

## Research on the Influence of Customer Value on Purchase Intention Based on Service-dominant Logic

Pietro Schipani

University of Turin, Italy  
[pietro.schipani@gmail.com](mailto:pietro.schipani@gmail.com)

### Abstract

*Creating more value is the source of a company's competitive advantage, and how to improve customer value is an important issue that the business community pays attention to. This study takes customer value co-creation participation behavior as the research object introduces customer experience, explores the mechanism of customer value co-creation participation behavior on purchase intention, and uncovers the black box of customer value co-creation participation behavior to purchase intention. This research uses questionnaire analysis, introduces customer experience, and researches the influence mechanism of customer co-creation value participation behavior on purchase intention. This article explores the specific composition and result mechanism of customer value co-creation behavior, which is conducive to further improving the theory of customer value co-creation behavior; explores the formation mechanism of purchase intention from the perspective of value co-creation, and provides a new theoretical reference for the promotion of purchase intention; How to improve customer value and co-creation effect in management practice, enhance customer purchase intention and provide decision support.*

**Keywords:** *Customer value, Customer willingness, service-leading logic, Influence mechanism*

### 1. Introduction

Creating more value is the source of corporate competitive advantage [1]. The traditional view is that enterprises create value independently, and customers only act as value users [2]. However, the service-dominant logic believes that customers, enterprises, and other stakeholders are all resource integrators and can participate in the creation of value. The interaction between resource integrators generates value, and value co-creation arises at the historic moment [3][4]. Customers play a core role in value creation, and their value co-creation behavior is an important way to build a company's core competitiveness. It has received extensive attention from academia and business circles. The related research of scholars is still in its infancy, mainly focusing on the elaboration and analysis of the overall theory. Still, in-depth research on the composition of customer value co-creation behavior and its result mechanism is lacking. Customer value co-creation behaviors are divided into roles within and outside roles.

Co-creation of customer value arises from joint production and develops from service-led logic. The traditional view of value creation believes that value is created independently by

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enterprises, a study based on commodity-led logic. However, Wikström pointed out that customers can participate in producing and serving goods, bringing value to the enterprise and itself [5]. On this basis, Ramirez proposed the concept of value co-production, pointing out that enterprises and customers generate value through interaction; value creation has the characteristics of interaction and synchronization and further clarified the concept of co-creating value between enterprises and customers [6]. However, co-production emphasizes that customers participate in production in a limited area dominated by the enterprise, which has greater limitations. Vargo and Lusch pointed out that all economies are service economies, and goods and services should be unified to produce service-dominant logic. Under the service-led logic, the scope of customer value co-creation is further expanded, and customers can participate in the entire link of product design, production, delivery, and consumption [7]. With the development of service-dominant logic, Vargo and Lusch have clarified the customer's dominant position in value co-creation. At the same time, the value co-creation network has evolved from the dual relationship between enterprises and customers to a larger social network. They also pointed out that all economic participants are resource integrators and can participate in the creation of value. The magnitude of the value depends on the specific situation [8]. Customer value co-creation behavior can be divided into customer value co-creation participation behavior and customer value co-creation citizen behavior. Among them, customer value co-creation participation behavior is an in-role behavior and is a necessary condition for value co-creation. Customer value co-creation citizen behavior is an off-role behavior, not a necessary condition for value co-creation [9][10]. Yi and Gong divided the two dimensions. Among them, customer value co-creation participation behavior includes four dimensions: information search, information sharing, interpersonal interaction, and responsible behavior. Customer value co-creation civic behavior includes four dimensions: feedback, publicity, help, and tolerance [11].

In the 1970s, Alvin Toffler proposed "experience" in "Future Impact" and pointed out that the experience industry would become a new pillar of economic development after the service industry. Pine and James H. Gilmore conducted a systematic study on experience and pointed out that experience is a kind of beautiful feeling formed in individual consciousness; this feeling involves intelligence, physical strength, emotion or spirit, and other aspects [12]. To understand customer experience, Schmitt believes that customer experience is an unforgettable activity created by companies through products and services around customer needs [13]. According to scholars, customer experience is gradually formed in the development of the commodity economy. The consumption structure has been further optimized with the improvement of consumption levels. Customers value not only the functional characteristics of goods and services but also the subjective feelings and unforgettable experiences they bring. Experience needs gradually surpass material needs and become the dominant consumer demand. Pine and James H Gilmore divided the customer experience into four dimensions: entertainment, aesthetics, education, and escape, according to the customer's integration into the scene. Schmitt uses neurobiology, philosophy, physiology, and other multidisciplinary theories to propose a strategic experience module, which divides customer experience into five dimensions: sensory experience, thinking experience, emotional experience, related experience, and action experience. Most scholars recognize this division method.

Dodds et al. pointed out that the possibility of customers buying a particular product or service is their willingness to buy [14]. In the decision-making process, customers must first identify their own needs, clarify the purpose of the purchase, collect information on this basis, formulate solutions, and make purchase decisions after evaluating and analyzing each plan.

Purchase intention reflects the result of customer evaluation and analysis. Purchase intention is a psychological activity customers generate when purchasing products or services. Mullet believes that customer' attitudes towards products, evaluation, and external factors are all important factors that affect purchase intentions [15]. Purchase intention can be measured by reconstruction intention, recommendation intention, and premium purchase intention [16][17].

## **2. Research hypotheses**

### **2.1. Customer value co-creation, participation behavior, and purchase intention**

Scholars have limited research on the relationship between customer value co-creation participation behavior and purchase intention. A few studies have shown that customer participation behavior may directly or indirectly impact purchase intention. Karen et al. researched customer participation in the service delivery process. They found that customer participation is conducive to generating good word-of-mouth and recommendations [18], which are essential sources for improving customers' purchase intentions. Jones and Sasser's research shows that customer satisfaction has a significant positive impact on repurchase, good word of mouth, public recommendation, and other behaviors conducive to the formation of purchase intention [19]. Based on the above analysis, this research proposes the following hypotheses:

H<sub>1</sub>: Customer value co-creation participation behavior has a significant positive impact on customers' purchase intentions;

H<sub>1-1</sub> : Information search has a significant positive impact on customers' purchase intentions;

H<sub>1-2</sub> : Information sharing has a significant positive impact on customers' purchase intentions;

H<sub>1-3</sub> : Responsible behavior has a significant positive impact on customers' purchase intentions;

H<sub>1-4</sub> : Interpersonal interaction has a significant positive impact on customers' purchase intention.

### **2.2. Customer value co-creation, participation behavior, and customer experience**

According to the service-oriented logic, both the customer and the enterprise are resource integrators, and the customer's value co-creation behavior interacts with the enterprise, which can bring a good experience to the customer [3]. In the process of value co-creation and participation, customers can interact with the company as a whole and interact with the company as a whole by watching the company's advertising, understanding the company's business and public welfare activities, and knowing the company's brand. It can also conduct "point" interactions with employees, including consulting, accepting products and services delivered by employees, etc., as well as point-to-point contacts and event interactions with employees. It can also interact with other customers by "intersection" and communicate and exchange information with other customers through online platforms or offline physical environments. Prahalad and Ramaswamy pointed out that high-quality interaction between customers and companies allows customers to obtain a unique experience and help the company gain a unique competitive advantage [20]. Some scholars have also reached similar conclusions. Based on the above analysis, this research proposes the following hypotheses:

H<sub>2</sub> : Customer value co-creation participation behavior has a significant positive impact on customer experience;

H<sub>2.1</sub>: Information search has a significant positive impact on customer experience;

H<sub>2.2</sub>: Information sharing has a significant positive impact on customer experience;

H<sub>2.3</sub>: Responsible behavior has a significant positive impact on customer experience;

H<sub>2.4</sub>: Interpersonal interaction has a significant positive impact on customer experience.

### **2.3. Customer experience and purchase intention**

Some scholars have researched the relationship between customer experience and purchase intention and generally believe that customer experience is beneficial in increasing purchase intention. Holbrook and Hirschman pointed out that the pleasure of customers' consumption behavior helps guide consumers to choose corresponding products or services. Fun can come from the product or service's attributes or the emotional resonance caused by the product or service. Two scholars confirmed through empirical analysis that the better the customer experience, the stronger the purchase intention [21]. Research by Ang et al. showed that in the service industry, good services received by customers can make customers feel happy and promote purchase behavior [22]. Based on the above analysis, this research proposes the following hypotheses:

Customer experience has a significant positive impact on purchase intention.

### **2.4. The mediating role of customer experience**

According to the SOR theory, the external stimulus (S) affects the customer's perception (O). After a series of psychological effects, it will impact the customer's response (R) [23]. Among them, the response variable is the behavioral result presented by the customer after being affected by the stimulus variable or the body variable, which can be divided into internal response and external response. The inner reaction is manifested as the customer's attitude or willingness, while the outer response is manifested as the customer's approach and avoidance [24]. Customers create an external stimulus through value co-creation and participation behavior, which affects customers' emotions, cognition, etc., enhances customer experience, impacts consumer behavior, and increases customers' purchase intentions. Based on the above analysis, this research proposes the following hypotheses:

H<sub>4</sub> : Customer experience plays an intermediary role between customer value co-creation participation behavior and purchase intention;

H<sub>4.1</sub>: Information search plays an intermediary role between customer value co-creation participation behavior and purchase intention;

H<sub>4.2</sub>: Information sharing acts as an intermediary between customer value co-creation participation behavior and purchase intention;

H<sub>4.3</sub>: Responsibility acts as an intermediary between customer value co-creation participation behavior and purchase intention;

H<sub>4.4</sub>: Interpersonal interaction intermediates customer value co-creation participation behavior and purchase intention.

## **3. Research methods**

### **3.1. Research sample**

The sample data collection of this study uses a combination of electronic and paper questionnaires. The subject of this survey is smartphone users. The reason for choosing this

research object is that the smartphone penetration rate is high. It is a high-involved product. Collecting information on customer co-creating value participation behavior and behavior results is easy. Strictly control the distribution process of the questionnaire to ensure that the questionnaire has good reliability and validity. Before the questionnaire is issued, explain the purpose of the survey to the survey participants and declare that they will participate voluntarily. At the same time, to eliminate the concerns of the survey respondents in the process of answering, we promise to make the survey results anonymous. Before conducting the formal survey, this research conducted a small-scale pre-test, and the results showed that the questionnaire met the requirements of the formal test. A formal survey was conducted on this basis. Two hundred formal questionnaires were issued, and 187 were returned, with a recovery rate of 93.50%. Among them were 169 valid questionnaires with a recovery rate of 84.50%. The sample is mainly young, with customers under 40 accounting for 72.78%.

### **3.2. Research tools**

Research tools consist of scales that measure key variables. To ensure the reliability and validity of the scale, the scales used in this study are all mature scales, which are widely used by scholars in related fields. At the same time, this study made appropriate modifications to the scale based on the characteristics of smartphone products to make them more in line with research needs. Using a Likert five-point scale, from "1—completely non-conforming" to "5—completely conforming".

Co-creation value participation behavior scale. The scale compiled by Yi and Gong includes four dimensions: information search, information sharing, responsible behavior, and interpersonal interaction. The Cronbach's  $\alpha$  of the overall scale is 0.891, and the Cronbach's  $\alpha$  of the subscales of information search, information sharing, responsible behavior, and interpersonal interaction is 0.737, 0.860, 0.902, 0.948, respectively, which are all greater than the acceptable standard of 0.70, indicating that the scale has good measurement reliability.

Customer experience scale. Modified according to the customer experience scale compiled by Schmitt, it includes five dimensions: sensory experience, emotional experience, thinking experience, action experience, and related experience [18]. The Cronbach's  $\alpha$  of the overall scale is 0.944. The Cronbach's  $\alpha$  of the sensory experience, emotional experience, thinking experience, action experience, and associated experience subscales are 0.904, 0.808, 0.844, 0.885, 0.851, respectively, which are all greater than the acceptable standard of 0.70, indicating that the scale has good measurement reliability.

Intention to Purchase Scale. According to the purchase intention scale compiled by Dodds and Zeithaml, Cronbach's  $\alpha$  of the scale is 0.903, which shows good measurement reliability.

## **4. Data analysis and results**

### **4.1. Common method deviation test**

Since the sample data collection in this study uses the same questionnaire and is collected simultaneously, there is a possibility of standard method deviations. A feasible method is to use Harman's single-factor test method. The common method deviation is not serious if the unrotated maximum factor variance explanation rate is less than 50%. This study uses this method to test the common method deviation. The results show that the unrotated maximum factor variance explanation rate is 46.14%, which is lower than the standard of 50%, indicating that the common method deviation of the sample data is not serious and can be used later.

**4.2. Validity test**

To evaluate the degree of measurement of key variables such as information search, information sharing, responsible behavior, interpersonal interaction, customer experience, and purchase intention, this study analyzed and tested the scale's content and structural validity. Since the scale used in this study is a mature scale at home and abroad, which scholars widely use, the scale has good content validity. At the same time, this study uses AMOS21.0 to perform confirmatory analysis on the measurement model to test the structural validity of the scale. The results are shown in Table 1. It can be seen from Table 1 that the six-factor model is in good agreement with the data, where  $\chi^2=693.792$ , TLI=0.915, CFI=0.927, RMSEA=0.071, and this model is significantly better than other models. Therefore, the scale used in this study has good structural validity.

Table 1. Confirmation analysis results between variables

Model	X <sup>2</sup>	DF	TLI	CFI	RMSEA
Six-factor model	693.792	377	0.915	0.927	0.071
Five-factor model a	767.72	382	0.898	0.911	0.078
Five-factor model b	770.574	382	0.898	0.91	0.078
Five-factor model c	894.23	382	0.865	0.882	0.089
Five-factor model d	795.385	382	0.891	0.904	0.08
Five-factor model e	1 009.919	382	0.835	0.855	0.099
Five-factor model f	945.907	382	0.852	0.87	0.094
Three-factor model g	1 046.715	389	0.83	0.848	0.1
Single factor model h	1 495.293	392	0.717	0.745	0.129

Note: N=169, the following is the same. A: Combine information search and information sharing into one factor; B: Combine information search and responsibility behavior into one factor; C: Combine information search and interpersonal interaction into one factor; D: Combine information sharing and responsibility behavior into one Factor; E: Combine information sharing and interpersonal interaction into one factor; F: Combine responsible behavior and interpersonal interaction into one factor; G: Combine information search, information sharing, responsible behavior and interpersonal interaction into one factor; H: Combine All variables are combined into one factor.

**4.3. Correlation analysis**

The correlation analysis of the variables is shown in Table 2. According to the data in the table, information search and purchase intention ( $\gamma=0.553$ ,  $p<0.01$ ), information sharing and purchase intention ( $\gamma=0.452$ ,  $p<0.01$ ), responsible behavior and purchase intention ( $\gamma=0.490$ ,  $p<0.01$ ), Interpersonal interaction and purchase intention ( $\gamma=0.306$ ,  $p < 0.01$ ) both show a significant positive correlation, information search and customer experience ( $\gamma=0.643$ ,  $p < 0.01$ ), information sharing and customer experience ( $\gamma=0.608$ ,  $p < 0.01$ ), responsible behavior and customer experience ( $\gamma=0.579$ ,  $p < 0.01$ ), interpersonal interaction and customer experience ( $\gamma=0.356$ ,  $p < 0.01$ ) also showed a significant positive correlation. Customer experience and purchase intention also showed a significant positive correlation ( $\gamma=0.675$ ,  $p<0.01$ ); the result provides a preliminary basis for the hypothesis verification.

#### 4.4. Hypothesis testing

The hypothesis was tested using the hierarchical regression method, and the results are shown in Table 3. According to the data in the table, customer value co-creation participation behavior has a significant positive impact on purchase intention ( $\beta=0.717$ ,  $p<0.01$ ).  $H_1$  is confirmed; customer value co-creation participation behavior has different effects on purchase intention. Among them, information search and responsible behavior have a significant positive impact on purchase intention ( $\beta=0.532$ ,  $p<0.01$ ;  $\beta=0.331$ ,  $p<0.01$ ).  $H_{1-1}$  and  $H_{1-3}$  have been confirmed; information sharing and interpersonal interaction have a positive effect on purchase intentions ( $\beta=0.532$ ,  $p<0.01$ ;  $\beta=0.331$ ,  $p<0.01$ ). There is no significant effect on purchase intention ( $\beta=-0.111$ , ns;  $\beta=-0.012$ , ns), and  $H_{1-2}$  and  $H_{1-4}$  have not been confirmed.

Table 2. Correlation analysis results

Variable	1	2	3	4	5	6
1. Information Search	1					
2. Information sharing	0.740**	1				
3. Responsible behavior	0.554**	0.720**	1			
4. Interpersonal interaction	0.398**	0.334**	0.526**	1		
5. Customer experience	0.643**	0.608**	0.579**	0.356**	1	
6. Intention to buy	0.553**	0.452**	0.490**	0.306**	0.675**	1
Mean (M)	3.676	3.42	3.781	4.151	3.736	3.553
Standard deviation (SD)	0.823	1.087	0.921	0.809	0.716	0.928

Note: \* represents a significant correlation at the 0.05 level (two-sided); \*\* represents a significant correlation at the 0.01 level (two-sided).

Table 3. Hierarchical regression analysis results

Variable	Customer experience				Purchase Intention		
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7
Co-creating participation behavior	0.669**		0.717**	0.251*			
Information search		0.355**				0.532**	0.294**
Information Sharing		0.072				-0.111	-0.159
Responsible behavior		0.206**				0.331**	0.193*
Interpersonal interaction		0.016				-0.012	4.023
Customer experience				0.696**	0.875**		0.670**
$R^2$	0.475	0.488	0.325	0.476	0.455	0.36	0.496
F value	150.916**	39.148**	80.254**	75.452**	139.567**	23.035**	32.125**
$R^2$ value change	0.475	0.488	0.325	0.152	0.455	0.36	0.137
F value change	150.916**	39.148**	80.254**	48.043**	139.567**	23.035**	44.210**

Note: \* represents a significant correlation at the 0.05 level (two-sided); \*\* represents a significant correlation at the 0.01 level (two-sided).

Customer value co-creation participation behavior has a significant positive impact on customer experience ( $\beta=0.669$ ,  $p<0.01$ ).  $H_2$  is confirmed; customer value co-creation

participation behavior has a large difference in the impact of various dimensions on customer experience. Among them, information search and responsible behavior have a significant positive impact on customer experience ( $\beta=0.355$ ,  $p<0.01$ ;  $\beta=0.206$ ,  $p<0.01$ ), and  $H_{2.1}$  and  $H_{2.3}$  have been confirmed. However, the impact of information sharing and interpersonal interaction on customer experience is not significant ( $\beta=0.072$ , ns;  $\beta=0.016$ , ns), and  $H_{2.2}$  and  $H_{2.4}$  have not been confirmed. Customer experience has a significant positive impact on purchase intention ( $\beta=0.875$ ,  $p<0.01$ ), and  $H_3$  is confirmed.

After adding the mediating variable of customer experience, customer experience has a significant positive effect on purchase intention ( $\beta=0.696$ ,  $p<0.01$ ). Customer value co-creation and participation behavior have a significant positive impact on purchase intention, but the positive impact is weakened ( $\beta=0.251$ ,  $p<0.05$ ). Therefore, customer value co-creation behavior partially mediates purchase intention, and  $H_4$  has been partially confirmed.

Next, the mediating role of customer experience is verified between the various dimensions of customer value co-creation, participation behavior, and purchase intention. According to the above analysis, since information sharing and interpersonal interaction have no significant impact on customer experience and purchase intention, the mediating effect of customer experience between information sharing and purchase intention, interpersonal interaction, and purchase intention does not hold.  $H_{4.2}$  and  $H_{4.4}$  have not been confirmed. When examining the mediating effect of customer experience between information search and responsible behavior and purchase intention, after adding customer experience, customer experience has a significant positive impact on purchase intention ( $\beta=0.670$ ,  $p<0.01$ ), information search, It has a significant positive impact on purchase intention, but the positive impact is weakened ( $\beta=0.294$ ,  $p<0.01$ ). Responsible behavior has a significant positive impact on purchase intention, and the positive impact is also weakened ( $\beta=0.193$ ,  $p<0.05$ ). Therefore, customer experience is partially an intermediary between information search, responsible behaviors, and purchase intentions, and  $H_{4.1}$  and  $H_{4.3}$  have been partially confirmed.

To verify the results of the mediation effect, according to the research results of Shrout and Bolger, the Bootstrap program is used to test the significance of the mediation effect [25]. The results show that the 95% confidence interval of the mediating effect between customer experience in information search and purchase intention is [0.25,0.54], and the 95% confidence interval of the mediating effect between customer experience between responsible behavior and purchase intention is [0.21,0.49], Not including 0. It shows that the mediating effect of customer experience between information search, responsible behavior, and purchase intention is significant, and  $H_4-1$  and  $H_4-3$  have been further confirmed.

## 5. Conclusion

This study uses questionnaire analysis and introduces customer experience to study the influence mechanism of customer co-creating value participation behavior on purchase intention. The results found that customer co-creating value participation behavior has a significant positive impact on purchase intention, and customer co-creating value subordinates information searching and responsible behaviors in all dimensions have a significant positive impact on purchase intention. In contrast, information sharing and interpersonal interaction have no significant impact on purchase intention. Customer co-creation value participation behavior has a significant positive impact on customer experience. Information search and responsible behaviors in the subordinate dimensions of customer co-creation value have a significant positive impact on customer experience.

In contrast, information sharing and interpersonal interaction have no significant positive impact on customer experience. Customer experience plays a part in mediating between customer value co-creation, participation behavior, and purchase intention. At the same time, customer experience also plays a part in mediating between information search, responsible behavior, and purchase intention. However, customer experience plays a part in information sharing, interpersonal interaction, and purchase. The intermediary effect between wills does not hold.

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