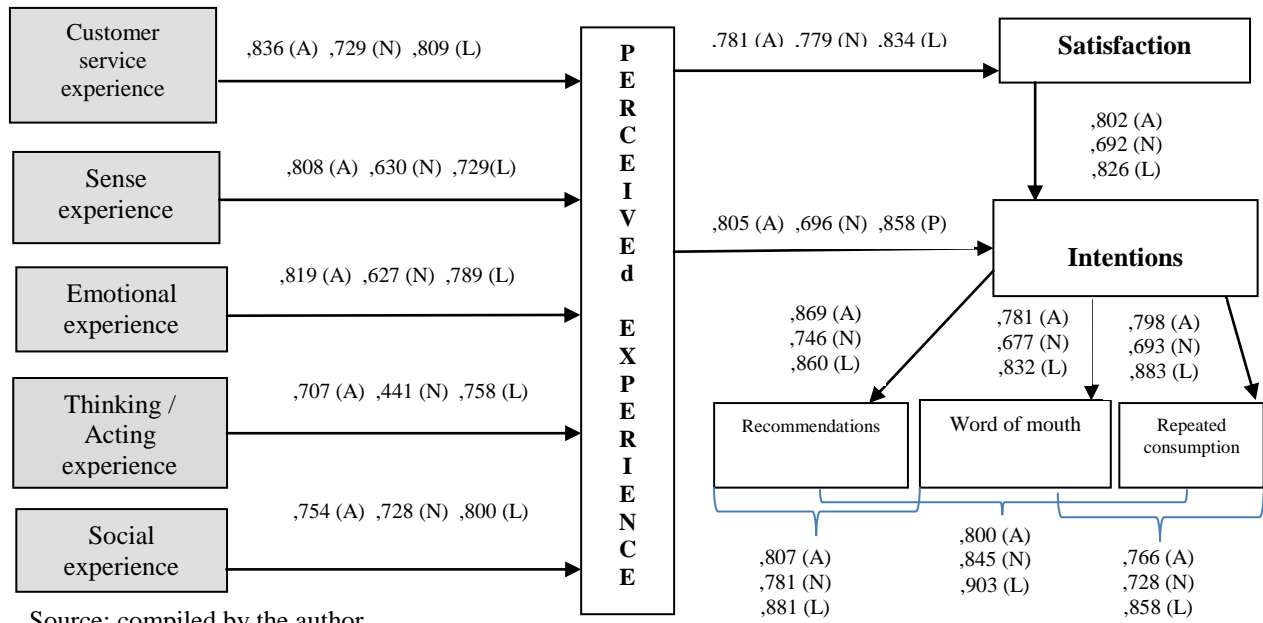


Figure 4. The impact of the types of customer experience on satisfaction and intentions of customers

Sector of Accommodation – (A)

Sector of Nourishment – (N)

Sector of Leisure, Entertainment and Recreation (L)

The confirmation of the hypotheses is presented in Table 7.

Table 7. Confirmation of hypotheses

Hypothesis	Relation strength	Confirmed/denied
H 1 Customer experiences during consumption affect experience of hospitality services	Strong, average	Confirmed
H 1 a Customer service experience affects customer experience	Strong	Confirmed
H 1 b Customer sensory experience affects customer experience	Strong, average	Confirmed
H 1 c Customer emotional experience affects customer experience	Strong, average	Confirmed
H 1 d Customer thinking and acting experience affects customer experience	Average	Confirmed
H 1 e Customer social experience affects customer experience	Strong, average	Confirmed
H 2 Perceived experience of hospitality services affects their satisfaction	Strong	Confirmed
H 3 Perceived experience of hospitality services affects their intentions	Strong, average	Confirmed
H3 a Perceived experience of hospitality services affects recommendation intentions	Strong	Confirmed
H3 b Perceived experience of hospitality services affects word of mouth advertising intentions	Average and strong	Confirmed
H3 c Perceived experience of hospitality services affects repeated consumption intentions	Strong and average	Confirmed
H 4 Satisfaction of hospitality customers affects customer intentions	Average and strong	Confirmed

CONCLUSIONS AND TRENDS OF FUTURE STUDIES

The analysis of the theories of the effect of customer experience on satisfaction and intentions of hospitality customers permits to make the following conclusions:

Experience of each person is individual, subjective and is constantly changing (as knowledge and skills are changing, too). Certain customer experience is formed at the first time and another experience is formed during repeated buying. Everything depends on the phase of buying, experience level and on other factors, which are as follows: personal traits of the customer, company's stimuli, touch-points with the company or its products and interaction with other customers. There are two types of experience with products, their brands or service providers: rational and emotional, which can be positive, negative or neutral. In addition to these two types mentioned above, the following two experiences are also distinguished: sensory experience, which is formed by five senses and social experience, which is formed during interaction with other customers or social groups.

Experience marketing is divided into five modules of strategic experiences. Sensory experience is formed and developed through customer senses. Meanwhile, emotional experience is formed and developed through feelings and emotions. Thinking experience is formed through surprises, raise of interest and stimulation to think and concentrate. Acting experience is formed and developed through physical experience, interaction with the company and other customers. Meanwhile, the general experience is formed by combining all experience modules. Inclusion and management of these experience modules in the company's marketing activities permit them to create strong, attractive brands or service providers, raise customer value and promote customer satisfaction and loyalty. When implementing the concept of experience marketing, special attention is paid to branding and brand management. Therefore, at the tactical level, many measures are related to marketing communications and their management. Therefore, at the tactical level, many measures are related to marketing communications and their management. Special attention is paid to two-sided communication, word of mouth advertising and other measures, which have a faster effect. Thus, when service provider prepares the offer for the customers, he/she should not forget that customers do not buy products. They buy certain experiences. Therefore, the proposal should reflect

not only rational buying motifs but should also include emotional value of service or product. Pricing based on customer value is the best method of company's pricing.

The concept of hospitality is double. It can be perceived as business sector or as value desired by that business. As a desired feature for business, it is a complex of intangible and tangible elements, which influence the choice of travellers or local residents and their satisfaction and their desire to return or visit the same place once again or apply to the same service provider or give verbal recommendations (word of mouth advertising). The sector of hospitality is multiple and is distinguished for rapid development and growth. It includes companies engaged in the following fields: accommodation; nourishment; organization of trips and tourism; entertainment, leisure time, entertainment and recreation; passenger carriage services. The first largest and broadest group of companies providing hospitality services includes tourism and travel agencies, tourism information centres, passenger carriers, places of interests, etc. The second important part of this sector covers companies providing accommodation services: hotels, motels, guesthouses, wellness centres, private accommodation sector, camps, etc. The third group includes companies providing nourishment and beverages: restaurants, cafes, bars and other providers of nourishment services. The fourth group of service providers are auxiliary to the first three groups covering organizers of entertainment and leisure time, recreation, trade organizations, passenger carriers inside the country and other service providers, which directly face and are in contact with the customer of hospitality sector (foreigners, local tourists or one-day visitors).

The main task of hospitality companies (especially for those which provide nourishment, leisure and entertainment services) is to try to gain customer satisfaction and loyalty, which can be reached through the implementation of the concept of experience marketing. Positive customer experience affects customer decisions and actions in the future: will the customer use the services of particular service provider in the future, or not; will the customer give verbal recommendations about that company, or not; and will also affect other significant aspects (customer satisfaction, loyalty, etc.). Companies should first try to find out the stage of experience the customer is in. After that, they could decide which strategic module or its combination should be applied. The combinations of experience modules also depends on particular sector.

The following conclusions can be made after the empirical analysis of the effect of customer experience on satisfaction and intentions of hospitality customers:

While comparing factors, which affect perceived customer experience, experts of different hospitality sectors indicate different factors that might affect customer experiences. According to experts, high-level customer service and quality, design and comfort, choice alternatives and previous customer experience are the most important to the customers using hotel and nourishment services. Meanwhile, physical conveniences and customer service are less important in the sector of entertainment and leisure time. Emotions, great time, a possibility to be with friends, family or colleagues are more important in this sector. Experts of all accommodation and nourishment sectors agree that customer service experience is very important on customer experience. Only the representatives of leisure and entertainment industry suggest that this experience does not determine the final customer decision. Emotional experience, which highly affects experience of hospitality customers, is the second most important experience. Meanwhile, sensory experience is very important in the nourishment sector and important in accommodation, leisure and entertainment sectors. Physical customer experience is very important and important for the customers of accommodation services; and important (but it is not the most important) to the customers of nourishment, leisure and entertainment services. According to experts of nourishment and accommodation sectors, thinking and acting experience is the least important if compared with the aforementioned experiences. It is only important for the customers of leisure, entertainment and recreation customers. Almost the same types of experience affect the experience of customers of accommodation and nourishment sectors. The differences arise only in the sector of leisure, entertainment and recreation.

All the hypotheses that were raised before the research are confirmed after the survey on the effect of customer experience on satisfaction and intentions. Strong relationships or relationships of medium strength between perceived experience and satisfaction, between perceived experience and intentions to repeat, recommend or share the experience with family or friends were found in all hospitality sectors. The hypothesis that there is a relationship between satisfaction and intentions of hospitality customers was also confirmed. The evaluation of the impact of different experiences on perceived experience showed more similarities in accommodation and nourishment

sectors, while more differences were found in the sector of leisure, entertainment and recreation. The research revealed that customer service experience is the most important in these sectors. Yet, emotional, sensory, social and other experiences, which may arise during the use of the service. are also important.

Research results revealed that expert opinion survey and customer survey are not sufficient to thoroughly study customer experiences. The sector of hospitality is multiple; therefore, deeper studies of leisure, entertainment, recreation, transportation (passenger carriage), etc. should be made. In order to get a better insight of the behaviour and intentions of customers of leisure, entertainment and recreation services and the effect on their satisfaction and intentions, thorough and deeper studies are necessary. In order to separately evaluate the experiences of different entertainment customers or customers of particular recreation services, group discussions or in-depth interviews with the representatives of the providers of these services or entertainments should be also organized. Seeking to investigate the effect of sensory experience on customers in accommodation and nourishment sector, observation and survey methods, or even experiment method, should be used.

DAKTARO DISERTACIJOS SANTRAUKA

Temos aktualumas: Lietuva, norėdama sukurti daugiau naujų darbo vietų, pritraukti potencialius užsienio investuotojus bei atvykstančiųjų turistų srautus, turėtų daugiau dėmesio skirti turizmo infrastruktūros bei svetingumo sektoriaus paslaugų gerinimui. Nes vartotojai, atvykę į turistinę vietovę, norėdami patenkinti savo poreikius, naudojami įvairių turizmo sektorių teikiamomis paslaugomis. Jiems svarbios ne tik apgyvendinimo bei maitinimo paslaugos, bet įvairios laisvalaikio praleidimo, pramogų, kelionių tarpininkų, kurie organizuoja ekskursijas po vietovę teikiamos paslaugos, taip pat mažmeninės prekybos, bankų ir kt. paslaugos.

Pastaruoju metu Lietuvoje svetingumo paslaugų sektoriuje vyrauja aštri konkurencija, (ypač apgyvendinimo ir maitinimo paslaugų sektoriuose), auga bankrotų skaičius, keičiasi vartotojų poreikiai bei elgsena, todėl marketingo specialistai turi sugebėti reaguoti į šiuos pokyčius. Svetingumo paslaugas teikiančios įmonės turėtų žinoti, kad esant tokiai didelei konkurencijai, keičiantis klientų elgsenai nebeužtenka tik išsiaiškinti jų poreikius bei juos patenkinti, užtikrinti reikiamą paslaugų kokybės lygį, bet ir reikia žinoti, kad klientai nori nepamirštamų, kartais nepakartojamų potyrių, kuriuos jie norėtų patirti ir ateityje.

Vis dažniau marketingo teoretikai bei praktikai teigia, kad svetingumo paslaugų versle norint užsitikrinti klientų pasitenkinimą reikia išnaudoti patirties marketingo galimybes, kuris leidžia sukurti stiprų ryšį su tam tikrais prekės ženklais ar paslaugų teikėjo įmone. Patirties marketingas yra gana nauja, nepakankamai marketingo teoretikų bei praktikų analizuota sritis. Tačiau pastaruoju laikotarpiu vis didesnis dėmesys skiriamas patirties marketingo koncepcijai bei jos praktiniam taikymui. Patirties marketinge yra išryškinama ne tik racionali vartotojo patirtis įsigyjant tam tikrus produktus ar paslaugas, bet ir emocijomis pagrįsta patirtis, kuri yra nemažiau svarbi kaip ir pastaroji. Keičiasi vartotojai, jų įpročiai ir elgsena. Todėl marketingo specialistai turi žinoti šiuos pokyčius ir atitinkamai reaguoti.

Yra pripažįstama, kad svetingumo paslaugas teikiančioms įmonėms, klientų teigiamų patirčių teikimas yra pasitenkinimo prielaida. Teigiamos ir neigiamos ar pirkimo vartojimo patirtys daro įtaką vartotojo pasitenkinimui bei jo padariniams – teigiamiems žodiniams atsiliepimams arba skundams bei kitai ketinimų elgsenai. Todėl

norint patenkinti klientus reikia žinoti jų patirties lygį, išsiaiškinti kokios patirtys yra svarbiausios ir gebėti jas kurti ir valdyti, tą leistų įgyvendinti patirties marketingo koncepcijos praktinis taikymas.

Svetingumo paslaugas teikiančios įmonės privalo žinoti, kokių potyrių vartotojai tikisi iš paslaugų teikėjų, nes tai sudaro prielaidas jų pasitenkinimui ir lojalumui, žodinėms rekomendacijoms ar ketinimams apsilankyti dar kartą. Tuo tikslu svetingumo paslaugų teikėjai, turi išsiaiškinti kokį poveikį vartotojų pasitenkinimui ir ketinimams daro skirtingi vartotojų patirties tipai, kurios patirtys kuria vertę vartotojui, ir juos išnaudoti taip, kad būtų sukurta geresnė, nepakartojama, nepamirštama ir teigiama patirtis bei stengtis išvengti ir pašalinti vertę griaunančias patirtis.

Mokslinė darbo problema: kokį poveikį daro vartotojų patirtis svetingumo paslaugų vartotojų pasitenkinimui ir ketinimams?

Darbo objektas – vartotojų patirties poveikis pasitenkinimui ir ketinimams

Darbo tikslas – išsiaiškinti vartotojų patirties poveikį pasitenkinimui ir ketinimams svetingumo paslaugų sektoriuje.

Darbo tikslui pasiekti keliami uždaviniai:

1. išanalizuoti teorinius patirties, patirties tipų ir patirties marketingo koncepcijos aspektus;
2. atlikti svetingumo sampratos ir paslaugų sektoriaus sudėties analizę;
3. išsiaiškinus konceptualius vartotojų patirties poveikio svetingumo paslaugų vartotojų pasitenkinimui ir ketinimams ypatumus, parengti teorinį modelį;
4. pateikti vartotojų patirties poveikio vartotojų pasitenkinimui ir ketinimams svetingumo paslaugų sektoriuje empirinį ištyrimo lygį;
5. atlikti vartotojų patirties tipų įtakos pasitenkinimui ir ketinimams patirties marketingo pagrindu teorinio modelio empirinį vertinimą bei korekcijas.

Disertacijos darbo ir tyrimo metodai:

- *Mokslinės literatūros analizė* (probleminė analizė) ir *lyginamoji analizė* taikoma siekiant atlikti patirties marketingo koncepcijos studijas, svetingumo sampratos ir sektoriaus dedamųjų atskleidimui, vartotojų patirties poveikio vartotojų pasitenkinimui ir ketinimams svetingumo paslaugų sektoriuje išsiaiškinimui bei konceptualaus modelio sukūrimui.

- *Pusiau struktūruotas interviu* taikytas apklausiant svetingumo paslaugų sektoriaus verslo atstovus, siekiant išsiaiškinti teorinio vartotojų patirties poveikio pasitenkinimui ir ketinimams modelio dedamųjų svarbą vartotojams;

- *Anketinė apklausa.* Šis tyrimo metodas taikytas apklausiant svetingumo paslaugų vartotojus. Apklausa atlikta siekiant išsiaiškinti vartotojų patirties tipų poveikį pasitenkinimui ir ketinimams svetingumo paslaugų sektoriuje. Duomenims apdoroti ir atliekant statistinę analizę, buvo pasitelkta SPSS statistikos paketu, kurio panaudojimas leido pagrįsti logines išvadas ir nustatyti priklausomybę tarp atskirų kintamųjų, kas leidžia pagrįstai pateikti svetingumo paslaugų teikėjams rekomendacijas apie vartotojų patirties vertinimą ir valdymą.

Darbe ginami teiginiai:

- Kliento patirtys (aptarnavimo, jutiminė, emocinė, mąstymo ir veikimo, socialinė) vartojimo metu daro poveikį svetingumo paslaugų klientų patirčiai
- Apgyvendinimo, maitinimo ir laisvalaikio, pramogų ir rekreacijos paslaugų vartotojų gautai patirčiai poveikį daro skirtingos vartotojų patirtys
- Gauta svetingumo paslaugų kliento patirtis daro poveikį jų pasitenkinimui
- Gauta svetingumo paslaugų kliento patirtis daro poveikį vartotojų ketinimams
- Gautas svetingumo paslaugų vartotojų pasitenkinimas daro poveikį vartotojų ketinimams.

Darbo struktūra ir paaiškinimas. Darbą sudaro trys pagrindinės dalys. Pirmoje teorinėje darbo dalyje nagrinėjami patirties marketingo, vartotojų patirties tipų koncepcijų aspektai. Išanalizuota svetingumo samprata bei svetingumo paslaugų sektoriaus sudėtis. Pateikti svetingumo paslaugų vartotojų ypatumai bei patirties marketingo taikymo ypatumai šiame sektoriuje. Atlikus šių koncepcijų analizę yra atliktas svetingumo paslaugų vartotojų patirties poveikio vartotojų pasitenkinimui ir ketinimams teorinis modeliavimas. Antroje darbo dalyje yra aptarti vartotojų patirties poveikio vartotojų pasitenkinimui ir ketinimų elgsenai jau kitų mokslininkų atlikti empiriniai tyrimai. Aptarimas buvo būtinas, siekiant pagrįsti vartotojų patirties poveikio vartotojų pasitenkinimui ir ketinimams svetingumo paslaugų sektoriuje tyrimo metodologiją. Toliau šioje darbo dalyje pateikiamas tyrimo metodologinis pagrindimas, pateikiami tyrimo instrumentarijai, loginė tyrimo struktūra ir tyrimo proceso aprašymas.

Trečioje darbo dalyje, yra pateikiami vartotojų patirties poveikio svetingumo paslaugų vartotojų pasitenkinimui ir ketinimams patirties marketingo pagrindu tyrimo rezultatai ir jų interpretacijos. Tyrimo rezultatai parodo darbe keliamų hipotezių patvirtinimą, bei stiprumą ir ryšius tarp tiriamų kintamųjų. Gavus tyrimo rezultatus atskiriems svetingumo paslaugų sektoriams yra pateikiamos rekomendacijos kaip vertinti ir valdyti skirtingas vartotojų patirtis.

Teorinė darbo reikšmė:

- Išanalizavus, išgryninus ir apibendrinus patirties marketingo koncepciją galima teigti, kad įmonės norėdamos pasinaudoti šia koncepcija, pirmiausia turi išsiaiškinti kokios patirtys kuria vartotojui vertę, kurios iš jų daro didžiausią poveikį jų pasirinkimui, pasitenkinimui ir kitai elgsenai, taip pat reiktų žinoti kaip šias patirtis kurti ir valdyti, pasinaudojant strateginiais patirties moduliais;
- Atlikus svetingumo sampratos analizę, galima matyti, kad ją galima traktuoti dvejopai, kaip savybę, kurios trokšta paslaugų vartotojai tiek bendraujant su paslaugas teikiančiu personalu, tiek ir su kitais klientais ar vietos gyventojais; tiek kaip verslo sritį, kurioje ypač svarbi ši savybė. Atlikus svetingumo sektoriaus sudėties analizę paaiškėjo, kad jis yra daugialypis bei apimantis apgyvendinimo, maitinimo, turizmo ir kelionių organizavimo, keleivių pervežimo bei laisvalaikio, pramogų ir rekreacijos sektorius. Svetingumo paslaugų vartotojai yra ne tik turistai, bet ir vietiniai gyventojai, todėl svetingumo sektoriuje svarbus ne tik darbuotojų gebėjimas svetingai priimti klientus, bet ir sąveika su kitais klientais bei kiti ypatumai lemiantys vartotojų elgseną;
- Parengtame svetingumo paslaugų vartotojų patirties poveikio vartotojų pasitenkinimui ir ketinimams patirties marketingo pagrindu teoriniame modelyje, yra išryškinama vartotojų patirties stadijos (prieš pirkimą, pirkimo ir vartojimo metu bei po pirkimo) bei kokios patirtys daro poveikį vartotojų gautai bendrai patirčiai ir kokie galimi teigiami padariniai.

Praktinė darbo reikšmė:

- Atliktas empirinis tyrimas ir pateiktas vartotojų patirties poveikio svetingumo paslaugų vartotojų pasitenkinimui ir ketinimams modelis atskleidžia:

- Kokie vartotojų patirties tipai daro didžiausią poveikį apgyvendinimo, maitinimo ir laisvalaikio, pramogų ir rekreacijos paslaugų klientų pasitenkinimui ir ketinimams apsilankyti kitą kartą, pabandyti kitas paslaugas, pramogas, papasakoti apie savo apsilankymo patirtis ar rekomenduoti paslaugų teikėją kitiems;
- Pateikiamos rekomendacijos maitinimo, apgyvendinimo ir laisvalaikio, pramogų ir rekreacijos paslaugų teikėjams kaip gali būti tiriamos vartotojų patirtys bei kokių marketingo veiksnių ir priemonių reikia imtis norint sukurti nepamirštamus, trokštamus potyrius.

Darbo apribojimai ir sunkumai: atlikus skirtingų autorių nuomonių analizę, buvo išskirtos keturios pagrindinės svetingumo sektoriaus dalys: apgyvendinimas, maitinimas, turizmo bei kelionių organizavimo ir keleivių pervežimo bei laisvalaikio, pramogų ir rekreacijos. Tačiau dėl fizinių, finansinių ir laiko išteklių stokos, tiriant vartotojų patirties tipų įtaką svetingumo paslaugų vartotojų pasitenkinimui ir ketinimams, buvo apklausiami tik apgyvendinimo, maitinimo ir laisvalaikio, pramogų ir rekreacijos vartotojai. Nes visi analizuoti autoriai, vieningai sutaria, kad maitinimo ir apgyvendinimo paslaugų teikėjai yra pagrindiniai svetingumo sektoriuje. Turizmo sektorius kaip toks apima ir tiriamus apgyvendinimo ir maitinimo ir kelionių organizavimo bei transportavimo sektorius, jis yra labai daugialypis ir būtų buvę per sunku įvertinti viso turizmo sektoriaus vartotojų patirtis.

Tiriant vartotojų patirties įtaką buvo atsiribota nuo laiko veiksnio, nesigilinant ar tai vartotojo pirma patirtis su konkrečiu paslaugos teikėju. Šis veiksnys būtų ypač svarbus tiriant konkretaus paslaugų teikėjo klientų pasitenkinimą, o ne bendrą vartotojų patirtį konkrečiame sektoriuje. Taip pat neįvertinta vartotojo patirties stadija (prieš pirkimą), nesigilinama į tradicinių marketingo komplekso elementų, tokių kaip kaina, rėmimas bei paskirstymas poveikį vartotojų sprendimams, nes tokie tyrimai atliekami net porą dešimtmečių ir taip jau yra įrodyta jų svarba ir poveikis vartotojų sprendimams. Be to norint įvertinti dar ir šiuos veiksnius reiktų dar labiau išplėsti anketos klausimyną ir tuomet jis būtų pernelyg ilgas. Taip pat atsiribota nuo ženklodaros poveikio vartotojams, nes tuomet klausimynas turėtų būti visiškai kitoks bei nėra tiriami lojalumo aspektai. Kaip matyti iš šio paveikslo vartotojų patirtys daro poveikį vartotojų gautai patirčiai, gauta patirtis veikia vartotojų pasitenkinimą bei pasitenkinimas daro poveikį vartotojų ketinimams,

rekomenduoti, apsilankyti ateityje bei pasidalinti su draugais ir artimaisiais savo patirtimi. Atlikus visų tyrimų analizę galima teigti, kad visos darbe keliamos hipotezės pasitvirtino. Hipotezių patvirtinimas pateikiamas 1 lentelėje.

1 lentelė. Hipotezių patvirtinimas

Hipotezė	Ryšio stiprumas	Patvirtinimas/ paneigimas
H 1 Kliento patirtys vartojimo metu daro poveikį svetingumo paslaugų klientų patirčiai	Stiprus, vidutinis	Patvirtinta
H 1 a Kliento aptarnavimo patirtis daro poveikį kliento patirčiai	Stiprus	Patvirtinta
H 1 b Kliento jutiminė patirtis daro poveikį kliento patirčiai	Stiprus, vidutinis	Patvirtinta
H 1 c Kliento emocinė patirtis daro poveikį kliento patirčiai	Stiprus, vidutinis	Patvirtinta
H 1 d Kliento mąstymo ir veikimo patirtis daro poveikį kliento patirčiai	vidutinis	Patvirtinta
H 1 e Kliento socialinė patirtis daro poveikį kliento patirčiai	Stiprus, vidutinis	Patvirtinta
H 2 Gauta svetingumo paslaugų kliento patirtis daro poveikį jų pasitenkinimui	Stiprus	Patvirtinta
H 3 Gauta svetingumo paslaugų kliento patirtis daro poveikį ketinimams	Stiprus vidutinis	Patvirtinta
H3 a Gauta svetingumo paslaugų kliento patirtis daro poveikį rekomendacijoms	Stiprus	Patvirtinta
H3 b Gauta svetingumo paslaugų kliento patirtis daro poveikį reklamai „iš lūpų į lūpas“	Vidutinis ir stiprus	Patvirtinta
H3 c Gauta svetingumo paslaugų kliento patirtis daro poveikį pakartotiniam vartojimui	Stiprus ir vidutinis	Patvirtinta
H 4 Svetingumo paslaugų vartotojų pasitenkinimas daro poveikį vartotojų ketinimams	Vidutinis ir stiprus	Patvirtinta

IŠVADOS IR ATEITIES TYRIMŲ KRYPTYS

Atlikus vartotojų patirties poveikio svetingumo paslaugų vartotojų pasitenkinimui ir ketinimams teorijų analizę galima pateikti šias išvadas:

Kiekvieno asmens patirtis individuali, subjektyvi, keičiasi, pasikeitus jo žinioms ir įgūdžiams. Vartotojo patirtis vienokia pirmą kartą, kitokia pakartotinio pirkimo metu, priklauso nuo pirkimo fazės ir patirties lygio bei kitų veiksnių: vartotojo charakteristikų, įmonės stimulų, nuo susidūrimų su įmone ar jos produktais ir nuo sąveikos su kitais vartotojais. Išskiriami du pagrindiniai patirties su produktais, jų prekės ženklais ar paslaugų teikėjais tipai: racionali ir emocinė, kuri gali būti tiek teigiama, tiek neigiama ar neutrali. Be šių dviejų tipų yra išskiriamos dar ir jutiminė patirtis formuojama penkių jausmų pagalba bei socialinė patirtis, kuri formuojasi sąveikos su kitais vartotojais ar kitomis socialinėmis grupėmis metu.

Patirties marketingas yra išskaidomas į penkis strateginės patirties modulius. Jutiminė patirtis formuojama ir vystoma vartotojo jausmų pagalba. Emocijų - patirtis formuojama ir vystoma jausmų bei emocijų pagalba. Mąstymo - patirtis formuojama per

siurprizus, susidomėjimo kėlimą bei kliento pritraukimą mąstyti ir susikoncentruoti. Veikimo - formuojama ir vystoma fizinės patirties, sąveikos su įmone ir kitais klientais pagalba. Bendra - formuojama apjungiant visus patirties modulius. Šių patirties modulių įtraukimas ir valdymas įmonės marketingo veikloje leidžia įmonei sukurti stiprius, patrauklius prekės ženklus ar paslaugų teikėjus vartotojams, padidina vertę vartotojui bei skatina jų pasitenkinimą bei lojalumą. Įgyvendinant patirties marketingo koncepciją didelis dėmesys skiriamas ženklodarai ir prekės ženklo valdymui. Todėl ir taktiniame lygmenyje daugelis priemonių yra susijusios su marketingo komunikacijomis ir jų valdymu. Ypač didelis dėmesys skiriamas dvipusei komunikacijai, reklamai iš „lūpų į lūpas“ ir kt. priemonėms, kurios sulaukia greitesnio efekto. Klientams formuojant, bet kokį pasiūlymą paslaugų teikėjas turi nepamiršti, kad vartotojas perka ne daiktą, o patirtis, todėl pasiūlyme turi atsispindėti ne tik racionalūs pirkimo motyvai, bet ir emocinė paslaugos / produkto vertė. Tinkamiausias įmonės kainodaros metodas yra kainodara paremta verte vartotojui.

Svetingumo samprata yra dvejopa, ją galima suprasti kaip verslo sritį ir tam verslui pageidaujamą savybę. Kaip verslui pageidaujama savybė – tai kompleksas neapčiuopiamų ir apčiuopiamų elementų, kurie daro poveikį turistui ar vietinio gyventojui pasirinkimui ir pasitenkinimui bei jų norui dar kartą sugrįžti ar apsilankyti toje pačioje vietovėje arba pas tą patį paslaugos teikėją bei reklamos „iš lūpų į lūpas“ skleidimui. Svetingumo sektorius yra daugialypis, vienas iš labiausiai besivystančių ir augančių, apimantis: apgyvendinimo; maitinimo; kelionių organizavimo ir turizmo; laisvalaikio, pramogų ir rekreacijos; bei keleivių pervežimo paslaugas teikiančias įmones. Pirma didžiausia ir plačiausia svetingumo paslaugas teikiančių įmonių grupė: tai turizmo, kelionių agentūros ir organizatoriai, turizmo informaciniai centrai, keleivių vežėjai, lankytini objektai ir kt. Antra svarbi svetingumo sektoriaus dalis yra - apgyvendinimo paslaugas teikiančios įmonės: viešbučiai ir moteliai, nakvynės/svečių namai, sveikatinimo įmonės, privatus apgyvendinimo sektorius, kempingai ir kt. Trečioji grupė tai maitinimo ir gėrimų paslaugas teikiančios įmonės: restoranai, kavinės, barai ir kitos maitinimo paslaugų teikėjos. Ketvirtoji grupė paslaugų teikėjų yra pagalbiniai pirmosioms trimis grupėms, tai pramogų ir laisvalaikio bei rekreacijos paslaugų organizatoriai, prekybinės organizacijos, keleivių vežėjai šalies viduje ir kt. paslaugų

teikėjai, kurie tiesiogiai susiduria ir kontaktuoja su svetingumo rinkos klientais: užsieniečiais, vietos turistais ar vienadieniais lankytojais.

Svetingumo paslaugas (ypač maitinimo, pramogų ir laisvalaikio) teikiančių įmonių pagrindinis uždavinys – siekti vartotojų pasitenkinimo ir lojalumo, o tai gali padėti užtikrinti patirties marketingo koncepcijos principų įgyvendinimas. Nes nuo vartotojo „teigiamos“ patirties susiduriant su paslaugų įmone, priklausys ir jo sprendimai ir veiksmai ateityje: naudotis tam tikro paslaugų teikėjo paslaugomis ar ne, kokias žodines rekomendacijas teikti apie šią įmonę ir kitos įmonei svarbios pasekmės kaip vartotojų pasitenkinimas, jų lojalumas ir kt. Pirmiausiai įmonės turi išsiaiškinti kokioje patirties stadijoje vartotojas yra ir pagal tai nuspręsti, kokį patirties strateginį modulį ar jų kombinaciją taikyti. Patirties modulių kombinacijos priklausys ir nuo to kokiame sektoriuje jos bus įgyvendinamos.

Atlikus empirinį vartotojų patirties poveikio svetingumo paslaugų vartotojų pasitenkinimui ir ketinimams tyrimą galima daryti šias išvadas:

Vertinant veiksnius, kurie daro įtaką gautai klientų patirčiai, skirtingų svetingumo sektorių ekspertai išskiria ne identiškus veiksnius, kurie gali daryti įtaką jų klientų patirtims. Ekspertų nuomone viešbučio ir maitinimo paslaugų vartotojams, svarbiausia aukšto lygio aptarnavimas ir kokybė, dizainas ir komfortabilumas, pasirinkimo alternatyvos bei ankstesnė vartotojų patirtis. O pramogų ir laisvalaikio paslaugų srityje vartotojams mažiau svarbūs fiziniai patogumai ir aptarnavimas, svarbesnės: emocijos, smagiai praleistas laikas, pabuvimas su draugais, šeima ar kolegomis. Kaip labai svarbi vartotojų aptarnavimo patirtis įvardinta visų apgyvendinimo ir maitinimo sektoriaus ekspertų, tik laisvalaikio, pramogų sektoriaus atstovai teigė, kad ši patirtis nėra lemianti galutinį vartotojo sprendimą. Antra labai svarbi patirtis yra emocinė, kuri daro didelį poveikį visų svetingumo sektoriaus vartotojų patirčiai. Jutiminė patirtis labai svarbi maitinimo sektoriuje, svarbi - apgyvendinimo ir laisvalaikio bei pramogų srityje. Fizinė vartotojų patirtis labai svarbi ir svarbi apgyvendinimo paslaugų klientams, maitinimo ir laisvalaikio bei pramogų klientams svarbi, bet ne svarbiausia. Socialinė patirtis labai svarbi maitinimo sektoriaus ir pramogų sektoriaus klientams. Ir mažiausiai svarbi pasak maitinimo ir apgyvendinimo sektoriaus ekspertų yra mąstymo ir veikimo patirtis, ji svarbesnė laisvalaikio, pramogų ir rekreacijos paslaugų vartotojams. Apgyvendinimo ir

maitinimo sektoriams vartotojų patirčiai daro poveikį beveik tie patys patirties tipai, skirtumai išryškėja laisvalaikio, pramogų ir rekreacijos sektoriuje.

Atlikus vartotojų nuomonės tyrimą apie jų gautos patirties poveikį pasitenkinimui ir ketinimams buvo patvirtintos visos prieš tyrimą iškeltos hipotezės. Visuose svetingumo sektoriuose nustatyti stiprūs arba vidutinio stiprumo ryšiai tarp gautos patirties ir pasitenkinimo, tarp gautos patirties ir ketinimų apsilankyti ateityje, rekomenduoti ar pasidalinti savo apsilankymo patirtimi su šeima ar draugais. Taip pat patvirtinta hipotezė, kad yra ryšys tarp svetingumo paslaugų vartotojų pasitenkinimo ir ketinimų. Vertinant skirtingų patirčių poveikį gautai patirčiai yra nustatyta daugiau panašumų apgyvendinimo ir maitinimo sektoriuose, daugiau skirtumų išryškėjo laisvalaikio, pramogų ir rekreacijos sektoriuje. Nustatyta, kad šiuose sektoriuose yra svarbiausia aptarnavimo patirtis, tačiau be jos dar svarbios ir emocinė ir jutiminė bei socialinė patirtys ir kitos kurios gali kilti paslaugos vartojimo metu.

Tačiau gauti tyrimo rezultatai parodė, kad tiriant vartotojų patirtis neužtenka atlikti ekspertų apklausos ir vartotojų nuomonės tyrimo, nes svetingumo sektorius yra labai daugialypis, ypač reikėtų išsamesnių tyrimų laisvalaikio, pramogų ir rekreacijos sektoriuje, transportavimo (keleivių vežimo) ir kt. Siekiant geriau įsigilinti į laisvalaikio, pramogų ir rekreacijos vartotojų elgseną ir jų patirtis bei poveikį jų pasitenkinimui ir ketinimams, reiktų atlikti išsamesnius ir gilesnius tyrimus. Vertinant atskirai skirtingų pramogų vartotojų ar konkrečių rekreacinių paslaugų vartotojų patirtis reikėtų taikyti grupines diskusijas ar giluminius interviu, su šių pramogų ar paslaugų vartotojais. Apgyvendinimo ir maitinimo sektoriuje, norint ištirti jutiminės patirties poveikį vartotojams reiktų derinti stebėjimo ir apklausos metodus, ar net eksperimentą.

INFORMACIJA APIE DISERTACIJOS AUTORE

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Gimimo data: *1978 12 15*

Išsilavinimas:

Aukštoji mokykla	Baigimo metai	Igyta kvalifikacija
Lietuvos kūno kultūros akademija	2000	Turizmo ir sporto vadybos bakalauro
Vilniaus universitetas Kauno humanitarinis fakultetas	2002	Marketingo ir prekybos vadybos magistras

Trumpas darbo veiklos aprašymas:

Metai	Institucija	Pareigos
nuo 2002 08 31 iki 2005 01 31	Vilniaus universitetas Kauno humanitarinis fakultetas	Komercijos katedros lektorė
nuo 2004 07 18 iki 2005 05 28	UAB „Finsida“	Projektų vadybininkė
nuo 2005 02 01 iki dabar	Vilniaus universitetas Kauno humanitarinis fakultetas	Verslo ekonomikos ir vadybos katedros lektorė

Mokslinė pedagoginė veikla:

Mokslinių interesų kryptys	Paslaugų marketingo koncepcijos: vidaus, santykių marketingas; vartotojų elgsena, marketingo komunikacijos paslaugų srityje; patirties marketingas ir kt.
Dėstomi dalykai	Marketingo tyrimai, marketingas, paslaugų marketingas, marketingo valdymas, verslo pagrindai, meno rinkodara.

Mokslinės publikacijos:

Mokslinių publikacijų disertacijos tema sąrašas:

1. **Verbauskienė, L.**, Griesienė, I. (2014). *Conceptualization of Experience Marketing in the Sector of Hospitality Services*// International Journal of scholarly papers: Transformations in Business & Economics, Vol. 13, No 2B (32B).
2. **Verbauskienė, L.** (2010). *Svetingumo verslo situacijos Lietuvoje analizė*. International Journal of Research Trends in Social Sciences. 2010, vol. 5, Summer. pp. 54–80. ISSN 1822-3532.
3. **Verbauskienė, L.** (2010). *Lietuvos turizmo vartotojų elgsenos modeliai*. International journal of research trends in social sciences. 2010, vol. 5, Summer. pp. 23–53. ISSN 1822-3532.
4. Grundey, D., **Verbauskienė, L.**(2009) Chapter 5.3. „*Place Marketing in Regional Development: Fostering Emotional Relationship with Destinations*“, in: S. Gadziyev, D. Grundey, Y. Bilan, B.S. Sergi (eds.). „**Business Development and Markets in the European Economic Area**“, Monograph, 2009, pp. 292-307. –Kyiv: Azerbaidzan State University of Economics, Foundation of International Studies, Kyiv State University of Technology and Design (Ukraine). ISBN 978-966-8034-06-0