



Integrating Experiential Marketing Concepts into Business Education: A Case Study in the Jewelry Industry

Yuanchun Xu¹, Shaowen Wang²

^{1,2}Chinese Graduate School,
Panyapiwat Institute of Management, Nonthaburi, Thailand
✉: xye46620@gmail.com
(Corresponding Email)

Received: 04 March 2024; Revised: 03 April 2025; Accepted: 07 April 2025
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Abstract

With the acceleration of global economic integration, the jewelry industry, as an important component of the high-end consumer goods market, is facing increasingly fierce market competition. Traditional marketing methods are no longer able to meet the increasingly diverse needs of consumers, and experiential marketing, as an emerging marketing concept, is gradually receiving widespread attention from jewelry companies. This article is based on the stimulus response model and empirically tests the impact path and mechanism of sensory experience and emotional experience on consumer purchasing behavior through regression analysis, and verifies the mediating role of consumption ability. The study used quantitative methods and collected 272 valid sample data. The results indicate that both sensory and emotional experiences have a significant positive impact on purchasing behavior, with emotional experience having a more prominent influence ($\beta=0.482$, $p<0.001$). In addition, consumer power plays an important mediating role in the impact of both factors on purchasing behavior. The study provides strategic recommendations for jewelry brands to strengthen sensory design and deepen emotional marketing, in order to enhance brand influence and consumer purchase intention.

Keywords: Jewelry Industry; Experiential Marketing; Sensory Experience; Emotional Experience; Consumer Purchasing Behavior

1. Introduction

The deepening of global economic integration has positioned the jewelry industry, as an important part of the high-end consumer goods market, facing increasingly fierce market competition. Traditional marketing methods are no longer sufficient to meet the increasingly diverse needs of consumers. Experiential marketing, as an emerging marketing concept, has gradually gained widespread attention from jewelry companies. Experiential marketing emphasizes creating unique consumer experiences to enhance consumer perceived value and brand loyalty, thereby influencing purchasing behavior. Jewelry products not only have practical value but also carry emotional and cultural connotations, making experiential

marketing particularly valuable and meaningful in the jewelry industry. With the rise of consumption upgrades and the experience economy, consumer demand for jewelry products has shifted from mere material satisfaction to emotional experience and spiritual pursuit. Traditional marketing methods are difficult to meet the growing experiential needs of consumers, and experiential marketing has emerged and gradually become an important marketing strategy in the jewelry industry (Schmitt, 1999; Pine & Gilmore, 1999). The jewelry industry, characterized by high value and high emotional added value, means that consumers, when purchasing jewelry products, focus not only on the quality and price of the product itself but also on the emotional experience and spiritual enjoyment during the purchasing process. Therefore, how to enhance consumers' purchasing experience through experiential marketing has become an important issue for jewelry companies to face.

2. Literature Review

Consumer purchasing behavior refers to the behaviors and psychological activities exhibited by consumers in the process of purchasing products or services. Understanding consumer purchasing behavior is crucial for companies to formulate effective marketing strategies. In the jewelry industry, consumer purchasing behavior is influenced by a variety of factors, including product characteristics, brand image, price, promotional activities, as well as personal characteristics and psychological factors of consumers (Kotler & Keller, 2016). The purchase behavior model: the Stimulus-Response Model considers consumer purchasing behavior as a direct response to external stimuli (such as advertising, promotions) (Kotler & Keller, 2016). The consumer decision process model divides consumer purchasing behavior into five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Engel, Blackwell, & Miniard, 1995).

This article analyzes the impact of experiential marketing on consumer purchasing behavior based on the Stimulus Response Model. This model is particularly suitable for this study as it directly captures how external marketing stimuli (such as sensory and emotional experiences) are transformed into behavioral responses (purchase decisions) through consumers' internal psychological processes (such as perception and emotional changes). Compared to the Theory of Planned Behavior (TPB) or AIDA model, the Stimulus Response model emphasizes immediacy and environmental drivers more, which is highly consistent with the characteristics of impulse buying and high emotional involvement in jewelry consumption.

Sensory experience refers to attracting consumers through sensory stimuli such as sight, hearing, touch, smell, and taste (Schmitt, 1999). Schmitt, in his Strategic Experience Modules (SEMs) theory, regards sensory experience as one of the core dimensions of experiential marketing, emphasizing its role in quickly establishing brand awareness through direct sensory stimulation. Krishna (2012) further refined the theoretical framework of sensory marketing, proposing that multi-sensory integration (such as the synergy of vision and touch) can significantly enhance consumers' memory and purchase intention. Hult é n (2011) focuses on sensory applications in retail environments, and empirical evidence shows that designs such as lighting, music, and tactile displays can systematically enhance consumer immersion and satisfaction.

Sensory experience is specifically manifested in visual experience, auditory experience, and tactile experience. Through exquisite product display, lighting design, and store decoration, a high-end shopping atmosphere is created (Kim & Moon, 2009). By playing soothing music, a comfortable shopping environment is created (Keng et al., 2011). By

providing trial wear services, consumers can personally feel the texture and design of the jewelry (Keng et al., 2011). Luan, Wang, & Cui (2019) found through empirical research that sensory experience can significantly enhance consumers' purchase intention in jewelry sales, especially in terms of visual and tactile experience.

Emotional experience refers to enhancing brand attractiveness by stimulating consumer emotional resonance (Schmitt, 1999). Emotional experience is a more complex form of experience marketing and can strengthen consumer brand loyalty through emotional connections. Schmitt (1999) included emotional experience as one of the five dimensions of experiential marketing and emphasized the importance of emotional experience in building brand loyalty. Brakus et al. (2009) developed the Brand Experience Scale (BE) and verified the positive impact of emotional experience on brand loyalty. Nysveen et al. (2013) studied the application of emotional experience in mobile applications and found that emotional experience can significantly enhance consumer usage intention and satisfaction. Dong and Li (2024) discussed the role of emotional experience in jewelry marketing, pointing out that emotional resonance can effectively enhance consumer brand loyalty. In addition, Li and Fu (2024) showed that a comprehensive marketing strategy combining sensory and emotional experiences can more fully influence consumer purchasing decisions.

Emotional experience is specifically manifested in brand storytelling, emotional marketing, and customized services. By telling brand history, cultural heritage, and design philosophy, consumer emotional resonance is stimulated (Wu et al., 2013). Through advertising, social media, and events, the emotional value of the brand is conveyed (Li et al., 2015). By providing customized services, consumer personalized needs are met, enhancing consumer emotional connection (Wang et al., 2017).

3. Research Methodology

When exploring the impact of experiential marketing in the jewelry industry on consumer purchasing behavior, the choice and application of relevant theories and methods are crucial. First, the Stimulus-Response Model provides the theoretical foundation for this paper. This model suggests that external stimuli (such as sensory and emotional experiences) influence consumer behavior through internal psychological processes. Specifically, sensory experiences directly affect consumers' perceptions and emotions through visual, tactile, and other sensory stimuli; while emotional experiences indirectly influence consumer purchasing decisions through emotional resonance and emotional bonding. Second, the theory of mediating variables as intermediaries should not be overlooked. According to the theory of mediating effects, consumption capacity plays a bridging role between experiential marketing and purchasing behavior. That is, experiential marketing enhances consumers' perceived value and emotional identification, thereby increasing their consumption capacity and ultimately promoting the occurrence of purchasing behavior. This theoretical framework helps to deeply understand the mechanism of action of experiential marketing. Therefore, the following hypotheses are proposed:

H1: Experiential marketing in the jewelry industry has a significant impact on consumer purchasing behavior.

H1a: Sensory experience in the jewelry industry has a significant impact on consumer purchasing behavior.

H1b: Emotional experience in the jewelry industry has a significant impact on consumer purchasing behavior.

H2: Consumption capacity plays a mediating role in the impact of experiential

marketing on purchasing behavior.

H2a: Consumption capacity mediates the impact of sensory experience on purchasing behavior.

H2b: Consumption capacity mediates the impact of emotional experience on purchasing behavior.

This paper employs a quantitative research method, collecting data through questionnaire surveys and using regression analysis to test the hypotheses. First, consumers of representative jewelry brands are selected as the survey subjects, and questionnaires are distributed through a combination of online and offline methods. The questionnaire covers multiple dimensions including sensory experience, emotional experience, consumption capacity, and purchasing behavior to ensure the comprehensiveness and accuracy of the data. Then, variable measurement of the collected data is performed. Sensory experience and emotional experience are measured using Likert scales, respectively assessing consumers' experiences in terms of product appearance, touch, atmosphere, etc. during the jewelry purchase process. Consumption capacity is quantified through indicators such as consumer income level and purchase frequency. Purchasing behavior is measured through indicators such as consumer purchase intention and actual purchase frequency.

In terms of data analysis methods, descriptive statistical analysis is first performed using SPSS or AMOS software to understand the basic characteristics of the sample. Then, reliability analysis is conducted to verify the reliability and validity of the questionnaire. On this basis, regression analysis is applied to test the impact of sensory experience and emotional experience on consumer purchasing behavior. Finally, mediating effect tests are conducted to verify the mediating role of consumption capacity in the impact of experiential marketing on purchasing behavior.

4. Results

The research subjects of this paper are consumers with jewelry purchasing experience, with an effective sample size of 272 questionnaires.

4.1 Sample characteristic analysis

Analyze the collected sample data for characteristics, the sample includes 272 consumers with jewelry purchasing experience, of which 33.09% are male and 66.91% are female. In terms of age distribution, 18-30 years old account for 31.25%, 31-50 years old account for 45.59%, and those over 50 years old account for 23.16%. In terms of income level, those with a monthly income of less than 5000 yuan account for 26.10%, those with 5000-9999 yuan account for 52.94%, and those with more than 10000 yuan account for 20.96%. The sample's geographical distribution covers first-tier to fourth-tier cities, with a certain representativeness.

Table 1 Basic Statistical Characteristics of the Sample

| Variable | Category | Frequency | Percentage |
|----------|------------------------|-----------|------------|
| Gender | Male | 90 | 33.09% |
| | Female | 182 | 66.91% |
| Age | 18-30 years old | 85 | 31.25% |
| | 31-50 years old | 124 | 45.59% |
| | 50 years old and above | 63 | 23.16% |

| | | | |
|---------------|----------------------|-----|--------|
| Income | Below 5000 yuan | 71 | 26.10% |
| | 5000-9999 yuan | 144 | 52.94% |
| | 10000 yuan and above | 57 | 20.96% |

4.2 Reliability Analysis

To verify the reliability and validity of the questionnaire data, this paper conducted reliability analysis. The internal consistency of the questionnaire was assessed by calculating Cronbach's α coefficient. The results show that the Cronbach's α coefficients for sensory experience, emotional experience, consumption capacity, and purchasing behavior variables are all greater than 0.7, indicating that the questionnaire has high internal consistency.

Table 2 Reliability Analysis of Various Scales

| Variable | Items | Cronbach's Alpha | |
|------------------------|-------|------------------|-------|
| Sensory Experience X | 3 | 0.798 | 0.784 |
| Emotional Experience X | 3 | 0.815 | |
| Consumption Capacity M | 3 | 0.738 | |
| Purchase Behavior Y | 3 | 0.916 | |

Using confirmatory factor analysis (CFA) to test the structural validity of the questionnaire. The fit indices of the CFA model such as CMIN/DF, RMSEA, GFI all met the ideal statistical standards. According to the model fit results in Table 3, CMIN/DF (Chi-square to degrees of freedom ratio) is 2.240, which is within the excellent range, and RMSEA (Root Mean Square Error of Approximation) is 0.072, which is within the less than 0.8 good range. It can be seen that the CFA model of each scale has good fit, verifying the rationality of the questionnaire structure.

Table 3 CFA Model Fit Test of Various Scales

| Index | Standard | Result |
|---------|---|--------|
| CMIN/DF | 1-3 is excellent, 3-5 is good | 2.240 |
| RMSEA | <0.05 is excellent, <0.08 is good, <0.1 is acceptable | 0.072 |
| GFI | 0.9 is excellent, >0.8 is good | 0.938 |

Based on the convergence validity (AVE) and composite reliability (CR) criteria, the AVE value should be at least 0.5, and the CR value should reach 0.7 to indicate good convergence and composite reliability. In Table 4, the CR values are all above 0.8, and the AVE values have reached 0.5 and above, which together indicate that each dimension has good convergence and composite reliability.

Table 4 Convergence and Composite Reliability Test of Various Scales

| | Path | Estimate | S.E.(β) | C.R.(t) | P | Std. Estimate | CR | AVE |
|-----|---------------------------|----------|-----------------|---------|-----|---------------|-------|-------|
| GG1 | <--- Sensory Experience X | 1 | | | | 0.756 | 0.813 | 0.595 |
| GG2 | <--- Sensory | 1.223 | 0.105 | 11.618 | *** | 0.892 | | |

| Experience X | | | | | | | | | |
|--------------|------|------------------------|-------|-------|--------|-----|-------|-------|-------|
| GG3 | <--- | Sensory Experience X | 0.948 | 0.094 | 10.116 | *** | 0.647 | | |
| QG1 | <--- | Emotional Experience X | 1 | | | | 0.737 | | |
| QG2 | <--- | Emotional Experience X | 1.035 | 0.091 | 11.4 | *** | 0.775 | 0.817 | 0.598 |
| QG3 | <--- | Emotional Experience X | 1.125 | 0.096 | 11.685 | *** | 0.807 | | |
| XF1 | <--- | Consumption Capacity M | 1 | | | | 0.756 | | |
| XF2 | <--- | Consumption Capacity M | 0.784 | 0.112 | 7.002 | *** | 0.643 | 0.655 | 0.397 |
| XF3 | <--- | Consumption Capacity M | 0.496 | 0.086 | 5.786 | *** | 0.455 | | |
| GM1 | <--- | Purchase Behavior Y | 1 | | | | 0.867 | | |
| GM2 | <--- | Purchase Behavior Y | 1.046 | 0.049 | 21.432 | *** | 0.943 | 0.918 | 0.789 |
| GM3 | <--- | Purchase Behavior Y | 0.97 | 0.052 | 18.523 | *** | 0.852 | | |

According to the data analysis results in Table 5, in the distinctness test, the standardized correlation coefficients between each dimension are all less than the square root of the AVE value of the corresponding dimension, thus indicating that each dimension has good distinctness.

Table 5 Distinctiveness Test

| Variable | Sensory Experience X | Emotional Experience X | Consumption Capacity M | Purchase Behavior Y |
|------------------------|----------------------|------------------------|------------------------|---------------------|
| Sensory Experience X | 0.595 | | | |
| Emotional Experience X | 0.422 | 0.598 | | |
| Consumption Capacity M | 0.345 | 0.486 | 0.397 | |
| Purchase Behavior Y | 0.384 | 0.61 | 0.456 | 0.789 |
| AVE Square Root | 0.772 | 0.774 | 0.630 | 0.888 |

Reliability analysis results show that the questionnaire used in this paper has high reliability and validity, which can effectively measure sensory experience, emotional experience, consumption capacity, and purchasing behavior variables, providing a reliable data foundation for subsequent empirical analysis.

4.3 Regression Analysis Results

This paper employs regression analysis to systematically explore the impact of experiential marketing in the jewelry industry (sensory experience, emotional experience) on consumer purchasing behavior. According to the path analysis results in Table 6, emotional experience has a significant positive impact on consumer consumption capacity ($\beta=0.422$, $p<0.001$), indicating that consumers are more easily attracted by the emotional atmosphere created by the brand during the jewelry purchase process, thereby enhancing their purchase intention and payment capacity; comparatively, the impact of sensory experience is also significant on consumption capacity ($\beta=0.208$, $p=0.006$), but the effect is relatively weaker. In addition, emotional experience has the most significant direct impact on consumer purchasing behavior ($\beta=0.482$, $p<0.001$), further indicating that consumers' purchasing decisions are more driven by brand stories, emotional resonance, and ritualistic elements; while the impact of sensory experience on purchasing behavior also has statistical significance ($\beta=0.166$, $p=0.006$), but compared to emotional experience, its impact is lower.

4.4 Mediating Effect Test

From the mediating effect analysis results in Table 7, the direct effect of sensory experience on purchasing behavior is 0.037, with a confidence interval of [0.002, 0.141], and a P value of 0.049, indicating that sensory experience has a significant positive direct impact on purchasing behavior. The indirect effect of sensory experience on purchasing behavior through consumption capacity is 0.159, with a confidence interval of [0.008, 0.344], and a P value of 0.048, indicating that this indirect path is also significant. The total effect of sensory experience on purchasing behavior is 0.196, with a confidence interval of [0.019, 0.370], and a P value of 0.030, significant and mainly contributed by the indirect effect; while the indirect effect of sensory experience through consumption capacity also has significance ($\beta=0.159$, $p=0.048$).

The direct effect of emotional experience on purchasing behavior is 0.081, with a confidence interval of [0.002, 0.191], and a P value of 0.044, indicating that emotional experience has a significant positive direct impact on purchasing behavior. The indirect effect of emotional experience on purchasing behavior through consumption capacity is 0.502, with a confidence interval of [0.312, 0.727], and a P value of 0.000, indicating that this indirect path is very significant. The total effect of emotional experience on purchasing behavior is 0.583, with a confidence interval of [0.406, 0.779], and a P value of 0.000, significant and mainly contributed by the indirect effect, indicating that consumption capacity plays an important mediating role between emotional experience and purchasing behavior.

Table 7 Mediating Effect Test

| | Path | Estimate | Lower | Upper | P |
|---------------|--|----------|-------|-------|-------|
| Direct Effect | Sensory Experience-Purchasing Behavior | 0.037 | 0.002 | 0.141 | 0.049 |

| | | | | | |
|-----------------|---|-------|-------|-------|-------|
| Indirect Effect | Sensory Experience- Consumption Capacity- Purchasing Behavior | 0.159 | 0.008 | 0.344 | 0.048 |
| Total Effect | | 0.196 | 0.019 | 0.370 | 0.030 |
| Direct Effect | Emotional Experience- Purchasing Behavior | 0.081 | 0.002 | 0.191 | 0.044 |
| Indirect Effect | Emotional Experience- Consumption Capacity- Purchasing Behavior | 0.502 | 0.312 | 0.727 | 0.000 |
| Total Effect | | 0.583 | 0.406 | 0.779 | 0.000 |

5. Conclusion

This paper, through empirical research, has thoroughly explored the impact mechanism of experiential marketing in the jewelry industry on consumer purchasing behavior. It reveals the significant role of sensory and emotional experiences in jewelry consumption, as well as the mediating effect of consumer purchasing power. The research results show that both sensory and emotional experiences have a significant positive impact on consumer purchasing behavior, with emotional experience being more influential. The total effect of emotional experience on purchasing behavior is mainly realized through the indirect effect of purchasing power. This finding not only enriches the theoretical connotations of experiential marketing but also provides important guidance for marketing practices in the jewelry industry.

As a high-end consumer market with high emotional added value, the jewelry industry sees emotional experience playing an irreplaceable role in building brand loyalty. By telling brand stories, providing customized services, and creating emotional resonance, jewelry brands can effectively enhance consumers' emotional connections and purchasing intentions. Meanwhile, sensory experience, as the foundation of experiential marketing, enhances consumers' perceived value of jewelry products through multi-sensory stimuli such as vision and touch, further promoting the occurrence of purchasing behavior. In addition, purchasing power plays an important mediating role in the impact of sensory and emotional experiences on purchasing behavior. This indicates that while jewelry brands focus on enhancing consumer experiences, they also need to pay attention to the conversion efficiency of purchasing power to achieve better marketing results.

6. Discussion

Through empirical analysis, this paper verifies the significant impact of experiential marketing in the jewelry industry on consumer purchasing behavior. Specifically, both sensory and emotional experiences have a positive effect on consumer purchasing behavior. Sensory experience enhances consumers' perceived value of jewelry products through visual, tactile, and other sensory stimuli, thereby increasing purchase willingness. Emotional experience, by creating a warm and pleasant shopping atmosphere, enhances consumers' emotional resonance and promotes purchase decisions. At the same time, consumption capacity plays a mediating role between experiential marketing and consumer purchasing behavior. Sensory experience and emotional experience not only directly affect consumers' purchasing behavior but also promote purchasing behavior indirectly by enhancing consumers' consumption capacity. This reveals the multiple mechanisms of action of experiential marketing, enriching the theoretical

connotation of experiential marketing.

7. Suggestions

Firstly, strengthen sensory experience design. Focus on the design of stores and product displays, using exquisite lighting, color matching, and high-end decorative styles to create a shopping atmosphere consistent with the brand positioning. Use soft lighting to highlight the luster of jewelry and use unified brand colors to enhance visual recognition. Provide more trial wear services to allow consumers to personally feel the texture and details of the jewelry. At the same time, ensure that the display props and packaging materials in the store have a high-quality touch, further enhancing consumers' sensory experience. Play soothing and elegant music in the store to create a comfortable shopping environment. The choice of music should match the brand positioning and the preferences of the target customer group, avoiding too noisy or harsh music that affects consumers' shopping experience.

Secondly, deepen emotional experience marketing. Tell brand history, cultural heritage, and design philosophy to stimulate consumer emotional resonance. Use advertising, social media, and offline activities to convey the emotional value behind the brand, allowing consumers to feel the emotional warmth of the brand. Regularly hold themed events, such as Valentine's Day, Mother's Day, and other emotionally themed promotional activities, combining the festive atmosphere and emotional appeals to launch customized jewelry products and services. For example, launch couple rings, family jewelry sets, etc., to meet consumers' needs in special emotional scenarios. Provide personalized jewelry customization services, allowing consumers to participate in the design process to meet their personalized needs. Customized services not only enhance consumer emotional connections but also increase purchase willingness and brand loyalty.

Lastly, improve the conversion efficiency of consumption capacity. Based on consumers' consumption capacity and purchase willingness, formulate flexible pricing strategies. Launch product series at different price ranges to meet the needs of different consumer levels; at the same time, stimulate consumer purchasing behavior through limited-time discounts, member-exclusive offers, etc. Establish a comprehensive membership system to provide members with points, discounts, priority purchase rights, and other privileges. At the same time, provide value-added services, such as free cleaning, maintenance, and repair, to enhance consumer satisfaction and loyalty, further enhancing their consumption capacity.

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