

Impact of experiential marketing on customer loyalty in a shopping mall, San Miguel, 2024

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Abstract– *The objective of the study was to identify the “Impact of experiential marketing on customer loyalty in a shopping mall, San Miguel, 2024”. The research developed a quantitative approach, applied, causal correlational, non-experimental and cross-sectional design. The population consisted of 700 customers of the shopping mall studied. The sample consisted of 341 customers. The technique applied was the virtual survey. The instrument consisted of 19 items, which was validated qualitatively and quantitatively, endorsed by 4 expert judges. Results were also obtained from the measurement of the levels of the variables and dimensions, as well as statistics such as ANOVA, R-squared, and the identification of coefficients through regression. It was concluded that experiential marketing has a significant impact on customer loyalty in a shopping mall, San Miguel, 2024, as well as its dimensions.*

Keywords– *Experiential Marketing, Customer Loyalty and Marketing.*

I. INTRODUCTION

A. Context

Over time, various authors have sought to define the diverse functions and approaches to marketing. Among these concepts and strategies, experiential marketing has emerged as a powerful strategy to address market competition more effectively. This approach emphasizes the importance of creating meaningful experiences and emotional connections with users or customers, which significantly influence their decision-making processes.

From an international perspective, a study conducted in Venezuela highlights experiential marketing as a strategy that delivers sensations and positive emotions with a direct impact on customers. It strengthens the relationship between the customer and the brand by creating a unique and differentiating experience. This, in turn, leads to significant growth in sales and enhances commercial competitiveness, driving customer satisfaction and loyalty while generating favorable outcomes for a company's profitability [1].

The levels of consumption and level of purchase, responds to the experiences of customers, since it uses representative and marked incentives that seek to enter a favorable emotional response that directly influences the choice of users and their decision to make purchases [2]. Therefore, it is concerned in applying strategies that give value to the user and that exceed the expectations of the users

in relevance of the attention provided and the good or service offered, generating positive qualities in people.

In the national perspective; a recent study revealed to us the impact between experiential marketing and customer compliance in a Lima mall in 2019 [3]. It shows that the mall uses experiential marketing strategies and practices to please its customers. But also, it mentions to us that there are many opportunities for improvement to fully meet customer expectations.

In the local context of a shopping mall, challenges have been identified in the execution of experiential marketing as a strategy to foster user loyalty. While some stores within the mall attempt to offer such experiences, employees often lack the necessary training to implement these strategies effectively. Consequently, they fail to generate the desired experiences and sensations during the purchasing process, which hinders efforts to retain customers.

These issues highlight critical factors, such as the poor execution of experiential marketing, which falls short of expectations despite its recognized importance in enhancing customer loyalty. Additionally, the insufficient training of store employees poses a significant barrier to the effective application of experiential marketing.

Without the appropriate knowledge and skills, employees struggle to create memorable experiences that inspire customer loyalty. Ultimately, the inability to deliver satisfying and emotionally engaging experiences can negatively impact customer retention. When consumers fail to feel a meaningful connection with the brand or shopping experience, they are less likely to return in the future.

B. Research problem

Considering this information and response, we were able to pose the general problem: How does experiential marketing impact customer loyalty in a shopping mall, San Miguel, 2024?

C. Justification

The study is justified theoretically. According to this form of study, it has the particularity of providing the researcher with the ability to base his work on key theories and concepts, which increases the credibility and rigor of the study [4]. A solid theoretical framework helps to place the research in a broader academic context and to demonstrate the connection

with previous studies, thus strengthening the validity of the findings. This facilitates data interpretation and encourages deeper analysis of implications, ensuring that the study meets standards of rigor and research quality.

The study is practically justified, this type of study has the characteristic of focusing on the usefulness of the research for various stakeholders, such as professionals, communities and public policy makers [5]. It highlights the importance of generating a positive impact, not only developed in academia, but also derived from everyday life. The findings can provide innovative solutions for professionals, improve the quality of life in diverse communities and serve as a basis for the creation of regulations in the public sphere. Thus, practical justification drives researchers to focus their studies on real applications that benefit society.

D. Research objective

Thus, the general objective was established as follows: To determine the impact of experiential marketing on customer loyalty in a shopping mall, San Miguel, 2024.

E. Previous works

From an international perspective, in Ecuador, the author Villacis [6], developed a research developing a scientific article indexed in Scielo where he mentions the study of the variables “Experiential Marketing” as a “market strategy” as a modern tool, currently presented as a powerful tool that helps organizations to strengthen their strategies in the current market in the country. For this purpose, quantitative studies were used; likewise, surveys were developed as a technique for the collection of information, applying SPSS 21.00 software, which helped to demonstrate the strategies focused on generating unique and significant experiences for consumers, with the clear objective of making known the relevance of generating an emotional bond that increases consumer loyalty and satisfaction. The sample consisted of 50 surveyed users who are consumers who have visited several local businesses. Through the creation of commercial experiences, the aim is to offer consumers an experience associated with the consumption of the product or service, in a way that stands out in the market and generates a lasting impact. Finally, he mentions that adopting experiential marketing can be key to differentiate from the competition and build solid relationships with customers, generating purchase loyalty. The Rho Spearman statistical test was also used, with a sig. value of 0.001 and a correlation value of 0.938. Therefore, it was concluded that to highlight the objective can be achieved through training and technological strategies that help to seek and maximize the closeness with customers to know the trends that prioritize the new society and understand those main features and thus improve the consumer experience when purchasing a product.

As it also mentions us; in India, the author Hemanth [7] who developed as a scope with the variables experiential marketing intervenes directly in the purchase decision of customers in clothing stores. The perspective determines that in India's increasingly competitive business environment,

where products and services are implemented more homogeneously, the experience becomes a very key and important indicator. For a manager, this implies the importance of allocating investments and resources to ensure unique experiences that not only satisfy the functional needs of customers. It also reflects that customers' expectations are derived from the changes they are developing in preferences, who now seek more than simply acquiring a product or service; they want to live an experience that enriches their lives and generates positive emotions; the focus on the customer experience should be a priority element as a strategy, integrated in each department of the organization through the provision of goods and services, to customer service and logistics. The research orientation was quantitative and for this purpose a study of the customer experience was carried out through various factors, 120 users were surveyed. The Rho Spearman test was developed, giving a value of less than Sig. 0.05 and a correlation value of 0.561. With this, they were able to conclude that offering a good experiential service has a direct influence on consumers' shopping behavior; however, due to the increase in online shopping, face-to-face service has decreased.

F. Theoretical framework

Experiential marketing:

According to the information for Experiential Marketing, several theories are expressed one of them with [8], The theory of economic experience, they identified in their book that in today's economy, companies must transcend the mere offering of products and services to focus on generating memorable experiences and sales personalization for their customers. They argue that in a marketplace saturated with similar options, authenticity and emotion associated with an exceptional experience and purchase expectations become the crucial new competitive ground for differentiating and attracting customer loyalty. Rather than competing solely on price or product features, companies can distinguish themselves by providing experiences that stimulate the senses, provoke emotions and generate lasting positive memories in the minds of consumers. This approach seeks not only to satisfy customers' functional needs, but also their deeper emotional and psychological needs, thus creating an emotional connection and an emotional bond with the brand. They mention that authentic and exciting experiences are essential for companies to stand out in a saturated market and become the new competitive battleground where they can captivate and retain their customers.

Customer loyalty:

According to the information on customer loyalty, Oliver [9] and his insights on customer loyalty, brand repetition behavior plays a key role. The formation and maintenance of customer loyalty to a brand are influenced by several crucial factors. Firstly, the importance of satisfaction with the shopping experience and the trust it generates is emphasized [10]. This means that when customers have a positive experience interacting with a brand during the purchase

process, they are more likely to develop an emotional connection and a favorable perception of that brand. This satisfaction can come from several aspects, such as the quality of the product or service, customer service, the convenience of the buying process, consumer behavior and value for money [11]. In addition, customers are not only looking to be satisfied with their shopping experiences, but also to be attracted to the values, personality and image of the brand itself [12]. When a brand manages to establish this emotional connection and reflect the values and aspirations of customers, they tend to feel a deeper and more lasting affinity towards it. Customer loyalty to the shopping experience and the emotional connection to the brand are essential elements in fostering long-term brand loyalty.

G. Research hypothesis

Experiential marketing significantly impacts customer loyalty in a shopping mall, San Miguel, 2024.

II. METHODOLOGY

A. Study design

The approach was quantitative. It includes a group or set of processes in an orderly manner that implements samples that help us to define a certain group of users to apply the various studies that provide us with objective results and starts from a general idea that delimits the objectives and questions [13]. The present research has a quantitative approach which will help us to achieve these purposes. It also develops data collection to apply an analysis that allows measuring and defining variables to verify results [14].

Type of research: Applied. It mainly seeks to test and validate the practical applicability of possible solutions proposed to the problems identified according to the objectives [15]. In the end, it seeks to verify whether these solutions work effectively when implemented in concrete situations. In short, it attempts to translate theory into practical actions and results that can bring tangible improvements to problems.

The level was causal correlational helped to understand and establish relationships between variables, this helped to understand results within the research developed. Two variables can be effected by identifying how they influenced each other, these findings help us to a deeper understanding, [16].

The design was non-experimental. It studies that are developed without any deliberate manipulation of its variables, so that only the phenomena are observed within their natural environment in order to achieve the analysis of a variable in an optimal way [15].

The study was cross-sectional. It allowed to study and thus determine the relationship between the variables because we will develop surveys to collect data and information about the population as a sample target.

B. Population and sample size

The population was considered finite. The population was derived as the set of those elements to be studied that are related to certain specifications [17]. Sometimes, the population may be unknown or difficult to delimit, so we work with a representative sample.

The population, the exact amount of population to be considered is 700 customers of the San Miguel shopping center.

The sample is the development of a subset of units selected from a larger population in dimension, which is studied to obtain relevant and previously determined information to research on the entire population. In this research, a sample of a total of 341 customers of a shopping mall San Miguel, 2024 is considered.

C. Instrument

The instrument was the questionnaire. According to McMillan and Schumacher [18], they mentioned that data collection instruments are those resources that the researcher uses to record information and data on the variables he intends to study efficiently. In the present thesis, to measure our variables and their indicators, a questionnaire was used, which allowed the development of the study and Likert-type questions were applied. For the experiential marketing variable, it is a self-developed questionnaire and is made up of 11 questions. Likewise, for our customer loyalty variable, it was a questionnaire, also of our own elaboration and is made up of 8 questions.

C. Data collection and analysis

As for the data collection procedure, this was developed by estimating the number of people to be surveyed outside a shopping mall. Then the following month was collected through a survey shared with people recurring to the establishment, virtually (Google forms) and in person (visit to the mall).

The method of data analysis included hypothesis testing using ANOVA; R-squared and identification of unstandardized coefficients using linear regression.

III. RESULTS

General hypothesis:

Experiential marketing significantly impacts customer loyalty in a shopping mall, San Miguel, 2024.

A. Measurement of the levels of variables and dimensions

TABLE I
MEASUREMENT OF THE LEVELS OF VARIABLES AND DIMENSIONS

Dimension or Variable	High level [3.66- 5.00 [Medium level [2.33- 3.67 [Low level [1.00- 2.33 [
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Sales customization	71%	14%	15%
Emotional connections	71%	12%	17%
Purchase expectations	71%	12%	17%
State-of-the-art technology	71%	12%	17%
Consumer behavior	71%	11%	18%
Perceived value	71%	11%	18%
Consumer confidence	71%	11%	18%
Experiential marketing	71%	12%	17%
Customer loyalty	71%	12%	17%

Regarding the dimensions of the first variable mentioned above, it was identified that the dimension “personalization of sales” is at a high level with a percentage of 71% of respondents, medium level with 14% and low level with 15%. On the other hand, in reference to the dimension “emotional connections”, it was located at a higher level with 71% and for the medium level with 12%, ending with the low level with 17%. The “purchase expectations” are at 71% in relation to the high level, 12% for the medium level and 17% for the low level. The “state-of-the-art technology” derives the high level at 71%, medium at 12% and low at 17%.

Continuing with the dimensions of the second variable, the dimension “consumer behavior” reflects 71% in its results at the high level, 11% at the medium level and 18% at the low level. The second dimension “perceived value” resulted in 71% for the high level, followed by 11% for the medium level and 18% for the low level. Finally, the “consumer confidence” dimension showed 71% of results at the high level and 11% at the medium level, with the highest and 18% at the low level. Finally, the variable “experiential marketing” showed 71% of results for the high level, 12% for the medium level and 17% for the low level. In addition, the second variable “customer loyalty” obtained 71% at the high level, with results of 12% for the medium level and 17% for the low level, thus highlighting these percentages.

B. Hypothesis testing

TABLE II
GENERAL HYPOTHESIS: ANOVA

Model		Sum of squares	df	Quadratic mean	F	Sig.
1	Regression	474.295	1	474.295	10585.411	0,000
	Residual	15.189	339	0.045		

	Total	489.485	340			
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With respect to the data reflected in Table II, the statistic corresponding to the linear regression was developed and carried out by means of ANOVA. An asymptotic bilateral significance of less than 0.05 was obtained, which is within the established margin of error, so that allowed the researcher to validate the proposed research, therefore “experiential marketing significantly impacts customer loyalty in a shopping mall, San Miguel, 2024.

TABLE III
GENERAL ASSUMPTION: IDENTIFICATION OF THE COEFFICIENT OF DETERMINATION

Model	R	R square	Adjusted R-squared	Standard error of the estimate
1	0.984	0.969	0.969	0.21168

The results corresponding to the coefficient of determination, which in other terms is also called “R-squared”, was 0.969. According to this information allows the researcher to affirm the following, that it is possible to generate a linear regression model which allows and estimate the impact of experiential marketing on customer loyalty in a shopping mall, San Miguel, 2024. According to this model it will be effective and will reflect the corresponding indicators according to 96.9% of the cases studied.

TABLE IV
GENERAL ASSUMPTION: IDENTIFICATION OF UNSTANDARDIZED COEFFICIENTS

Unstandardized coefficients		Standardized coefficients		t	Sig.
Model	B	Standard error	Beta		
1	(Constante)	0.104	0.042		2,490
	Var Experiential Marketing	1.032	0.01	0,984	102,885

According to table IV, it was possible to identify that the unstandardized coefficients in the model (B) refer to the model to be created. It was also possible to identify that the B value obtained as a result for the constant is 0.104 and according to the independent variable “experiential marketing” is 1.032.

This allows us to develop and create the following model:
Customer loyalty = Experiential marketing * 1.032) + 0.104.

IV. FINAL CONCLUSIONS AND DISCUSSION

A. Conclusions

According to Tintaya [19] conclusions are essential because they help to synthesize the findings and evaluate in a concrete way the relationship with the research questions and objectives and help to understand the results within the research. Likewise, such information is understood as the result or product within the data obtained and discussion developed in the research. Finally, the conclusion was : Experiential marketing has a significant impact on customer loyalty in a shopping mall, San Miguel, 2024; where it was validated by means of the Pearson's Chi-square statistical test (bilateral asymptotic significance = 0,000)

B. Discussion

The first study presented by the author Villacis [6], in this first case was developed in Ecuador, on the other hand in this research was developed in San Miguel de Lima, Peru in the year 2024. In addition, the author Villacis [6] studied the variables "Experiential Marketing" as "market strategy" as well as in this thesis it was taken into consideration with the main variable. On the other hand, one of the coincidences found by the author Villacis [6] was that he developed his research using quantitative studies as in this work. According to the sample selected by Villacis [6] was 50 surveyed users, while this study considered 341 people, thus finding different characteristics of the samples. Likewise, the aforementioned author was able to perform the Rho Spearman statistical test, on the other hand, linear regression was implemented in this study. Finally, the results obtained by Villacis [6] were with a significance value of 0.001 and a correlation coefficient of 0.983, while in this study a significance value of 0.000 and an R-squared value of 0.969 were reached. These results for both cases were positive, since both studies validated the hypothesis proposed by the researchers, previously studied and compiled through the data, which allowed for comparisons and the identification of those differences to be mentioned.

For the third study developed by Hemanth [7] this was conducted in India in the year 2024, on the other hand in this study was developed in San Miguel de Lima, Peru in the year 2024. On the other hand the author Hemanth [7] studied the variables in depth about experiential marketing and customer purchase decision. As in this study, the independent variable was considered. Another coincidence found by the author Hemanth [7] was that this study is also developed quantitatively, as in this thesis. Continuing with the information also highlights the author Hemanth [7] the selected sample in which he included 120 users while in this thesis 341 customers were surveyed, but thus finding different characteristics with respect to the sample. On the other hand, the author previously mentioned managed to test his hypothesis using the Rho Spearman statistical tool, while in this thesis linear regression was developed. Finally the results obtained by Hemanth [7] allowed him to obtain results with a significance value of less than 0.05 and a correlation level of

0.561; while in this study the results obtained derived a sig. value of 0.000 and an R2 correlation coefficient of 0.969 respectively. With this information it was possible to conclude that for both situations they were able to validate the hypotheses previously proposed by the authors.

V. RECOMMENDATIONS

From a general perspective according to the company that has been studied in this research, it is recommended to the shopping center to improve the development of experiential marketing based on the attention, service and personalization that is provided to customers with the intention of ultimately improving the loyalty of consumers and analyze each of the activities developed to improve them continuously because with respect to this study, The impact of experiential marketing on customer loyalty has been determined, therefore, by improving the processes involved in the variables mentioned, customer loyalty in the mall would be significantly improved, and it would also ensure the development of an optimal and adequate work by the collaborators.

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