



## International Journal of Applied Business and Economic Research

ISSN : 0972-7302

available at <http://www.serialsjournal.com>

© Serials Publications Pvt. Ltd.

Volume 15 • Number 10 • 2017

## Paradigm Shift in Services Marketing

Husein Umar

*Institute of Business and Informatics Kwik Kian Gie, Jakarta, Indonesia, E-mail: busein.umar@kwikkiangie.ac.id*

**Abstract:** Global business is growing rapidly and increasingly complex. Starting from natural resource exploration industry, and then progressed to the manufacturing industry, services industry, and finally the information technology industry at this time. Study in marketing has shifted from the producer side, known as the Traditional Marketing, shifted to the study of the producer-consumer relationship (CRM) and shifted again to study the consumer experience (CEM) that is relatively new. The shift also occurs in the conceptual definition and dimensions.

Students and practitioners of marketing needs to be affirmed by the shift is that the science and practice of marketing will be more advanced, so the presence of marketers are more needed by the company. As it has been known that the main purpose of the function of marketing is to increase shareholder value, but marketers have always been criticized by several parties regarding the inability to demonstrate conclusively marketing contribution to shareholder value. Meanwhile, shareholder value is important because it is directly related to the size of the economic benefits.

**Keywords:** Traditional Marketing, CRM, CEM, Dimensions.

### 1. SHIFTING PARADIGM SERVICES MARKETING MIX

The marketing mix is a number of principles that need to be addressed by marketers strategically to gain a competitive advantage that has traditionally consisted of Product, Place, Price and Promotion (4P). The marketing mix was later adapted to become 7P marketing services by adding three new principle, namely People / Participants, Process and Physical Evidence (Mudie and Pirrie, 2006). The marketing mix continues to experience a paradigm shift since then, along with the complexity and interest in marketing services.

Here is an explanation of how the marketing mix to develop. Boomer and Bitner (1981) submitted additional marketing mix, namely Participants, Physical Evidence and Process so-called mix 7P's. Rushton and Carson (1989) submitted additional marketing mix becomes 8P's to detect the intangible aspects. English (2000) stated that 8P is not applicable to the health services, so that the proposed marketing mix

consists of 4R: Relevance, Response, Relationships and Results. Grove *et al.* (2000) suggest four additional mix of services in the entertainment industry that is Actor, Audience, Setting, and Performance. Total of 7P be 7P + AASP. Beckwith (2001) stated that marketing services in a changing world should focus on increasing client satisfaction and reject the old paradigm and its mistakes, so that the proposed marketing mix is Changing 7P be PBPR: Price, Brand, Packaging, and Relationships. Lovelock and Wright (2002) stated that marketing services should also incorporate elements of the Internet that has been growing rapidly, the issue of time, and education.

Therefore, the marketing mix that can be used in full into 8P: (1) Product elements, (2) Place, Cyberspace, and Time, (3) Promotion and Education, (4) Price and Other User Outlays, (5) Process, (6) Productivity, (7) People, and (8) Physical Evidence.

## 2. TRADITIONAL PARADIGM SHIFT TO RELATIONAL MARKETING SERVICES

Relationship marketing is a marketing strategy that is oriented towards the creation of a broader relationship with the consumer (Lovelock and Wirtz, 2010). Thus, according to Buttle (1996) not a significant market share, but the retention of the consumer (customer share). The relationship is meant here is a positive relationship from a consumer perspective, not from a corporate perspective (Barnes, 2003).

In the literature, there are at least 26 definitions of relationship marketing (Harwood, Gary, and Broderick, 2008). Specialized in the field of services, the definition given by Berry and Parasuraman (1991) gives the sense that the marketing relationship as “attract, develop, and maintain client relationships.” Hunt, Arnett, and Madhavaram (2006) has stated that there are 10 forms of marketing relationship divided into four categories, namely internal partnerships, supplier partnerships, lateral partnerships, and partnerships buyers. While Baron *et al.* (2010) divides relationships based on roles that focus on the company, and thus there are six kinds of relations, namely the relationship with the bank, competitors, consumers, government, industry, and sub-suppliers.

Theoreticians transactional marketing mix continues to modify existing ones, so that finally there was a shift to the paradigm of customer relationship marketing (CRM). Starting from Rushton and Carson (1989), which suggests the manufacture of instruments and new concepts to explain and organize intangibility services as a shift toward relationship marketing. Lauterborn (1990) stated that the 4P marketing mix oriented products, successful marketing plan must put the consumer in the center of the marketing plan, so 4P replaced by 4C: Customer needs, Convenience, Cost, and Communication. Rosenberg and Czepiel (1992) stated that keeping existing customers is as important as grabbing a new one. Approaches to consumers who have no need to be active, based on a separate marketing mix for customer retention. Gummesson (1994) stated that the 4P should be replaced with relationships, networks and interaction with consumers. Grönroos (1994) stated the weaknesses of the marketing mix, so it is recommended to use customer relationship marketing. Goldsmith (1999) stated that the Personalization should be the basis of marketing management direction, so the marketing mix 4P converted into 8P by adding: Personalisation, Personnel, Physical Assets, and Procedures. Patterson and Ward (2000) stated that the marketing mix has a tendency oriented and output functions. Good organization must shift the emphasis on the arrangement of the consumer to maintain and increase its consumer base. Healy *et al.* (2001) stated that the trilogy has been established marketing relationships, namely: Relationships, Neo-Relationship Marketing and Networks.

Customer Relationship Marketing theory is not clear what are the dimensions of Customer Relationship Marketing, so this issue that makes it is much debated, namely as a concept is still vague. However, this does not prevent the research done on the variable customer relationship marketing. The strategy pursued by previous researchers are doing an indirect approach. This indirect approach is done by examining the factors controlling relational.

According to the study Sin *et al.* (2002) there are six dimensions of intimacy with consumers, consisting of: trust, bonding, communication, shared value, empathy, and reciprocity. Rashid and Raj (2006) after an extensive literature review found 8 dimensions of customer relationship marketing, namely: Client Orientation, Service Quality, Experience, Trust, Value Together, Communication, Commitment and Loyalty. Meanwhile, Alrubaiee and Al-Nazer (2010) using five dimensions: Trust, Commitment, Bonding, Communication, and satisfaction. Leverin and Liljander (2006) took a different step in measuring customer relationship marketing. They check the output of customer relationship marketing. In this way, they simply use one-dimensional in his research. This dimension is the Relationship Repair. The argument is fairly straight forward, if effective customer relationship marketing, certainly the relationship between clients and the company will be better. Schumann (2009) using synthetic approach in determining the dimensions of customer relationship marketing. The result is that the customer relationship marketing variables consist of dimensions: Confidence, and desire to Participate in Production.

From a number of studies on the above, it is known that at this time the use of research-dimensional customer relationship marketing is dominated by the approach used by Sin *et al.* (2002), namely: Trust, Bonding, Communication, Shared Values, Empathy and Reciprocity. These dimensions have been selected for more comprehensive and unidimensional. Furthermore, the dimensions were developed Sin et al (2002) have been developed by Olotu, Maclayton, and Opara (2010) by adding the dimension of Sociality. Sociality is a social relationship between the company and its customers. The company strives to make consumers are in a we-mode (mode of thinking together as a company) that may be in line with a number of corporate interests. Similarly, the results of research Teleghani, Gilaninia, and Mousavian (2011) and Roberts-Lombard (2011) which added a dimension of conflict resolution in the beginning of the six dimensions of customer Relational Marketing. Conflict handling can be described as the ability to avoid potential conflicts before they arise and ability to openly discuss solutions to the consumer when problems arise.

Thus, the dimensions of customer relationship marketing that is now being used by researchers are:

- (a) Trust, the relationship between the seller and the buyer in order to help each other and mutual trust based on honesty and sincerity.
- (b) Bonding, the relationship between sellers and buyers to take action in the same social bond for a common goal.
- (c) Communication, the amount, frequency, and quality of information shared between the seller and the buyer. To provide good communication, there must be attention of both parties, a waiver of the distortions that may arise, and the attempt to retain messages that are exchanged.
- (d) Shared Value, the similarities between the seller and buyer confidence about the propriety, behaviors, objectives, and policies.
- (e) Empathy, the ability to understand the seller on customer desires and goals, so that empathy can be seen as a brand equity for the retail industry.

- (f) Reciprocity, a good mutual action between the seller and the buyer who relies on a number of ethical principles.
- (g) Sociality, a concept that the exchange of goods and services between the seller and the buyer in the form of entities rational social action based on the advantages and costs. From this comes sociality as explanations for why humans cooperate with others.
- (h) Conflict Handling, the seller's ability to anticipate and resolve conflicts in the interaction with the buyer. Buyer have the desire to be treated the same as other buyers. If a buyer is treated differently, he would have led to conflicts with the seller, especially if the treatment is worse than that received by others.

### **3. RELATIONAL PARADIGM SHIFT TO CUSTOMER EXPERIENTIAL MARKETING SERVICES**

Springer (2009) stated that Transactional Marketing approach to emphasize on the product, the Customer Relationship Marketing (CRM) approach emphasizes the company-customer relationship, and Customer Experiential Marketing (CEM) approach emphasizes on how the company communicates services so as to provide a memorable experience for the consumer. Smilansky (2009) stated that the consumer perceived experience is multisensory, such as Touch, Taste, Sight, Smell, and Hearing by three key factors, namely: Authenticity, Positive relationships, and Personal meaning. Raghunathan (2008) argues that Customer Experiential Marketing (CEM) is the culmination of meeting the needs of the life of Maslow's hierarchy of needs, because it is aimed at the aesthetic aspects / knowledge and self-actualization.

Smilansky (2009) stated that Customer Experiential Marketing (CEM) is an element of marketing for both Customer Relational and Transactional Marketing. Consumers relate to the brand personality, then form an emotional connection, and then motivate them to perform two-way interaction with company employees as well as with other people who you want to interact directly. After this interaction, the consumer is triggered to become a channel for strengthening in order to deploy the service to others as a potential new customers. According to Pine and Gilmore (2011), the paradigm shift that occurred with increasing relevance to the needs of consumers.

Customer Experiential Marketing is an experience that will be remembered in depth by the consumer (Maghnati, Ling, and Nasermoadeli, 2012). Results of Customer Experiential Marketing is the emotional attachment consumers with messages, such as brand, idea, product, or person (Sekar and Kalakumari, 2011). These results are in line with the marketing needs in the present context that encourages the company and its brand could be relevant to the daily lives of consumers which is filled with emotional turmoil (Nigam, 2011). Sharma and Sharma (2011) stated that customer experiential marketing is considered more superior in all aspects of planning because of its innovative, emotional involvement and interactive, with the real level of consciousness when consumers make purchases, not only cognitive but also affective impulse. Customer Experiential marketing will enable the company to connect consumers in various levels through personal experience that is relevant.

Shifting the marketing concept to be Customer Experiential Marketing have been started by Schmitt (1999) with the argument that the on-line communication technology allows many opportunities to engage with the consumer experience. Smith and Wheeler (2002) stated that the consumer experience on the famous branded products can be achieved through the experience of taking them. Thomson (2006) argued

that the consumer has the perception of the value is based on the experience received. Pine and Gilmore (2011) introduced the evolution of industrial development, of economic commodities, goods, services and ultimately the experience.

The importance of the experience of consumers have been recognized by scientists, although the experience is a construct that is difficult to measure (Baron et al, 2010). In general, experiential marketing dimensions proposed are: Sense, Feel, Think, Act and Relate (Schmitt, 2003).

- (a) Sense. In the context of Customer Experiential Marketing, sense is the five senses as the means to experience the products and services offered. Sense deals with styles and symbols verbal and visual integrity who are able to create an impression (Nigam, 2011). A strong impression can be conveyed through advertising, packaging, or website. Smilansky (2009) revealed that the purpose of Sense is giving the impression of beauty, pleasure, and satisfaction through sensory stimulation.
- (b) Feel. After five senses stimulated properly, the next is how the company is working to make consumers feel good that can lead to positive thoughts and opinions. The feeling here is different compared to the sensory impression because it relates to a person's moods and emotions. Schmitt (1999) found Customer Experiential Marketing can be measured using a feel that is: feel experience or affective experience. The purpose of feel experiences is to mobilize the emotional stimuli (events, agents, objects) as part of the feel strategies, and thus can affect the emotions and moods of consumers.
- (c) Think. Good consumer sentiment will take him able to think positively, thus providing a good opinion of the company's products and services. Schmitt (1999) revealed that think can be used to conduct a marketing campaign with three types: 1) A sense of surprise: the surprise is necessary to attract and engage consumers in order to think creatively. 2) A Dose of Intrigue. which is something that is a continuation of a surprise. 3) A Smack Provocation. Provocation can cause tremendous attention due to stimulate discussion and controversy.
- (d) Act. Consumers will make a purchase because of outside influences and the opinions of the consumers themselves. Task experiential marketer is to combine external influences with feel and think the consumer to be an action that would produce unforgettable memories. Act intended to affect behavior, lifestyle and a form of interaction with the consumer.
- (e) Relate. Relate is a relationship or lifestyle consumer perceived, whether it's relationship to the company and the relationships among the community of users of products / services of the company. Relate marketing, is a combination of sense, feel and think marketing is aimed at linking people with something outside himself. Relate related to a person's culture and the reference group to create a social identity. A marketer should be able to create a social identity (generation, nationality, ethnicity) for customers with the products or services offered. Marketers can use cultural symbols in advertising campaigns and web design that is capable of identifying specific consumer groups.

#### **4. THE PREVIOUS STUDY WERE USED THE CUSTOMER EXPERIENCIAL MARKETING (CEM) AS VARIABLE**

- (a) Impact Customer Experience Marketing on Consumer Satisfaction: Research result by Hamad and Naintara (2014) to guests at 5 star hotels in Pakistan stated that the quality of service and experience

influence on satisfaction and loyalty. Parvatiyar (2001) stated that based on the results of consumer research at hotels in Italy, that the Customer Experience Marketing approach suggestion can influence the consumer purchase process. Campos and Tatiana (2012) stated that the addition of the values of good hotel service will add positive value to the experience of guests. Research result by Kayaman (2007) to the tourists who stayed in hotels in the cities of Finland, stated that the tourist experience through service quality impact on satisfaction and loyalty. The results of the study by Yang and Ling-Yun (2011) to the guests of the resort cottages at several locations in China concluded that the hedonic and utilitarian approach to influence the consumer experience and the consumer experience influenced the consumer satisfaction. Results of research by Ejas, Mirza, and Zahoor (2013) to guests restaurants at hotels in the city of Lahore and Islamabad concluded that the perceived experience for guests in hotels influence their satisfaction.

- (b) Impact Customer Experience Marketing on Customer Loyalty: Research result by Christina and Anandya (2010) to the guests of 5 star hotels in the city of Surabaya, East Java, Indonesia concluded that Customer Experiential Marketing is an effect on Customer Loyalty and behavioral intention and behavioral intention effect on Consumer Loyalty. Temkin (2009) conducted a study of hotel guests in Cambridge, was successfully revealed a high correlation between Customer Experience Marketing and Customer Loyalty. Donnelly (2009) conducted a study of hotel guests 4-5 star in the Failte Ireland. The results of this study stated there is an influence Customer Experience Marketing on Customer Loyalty. Similarly, the results of research by Kayaman (2007) to the tourists who stay in hotels in the city of Finland.
- (c) Impact Customer Experiential Marketing on Brand Equity: Srivastava (2008) have compared the transactional marketing and customer experiential marketing in building a company's brand. Two stores using transactional marketing and two other stores using customer experiential marketing. Furthermore, it has conducted interviews with 313 customers store transactional marketing and 400 customers store experiential marketing. As a result, it is known that in the store with customer experiential marketing has a 31% repeat customer, while the store with transactional marketing has only 1% repeat customer. This shows that experiential marketing is more able to build the brand of the transactional marketing.

Changseng and Jiayi (2008) have examined the influence of customer experiential marketing to the brand equity of Nokia and Sony. Based on 568 respondents customers products with brands of Nokia and Sony, it is known that the effect is positive and significant. Thompson (2006) found that consumers pleasant experience will encourage them to recommend products to their friends or colleagues, praised the company's representative, to buy more products, and to continue the relationship. The study by IBM in 2004 showed that 79% of customers will deepen its relationship with the company after obtaining positive experiences. Conversely, when customers have a negative experience, 59% chose to leave the company's products and brands.

You-Ming (2010) has conducted a study on the influence of experiential marketing to customer satisfaction with the quality of the relationship as a moderating variable. The result is experiential marketing positive effect on customer satisfaction. The findings of the study results by Pettit *et al.* (2008) stated that experiential marketing makes customers and business partners easily remember the brand, but they also found that the positive assessment on the project experiential marketing does not

necessarily produce a positive assessment on the brand. Conversely, a negative experience is certain to produce a negative value to the brand.

- (d) Impact Customer Experiential Marketing on Marketing Performance: Lin, Hsu and Tsai (2011) has been studying the application of experiential marketing to build long-term relationships with customers in several tourism sites in Taiwan. The results showed that experiential marketing have a positive effect on the performance of the tourism marketing. Saad and Abhari (2010) has used customer experience management to determine the consequences for marketing to consumers through qualitative approach in some cinemas in Malaysia. They found a positive effect of experiential marketing to performance marketing.

## **5. CUSTOMER EXPERIENTIAL MARKETING IN BEAUTY SERVICES INDUSTRY**

Lin (2012) stated that customer experiential marketing provides positive opportunities in the field of beauty services to include word of mouth marketing (relationship marketing component) and marketing communications (marketing mix). For example, the customer experiential marketing have a positive effect on the case of the beauty industry group American Girl Place (Borghini *et al.* 2009), Buttercups Salon and Salon Pzazz (S. Patton, 2001).

However, studies Wong and Tsai (2010) on customers who visit the stores of beauty in Taiwan found that of the five dimensions of CEM, three-dimensional found to influence the buying behavior that feel, act, and relate, while the variable sense and think no effect on buying behavior. They argue that sense and think it can not affect the purchase intent for a sense related to skill techniques of services, rather than on giving pleasure to the consumer, while think also associated with the strong intention and intellectual stimulation rather than the nature of the beauty industry containing a charge of high emotion.

## **CONCLUSION**

A paradigm shift in marketing management services to experiential marketing position at this time is a necessity. Therefore, researchers need to reinforce this paradigm so that it will be a solid theory, not a theory that soon become obsolete.

## **REFERENCES**

- Alrubaiee, L., and Al-Nazer, N. (2010), Investigate the Impact of Relationship Marketing Orientation on Customer Loyalty: The Customer's Perspective. *International Journal of Marketing Studies*, 2(1).
- Barnes, J. (2003), *Secrets of Customer Relationship Managemen*. Yogyakarta: Andi.
- Baron, S., Conway, T., and Warnaby, G. (2010), *Relationship Marketing: A Customer Experience Approach*. LA: Sage.
- Beckwith, Harry. (2001), *The Invisible Touch - the Four Keys of Modern Marketing*, Texere Publishing.
- Booms, H. Bernard and Marry J. Bitner (1981), *Marketing Strategies and Organization Structures for Service Firms*. Chicago.
- Borghini, S., Diamond, N., Kozinets, R.V., McGrath, M.A., Muniz, A.M., and Sherry, J.F. (2009), Why Are Themed Brandstores so Powerful? Retail Brand Ideology at American Girl Place. *Journal of Retailing*.
- Campos, D. Fernandes and Tatiana G. Marodin (2012), Perceptions of Quality and Expectations of Hotel Services. *Journal of Operations and Supply Chain Management* 5 (1), pp 82–99.

- Changseng, W., Jiayi. (2008), The Relationship between Experiential Marketing and Brand Equity: The Moderating Effects of Product Attributes. *Dissertation, Aethelia University*.
- Christina, Rahardja and Dudi Anandya (2010), Experiential marketing, customer satisfaction, behavioral intention: 5 star Hotels in Surabaya, *MPRA Paper No. 25638 Universitas Surabaya*.
- Donelly, Martina, (2009), Building Customer Loyalty: A Customer Experience Based Approach in a Tourism Context, *Dissertation at Waterford Institute of Technology, June*.
- Ejaz, Rameeza; Mirza A. Ahmed and Zahoor Ahmad (2013), Impact of CRM Practices on Customers' Behaviors, *International Journal of Business and Management Invention, Vol 2 Issue 7*.
- English, J. (2000), The Four Ps of Marketing are Dead, *Marketing Health Services, Vol. 20, Is. 2*.
- Felipe, J., Abdon, A., and Kumar, U. (2012), *Tracking the Middle-Income Trap: What is it, Who is in it, and Why?* Levy Economics Institute Working Paper No. 715.
- Goldsmith, R.E. (1999), "The personalised marketplace: beyond the 4Ps", *Marketing Intelligence and Planning*, Vol. 17 Number 4.
- Gronroos, C. (1994), Quo Vadis, Marketing? Toward a Relationship Marketing Paradigm, *Journal of Marketing Management*, Vol. 10.
- Grove, S.J., Fisk, R.P. and John, J. (2000), Service as Theater, Guidelines and Implications". *Handbook services Marketing and Management*, Sage Publications Inc.
- Gummesson, E. (1994), Making Relationship Marketing Operational, *International Journal of Service Industry Management*, Vol. 5 No. 5.
- Hamad, Saleem and Naintara Sarfraz Raja (2014), The Impact of Service Quality on Customer Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel Industry of Pakistan, *Middle-East Journal of Scientific Research 19 (5): 706-711*.
- Harwood, T. Gary, and Broderick. (2008), *Relationship Marketing: Perspectives, Dimensions and Contexts*. Berkshire: McGraw-Hill Education.
- Healy, M., Hastings, K., Brown, L. and Gardiner, M. (2001), "The old, the new and the complicated - A trilogy of marketing relationships", *European Journal of Marketing*, Vol. 35 Number 1.
- Hunt, S.D., Arnett, D.B., and Madhavaram, S. (2006), The Explanatory Foundations of Relationship Marketing Theory. *Journal of Business and Industrial Marketing*, 21(2).
- Kayaman, R. (2007), Customer based Brand Equity: Evidence from the Hotel Industry. *Managing Service Quality*, 17(1), 92-109.
- Lauterborn, B. (1990), "New marketing litany: four Ps passe: C-words takeover". *Advertising Age*. 61 (41).
- Lee, K., and Lee, B. (2010), An Empirical Study of Quality Uncertainty of Products and Social Commerce. *ACM Conference Paper*.
- Leverin A, and Liljander V. (2006), Does relationship marketing improve customer relationship satisfaction and loyalty? *International Journal of Bank Marketing*. 24(4).
- Lin, A.J., Hsu, C-L., and Tsai, T-H. (2011), The Influences of National Images on Marketing Performance: A Mediated Model Link. *International Journal of Electronic Business Management*, 9(3).
- Lin, T-L. (2012), The Sparks when Integrated Marketing Communications meets Word-of-Mouth Marketing and Experience Marketing. *New York Science Journal*, 5(5), 70-85.
- Lovelock, C., and Wirtz, J. (2010), *Services Marketing: People, Technology, Strategy*. 7<sup>th</sup> Edition. Upper Saddle River: Prentice Hall.
- Lovelock, Christopher, and Wright Lauren (2002), *Principles of Service Marketing and Management*. Upper Saddle River : Prentice Hall.



- Maghnati, F., Ling, K.C., and Nasermodeli, A. (2012), Exploring the Relationship between Experiential Marketing and Experiential Value in the Smartphone Industry. *International Business Research*, 5(11).
- Mudie, P., and Pirrie, A. (2006), *Services Marketing Management*. 3<sup>rd</sup> Edition. Amsterdam: Elsevier.
- Nigam, A. (2011), Experiential Marketing : Changing Paradigm for Marketers. *International Journal of Computer Science and Management Studies*, 11(2).
- Olotu, A., Maclayton, D.W., and Ahiauzu, A.I. (2011), Empirical Evidence for a *Sociality Factor* in Relationship Marketing Orientation Scale in the Nigerian Banking Sector. *European Journal of Social Sciences*, 27(1).
- Parvatiyar, A., and Sheth, J.N. (2001), Customer Relationship Management: Emerging Practice, Process, and Discipline. *Journal of Economic and Social Research*, 3(2), 1-34.
- Patton, S. (2001), The truth about CRM. *CIO*, 14 (May 1), 77.
- Patterson, G.P. and Ward, T. (2000), *Relationship Marketing and Management, Handbook services Marketing and Management*, Sage Publications Inc.
- Petit, Raymond, William Cook, Dan Belmont, and Inna Sokolyanskaya (2008), Experiential Marketing, by *The Advertising Research Foundation*.
- Pine, B. J., and Gilmore, J. H. (2011), *The experience economy: Work is Theater and Every Business a Stage*. Boston: Harvard Business School Press.
- Raghunathan, R. (2008), Some Issues Concerning the Concept of Experiential Marketing, Dalam Berndt H. Schmitt and David L. Rogers (eds) *Handbook on Brand and Experience Management*. Cornwall: PEFC.
- Rashid, T., and Raj, R. (2006), Customer Satisfaction: Relationship Marketing in Higher Education e-Learning. *Innovative Marketing*, 2(3).
- Roberts-Lombard, M., and Plessis (2012), Customer relationship management (CRM) in a South African service environment: An exploratory study. *African Journal of Marketing Management*. 4(4).
- Rosenberg, L. and Czepiel, J. (1992), "A Marketing Approach to Consumer Retention", *Journal of Consumer Marketing*, Vol.
- Rushton, A. and Carlson, D.J. (1989), Services Marketing with a Difference ?. *Marketing Intelligence and Planning*, 7(5/6).
- Saad, N.M., and Abhari, K (2010), Enhancing Marketing Performance through Customer Experience Management (CEM): Lesson from Case Study Malaysia Cinema Industry. *MIC 2010: Social Responsibility, Professional Ethics, and Management; Proceedings of the 11th International Conference*, Ankara, 24–27 November 2010.
- Schmitt, B. H. (1999), *Experiential marketing*. New York: The Free Press.
- Schmitt, B.H. (2003), *Customer Experience Management*. NJ: John Wiley & Sons.
- Schumann, J.H. (2009), *The Impact of Culture on Relationship Marketing in International Services: A Target Group-Specific Analysis in the Context of Banking Services*. Munchen: Gabler Research.
- Sekar, M., and Kalakumari, T. (2011), Experiential Marketing- Connecting Customers with Brands. *Golder Research Thoughts*, 1(3), 1-4.
- Sharma, R., and Sharma, V. (2011), Experiential Marketing : A Contemporary Marketing Mix. *International Journal of Management and Strategy*, 2(3): 1-10.
- Silickaite, A., and Kristoffersson, R. (2010), *Beauty and Aesthetics: A Study of the Professional Hair Care Industry in Sweden*. Master Thesis. Linkoping University.
- Sin, L.Y.M., Tse, A.C.B., Chan, H., Heung, V.C.S., and Yim, F.H.K. (2006), The Effects of Relationship Marketing Orientation on Business Performance in the Hotel Industry. *Journal of Hospitality and Tourism Research*, 30.
- Smilansky, Shaz (2009), *Experiential Marketing: A Practical Guide to Interactive Brand Experiences*, London: Kogan Page.
- Springer, P. (2009), *Ads to Icons: How Advertising Succeeds in a Multimedia Age*. 2<sup>nd</sup> Edition. Kogan Page.
- Srivastava, R.K. (2008), How *Experiential Marketing* can be used to build brands – a case study of two specialty stores *Innovative Marketing*, Innovative Marketing, 4(2).

- Teleghani, M., Gilaninia, S., and Mousavian, S.J. (2011), The Role of Relationship Marketing in Customer Orientation Process in the Banking Industry with Focus on Loyalty: Case Study Banking Industry of Iran. *International Journal of Business and Social Science*, 2(19).
- Temkin, Bruce D. (2010), The Customer Experience Index 2010, *Forrester Research Journal*, Cambridge USA, January 11.
- Thompson, B. (2006), *Customer Experience Management: The Value of Moments of Truth Customer*. Think Corp.
- Wong, H-L., and Tsai, M-C. (2010), The Effects of Service Encounter and Experiential Value on Consumer Purchasing Behavior. *WSEAS Transactions on Business and Economics*, 7(2).
- Yang, Z. Y., and Ling Yun (2011), Goal, customer experience and purchase intention in a retail context in China: An empirical study. *African Journal of Business Management*, 5(16).
- You-Ming, C. (2010), Study on the Impacts of Experiential Marketing and Customers' Satisfaction based on Relationship Quality. *International Journal of Organizational Innovation*, 3(1).