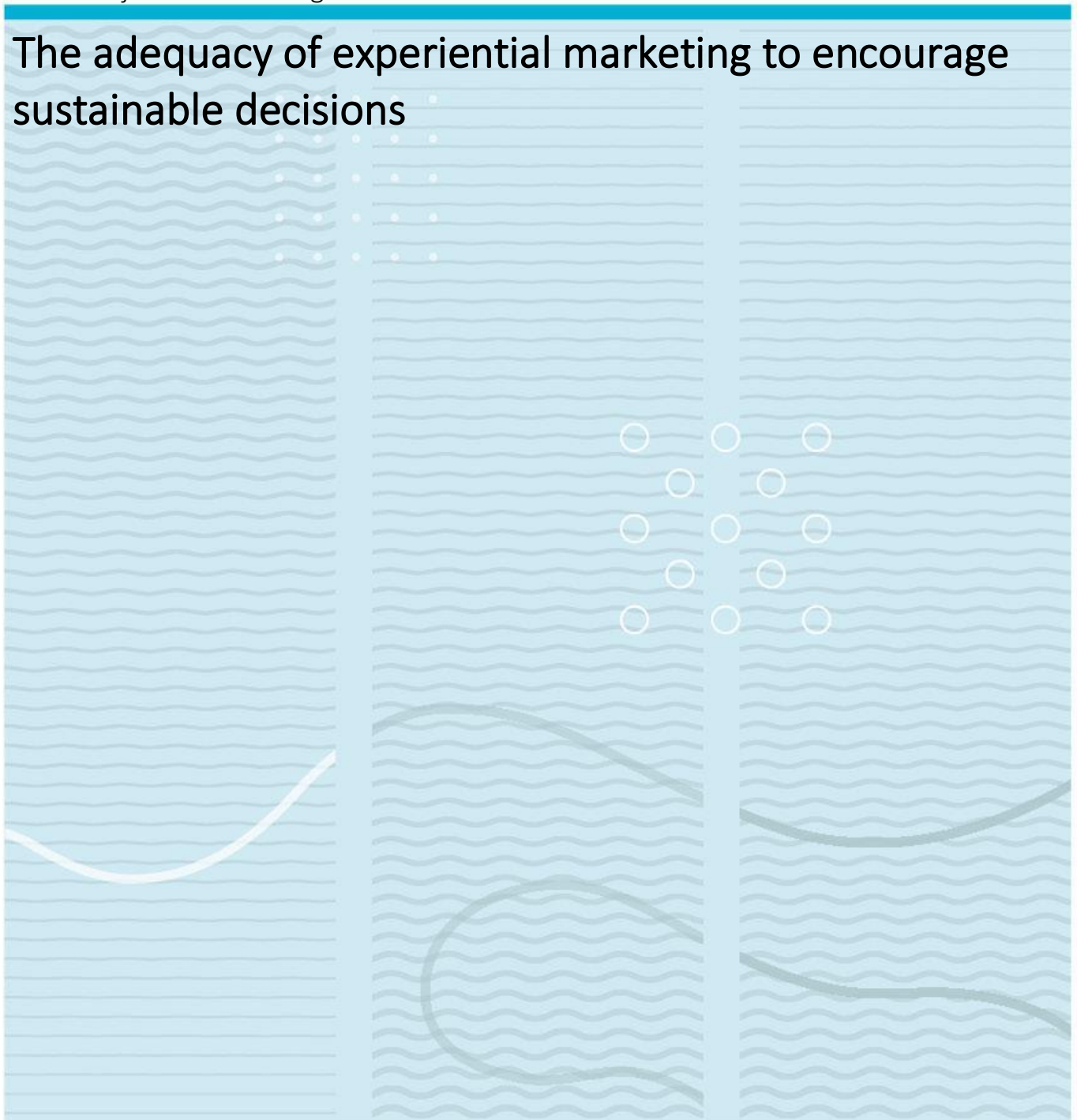


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The adequacy of experiential marketing to encourage sustainable decisions



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This thesis is worth 30 study points

Summary

As the topic of sustainability has become an increasingly more important topic, there is still a growing incline in the amount of greenhouse gas emissions being produced. This has caused companies all over the world to turn to sustainable strategies and the production of sustainable products. However, there is still not a significant trend with the consumers to purchase environmentally friendly products. The conventional marketing strategies used by companies selling environmentally friendly products seem to be lacking in results. The aim of this study is therefore, to investigate whether experiential marketing could be a better tool for convincing consumers to purchase more environmentally friendly products and adapt a more sustainable consumer behavior.

The research questions investigate in this thesis is:

RQ1: Can sustainable product claims communicated through experiential marketing methods increase sustainable product purchases compared to traditional methods?

RQ2: To what extent can experiential marketing effectively communicate and enhance the credibility of sustainable product claims?

RQ3: To what extent can experiential marketing emphasize the perceived magnitude of sustainable products' impact?

RQ4: To what extent can experiential marketing effectively represent the underlying environmental issues that must be addressed?

To conduct the research a survey was created to see if experiential marketing vs. conventional marketing led to a higher willingness to choose an environmentally friendly product and a higher willingness to pay a premium for a sustainable product. We then investigated if this came as an effect of perceived magnitude of the problem, perceived personal relevance, perceived efficacy, and perceived credibility of claims. An analysis of the survey results was done by running an analysis of variance through SPSS.

The results show that the participants exposed to experiential marketing exhibited a greater willingness to pay a premium, while there was no significant difference in terms of willingness to choose an environmentally friendly product.

In order to establish if experiential marketing may be a vital component for the impending promotion of sustainable choices, our research tries to clarify the connection between experiential marketing techniques and sustainability.

As a collaboration, experience and sustainability are still evolving. According to the results of our study, sustainable consumption will succeed when it is coordinated.

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Foreword

In this foreword we would like to address our motivation for the topic of our thesis as well as show gratitude to everyone who made it possible. We have learned a tremendous amount during our years at USN, and during the process of writing this thesis.

The topic we chose to write this thesis on is how experiential marketing can be used to encourage sustainable consumer behavior. We both have bachelors in marketing, and felt like research on this topic was lacking, so we wanted to contribute by conducting our own study on the topic.

We would like to thank our friends and family for being mortal support through this process.

Lastly, we would especially like to thank our supervisor Mesay Moges Menebo for helping us and expertly guiding us through this thesis. Without your insight and knowledge we would not have been able to finish on time.

<Bø i Telemark/15.05.2023>

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1. Introduction

The United Nations Brundtland Commission (1987) defined *sustainability* as "meeting the needs of the present without compromising the ability of future generations to meet their own needs". Even though this has been a topic for several decades, the greenhouse gas emissions in the world have continued to increase.

With 53.5 gigatons of CO₂ equivalent, 2019 saw a record-high for worldwide greenhouse gas production. The burning of fossil fuels for transit, electricity, and manufacturing operations is primarily to blame for this. Over 1 billion hectares of woodland have been lost globally in the last 50 years, mainly as a result of infrastructure and agricultural growth. The United Nations estimates that about 80 percent of the world's sewage is discharged into the atmosphere without being adequately treated, which causes water pollution and harms aquatic ecosystems. More than 8 million metric tons of plastic each year reach the water, endangering ecosystems and marine species (UN,2023).

Global total household material consumption increased by more than 65 percent between 2000 and 2019, reaching 95.1 billion metric tons of material in 2019 (UN,2023). These are just a few instances of the statistics that show the severe harm caused by unsustainable consumption behavior, which is the act of using and discarding resources in a way that is harmful to the environment, society, and the economy. Therefore, as the need for environmentally friendly action becomes more urgent, it will become the consumers' responsibility to recognize how their consumption habits can impact the environment. To reduce these impacts, consumers must attempt to create more sustainable habits to help mitigate these impacts and create a more sustainable future.

Businesses are implementing sustainability in their strategies and producing sustainable products due to more demand from consumers and because of how sustainable practices lower their emissions and help them save money (Luchs et al., 2011). Research shows that about 70 percent of consumers would be more likely to purchase products from companies implementing sustainable practices (Luchs et al., 2015). By

implementing sustainable practices, businesses are also encouraging consumers to buy more environmentally friendly products, and as a result, this could lead to a higher level of sustainable consumer behavior. Sustainable consumer behavior can be explained as continuously reducing the consumption of environmentally friendly products, changing consumers' lifestyles, and consuming natural resources to ensure that the present and future needs are met (Sheoran & Kumar, 2022).

Research shows that even though consumers are likely to buy environmentally friendly products, there is, however, a significantly lower percentage of consumers that are deciding to try to lower their consumption or change their consumption behavior (Luchs et al., 2015). This shows that more than the increasing amount of environmentally friendly products is needed to lead to sustainable consumption behavior. Companies must add innovative and creative marketing strategies that can convince consumers to make the decision to create more sustainable consumption habits consciously. However, there need to be more studies that have been able to document if the type of marketing strategies companies use actually motivates sustainable consumption behavior.

It is necessary to investigate if newly arising communication strategies, like experiential marketing, are efficient enough in motivating consumers to increase their sustainable behavior. Experiential marketing aims to create a memorable experience based on the consumer's direct personal participation or observation (Dettori, 2019). In connection with this, the main objective of this thesis is to investigate whether other options of marketing methods, like experiential marketing, can be a better tool by contributing to the adoption of environmentally friendly products by conveying the sustainability claims of products, showing consumers the impact they can have when choosing to buy environmentally friendly products, and making it so consumers can see the product as being personally relevant to them.

Accordingly, the research questions for this thesis are as such;

RQ1: Can sustainable product claims communicated through experiential marketing methods increase sustainable product purchases compared to traditional methods?

RQ2: To what extent can experiential marketing effectively communicate and enhance the credibility of sustainable product claims?

RQ3: To what extent can experiential marketing emphasize the perceived magnitude of sustainable products' impact?

RQ4: To what extent can experiential marketing effectively represent the underlying environmental issues that must be addressed?

Structure of the study

The first chapter of this thesis consists of the introduction, with an overview of the research topic. It highlights the background for what led to this research being necessary. This part also introduced our research questions.

The literature review will be presented in the second chapter of this thesis. Here the background for the different key concepts of the research will be defined.

The third part chapter is on the theoretical framework used for this study. It presents the theoretical background that our six hypotheses are based upon, as well as the conceptual model.

The fourth chapter will introduce the methods and research design used for this study. It will also present the considerations for the ethical execution of the data collection and data analysis.

Then, in the fifth chapter, the results from our data analysis will be presented in sections divided into our manipulation check and the main effect and mediation effect. In the sixth chapter, we discuss the theoretical implications, substantive implications, limitations, and recommendations for future research.

Then, in our last chapter, our conclusion will be made.

2 Literature review

In this chapter the literature review is presented. Here the definitions and background information for key concepts will be introduced.

2.1 Marketing

2.1.1 Conventional marketing

The conventional approach to marketing is not centered on experience; instead, it emphasizes consumption and purchase. Conventional marketing is built on a convoluted set of concepts, hypotheses, and techniques created by consultants, researchers, and business professionals. These technologies are used to create new products, organize brand strategy and sales assortments, project consumer messages, and engage in competitive retaliation. Traditional marketing theories and ideas are founded on the revenues produced, and elaborated on the characteristics of the product, customer behavior, and pricing conflicts. One of its difficulties is that this sort of marketing is less frequently adaptable to the shifting market. Conventional marketing seems to be stagnant and retained in traditional patterns, even though the environment, surroundings and contemporary circumstances has changed (Holbrook & Hirschman, 1982).

The emotional aspects of such predominantly pleasure-oriented consumption must undoubtedly be taken into consideration in any successful behavioral attempt. (Holbrook & Hirschman, 1982). Methodological questions towards marketing needs to weighed and raised when consuming is viewed as the main action pursued in the hedonistic pursuit of pleasure. Positive responses are likely to be unusually susceptible to fluctuations across situations, posing problems of reliability and validity; developing better measures of emotional response is necessary, especially valid and operational definitions of what constitutes "pleasure"; using available indicators of chronic emotional energy, such as sensation seeking, in the context of explaining acute, volatile, sensory-embedded experiences is challenging. (Holbrook & Hirschman, 1982).

By persistently bringing these conceptual and methodological issues to light, the conventional marketing perspective serves a lacking constructive purpose. Explicitly ignoring components like attention, interest, or enthusiasm, one's own life and the stimulation. The proponents of information processing, who define engagement in terms of personal relevance or diversity of cognitive response, have found this early perspective to be the most amenable. (Holbrook & Hirschman, 1982).

Traditional consumer marketing at the behavioral level has mostly concentrated on the decision-making process that leads to real purchasing behavior. (Holbrook & Hirschman, 1982). As a result, the most significant behavioral result of the information processing model is often considered to be brand purchasing. (Holbrook & Hirschman, 1982).

According to conventional marketing, the consumer is in charge of the situation and making a purchase makes sense. The consumer does the action he desires to resolve a challenge. Using verbal, quantitative, and analytical techniques: Traditional marketing employs verbal, quantitative, and analytical techniques. The consumer is the focus of the whole marketing mix in traditional marketing, which bases outcomes on stimulation and reaction (Holbrook & Hirschman 1982).

This viewpoint is the main drawback of the marketing mix since it is quite mechanistic and undervalues other elements like the uniqueness of the consumer, their emotions, and their sentiments, among other things. When developing a marketing strategy, it is crucial to take into account variables including shifting market trends, the company environment's level of competition, the variety of client interests, and the introduction of new technology. Conventional marketing performs poorly in the tumultuous and competitive environment and excels in sectors that experience fewer environmental changes (Bettman, 1979). From an early emphasis on rational choice (microeconomics and classical decision theory), to a focus on what appear to be irrational purchase desires (some motivation research), to the use of logical flow models of constrained rationality, the study of consumer behavior has progressed. The latter strategy has

developed further into what is sometimes referred to as the "information processing model" (Bettman, 1979).

According to the information processing paradigm, consumers are rational problem-solvers who make informed judgments about what to buy. Information travels from the sense organs to the proper sensory storage in the basic processing sequence, where it is thought to be very short-lived and lose information within fractions of a second unless it is further processed (i.e., unless attention is directed on the stimulus). The information is moved to the short-term memory storage if it is attended to and processed.

Information may be kept active in our short-term memory, which has a limited capacity, by subsequent processing. Short-term memory that contains active information may be swiftly and automatically retrieved and stored in long-term memory (Holbrook & Hirschman, 1982).

In addition to this description of the fundamental makeup of memory, one must also take into account how people use memory. Different people have different ways of processing information, storing it in long-term memory, and retrieving information from long-term memory (Holbrook & Hirschman, 1982) In accordance with this conventional marketing tends to focus less on this important phenomena of consumer behavior psychology. Additionally, experiential marketing has added value by implementing this phenomena into its marketing methods.

2.1.2 Experiential marketing

Experiential marketing is a marketing strategy that creates a two-way communication which allows consumers to engage and interact with brands and products through hands-on experiences (Same & Larimo, 2012). Unlike conventional marketing strategies, experiential marketing can be used as a tool to create experiences and evoke emotions among consumers. The goal of experiential marketing is to create a holistic experience that integrates all five types of experiences; sensing, feeling, thinking, acting, and relating (Schmitt, 1999).

The feelings of Love, hatred, fear, pleasure, boredom, anxiety, pride, rage, contempt, sorrow, sympathy, lust, euphoria, greed, remorse, elation, humiliation, and amazement are just a few of the many varied emotions that are relevant when engaging in experiential marketing (Holbrook and Hirschman 1982 s 2).

Most of the definitions created for experiential marketing emphasizes how the goal is to evoke emotions with the consumers (Same & Larimo, 2012), while conventional marketing engages consumers on a more superficial level. Research suggests that emotions can promote sustainable behavior (Brosch, 2021). If experiential marketing is successful in creating emotions, there should be a high potential for experiential marketing to motivate consumers to increase their sustainable behavior.

Although there exists a number of experiential marketing strategies, the foundation of all of them is to evoke all senses through fun experiences. This research will focus on gamification and the fun theory.

The Fun Theory proposes that the simplest method to influence people's behavior is by something as basic as fun (Dettori, 2019). When applied to sustainability, it can flourish as a sustainable invention. If consumers enjoy themselves while being presented with sustainability claims, they will be more responsible and less waste will be generated (Dettori, 2019).

According to "The Fun Theory," having fun is the greatest method to help individuals break harmful behaviors. In essence, this idea supports experiential marketing. People are more willing to change when circumstances are communicated with humor (Zichermann & Linder, 2010). This theory's core principle originated on the same idea as gamification: by making things fun, people are more likely to change (Zichermann & Linder, 2010).

The idea behind "gamification" is that when individuals are engaged in fun activities, they are more likely to alter how they act. According to Dettori (2019), this strategy is one of the essential concepts of business and strategy: The best-laid plans for strategies and tactics "are doomed to fail without employee and customer engagement"

(Zichermann & Linder, 2010). The ability of gamification can be used in non-game contexts, such as with firms to include exciting and beneficial behaviors into business applications or during the launch of a new product (Dettori, 2019).

Businesses may use gamification to shift beyond extrinsic motivators like financial advantages and toward motivational factors that are intrinsic. Gamified services or goods may therefore favorably raise engagement, interaction, collaboration, awareness, and learning by fusing pleasure and satisfaction. Sustainability is not prone to the rising gamification movement, which utilizes competition, rewards, and fun to encourage positive habits (Dettori, 2019).

Marketers, businesses, and manufacturers of products need to create these games and incentives to help them reach their sustainability goals (Zichermann & Linder, 2010). Gamification is not only for fun. According to Dettori (2019), companies must have an in-depth comprehension of what they are trying to target, what they are trying to achieve, and better know the motivation they want to inspire. And offer external and internal incentives to encourage persistent changes in behavior and credibility. Experiential marketing creates endless possibilities for different marketing events, including pop-up stores, street marketing, sampling tours, immersive experiences, product demonstrations, live events, guerrilla marketing, and virtual events. Pop-up stores are temporary retail spaces created to showcase new products in a way where consumers can build a direct connection with the brand. Sampling tours are an opportunity for brands to offer free samples of their products to consumers, in order to try the products before making a purchase (Dettori, 2019).

Product demonstrations allow brands to demonstrate their products in real-life situations, where consumers have the chance to interact with the products in a hands-on way. Another type of experience that experiential marketing can use is to create immersive experiences. This could be a virtual reality experience, escape rooms, or other interactive activities that the consumers can get fully immersed in. There has also recently emerged a new type of experiential marketing where brands engage in unexpected or unconventional marketing tactics, like street performances or surprise events. This type of experiential marketing can be called guerilla marketing, where the

goal is to generate buzz and create an impact. All of these experiential marketing experiences aim to create a direct, emotional and memorable experience and to create a connection between the consumer and the brand (Zichermann & Linder, 2010).

The literature already in existence describes both positive and negative impacts of experience marketing on customer behavior at a more general level. Positively, experiential marketing has been demonstrated to boost consumer involvement, improve brand perception, encourage brand allegiance, and influence consumer behavior (Zichermann & Linder, 2010). For instance, customers are more likely to have a favorable view of the company and to make a purchase when an engaging and memorable experience is created. However, if experience marketing is not done well, it can also have unfavorable effects. For instance, a negative encounter or one that falls short of standards can damage a brand's reputation and decrease customer loyalty (Dettori, 2019). Experiential marketing can also be costly to implement and may not be profitable for all businesses. Similar to how it can be challenging to calculate the profitability of experience marketing, doing so can make it difficult to assess its efficiency. Experiential marketing frequently targets a more specialized, smaller population than more conventional forms of marketing, which can restrict its appeal (Dettori, 2019).

Additionally, the literature outlined particular effects of experiential marketing on long-term customer behavior. Some studies have found that experiential marketing can greatly increase customers' knowledge of sustainability problems and favorably influence their attitudes and behaviors towards sustainability (Dettori, 2019). These outcomes can be attained by providing consumers with dynamic and interesting experiences that inform them of the negative effects of their consumption choices on the ecosystem and society as a whole and motivate them to make more sustainable choices. Participating in sustainability-themed events, like eco-friendly festivals or sustainable product displays, can, for instance, raise customers' awareness of environmental problems and their intentions to buy environmentally friendly goods (Zichermann & Linder, 2010).

Other research has discovered that the impacts of experience marketing on long-term customer behavior can be modest or transient. According to some studies, the effectiveness of these marketing initiatives may be influenced by a variety of variables, including the length and regularity of the experience, the degree of involvement, the type of consumer, and the consumer's prior sustainability knowledge, attitudes, and behaviors (Dettori, 2019). For instance, if customers think the marketing efforts are flimsy or unauthentic, experience marketing may have little to no effect. This indicates that while experience marketing can be a potent instrument for encouraging sustainable consumer behavior, its effects may vary depending on a number of variables and may not be standard among all consumers (Dettori, 2019).

Experiential marketing is a phenomenon that is driven by the chase of fantasies, emotions, and enjoyment. Experiential Marketing is often also called Experience marketing because of its focus towards experiences. Experiential marketing is a different strategy that approaches marketing as a complete exercise by taking into account both the logical and emotional elements of consumption using a variety of methods emphasized by giving the consumer an experience as a part of the marketing campaign or advertisement (Dettori, 2019).

Consumption is now increasingly understood to involve a consistent flow of ideas, emotions, and enjoyment that are encapsulated by what we refer to as the "experiential view." This phenomenological approach to experience sees consuming as a highly subjective mental state with a range of metaphorical connotations, hedonic reactions, and aesthetic standards. By contrasting the information processing and sensory views of consumption, one can better understand these crucial elements of consumption. Consuming the goods and services that customers buy will inevitably lead to some happy or negative experiences, even though their needs and goals may vary. "The total outcome to the customer from the combination of environment, goods, and services purchased" (Lewis & Chambers, 2000) is what is meant by experience, or more precisely consuming experience. Since intangible experiences are at the heart of the goods and services that companies offer, the nature of these experiences is crucial for

the hospitality and tourism sectors. In other words, marketing is constantly about the experience (Yuan, & Wu, 2008).

Traditional marketing offered practical tactics, resources, and ideas that promoted corporate success early in their development. But a typical marketing strategy based on features and advantages might not be the best way to address today's much more complex society and customers.

Companies across a range of sectors have shifted away from traditional "features-and-benefits" marketing strategies and toward developing client experiences.

Marketing emphasis, product categories and competition, consumer characteristics, and research methodology are the four main ways that experiential marketing varies from traditional marketing (Schmitt, 1999).

According to Schmitt (1999), experiential marketing refers to the process through which consumers get familiar with a business or brand via engaging in activities and being exposed to stimuli before making a purchase. These encounters raise the worth of a good, a name, or an organization. However, experiential marketing emphasizes customers' emotions and sense stimulation rather than ignoring the quality and functionalities of goods and services. Experiential marketing's major goal is to capture the spirit of a product and use it to create intangible, tangible, and interactive experiences that raise the value of goods or services and assist buyers in making decisions about what to buy.

Customers are the most important resource for organizations, thus they should concentrate on managing customer value over the long term and attracting, fostering, and maintaining connections with their clients. In the world of marketing, it goes without saying that understanding the elements that contribute to client value is crucial. It's essential to produce unique and original consumer value if you want to keep your competitive advantage (Yuan, & Wu, 2008).

2.1.2.1 Experiential value

Customers' impressions of goods or services based on direct or indirect use are referred to as experiential value. Customers receive advantages from this value that are both internal and external (intrinsic/extrinsic values) (Babin & Darden, 1995; Batra & Ahtola, 1991; Mano & Oliver, 1993). The joy and contentment of successfully completing a procedure make up the external benefit as opposed to the internal benefit of beginning and completing a work or job (Babin, Darden, & Griffin, 1994).

Holbrook (1994) expanded the intrinsic/extrinsic dimension of experiencing value by including an additional dimension, active/reactive. The reactive value results from consumers' assessments, reactions, and comprehension of the services or goods they desire to acquire, whereas the active value comes from the growing collaboration between customers and enterprises. Experiential value is further divided into four categories by interactions between perceptions (intrinsic/extrinsic) and the active dimension (active/reactive): consumer return on investment (extrinsic/active), service excellence (extrinsic/reactive), aesthetics (intrinsic/ reactive), and playfulness (intrinsic/reactive).

Customers' aggressive input of money, time, and emotion is part of the consumer return on investment. Service providers produce the value of service excellence when they fulfill their obligations.

According to Deighton and Grayson (1995), aesthetics primarily reflects two aspects: appealing visual qualities and excellent service that delights consumers and aids them in completing their tasks. Customers are drawn to a playful environment. Escapism from reality can be achieved through it as well (Huizinga & Ludens, 1955; Unger & Kernan, 1983). Different sorts of experiences can provide customers with experiential value. Experiential value, as opposed to customer value, is more concerned with the value that consumers take away from these experiences.

The two fundamental elements that make up customer value are emotional and functional aspects. As a result, these two notions make up the measurement of experiencing value in this article. Functional value is typically seen as a fundamental value provided to clients (Berry, Carbone, & Haeckel, 2002; Schmitt, 1999). Is the coffee flavor pleasant? Does the hotel provide nice beds and clean rooms? The sensation or emotional response that customers have while engaging in and following an experience, on the other hand, is referred to as having emotional value (Berry et al., 2002; Schmitt, 1999). Does the restaurant's waiter or waitress, for instance, genuinely care about the patrons? Does the tour leader genuinely love teaching others new things? (Yuan, & Wu 2008)

2.1.3 Sustainable marketing

Sustainable marketing is a term for creating a long-term relationship with a consumer, whereas sustainability marketing is mobilization of resources to meet consumer and corporate needs while addressing the three pillars of sustainability (Purvis et al., 2019). The most relevant term in this thesis is to use the term 'sustainability marketing'. Sustainability marketing aims to encourage sustainable consumer behavior while traditional marketing is thought to be primarily responsible for continually encouraging consumers to increase consumption. Businesses' capacity to effectively implement sustainable marketing in support of their sustainability strategy relies on their ability to balance economic, social, and environmental concerns as well as to improve customer experiences (Dettori, 2019).

According to Belz & Karstens (2010) , sustainable marketing is "a management conception that attends to the environmental and social demands and ultimately turns them into competitive advantages by delivering customers value and satisfaction."

According to a broad definition of sustainable marketing, it is the adoption of corporate practices that improve relationships, the economy, and the environment (Tseng, Wu, Chiu, Lim, & Tan, 2018).

The slight distinction between "sustainable" and "sustainability marketing" has been clarified by other researchers. They make it clear that the word "sustainable" refers to

something robust or long-lasting, and that "sustainable marketing is a kind of marketing method, which builds long-lasting customer relationships effectively (Belz, 2009).

However, on the contrary Traditional marketing does not generally take into account a product's social and environmental implications, whereas green marketing solely addresses ecological issues. Another lacking element of conventional marketing in comparison with sustainable marketing is the establishment of the areas of confluence between consumer behavior and social and environmental issues. (Peattie & Belz, 2010). This element is essential to sustainability and sustainable marketing, which aim to address social and environmental issues while also satisfying consumers' expectations. (Belz & Peattie, 2012).

In short, sharing experiences encourages people to act more responsibly. The central role of interaction, which must create both a vision and an experience regarding sustainable values such as generating less waste or environmentally friendly products, will help foster the development of sustainable marketing. (Tromp, Hekkert, & Verbeek, 2011).

The appropriate communication for sustainable change depends on contribution and individual involvement. Present new implementations for sustainable development, such as gamification, are evolving. Furthermore, this is where experiential marketing and sustainability conjoin.

Sustainability marketing is described as "building and maintaining sustainable business practices" and is more specifically tied to the Sustainable Development Agenda. According to contemporary studies (O'Brien, 2012) It is suggested and demonstrated that the most effective technique to help people stop their harmful behaviors is to communicate an experience through amusement.

2.2 Experience

Human experience has been defined as “a continuous interactive process of doing and undergoing, of action and reflection, from cause to consequence, that provides meaning to the individual in several contexts of his life” (Boswijk et al., 2007).

Pine & Gilmore (1998) introduced the concept of the experience economy when the focus of the consumers shifted from services to experiences. They describe experiences as an economic offering because consumers desire experiences and more businesses are responding with designing and promoting more experience-based products and services. Therefore, the next competitive battleground for businesses is to create experiences. Pine & Gilmore (1998) states that it is inevitable for businesses to enter the emerging experience economy.

Pine & Gilmore (1998) identified five key experience-design principles that businesses must use to stage memorable experiences. The first step is to theme the experience, so the consumers know what to expect. By using different design elements and staged events the theme will be able to create a unified storyline that captivates the consumers. Secondly, it is important to harmonize impressions with positive cues. The impressions consumers form will be the consumers’ takeaway from the experience. To be able to create positive impressions the organizers must introduce cues that show the consumers the nature of the experience. The next step is then to eliminate the negative cues. More than positive cues are needed to ensure the integrity of the consumer experience. The organizers must remove anything that can diminish, contradict, or distract from the theme. Another important step is to mix in memorabilia. Consumers purchase memorabilia because they want to have a physical reminder of the experience. The price point of the memorabilia can be higher than normal products of the same kind because for the consumer the price reflects the value they attach to remembering the experience. Lastly, it is important to engage all five senses. The sensory stimulants that come with the experience need to support and complement its theme. If the experience can engage more of the consumers’ senses, the experience will be more effective and memorable for the consumers.

Consumers are now increasingly seeking products and services that will connect with them through meaning (Diller, 2006). According to Boswijk (2007) experience is a form of behavior, where emotions play an important role to determine how an individual deals with the environment and the people around them while looking for experiences that will give meaning to their life. Meaningful experiences can go even further than experiences that are merely memorable (Boswijk, 2007). Businesses can meet the consumers' increasing desire for meaning by intentionally creating experiences based on a specific meaning and expressed to the consumers through products and services (Diller, 2006). For this to work the consumer must be an active participant in the experience, because if the consumer is an active participant from the beginning, it will save companies from investing in unsuccessful ideas and concepts for too long. (Boswijk, 2007).

2.3 Consumer behavior

A consumer is an individual engaged in the consumption process, which is the people that makes purchases for personal consumption or to meet the needs of their household (Jisana, 2014). Consumer behavior can be defined as "the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services" (Khan, 2007). Consumer behavior involves the decision-making process where the individual is influenced by personal characteristics and environmental factors (Jisana, 2014), because of these factors it is difficult to predict how consumers will behave. Therefore, marketing is used to influence the behavior of consumers in a desired manner (Jisana, 2014).

Traditional consumer research has largely concentrated on the decision-making process that leads to real purchasing behavior when it comes to the behavioral level. As a result, the most significant behavioral result of the information processing paradigm is usually thought to be brand purchase and not so much on the experience (Holbrook & Hirschman, 1982).

There are a lot of factors that can influence consumer behavior. The first factor that can influence consumer purchases is cultural factors. The values, perceptions, wants, and behaviors connected to different cultures makes it hard to predict consumer behavior in different countries across the globe (Jisana, 2014). Secondly, social factors can have an impact on consumer behavior. A person's friends and family can have a huge influence over an individual's attitude and behavior, due to their frequent interactions and how much they value each other's opinions (Jisana, 2014). Another influence over consumer behavior is personal factors. An individual's age, personality, lifestyle, occupation, and economic situation is what differentiates people from each other (Jisana, 2014). The last factor for consumer behavior is psychological factors, which includes motivation, perception, and beliefs and attitudes. Maslow's hierarchy of needs is a motivational theory consisting of a tier system of human needs depicted as a pyramid with psychological needs at the bottom, then safety needs, belongingness and love needs, esteem needs, and then self-actualization at the top (McLeod, 2018). The needs at the bottom needs to be satisfied before the needs at the top can be attended to, therefore consumers will be more motivated to purchase a product when the corresponding need is not satisfied. However, consumers with the same needs are not necessarily going to choose to purchase the same product, because of their different perception of the products, which can be changed by an individual's personal beliefs and attitudes towards various products (Jisana, 2014).

There are three stages of consumption: pre purchase, service encounter, and post-encounter stages. The pre-purchase stage begins with a need, which leads the consumer to search for information and evaluate the alternatives before they reach their decision on which product to purchase (Wirtz, 2018). After making a purchase decision the consumers will move on to the service encounter stage. This is where the consumer will directly interact with the business. Lastly, the post-encounter stage involves the consumers' behavioral and attitude response to the service experience, which are indications of customer satisfaction, service quality perceptions, repeat purchase intentions, and customer loyalty (Wirtz, 2018).

2.3.1 Consumer experience

Every company argues that its success depends on the caliber of the goods or services they provide. A good quality product is a reassurance for a thriving business. While that might have been accurate two or three years ago, contemporary demands and a continuous shift in trends makes consumers aware of their purchasing decisions. The current market is affected by such trends and a higher demand as a result of more engagement in social media. Current consumers are willing to pay more for the experience. Super office conducted a questionnaire on 1,920 business experts to find out what they thought would be most important over the next five years. The result was consumer experience defeating both pricing and product (Stattin, 2023).

It is essential for businesses to follow up on such trends when traditional marketing sees itself being overtaken by the sudden focus on experiences and social media.

What actually constitutes a positive experience? Practicality, Consistency, comfort, and speed. The human touch is a significant connector. People are becoming more and more devoted to the businesses, goods, names, and technology that continually deliver extraordinary value with the least amount of hassle or strain. Such trends raise a shift in current conventional ways. More than ever experiential marketing is needed. However, it is not common and an under researched way of marketing. A successful consumer experience makes customers feel seen, acknowledged, and valued. It has a measurable, quantifiable effect that provides monetary value (Puthiyamadam & Reyes, (2018).

2.3.2 Sustainable consumer behavior

Sustainable consumer behavior depends on how much the consumer is concerned about the environmental impact of their consumption, which will impact their choice about which products and services to purchase (Sheoran & Kumar, 2022).

A barrier for sustainable consumer behavior can be personal norms. The personal norms of sustainable consumers can be affected by normative and economic conditions combined with credibility and trust, which can influence their behavior with factors

such as high prices or wrong perceptions of products (Sheoran & Kumar, 2022). Another barrier is subjective norms. A consumer's choice of product can be heavily influenced by people who are important to them, and this can lead to either a positive or negative sustainable behavioral change based on the opinions of their family and friends on sustainable products (Sheoran & Kumar, 2022). Lastly, there are perceived controlled behavior barriers. These indicate the extent to which an individual believes they can make a difference, which might be influenced by the inconvenience they perceive from choosing a more sustainable product, the unavailability of sustainable products, and the incompatibility of sustainable products with already own non-green products (Sheoran & Kumar, 2022).

A company's capacity to successfully implement sustainable marketing as part of its plan to achieve sustainable consumption behavior depends on its social and environmental awareness. According to Belz and Karstens (2010), the sustainable marketing paradigm has a few unique characteristics. Social and environmental concerns are the most straightforward to pinpoint. Traditional marketing rarely takes into account a product's social and environmental implications, whereas green marketing (Mintu & Lozada, 1993; Polonsky, 2001) mostly takes into account ecological issues.

The identification of the confluence of social and environmental issues with sustainable consumer behavior is another specific issue (Peattie & Belz, 2010). A key component of sustainability and sustainable marketing, which simultaneously look for ways to address social and environmental issues and satisfy consumer wants, is this identification. In some cases this specific issue leads to companies failing to communicate their sustainable product. which may result in the product gaining low credibility with the consumers. This is called greenwashing.

Greenwashing can be defined as businesses misleading consumers by putting out disinformation so they can present an environmentally friendly and sustainably responsible public image (Netto et al., 2020). According to Bowen & Aragon-Correa (2014) greenwashing is a central empirical phenomenon within organization's interactions with the natural environment because it makes it difficult for stakeholders

to evaluate the companies' environmental performance. This has led to a need for companies to detail their environmental quality through environmental reports. However, increased environmental disclosure without obvious improvements in environmental impacts has created skepticism about the gap between what firms say and do when it comes to environmental issues (Bowen & Aragon-Correa, 2014). Greenwashing exists on two levels. The firm level and the product/service level. The firm level pertains to organizations presenting themselves as a sustainable company while investing in products or projects that are not environmentally friendly, and the product level pertains to companies advertising their product as environmentally friendly or mis-labeling the product while it is not certified to be labeled as such (Netto et al., 2020).

3. Theoretical framework

Behavioral research has mainly focused on cognitive factors when it comes to motivating people to change to more sustainable behaviors, which means they are overlooking the impact emotions can have on human decision-making and behavior. Research has found that the effect and emotions experienced toward environmental issues are essential to predict climate change judgments and behaviors (Brosch, 2021). The effect is not enough for a person to consciously decide to change behavior, which might be attributed to the fact that they have not experienced negative emotions towards environmental issues (Brosch & Steg, 2021). The emotional reactions people experience towards environmental issues and sustainable actions are highly involved in many of the judgments and behaviors relevant to a sustainable behavior change, which creates significant opportunities to promote large-scale sustainable action (Brosch & Steg, 2021).

The memories of emotional experiences can influence future behavior in similar situations due to emotions being able to focalize thought and action about events that an individual has relating to their values and concerns (Brosch & Steg, 2021). Memories of emotional experiences are consolidated deeper than the memories of unemotional

events, and these memories have more persistence and vividness than emotionless memories seem to have (Brosch et al., 2013). Therefore, if an experiential marketing experience leads to memorable emotions for a consumer, it may create a more sustainable consumption habit.

Research shows that the emotional expressions of an individual can shape the attitudes of other people (Berg et al., 2015). When an individual encountered someone expressing happiness in a positive setting, it resulted in more positive attitudes for them. The effects of these emotional expressions occurred even when perceived through written words, film clips, or pictures (Berg et al., 2015). Therefore, emotional expressions may be conveyed through various forms of experiential marketing. Consumers' emotional expressions may then lead to the consumer changing their opinion on the product being marketed to them through experiential marketing, possibly leading to consumers having a more positive attitude toward environmentally friendly products.

According to Khan & Rahman (2014), the thinking, feeling, and sensing aspects of an experience are factors that have a massive influence over a consumer's purchase intention. These aspects are some of the main factors in succeeding with experiential marketing strategies. Therefore, experiential marketing may be beneficial as an excellent tool for increasing consumers' willingness to pay for products presented to them through experiential marketing methods.

Research shows that experiential marketing may be used as a tool to create relational proximity between consumers and producers. By experiencing a presentation from an employee of the company, consumers were more willing to pay a higher price for the product they were presented (Weber et al., 2020). This reveals how experiential marketing is an effective tool for increasing consumers' willingness to pay a premium price for a product introduced to them through experiential marketing.

There is also research that suggests that imagery affects consumers' purchase intentions. In connection with this, imagery can also provide a positive sensory and

emotional experience that can enhance consumption and is an essential factor for the intention to repurchase a product (MacInnis and Price 1987). Experiential marketing is an excellent platform to portray imagery that can achieve these results in their target audience, which would lead to consumers being more willing to purchase and later repurchase more sustainable products.

According to this, the leading hypotheses for this study are that:

H1: Experiential marketing (vs Conventional marketing) leads to a higher willingness to choose an environmentally friendly product.

H2: Experiential marketing (vs Conventional marketing) leads to a higher willingness to pay a premium for a sustainable product.

Research also shows that individuals' emotions may influence perception. Emotion has the ability to alter someone's perception of spatial design in a way that motivates economic action choices (Zadra & Clore, 2011). There is also evidence that positive moods will encourage an individual to maintain their views, while negative moods will encourage a change (Zadra & Clore, 2011). Therefore, if exposed through experiential marketing to how negatively climate change is and will be affecting the environment and why it is better to choose environmentally friendly products, it is possible to influence consumers to want to make a change.

Research also shows that emotional expression projected at an individual can cause an attitude change (Van Kleef et al., 2015). During their experiments, they found that when the participants were subjected to a negatively framed topic, they reported more positive attitude changes when seeing sad expressions on the sources' faces, revealing that it would be possible to create experiences with experiential marketing that can possibly subject consumers to topics like the magnitude of environmental issues and be able to change the consumers' attitudes towards topics like these positively.

Affect is the positive or negative subjective reactions that a person experiences.

According to Wyer et al. (1998), affect can influence an individual's motivation to think extensively about the information they receive. Research shows that affect is likely to

influence responses to persuasive messages and impact self-evaluations (Wyer et al., 1998). This could mean that if experiential can properly convey persuasive messages, there is a possibility that it could influence the consumers.

According to Zemack-Rugar et al. (2007), emotion concepts can be activated while remaining unavailable to conscious awareness and still affect emotion-specific behavior. Their research showed through multiple experiments that individuals who were subliminally primed with different emotion adjectives displayed a change in behavior during an indulgence task while not reporting a conscious change in their emotional state. Therefore, experiential marketing, whose main task is to activate an emotional response, can be used as a tool to change individuals' emotions towards specific topics subliminally. This could mean that experiential marketing has the possibility to heighten an individual's perception of the magnitude of environmental issues.

Therefore, we also hypothesize that:

H3: Presentation of an environmentally friendly product through an experiential (vs conventional) context leads to a higher degree of perceiving the magnitude of an environmental problem.

According to former research, social information we acquire throughout our day is communicated to us in the form of a narrative. Schank and Abelson's (1995) assertion that "stories" that individuals create from their personal and social experiences constitute the vast majority of the significant social knowledge that people learn and keep in memory serves as a graphic illustration of the significance of these issues.

The impact of contradictory information is a second feature of the premise. Because it cannot be understood in the context of the other information to which it is temporally linked, information that does not easily fit into a coherent narrative is less likely to have an impact on judgments. The same information may have a more significant impact if it is included in a list of features and its implications are assessed without regard to the context in which it is presented. Pennington and Hastie (1992) discovered evidence from a credible witness that was hard to square with the other testimony had more of

an effect when it was given in witness order as opposed to when it was told in tale order.

When information is presented in an experiential context, it will provide a higher degree of individual significance towards the given information. (Adaval & Wyer, 1998)

When information is presented as a story rather than a list, it will result in more favorable judgments of the target. Therefore we hypothesize that:

H4: Presentation of an environmentally friendly product through an experiential (vs conventional) context leads to a higher degree of personal relevance of the environmental issue.

The Presentation of an environmentally friendly product through an experiential (vs. conventional) context leads to a higher degree of personal relevance to the environmental issue.

It is common to think of emotion and visual awareness as two separate fields of research. Studies, however, have shown that they are less different than previously thought. The way the environment is perceived by individuals might be strongly motivated by emotions.

It is frequently believed that the visual system's main objective is to accurately reflect the environment in the brain by recreating it. However, studies conducted over the last ten to fifteen years have shown that this is not the case. According to Zadra and Clore (2011), "Emotion and perception: the role of affective information," Emotional impacts may be more ubiquitous than most people think in real-world settings. The findings of the research suggest that what we experience is a purposefully adjusted representation of reality rather than images being reproduced in the brain. The chances for and costs of taking action on the environment are part of what we "see." (Zadra & Clore, 2011)

For instance, the ground is viewed in relation to how easily it can be walked on and the associated bioenergetic costs. Nevertheless, these nonvisual impacts are not just restricted to energy-related elements; they also include emotions as a source of

nonvisual data that affects visual perception. Additionally, the effects of such nonvisual information are focused on positive outcomes like energy conservation, goal achievement, or danger avoidance.

Since then, more research has been on the original notion that motivation may impact perception. Recent research demonstrates, for instance, that those who are thirstier than those who do not see a glass of water as being taller; additionally, tools related to the goal (like a shovel) appear larger when typically neutral goals, like gardening, are made positive by pairing them with positive stimuli. Similarly to this, smokers who are denied cigarettes frequently underestimate how long a typical cigarette is. According to other research, ambiguity in visual stimuli (such as a stimulus that might be interpreted as either the letter "B" or the number "13") will often be resolved in an experimental setting by interpreting the stimuli in a way that results in a reward. (Zadra & Clore 2011)

In a separate study, volunteers who volunteered to walk on their campus while carrying a conspicuously large placard overestimated the distance to be covered. According to the authors, the illusion of distance served to lessen the cognitive dissonance associated with having freely decided to partake in such an unpleasant activity. Such results again show that objectives may adjust the visual system to see the environment in motivationally compatible ways. This experiment and the findings that will be covered in the remaining sections of this review deal with perception in the real world. In contrast, most of the emotional impacts we have addressed have only been visible in constrained, somewhat artificial, laboratory settings. (Zadra & Clore, 2011)

According to a large and expanding body of study, people's impressions of spatial arrangement are often spoken to be influenced by bioenergetic information. In connection to the 'bioenergetics' of perception, *bioenergetics* is defined as the study of how energy moves through an animal's body and changes as it interacts with its environment and current surroundings. To quickly put this in a simplified context, it can be exemplified as; When you are tired after a run, distances seem shorter or longer than they are because of your perception and current emotion.

The concept of "affect-as-information" describes how affect, mood, and emotion have an impact on focus, decision-making, and cognition. It highlights the notion that information is provided by emotions and is motivated by the fact that it is embodied. In connection to Zadra & Clore (2011), Emotion and perception: the role of affective information, it is revealed that perception and motivation are connected.

Accordingly, we hypothesize that:

H5: Presentation of an environmentally friendly product through an experiential (vs conventional) context leads to a higher degree of perceived efficacy.

The concept of "gamification" refers to the notion that people are more inclined to alter their behavior when they are engaged in enjoyable activities. This approach is one of the fundamental principles of business and strategy, according to (Dettori, 2019): "Without employee and customer engagement, the best-laid strategies and tactics are doomed to fail" (Zichermann & Linder, 2010, p. 16). One of the critical aspects of gamification to emphasize is that it can be utilized in non-game situations, such as with businesses, to include enjoyable and successful behaviors into business applications or the introduction of a new product.

Gamification has grown in popularity in recent years as a result of firms realizing that traditional incentive systems no longer motivate staff or build credibility with clients and that gamification is a viable alternative. 2019 (Dettori)

Businesses may transition away from extrinsic motivators like monetary awards and toward intrinsic motivators through gamification (Suh & Wagner, 2017). By combining pleasure and enjoyment, gamified apps or products may increase engagement, interaction, cooperation, awareness, and learning. Sustainability is not exempt from the rising trend of gamification, which uses competition, prizes, and fun to promote desirable behaviors. Gamification is not only entertainment. Dettori argues that firms must clearly define their objectives, comprehend the motivation they intend to mobilize, and provide intrinsic and extrinsic rewards that promote lasting behavioral shifts and credibility. (Dettori, 2019)

According to Anderson (1983) "Imagination and Expectation: The Effect of Imagining, Behavioral Scripts on Personal Intentions"

The results of the conception of behavioral scripts on individual intentions were investigated in two experiments. Subjects pictured themselves, a friend, or an unpopular acquaintance carrying out or refraining from carrying out a sequence of target actions.

Our lives are shaped mainly by internal, private happenings. We reflect on the past ("I really enjoyed the concert last night"), analyze the reasons why we felt a certain way ("Why did I like the concert so much?"), Furthermore, attribute qualities ("The band was very good"). We also consider potential alternatives to our original plans of action in cases that have already happened ("I should have said..") are happening ("What would happen if I say"), or could happen ("If this happens, I might try saying").

We imagine, prepare, and look forward. In other words, we often design behavioral situations (or scripts) in which we are the primary character based on our own natural or projected behaviors. What results do you consider such behavioral circumstances to have? We know that picturing unfortunate events makes us unhappy, and pleasant events make us happy. (Anderson,1983)

It is unknown how developing behavioral situations with oneself as the primary character would affect one's cognition. Does the act of contemplating an activity, for example, alter the person's expectation or intention to carry it out? Although there is no direct evidence to support this claim, some empirical research and theoretical formulations offer tantalizing suggestions. (Ross et. al 1975) The phenomenon of belief persistence, which is the fact that people frequently stick to their initial beliefs or impressions to an excessive degree, is one pertinent set of studies (Anderson et. al, 1980)

Anderson's research served two primary purposes in the second experiment. It was initially created to offer a reproduction of the key findings from the "self as main character" condition in Experiment 1. In order to determine if the initial alterations

lasted over time, behavioral intentions were also evaluated three days following the cartoon task. Significant intention modifications are consistent with the script were produced by imagining and creating self-referent behavioral scripts. Overall, these two investigations offer convincing proof that self-expectations, behavioral intentions, and trustworthiness may all be affected by a straightforward cognitive manipulation of script availability. Therefore, we hypothesize that:

H6: Presentation of an environmentally friendly product through an experiential (vs conventional) context leads to a higher perceived credibility of sustainability claims.

It is important to stress that the studies that were presented demonstrated changes in behavioral intentions rather than the target actions. It is crucial to remember that particular behavioral intentions do have a strong correlation with actual behavior and target credibility towards the aimed audience (cf. Ajzen & Fishbein, 1980).

To summarize we have come up with these six hypotheses:

H1: Experiential marketing (vs Conventional marketing) leads to a higher willingness to choose an environmentally friendly product.

H2: Experiential marketing (vs Conventional marketing) leads to a higher willingness to pay premium for a sustainable product

H3: Presentation of an environmentally friendly product through an experiential (vs conventional) context leads to a higher degree of perceiving the magnitude of an environmental problem.

H4: Presentation of an environmentally friendly product through an experiential (vs conventional) context leads to a higher degree of personal relevance of the environmental issue.

H5: Presentation of an environmentally friendly product through an experiential (vs conventional) context leads to a higher degree of perceived efficacy.

H6: Presentation of an environmentally friendly product through an experiential (vs conventional) context leads to a higher perceived credibility of sustainability claims.

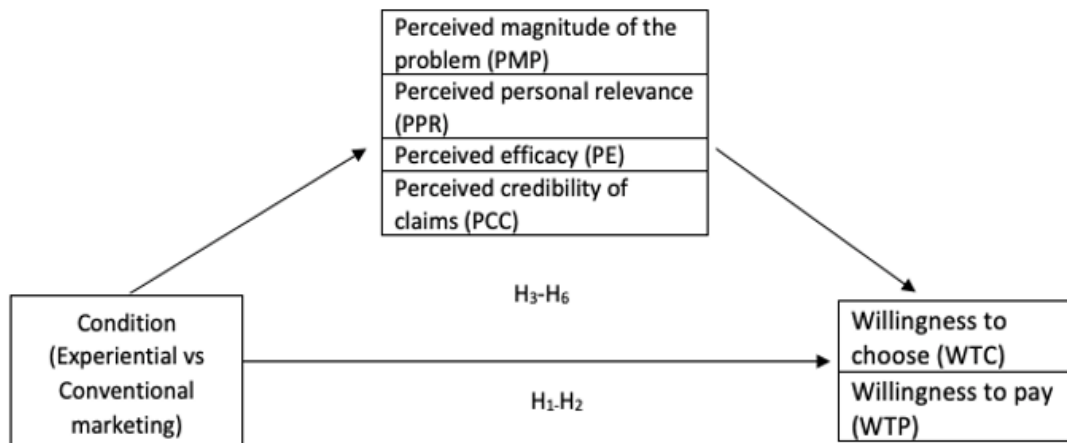


Figure 1. Conceptual model

Therefore, our conceptual model suggests that the effect experiential marketing vs conventional marketing has on the consumers' willingness to choose an environmentally friendly product and their willingness to pay a premium for a sustainable product comes from the increased perceived magnitude of environmental issues, perceived personal relevance to the product, perceived efficacy, and the perceived credibility of sustainable claims they gain from being exposed to experiential marketing.

4. Research design and methods

This chapter will present the research design used in this study. It also provides an overview of the sample selection and data collection techniques. Then it details the data analysis process. Lastly, the ethical procedures applied when conducting this research will be discussed.

4.1 Data collection

To find out how experiential marketing can promote sustainable behavior better than conventional marketing, we decided to run a one-way randomized controlled experimental study where the two conditions are experiential vs. conventional marketing.


The data collection method applied for this study is to collect primary data through a survey. We created a survey using the survey tool provided on Qualtrics. For the survey, we created a marketing scenario for the two conditions where half the participants were presented with a conventional marketing scenario, and the other half were presented with an experiential marketing scenario. The two marketing scenarios are based on the marketing of a fictional fair trade coffee company which we named XYZ. The participants selected for the conventional condition were presented with a formal marketing text that elaborates about the fair-trade efforts of the coffee brand. In contrast, the ones chosen for the experiential condition were presented with a similar text that is formed in a more experience-triggering manner that prompts participants to visualize the fair-trade efforts of the coffee brand (See Figure 1).

A: Conventional condition



Enjoy the rich taste and aroma of our premium fair-trade coffee, proudly brought to you by XYZ Fair Trade Coffee. Our farmers use sustainable farming methods, reducing their impact on the environment while providing you with the finest coffee. Plus, every cup of our coffee supports fair trade practices, helping farmers and their communities thrive. Try our coffee today and feel good about your purchase!

B: Experiential condition



Close your eyes and imagine yourself standing in the heart of our coffee plantation, proudly grown and harvested by our skilled farmers at XYZ Fair Trade Coffee. Surrounding you are rows upon rows of lush coffee trees, each one nurtured with care and attention to bring you the richest coffee experience. In the distance, you can hear the sounds of a babbling brook and the songs of exotic birds. Open your eyes and take a sip of our fair-trade coffee, knowing that every delicious sip supports the sustainability and prosperity of this beautiful place. Try our coffee today and experience the magic of XYZ Fair Trade Coffee for yourself!

Figure 1. Condition manipulation

After being exposed to one of the conditions, participants answered questions that measured our dependent and mediating variables. The dependent variable in this study is the participants' willingness to engage in sustainable behavior. We tested if participants would be more willing to buy the advertised product and to pay a premium price for it after exposure to the experiential condition (vs. the conventional condition). The study also includes mediating variables that explain

why one of the marketing approaches is more effective than the other, including the perceived magnitude of the environmental problem, personal relevance, and perceived consumer effectiveness.

As a manipulation check, we also measured participants' perceived imagination generated by the two scenarios: the amount of imaginative experience and the actual emotions felt by the participants. To confirm that variations in our dependent and mediating variables are a result of the conditions, we expect participants exposed to the experiential condition to derive a higher level of imaginative experience and emotional valence. Since our study methodology is a randomized, controlled experimental study, we did not expect variables other than the manipulated condition to cause a change in the measured mediating and dependent variables. By chance, participants assigned to the conditions might differ in some characteristics, which fortunately did not happen in our case.

Two attention-check questions were added to the survey. This was done for the sake of getting high-quality data. If the participants did not answer correctly on the attention check, it could mean that they have not been paying attention to the rest of the survey, and the results from that participant could affect our overall results. Therefore, we added these attention-check questions, so we could have the choice to remove the participants' answers if we felt it was necessary.

Moreover, the nature of the experiential condition might lead to participants experiencing attitudes unrelated to emotion and experience. Respondents responded to control questions at the end of the study to control for this. Such control questions include perceived credibility, perceived quality, and perceived attention and engagement to make sure that the difference in the result is only due to the marketing approach. Lastly, we measured the major demographic and behavioral characteristics of individuals. This includes prior knowledge of fair-

trade coffee, coffee consumption habits, environmental attitudes, and brand loyalty.

To find the sample size suitable for our study we used the tool G*Power to run a test. Based on an expected medium effect size of 0.25, a significance level of 0.05, our choice of analysis method and there being two conditions, G*Power estimated a minimum sample size of 100 participants. The survey was then sent to 103 participants. Out of the 103 participants, half received the survey with the conventional condition and the other half received it with the experiential condition. This selection was done randomly.

We preregistered our study plan on Aspredicted before collecting the data (See Aspredicted time-tagged documentation in appendix). Our original plan was to conduct the survey on Amazon MTurk. However, we encountered some technical issues that could not be fixed even with the help of Amazon's customer support. Therefore, we recruit participants from Prolific.

4.2 Data analysis

Since our research is based on the data from two different conditions, we chose to analyze our data using a one-way Analysis of Variance (ANOVA) experimental data analysis technique. We examine the influence of our independent variable (the condition) on our dependent (willingness to pay a premium price, willingness to choose XYZ coffee brand) and mediating variables (Perceived magnitude of the environmental problem, personal relevance, perceived efficacy, perceived credibility/trustworthiness of the sustainability claim).

To perform our analysis, we chose to use a software program called IBM SPSS Statistics. After running the survey, we put the data into SPSS. Then we put our conditions as 0 for conventional and 1 for experiential and used SPSS for all the analyses. First, we ran an ANOVA manipulation check with all our manipulation variables as dependent variables and our conditions as the independent variable. Then we ran another one-way ANOVA analysis to find the main effect for H1 and H2. Lastly, we had to find the mediation

effect. To achieve this, we added the add-on Hayes Process Macro v4.2 to SPSS and ran a regression model using the Hayes Process Macro Model 4 with 5000 bootstraps at a 95 percent confidence interval.

4.3 Ethical procedures

We pre-registered our study with AsPredicted, which means we documented our research plan before running our survey. This was done as a measure of avoiding HARKing, which is the act of devising a post hoc hypothesis after conducting the data analysis and seeing the results, as if it were a priori hypothesis (Kerr, 1998). There were only two changes made in the research design after the survey was pre-registered to AsPredicted. The first change was that the number of participants was changed after running the G*Power test once more to see what sample size was best suitable for our study. We originally reported a total of 210 participants for each condition. However, this turned out to be too many. The second change was the analyses we were considering of running after getting the results from the survey. We had mentioned possibly running an Analysis of Covariance (ANCOVA) as opposed to ANOVA. However, when conducting our analyses we only ran ANOVA analyses to find results that were relevant to our hypotheses.

Since our survey would be sent to participants from all over the world, we included thorough information about what they were consenting to if they chose to continue to answer the survey. We implemented this by having an introduction and consent section on the first page of the survey. This included information about what the study is about and what we ask of the participants. We also informed them that we did not anticipate there being any risks for the participants for taking part of this survey, and that the benefits of their participation would be for us to gather information for our research. Then we ensured them that they would receive compensation for their participation, which is an average pay from Prolific for this kind of task. We then found it important to inform them that we would not collect any personal information about them, and that the de-identified data would be shared with the research community to advance science. Lastly, they were made aware that taking part in the survey was voluntary and

letting them know who to contact if they had any further questions or concerns regarding their rights as a subject in the study. They were therefore presented with a statement of consent, which is the choice to say “no, I do not want to take part in this survey” on the first page of the survey.

As mentioned in the consent section, the participants were paid the average pay for this kind of survey on Prolific. Prolific informs about their ethical payment principles and has a set minimum and maximum hourly reward for their participants, to avoid payment from impacting the quality of the data being collected.

5 Results

In this chapter the results for the ANOVA analyses performed in SPSS will be presented. It also provides an overview of whether the six hypotheses were supported or not.

5.1 Manipulation Check

To check whether the formation of the advertising claim as experiential versus conventional worked as intended in triggering more involvement of senses, 103 prolific participants (N=103; F=37.9%; Mage =27) ,after being exposed to the conditions, were asked the following manipulation questions *'On a scale of 1 to 5, to what extent did you experience the following sensations when reading through XYZ's brochure: I visualized what XYZ coffee might look like and the place it grows on, I distinguished what scent XYZ coffee might smell and the surroundings, I distinguished what flavor XYZ coffee might taste in my mouth, I distinguished what texture XYZ coffee beans might feel when touched, I perceived any sounds associated with the area where XYZ coffee grows'*. Participants responded to these questions using a Likert scale ranging from 1 (very low extent) to 7 (very great extent).

Experiential marketing goes beyond conventional marketing by engaging multiple senses and enabling customer immersion, engagement, imagination, and memorability. In this study, we aimed to determine whether exposure to the experiential condition enhanced these aspects compared to the conventional condition. To assess the level of immersion, engagement, imagination, and memorability, participants responded to the following questions on a scale of 1 to 5: *How vividly could you imagine the coffee plantation in the advertising scenario? How immersed did you feel in the coffee plantation of XYZ Fair Trade Coffee? How enjoyable was it to view the advertising scenario? To what extent did the advertising scenario help you to imagine the coffee plantation in a way that you couldn't have without it? To what extent did you feel like you were part of the coffee plantation of XYZ Fair Trade Coffee? How engaged were you with the advertisement? How memorable was the advertisement?*

We find that Participants in the experiential condition, as opposed to the conventional condition, exhibited a greater tendency to engage in the following activities: visualizing

the appearance and location of XYZ coffee ($M_{\text{experiential}}=4.98$; $M_{\text{conventional}}=3.88$); $F(1,102) = 12.490, p=0.001$), discerning the aroma of XYZ coffee and its surroundings ($M_{\text{experiential}}=4.36$; $M_{\text{conventional}}=3.20$); $F(1,102) = 11.03$, $p=0.001$), distinguishing the taste of XYZ coffee in their mouth ($M_{\text{experiential}}=4.25$; $M_{\text{conventional}}=3.30$); $F(1,102) = 6.444$, $p=0.013$), perceiving the sounds associated with the region where XYZ coffee is grown ($M_{\text{experiential}}=4.68$; $M_{\text{conventional}}=2.72$); $F(1,102) = 33.070$, $p= 0.001$), imagining the coffee plantation vividly in the advertising scenario ($M_{\text{experiential}}=3.66$; $M_{\text{conventional}}=2.86$); $F(1,102) = 13.44$, $p= 0.001$), feeling immersed in the coffee plantation of XYZ fair trade coffee ($M_{\text{experiential}}=3.08$; $M_{\text{conventional}}=2.50$); $F(1,102) = 9.136, p= 0.003$), feeling a sense of belonging to the coffee plantation of XYZ fair trade coffee ($M_{\text{experiential}}=2.49$; $M_{\text{conventional}}=1.84$); $F(1,102) = 13.418, p= 0.001$), being engaged with the advertisement ($M_{\text{experiential}}=2.13$; $M_{\text{conventional}}=1.82$); $F(1,102) = 6.105, p=0.015$), and finding the advertisement memorable ($M_{\text{experiential}}=2.00$; $M_{\text{conventional}}=1.60$); $F(1,102) = 9.449, p=0.003$).

5.2 Main effect (H_1 and H_2)

Our main effect is to investigate whether the utilization of experiential marketing for a sustainable product, can result in a greater inclination among consumers to select the product and pay a premium for it as compared to when the product is promoted through conventional marketing methods. After being exposed to one of the conditions, both groups of participants responded to questions that measured willingness to choose and willingness to pay premium: 'On a scale of 1 to 5, how likely are you to choose XYZ Fair Trade Coffee over regular coffee in the future?, how likely are you to pay a premium price for XYZ Fair Trade Coffee to support sustainable farming practices?'. Participants responded to these questions using a Likert scale ranging from 1 (extremely unlikely) to 5 (extremely likely).

Our findings suggest that individuals who were exposed to the experiential marketing condition exhibited a greater willingness to pay a premium for XYZ fair trade coffee than those exposed to the conventional marketing condition, providing support for our first

hypothesis ($M_{\text{experiential}}=3.43; M_{\text{conventional}}=2.96$); $F(1,102) = 5.169, p=0.025$).

However, there was no significant difference in terms of willingness to choose XYZ fair trade coffee between participants exposed to the experiential or conventional condition, indicating no support for our second hypothesis

($M_{\text{experiential}}=3.77; M_{\text{conventional}}=3.56$); $F(1,102) = 1.924, p=0.168$).

5.3 Mediation effect (H₃ and H₄)

In order to investigate the underlying factors that may explain the impact of experiential marketing on the willingness to pay a premium, we conducted a mediation analysis. Experiential marketing is known to provide immersive and comprehensive experiences that can effectively convey the dangers of unsustainable behavior, increase the credibility of sustainability claims, and enhance consumers' engagement and personal relevance with the product information. As a result, we hypothesized that these mediating variables, namely perceived efficacy, perceived magnitude of the problem, perceived personal relevance, and perceived credibility of claims, may account for the effect of experiential marketing on willingness to pay a premium. To test this hypothesis, we run Hayes Process Macro v4.2 Model 4 with 5000 bootstraps at a 95% confidence interval.

The results revealed a significant indirect effect of experiential marketing (vs conventional) on willingness to pay premium through perceived efficacy (LLCI=.004; ULCI=0.32) and perceived personal relevance (LLCI=.004; ULCI=0.32), supporting H₃ and H₄. However, a similar effect is not supported through perceived magnitude of the problem (LLCI= -.09; ULCI=0.07) and perceived credibility of claims (LLCI= -.24; ULCI=0.04), therefore not finding support for H₅ and H₆. The findings imply that exposing individuals to experiential (vs conventional) marketing of a sustainable product increases their conviction about the role of a sustainable product on reducing environmental impacts and the personal importance of supporting sustainable practices thus leading them to pay a premium price to acquire the products.

6. Discussion

In this chapter a discussion of the findings in the conducted research will be presented. This includes theoretical implications, substantive implications, limitations, and recommendations for future research.

6.1 Theoretical implications

The results show that of our two main hypotheses, only one is supported. Consumers exposed to experiential marketing were more willing to pay a premium for a sustainable product. However, there was no significant difference in whether the consumers exposed to experiential marketing contra conventional marketing were more willing to choose an environmentally friendly product. As for our mediating variables, only two of our four hypotheses are supported. The results show a significant indirect effect of experiential marketing on willingness to pay a premium through perceived efficacy and perceived personal relevance. However, there is no significance for perceived magnitude of the problem and perceived credibility of claims.

One of the reasons why some of our hypotheses failed to get empirical evidence could be because of the number of participants in the study. There was no significant difference between the willingness to choose an environmentally friendly product for consumers exposed to experiential marketing and conventional marketing. However, the results show that the consumers exposed to experiential marketing were more likely to choose an environmentally friendly product. The result showed a higher mean with the participants exposed to experiential marketing contrary to conventional marketing. This could make it possible that if there were more participants for our survey the mean level would increase and result in a higher significance level.

There is also a chance our hypotheses failed because experiential marketing relies on the senses to be able to create a memorable experience and a survey might not be able to provide a vivid enough description to evoke all the senses. With this survey the participants had to imagine what it would feel like to smell, taste, and touch the product, which could vary for different participants because of the difference in how people imagine the product. However, if they were exposed to an experiential

marketing event where they could experience the product in person it might have changed their opinions and perceptions about the product.

Another possibility of why some of our hypotheses failed could be because of personal factors with the participants. We asked the participants to imagine what the coffee looks like, where it grows, what it smells like, what it could taste like, and how it would feel to touch it. However, since we asked people from all around the world, people's perceptions of coffee could be very different. Some individuals might not be that familiar with coffee or where it grows. This could create problems for them when answering the survey. People already imagine scenarios in different ways, and when you then also add the confusion of trying to imagine what a coffee bean feels like when you have never held one before it could possibly take you out of the moment, which could then lead to the whole imaginative scenery you tried to create to be weakened. Since there are so many possibilities for how people could imagine the scenarios we want, it is hard to say if we were successful in being able to portray the scenario in a way that would create a vivid imagery for the participants.

However, some of our hypotheses were supported. Earlier research has shown how experiential marketing can increase a consumer's willingness to pay, which our results now build on to show how experiential marketing is also able to increase a consumer's willingness to pay a premium for an environmentally friendly product. Our results also show a significant indirect effect of experiential marketing on willingness to pay premium through perceived efficacy and perceived personal relevance, which has not been a subject in previous research on experiential marketing. As far as our literature search is concerned, there is not a lot of research done on experiential marketing with a focus on sustainability, but this study has shown that there are multiple ways experiential marketing can lead to more sustainable consumer behavior.

6.2 Substantive implications

Consumer's want for environmentally friendly products has long been known. There are, however, still a lot of consumers who will not purchase them. According to

Atkinson & Kim (2014) the marketing of green products is often found to be too vague and potentially misleading. They found that rather than marketers relying on verifiable evidence most marketers use unregulated claims for their products, such as being “100% natural”. Their study then found that when consumers were presented with these ads, they perceived them as opportunistic and misleading but also finding them to be efficient. Research also shows how the consumer response to marketing efforts of green products fell short of marketers’ expectations (Davis, 1993). This could all be a result of conventional marketing’s poor convincing power. If the use of conventional marketing to advertise environmentally friendly products leads to consumers questioning their motives and fearing greenwashing by believing that the advertisements are misleading it would be detrimental to the companies producing environmentally friendly products in a sustainable way.

After the consumers’ wants shifted towards environmentally friendly products there have been instances of companies who use greenwashing to appear environmentally friendly while only wanting to get the highest profits possible. Research shows that greenwashing behaviour from one business can negatively affect consumers’ purchase intention of environmentally friendly products from other brands (Yang et al. 2020). Research also shows that the knowledge of greenwashing makes consumers sceptical about companies taking advantage of their want for green products, which will then affect their brand attitude, green branding equity, and their purchasing intent (Yang et al. 2020). While greenwashing can often benefit the businesses who utilize it, it will also harm the businesses in the industry that are producing environmentally friendly products in a sustainable way, because of the reputation the industry can get from being associated with greenwashing.

This could make consumers wary of buying environmentally friendly products and make businesses more hesitant to sell these products because a lot of consumers will still choose to buy normal products over environmentally friendly products. This could also make businesses worried that they would not be able to sell their already produced products, which could be a reason for why nowadays we see businesses try to convince people to buy their products by introducing measures to encourage consumers to make purchases. There has therefore been an incline in businesses who offer incentives to

their consumers for purchasing their products. This has especially been a major tactic for companies producing and selling electric vehicles. Research found that for every 1000 US dollars offered as a rebate or tax credit would increase the average sales of electric vehicles by 2.6 percent (Jenn et al. 2018). The same research also found that if the buyers of electric vehicles were offered access to the High-Occupancy Vehicle lanes, also known as carpool lanes, the density in these lanes increased.

Recent years have highlighted a significant increase in the relevance of environmental protection and sustainability to consumers, firms, and society as a whole. Taking this new situation into account in order to convey sustainability claims to contribute to the adoption of sustainable products.

Most organizations are aware of this change and desire to be seen as taking steps to improve behaviors in a sustainable manner. This challenge requires managers to make wise strategic choices and for their companies to be more flexible in adapting to changes in the economy, in the environment, and in the latest impulses of the consumer (Dettori, 2019).

Experience marketing offers the opportunity to change routine transactions into powerful events that demonstrate the value of a business. In other words (Schmitt, 1999) argues that Experience marketing offers the opportunity to change routine communications into influential happenings that express the value of a company.

We can still witness the relevancy of experiences as Schmitt argues, as everything revolves around social media and the urge to take a picture of your current surroundings has a lower threshold. We take pictures and videos of our experiences and happenings.

Experiential marketing has evolved as the dominant marketing tool of the future. Companies have moved away from traditional “features and benefits” marketing toward creating experiences for their customers (Yeh, Chen, & Chen, 2019). Customer satisfaction is a key outcome of experiential marketing and is defined as the “customer fulfillment response”, which is an evaluation and an emotion-based response to a service (Yuan & Wu, 2008). It is an indication of the customer’s belief in the probability

or possibility of a service leading to a positive feeling. This favorable affect is positively and negatively related to satisfaction and involves the marketing of a product or service through experience. Experience is a personal occurrence with emotional significance created by an interaction with product or brand related stimuli (Österle, Kuhn, & Henseler, 2018)

Experience creates value for both consumers and firms, and it represents a significant relationship between the perceptual activity of a person and his or her life situations (Leppiman & Same 2011). Thus, experience as an economic offering is a relevant, meaningful relationship, facilitating communication between the company, brand, service and consumers. similar to relational marketing ,it is what the consumer is experiencing in life situations that create meaningful and fun relationships. All this is connected to the reference context (environmental, economic, social), emphasizing the interaction between business and the environment and the strong sustainable orientation for businesses and consumers in general. Schmitt also states that experiences are private events that occur in response to some stimulation (1999a; 1999b).

In conventional marketing, products are often communicated where it is often our vision, for instance we watch the advertisement, and auditory and we hear the communicators sound that is involved. Whereas in experiential marketing, we are exposed to touching the product , smelling or tasting the product for instance in, being in the state of trying the product evokes all of the senses. It's common to think of emotion and visual awareness as two separate fields of research. Studies, however, have shown that they are less different than previously thought.

The way the environment is seen might be strongly motivated by emotions. Additionally companies have not yet given so much thought to how effectively conveying sustainability claims can contribute to the adoption of sustainable products. (Zadra & Clore,2011) argues that It's possible that emotional impacts are more common than most people think in everyday situations. It is frequently believed that the visual system's main objective is to accurately reflect the environment in the brain by

recreating it. However, studies conducted over the last ten to fifteen years have shown that this is not the case. The findings of the research suggest that what we experience is a purposefully adjusted representation of reality rather than images being reproduced in the brain. The chances for and costs of acting on the environment are a component of what we view. For instance, the ground is viewed in relation to how easily it can be walked on and the associated bioenergetic costs. But these nonvisual impacts are not just restricted to energy-related elements; they also include emotions as a source of nonvisual data that affects visual perception. Additionally, the effects of such nonvisual information typically seem to be focused on positive outcomes like energy conservation, goal achievement, or risk avoidance. In connection to this, our senses are more commanding than we think and are yet to be a potential instrument on how to communicate sustainability claims which can contribute to the embracing of sustainable consumption behavior (Zadra & Clore, 2011).

In recent years, there has been an increase in interest in building and enhancing customer experience among researchers and practitioners. Schmitt (1999) assured us then, that experience is one of the contemporary movements of business practice. As a recommended approach companies need to recognize consumption as a total experiment by taking knowledge of the rational and emotional aspects of consumption using experiential methods. Brakus et al. (2009).

Conceptualize the brand experience as vibrations, feelings, cognitions and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments (Brakus, Schmitt, Berned, & Zarantonello, 2009). However, the brand experience (Zarantonello, Schmitt, & Brakus, 2007; Schmitt, 2009) binds a sustainable and responsible behavior that adds value to the experience, allowing consumers and the targeted customer segment to endure in unconsciously sustainable experiences. In a matter of causing the consumer to forget that they are actually involved in an experiential marketing campaign. The findings of our research support that by reforming marketing claims of sustainability products in an experiential format the willingness to pay a premium price can indeed be increased.

Primary data were gathered using a survey as the mode of data collection for this project. Using the Qualtrics survey tool, we constructed a survey. Our research provided evidence in favor of our first hypothesis, showing that people exposed to the experience marketing condition showed more willingness to pay a premium for XYZ fair trade coffee than those exposed to the traditional marketing condition. The results imply that individuals' conviction about a sustainable product's role in reducing environmental impacts and their own importance of supporting sustainable practices increases when they are exposed to experiential as opposed to conventional marketing of a sustainable product. This increases their willingness to pay a premium price for the products.

In order to produce a memorable experience, experiential marketing relies on the senses, and a survey may not be able to offer a description that is vivid enough to arouse all of the senses. In order to complete the survey, participants had to envision what the product would smell, taste, and feel like. Because everyone's conceptions of the product are distinct, individual participants' experiences may vary. However, if they had attended a real-life marketing event where they could actually use the product, their thoughts and impressions may have been altered. In connection with this further recommendations in order to reap the benefits from experiential marketing could be the utilization of four proposed strategic elements listed below.

Amazement

companies need to break customers out of their normal routines and create a unique and memorable experience. This can be implemented through for instance an event. Look for ways to brighten the customer's experience that will take them by surprise.

Exposure

Initiating on an experiential marketing event, think carefully about how you'll capture the excitement. Valuable content marketing chances include video, images, and testimonials, which may increase the effect of an event reaching out and getting more exposure for the company. Making content on social media enhances the possibility that the content will spread outside of the company's network and attract more people.

Volume

The idea that changing people's behavior for the better can be done most easily by doing something as simple as having fun is fundamental. Find easy and funny ways to introduce the concept of experiential marketing through competitions, comments, and other social tools. in order to get more reach and more people to attend.

Transparency

Initiating on events and advertisements that do not feel like a campaign. This will make consumers associate the brand with positive events that make an impact on people's everyday lives, rather than a typical sales pitch.

6.3 Limitations and future research

The accomplishment of companies derives from their abilities to embrace and deliver emotionally engaging customer experiences or transform customers by guiding them through experiences (Pine & Gilmore, 1999). Creative experience marketing, when applied correctly, leads to a greater impact for the customer and increased effectiveness and is also very useful as a differentiation strategy. The proposed framework and the results along with already conducted research should assist marketing professionals and scholars in understanding the importance of relationships between these concepts and exploring the bond between experience and sustainability. This field has unexpectedly limited empirical research in academia. Marketing managers should also perform observational research to monitor what people do when they have an experience and conduct survey-based research to examine the meaning and value of an experience to obtain relevant input for designing effective marketing strategies.

Our research aims to clarify the alignment between experiential marketing methods and sustainability to determine whether experiential marketing may be a crucial element for the imminent encouragement of sustainable choices.

Experience and sustainability as a partnership are still developing. Our research findings reveal that sustainable consumption will prosper when it is synchronized.

As previously mentioned the concepts have not yet been researched cooperatively, there is therefore little empirical study in the area, and new conceptual models need to be tested. To further grasp the links between the two concepts, it is vital to continue researching them through content analysis and to additionally examine the terminology. In order to better understand the phenomena, our research suggests an experimental research approach with a theoretical framework. Furthermore, the suggested ideas need to be developed and put into practice.

With this thesis, we intend to help blur the boundaries between these two fields which will be beneficial for further research in this area.

7. Conclusion

From the analysis of the case study, it clearly emerges that there are different benefits to implementing an experiential marketing strategy, e.g., creating an emotional connection, developing positive perceptions, and gaining credibility; and when all this is combined with fun, firms obtain even more advantageous results. Through experiences that lead people to act in a more responsible and sustainable manner.

The creation of this model integrates aspects that have become more and more essential today for the development and success of a firm. In other words, the implementation of experiential marketing strategies that adopt as mentioned in the literature review “The Fun Theory” must integrate and balance all three dimensions of sustainability in a responsible manner. Focusing on delivering experiences is an ideal way to develop relationships and bonds that enable brands to grow over time and create a strong sustainable orientation for consumers. People are in contemporary search of meaning, happiness, fun, sense, new forms of fulfillment and core values, which they often find in market offerings (Fortezza & Pencarelli, 2011). To be successful, Poulsson and Kale (2004) also argue that experiential marketing should have personal relevance for the customer, offer an element of surprise and engender learning, as elaborated in discussions.

Managers are aware of both the important role of experiences and the propensity of customers towards sustainability, but they must think to communicate easily and effectively in order to gain credibility of sustainable claims. Communication campaigns are too elaborate, and people today need simple and immediate actions. The recommendations presented in discussions apply simple and immediate actions through experiences to create a strong competitive advantage for the firm and to make consumers more responsible. These results constitute the answers to the following research questions:

RQ1: Can sustainable product claims communicated through experiential marketing methods increase sustainable product purchases compared to traditional methods?

RQ2: To what extent can experiential marketing effectively communicate and enhance the credibility of sustainable product claims?

RQ3: To what extent can experiential marketing emphasize the perceived magnitude of sustainable products' impact.

The results from our research reveals that three out of six hypotheses were supported, meaning that our three research questions are answered with little extent. Our research reveals that there is not a higher willingness to choose the sustainable product however the consumers are more willing to pay a premium price when they have already decided to purchase an environmentally friendly product. The findings also reveal that the credibility of sustainability claims are not supported and are of lesser extent. Our research reveals that through our hypotheses the perceived magnitude of the problem did not change when exposed to experiential marketing vs conventional marketing. However, one of our main hypotheses is supported, consumers are willing to pay a premium price when they have already decided to purchase a sustainable product, which answers our research question that experiential marketing indeed influences sustainable product purchases compared to conventional marketing strategies.

The purpose of this thesis has been to review research on sustainability and experiential marketing cooperatively. In alliance, experience and sustainability are still evolving. And there is limited empirical research linking them in connection to this much of our empirical literature is dated several decades ago. It is challenging to entirely grasp on something definite. However, Our research has found that when merging the two fields of study. Changes in consumption behavior towards environmentally friendly products will be altered.

Our thesis has also suggested crucial conducts in which experiential marketing influences consumers learning, choices, and satisfaction. We have also considered the

role in which experiential marketing is possible to composition throughout the phases of consumption. Although other research suggests that experiential marketing is general, there is limited knowledge of its relational impact on behavior contexts. A review of the research on experiences proposes several important probabilities to consumer behavior researchers, marketers and manufacturers.

Experiential marketing is probable to have an affirmative impact on supplementary knowledge. Because much of consumer learning is supplementary, experiential marketing may be even more important in consumer contexts than in other problem-solving contexts. Experiential marketing may encourage within companies product evaluation strategies.

Companies, in turn, have implications on how absent information is dealt with. The conditions for decision complexity are likely to differ between experiential marketing and conventional marketing models. In particular experiential marketing seems best suited for the adaptation of sustainable consumer behavior. Additionally experiential marketing might bias predicts of connective probabilities and estimates of the likelihood and positivity of outcomes. These biased estimates may lead to disappointment with post-purchase outcomes, or the lack of credibility when communicated towards consumers. Experiential marketing affects purchase intentions and the timing of purchases by for instance impeding the ability to interrupt satisfaction.

However lastly, experiential marketing can offer a positive sensory and emotional experience that can alternate sustainable consumption behaviors. Enrich or supplement consumption, or in our experiential method (i.e. create a scenario of premium sustainable coffee with compassionateness), and perform an important role in retained consumption and intention to long-term purchasing habits.

While this thesis has outlined some promising domains for experiential marketing and specified recommendations for some of the incentives of experiential marketing, there are visible gaps that need to be further researched.

Factors that stimulate sustainable consumption behavior and how experiential marketing is to be measured for instance are not researched. Research is necessary to explore the types of challenges consumption behavior is emphasized by experiential marketing and the ways that experiential marketing interacts with individual experiences.

Correspondingly, our thesis focused on theoretically distinguishing experiential marketing from a general approach, there are likely to be important interplays between these two processing methods.

Throughout this process we have uncovered substantial issues regarding experiential marketing aligned with sustainable consumer behavior research. Methodological approaches need development, as mentioned before our literature review consists of empirical studies conducted decades ago. This highlights the relevance and importance of this field and that a more thorough theoretical grounding is needed.

Sustainability and experiential marketing have been a contemporary field of study yet, its relevance has been elaborated on for decades. The two phenomena need innovation and development. This field of study offers an opportunity to theorize about attitudes. Purchasing linked alternatives and experiences delivers a considerable amount of field for theory composition. The psychological nature of learning, experiences, and solving issues in the consumer field are potentially appropriate to the examination of elaborating on experiential marketing.

Consumers frequently choose products after examining only one or two options and with incomplete information. Additionally, evaluating the choice frequently necessitates knowledge of the experience's sensory and individual emotional responses. For instance, determining how it will feel. The emotions associated with the predicted consumption are crucial when choosing numerous services and symbolic or hedonistic items. experiential marketing delivers a uniquely applicable approach for evaluating ways to assess the sensory attributes of consumers when in the transition of communicating sustainable products.

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Annexes

Annex 1: Survey

MasterThesis_prolific

Survey Flow

Standard: Introduction/Consent (1 Question)

Branch: New Branch

If

If INSTRUCTIONS: We are asking you to participate in a research study titled "Taste preferences and... No, I don't want to take part in this Survey Is Selected

EndSurvey:

Standard: Block 6 (1 Question)

BlockRandomizer: 1 - Evenly Present Elements

Standard: Condition 1 (Conventional Marketing) (2 Questions)

Standard: Condition 2 (Imaginative experiential marketing) (2 Questions)

Standard: Main Questions (14 Questions)

Standard: Manipulation Check Questions (10 Questions)

Block: Control Questions (16 Questions)

Branch: New Branch

If

If Which of the following is not a color? Happy Is Not Selected

EndSurvey: Advanced

Branch: New Branch

If

If Introduction Statement: The following statements will ask you about your imaginative thinking. Pl... In order to prove that you are paying attention, please select "Somewhat agree" for this question. - Somewhat agree Is Not Selected

EndSurvey: Advanced

EmbeddedData

Random ID = \${rand://int/1:1000000}

Standard: Mturk number (1 Question)

Standard: Payment (1 Question)

EndSurvey:

Page Break

INSTRUCTIONS: We are asking you to participate in a research study titled “Taste preferences and Fair trade coffee”. We will describe this study to you and answer any of your questions.

What the study is about The purpose of this research is to better understand people’s preferences to different varieties of coffee.

What we will ask you to do We will ask you to answer open and close ended questions. The study should take approximately 2 minutes to complete.

Risks and discomforts We do not anticipate any risks from participating in this research.

Benefits Information from this study may help us learn more about factors that affect people’s taste preferences to coffee.

Compensation for participation You will be compensated with an average Mturk pay.

Privacy/Confidentiality/Data Security This is an anonymous survey, we do not collect any identifying information. We anticipate that your participation in this survey presents no greater risk than everyday use of the Internet.

Sharing De-identified Data Collected in this Research De-identified data from this study may be shared with the research community at large to advance science and health. We will remove or code any personal information that could identify you before files are shared with other researchers to ensure that, by current scientific standards and known methods, no one will be able to identify you from the information we share. Despite these measures, we cannot guarantee anonymity of your personal data.

Taking part is voluntary Your involvement is voluntary, you may refuse to participate before the study begins, and you may discontinue at any time. This survey was designed as a package so that it would be most helpful if you would answer every question unless any of them make you uncomfortable or cause any stress. Note that you have the right not to answer any questions that are stressful or cause discomfort. We’ve tried to avoid any such questions, but you can be the judge of whether we’ve succeeded and whether you’re okay with answering every question.

If you have questions The main researchers conducting this study are Irmelin Holmberg and Jasmin Saleh, graduate level students at University of South-Eastern Norway. If you have questions later, you may contact them at irmelinholmberg@gmail.com or jasmin.saleh9@gmail.com. If you have any questions or concerns regarding your rights as a subject in this study, you may

contact the Institutional Review Board (IRB) for Human Participants at USN or the supervisor of this research at Mesay.Moges.Menebo@usn.no. **Statement of Consent**

- Yes, Continue to Survey (1)
- No, I don't want to take part in this Survey (2)

End of Block: Introduction/Consent

Start of Block: Block 6

Session 1

During this session, you will view a snapshot of an advertisement brochure for XYZ Fair Trade Coffee. Take the next 60 seconds to carefully read and engage with the information presented. After reviewing the brochure, please respond to the follow-up questions.

End of Block: Block 6

Start of Block: Condition 1 (Conventional Marketing)



Enjoy the rich taste and aroma of our premium fair trade coffee, proudly brought to you by XYZ Fair Trade Coffee. Our farmers use sustainable farming methods, reducing their impact on environment while providing you with the finest coffee. Plus, every cup of our coffee supports fair trade practices, helping farmers and their communities thrive. Try our coffee today and feel good about your purchase!

Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

End of Block: Condition 1 (Conventional Marketing)

Start of Block: Condition 2 (Imaginative experiential marketing)



Close your eyes and imagine yourself standing in the heart of our coffee plantation, proudly grown and harvested by our skilled farmers at XYZ Fair Trade Coffee. Surrounding you are rows upon rows of lush coffee trees, each one nurtured with care and attention to bring you the richest coffee experience. In the distance you can hear the sounds of a babbling brook and the songs of exotic birds. Open your eyes and take a sip of our fair trade coffee, knowing that every delicious sip supports the sustainability and prosperity of this beautiful place. Try our coffee today and experience the magic of XYZ Fair Trade Coffee for yourself!

Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

End of Block: Condition 2 (Imaginative experiential marketing)

Session 2

On a scale of 1 to 5, how likely are you to choose XYZ Fair Trade Coffee over regular coffee in the future?

- 1= Extremely unlikely (1)
 - Somewhat unlikely (2)
 - Neither likely nor unlikely (3)
 - Somewhat likely (4)
 - 5=Extremely likely (5)
-

On a scale of 1 to 5, how likely are you to pay a premium price for XYZ Fair Trade Coffee to support sustainable farming practices?

- 1=Extremely unlikely (9)
 - Somewhat unlikely (10)
 - Neither likely nor unlikely (11)
 - Somewhat likely (12)
 - 5=Extremely likely (13)
-

On a scale of 1 to 5, how significant do you perceive the environmental impact of coffee farming to be?

- 1=Extremely insignificant (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5=Extremely significant (5)
-

How concerned are you about the impact of coffee farming on the environment?

- Not at all concerned (1)
 - Slightly concerned (2)
 - Somewhat concerned (3)
 - Very concerned (4)
 - Extremely concerned (5)
-

How important is it for you to support sustainable farming practices like those employed by XYZ Fair Trade Coffee?

- Not at all important (1)
- Slightly important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

Do you think your individual actions, such as choosing XYZ Fair Trade Coffee, can make a difference in reducing the environmental impact of coffee farming?

- Definitely not (1)
 - Probably not (2)
 - Might or might not (3)
 - Probably yes (4)
 - Definitely yes (5)
-

On a scale of 1 to 5, how effective do you think choosing XYZ Fair Trade Coffee is in reducing the environmental impact of coffee farming?

- Not effective at all (1)
 - Slightly effective (2)
 - Moderately effective (3)
 - Very effective (4)
 - Extremely effective (5)
-

Do you believe that your choices as a consumer can influence companies like XYZ Fair Trade Coffee to adopt more sustainable practices?

- Definitely not (1)
 - Probably not (2)
 - Might or might not (3)
 - Probably yes (4)
 - Definitely yes (5)
-

Can you rate the sustainability claims of XYZ coffee brand on a scale of 1 to 5, where 1 is not credible at all and 5 is highly credible?

- 1 - Not at all credible (1)
 - 2 - Somewhat not credible (4)
 - 3 - Neutral (5)
 - 4 - Somewhat credible (6)
 - 5 - Highly credible (7)
-

On a scale of 1 to 5, how **credible** do you think are the product claims presented in the advertisement (brochure)?

- 1= Not at All Credible (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5=Extremely Credible (5)
-

On a scale of 1 to 5, how **trustworthy** do you think are the product claims presented in the advertisement (brochure)?

- 1= Not at All Trustworthy (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5= Extremely Trustworthy (5)
-

On a scale of 1 to 5, how **reliable** do you think are the product claims presented in the advertisement (brochure)?

- 1=Not at all reliable (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5= Extremely Reliable (5)
-

On a scale of 1 to 5, how do you rate the **quality** of XYZ Fair Trade Coffee?

- 1= Of Extremely Low Quality (1)
 - 2 (2)
 - 3 (3)
 - 3 (4)
 - 5= Of Extremely High Quality (5)
-

How likely are you to recommend XYZ Fair Trade Coffee to a friend ?

- Extremely unlikely (1)
- Somewhat unlikely (2)
- Neither likely nor unlikely (3)
- Somewhat likely (4)
- Extremely likely (5)

End of Block: Main Questions

Start of Block: Manipulation Check Questions

On a scale of 1 to 5, to what extent did you experience the following sensations when reading through XYZ's brochure:

	To a very great extent (11)	To a great extent (12)	To a moderate extent (13)	Neither agree nor disagree (14)	Neither agree nor disagree (neutral) (15)	To a low extent (16)	To a very low extent (17)
I visualized what XYZ coffee might look like and the place it grows on. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I distinguished what scent XYZ coffee might smell and the surroundings. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I distinguished what flavor XYZ coffee might taste in my mouth. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I distinguished what texture XYZ coffee beans might feel when touched. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I perceived any sounds associated with the area where XYZ coffee grows. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

On a scale of 1 to 5, how vividly could you imagine this coffee plantation in the advertising scenario?

- 1=not at all (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5= To a great extent (5)
-

To what extent do you feel that the advertising scenario helped you to imagine the coffee plantation in a way that you wouldn't have been able to without it?

- Not at all** - The advertising scenario **did not help** me imagine the coffee plantation in any way that I wouldn't have been able to without it. (1)
 - Slightly** - The advertising scenario helped me imagine the coffee plantation in **a slightly different way** than I would have been able to without it. (6)
 - Somewhat** - The advertising scenario somewhat helped me imagine the coffee plantation **in a different way** than I would have been able to without it. (7)
 - Very much** - The advertising scenario helped me imagine the coffee plantation **in a significant way** that I wouldn't have been able to without it. (8)
 - Completely** - The advertising scenario completely helped me imagine the coffee plantation **in a way that I wouldn't have been able to without it.** (9)
-



On a scale of 1 to 5, how did the advertising scenario make you feel

	1=Not at All (1)	2 (2)	3 (3)	4 (4)	5= To a Great Extent (5)
Happy (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excited (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calm (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curious (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anxious (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hopeful (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sad (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regretful (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prideful (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

On a scale of 1 to 5, how much did you enjoy viewing the advertising scenario?

- None at all (1)
 - A little (2)
 - A moderate amount (3)
 - A lot (4)
 - A great deal (5)
-

On a scale of 1 to 5, how immersed did you feel in the coffee plantation of XYZ Fair Trade Coffee?

- Far too little (1)
 - Slightly too little (2)
 - Neither too much nor too little (3)
 - Slightly too much (4)
 - Far too much (5)
-

To what extent did you feel like you were part of the coffee plantation of XYZ Fair Trade Coffee?

- Not at all (1)
 - Very Little (2)
 - Somewhat (3)
 - To a Great Extent (4)
-

How engaged were you with the advertisement?

- Not at all engaged (1)
 - Somewhat engaged (2)
 - Very engaged (3)
-

Did the advertisement capture your attention?

- Not at all (1)
 - In a Very Little Extent (2)
 - Somewhat (3)
 - To a Great Extent (4)
-

How memorable is the advertisement?

- Not at all memorable (1)
- Somewhat memorable (2)
- Very memorable (3)

End of Block: Manipulation Check Questions

Start of Block: Control Questions

Have you heard of fair trade coffee before?

- No (1)
 - Yes (2)
-



Which of the following is not a color?

- Green (1)
 - Happy (2)
 - Blue (3)
 - Yellow (4)
-

How familiar are you with fair trade coffee?

- Not familiar at all (1)
 - Slightly familiar (2)
 - Moderately familiar (3)
 - Very familiar (4)
 - Extremely familiar (5)
-

Do you typically seek out fair trade coffee when purchasing coffee?

- No (1)
 - Yes (2)
-

How often do you drink coffee?

- Never (1)
 - Rarely (2)
 - Occasionally (3)
 - Frequently (4)
 - Daily (5)
-

How many cups of coffee do you typically consume per day?

- None (1)
 - 1-2 cups (2)
 - 3-4 cups (3)
 - 5 or more cups (4)
-

What types of coffee do you typically drink?

- Regular coffee (1)
 - Fair trade coffee (2)
 - Organic coffee (3)
 - Other (4)
-

Do you typically purchase a particular brand of coffee? If so, which brand?

How likely are you to switch brands of coffee?

- Very unlikely (1)
- Somewhat unlikely (2)
- Neither likely nor unlikely (3)
- Somewhat likely (4)
- Very likely (5)



Introduction Statement: The following statements will ask you about your imaginative thinking. Please indicate the extent to which you agree or disagree with each statement.

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I am lost in imagination most of the time. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find myself lost in imagination very frequently (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find myself daydreaming often. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I spend much of my time daydreaming. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get lost in my fantasies. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get lost in thoughts that aren't related to what's going on around me. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sometimes it is as though I wake-up from daydreaming. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My mind wanders in unpredictable ways. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often fantasize about impossible things. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Imagining my future makes me feel blue. (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I become depressed when imagining my future. (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Imagining things in the future makes me fearful. (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The things I imagine make me sad. (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My fantasies lead to negative emotions. (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I visualize negative outcomes for the future of the world. (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My daydreams are unpleasant. (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My fantasies are less detailed than most peoples'. (17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people seem to have more complex imaginations than me. (18)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My imaginings are not very complex. (19)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My fantasies do not involve many details. (20)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I have difficulty picturing the details of a situation I have not previously experienced. (21)

My daydreams have a clear goal. (22)

My daydreams are directed towards a specific outcome. (23)

My fantasies are quite purposeful. (24)

There is a purpose for my fantasies. (25)

When I imagine my future, I like to plan its details. (26)

In order to prove that you are paying attention, please select "Somewhat agree" for this question. (27)

How concerned are you about the environment in general?

- Not at all concerned (1)
 - Somewhat concerned (2)
 - Very concerned (3)
-

Do you believe that individual actions can make a difference in reducing environmental impacts?

- No (1)
 - Yes (2)
-

Have you taken any actions to reduce your environmental impact in the past?

- No (1)
 - Yes (2)
-

What is your age?

What is your gender?

- Male (1)
 - Female (2)
 - Non-binary / third gender (3)
 - Prefer not to say (4)
-

What is your total annual income?

- \$0 - \$30.000 (1)
- \$31.000 - \$60.000 (2)
- \$61.000 - \$90.000 (3)
- \$91.000+ (4)

End of Block: Control Questions

Start of Block: Mturk number



To be able to approve your payment as soon as possible, can you please provide your Prolific worker ID

End of Block: Mturk number

Start of Block: Payment

Here is your Code: CRXA5HSI

Please copy this number. Once you have copied your ID, click Submit to finish the survey.

End of Block: Payment

Annex 2: SPSS data manipulation check

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
On a scale of 1 to 5, to what extent did you experience the following sensations when reading through XYZ's brochure: - I visualized what XYZ coffee might look like and the place it grows on.	Between Groups	31,195	1	31,195	12,490	<,001
	Within Groups	252,261	101	2,498		
	Total	283,456	102			
On a scale of 1 to 5, to what extent did you experience the following sensations when reading through XYZ's brochure: - I distinguished what scent XYZ coffee might smell and the surroundings.	Between Groups	34,530	1	34,530	11,030	,001
	Within Groups	316,189	101	3,131		
	Total	350,718	102			
On a scale of 1 to 5, to what extent did you experience the following sensations when reading through XYZ's brochure: - I distinguished what flavor XYZ coffee might taste in my mouth.	Between Groups	22,990	1	22,990	6,444	,013
	Within Groups	360,311	101	3,567		
	Total	383,301	102			
On a scale of 1 to 5, to what extent did you experience the following sensations when reading through XYZ's brochure: - I distinguished what texture XYZ coffee beans might feel when touched.	Between Groups	7,119	1	7,119	2,358	,128
	Within Groups	304,939	101	3,019		
	Total	312,058	102			
On a scale of 1 to 5, to what extent did you experience the following sensations when reading through XYZ's brochure: - I perceived any sounds associated with the area where XYZ coffee grows.	Between Groups	98,761	1	98,761	33,070	<,001
	Within Groups	301,627	101	2,986		
	Total	400,388	102			
On a scale of 1 to 5, how vividly could you imagine this coffee plantation in the advertising scenario?	Between Groups	16,482	1	16,482	13,435	<,001
	Within Groups	123,907	101	1,227		
	Total	140,388	102			
To what extent do you feel that the advertising scenario helped you to imagine the coffee plantation in a way that you wouldn't have been able to without it?	Between Groups	14,934	1	14,934	13,279	<,001
	Within Groups	113,590	101	1,125		
	Total	128,524	102			
On a scale of 1 to 5, how did the advertising scenario make you feel - Happy	Between Groups	3,272	1	3,272	2,338	,129
	Within Groups	141,330	101	1,399		
	Total	144,602	102			
On a scale of 1 to 5, how did the advertising scenario make you feel - Excited	Between Groups	2,922	1	2,922	1,935	,167
	Within Groups	152,535	101	1,510		
	Total	155,456	102			
On a scale of 1 to 5, how did the advertising scenario make you feel - Calm	Between Groups	2,356	1	2,356	1,994	,161
	Within Groups	119,333	101	1,182		
	Total	121,689	102			
On a scale of 1 to 5, how did the advertising scenario make you feel - Curious	Between Groups	,080	1	,080	,055	,815
	Within Groups	147,182	101	1,457		
	Total	147,262	102			
On a scale of 1 to 5, how did the advertising scenario make you feel - Anxious	Between Groups	,141	1	,141	,220	,640
	Within Groups	64,539	101	,639		
	Total	64,680	102			
On a scale of 1 to 5, how did the advertising scenario make you feel - Hopeful	Between Groups	,048	1	,048	,031	,860
	Within Groups	157,330	101	1,558		
	Total	157,379	102			
On a scale of 1 to 5, how did the advertising scenario make you feel - Sad	Between Groups	,036	1	,036	,059	,809
	Within Groups	61,673	101	,611		
	Total	61,709	102			
On a scale of 1 to 5, how did the advertising scenario make you feel - Regretful	Between Groups	,003	1	,003	,003	,955
	Within Groups	89,725	101	,888		
	Total	89,728	102			
On a scale of 1 to 5, how did the advertising scenario make you feel - Proud	Between Groups	3,101	1	3,101	1,809	,182
	Within Groups	173,132	101	1,714		
	Total	176,233	102			
On a scale of 1 to 5, how much did you enjoy viewing the advertising scenario?	Between Groups	10,353	1	10,353	9,258	,003
	Within Groups	112,948	101	1,118		
	Total	123,301	102			
On a scale of 1 to 5, how immersed did you feel in the coffee plantation of XYZ Fair Trade Coffee?	Between Groups	8,520	1	8,520	9,136	,003
	Within Groups	94,198	101	,933		
	Total	102,718	102			
To what extent did you feel like you were part of the coffee plantation of XYZ Fair Trade Coffee?	Between Groups	10,889	1	10,889	13,418	<,001
	Within Groups	81,965	101	,812		
	Total	92,854	102			
How engaged were you with the advertisement?	Between Groups	2,506	1	2,506	6,105	,015
	Within Groups	41,455	101	,410		
	Total	43,961	102			
Did the advertisement capture your attention?	Between Groups	1,654	1	1,654	2,328	,130
	Within Groups	71,763	101	,711		
	Total	73,417	102			
How memorable is the advertisement?	Between Groups	4,117	1	4,117	9,449	,003
	Within Groups	44,000	101	,436		
	Total	48,117	102			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
On a scale of 1 to 5, to what extent did you experience the following sensations when reading through XYZ's brochure: - I visualized what XYZ coffee might look like and the place it grows on.	Conventional	50	3,88	1,686	,238	3,40	4,36	1	7
	Experiential	53	4,98	1,474	,202	4,57	5,39	2	7
	Total	103	4,45	1,667	,164	4,12	4,77	1	7
On a scale of 1 to 5, to what extent did you experience the following sensations when reading through XYZ's brochure: - I distinguished what scent XYZ coffee might smell and the surroundings.	Conventional	50	3,20	1,796	,254	2,69	3,71	1	7
	Experiential	53	4,36	1,744	,240	3,88	4,84	1	7
	Total	103	3,80	1,854	,183	3,43	4,16	1	7
On a scale of 1 to 5, to what extent did you experience the following sensations when reading through XYZ's brochure: - I distinguished what flavor XYZ coffee might taste in my mouth.	Conventional	50	3,30	2,013	,285	2,73	3,87	1	7
	Experiential	53	4,25	1,764	,242	3,76	4,73	1	7
	Total	103	3,79	1,939	,191	3,41	4,17	1	7
On a scale of 1 to 5, to what extent did you experience the following sensations when reading through XYZ's brochure: - I distinguished what texture XYZ coffee beans might feel when touched.	Conventional	50	3,04	1,761	,249	2,54	3,54	1	6
	Experiential	53	3,57	1,715	,236	3,09	4,04	1	7
	Total	103	3,31	1,749	,172	2,97	3,65	1	7
On a scale of 1 to 5, to what extent did you experience the following sensations when reading through XYZ's brochure: - I perceived any sounds associated with the area where XYZ coffee grows.	Conventional	50	2,72	1,785	,252	2,21	3,23	1	7
	Experiential	53	4,68	1,673	,230	4,22	5,14	1	7
	Total	103	3,73	1,981	,195	3,34	4,12	1	7
On a scale of 1 to 5, how vividly could you imagine this coffee plantation in the advertising scenario?	Conventional	50	2,86	1,229	,174	2,51	3,21	1	5
	Experiential	53	3,66	,979	,135	3,39	3,93	2	5
	Total	103	3,27	1,173	,116	3,04	3,50	1	5
To what extent do you feel that the advertising scenario helped you to imagine the coffee plantation in a way that you wouldn't have been able to without it?	Conventional	50	2,54	1,092	,154	2,23	2,85	1	4
	Experiential	53	3,30	1,030	,141	3,02	3,59	1	5
	Total	103	2,93	1,123	,111	2,71	3,15	1	5
On a scale of 1 to 5, how did the advertising scenario make you feel - Happy	Conventional	50	2,70	1,093	,155	2,39	3,01	1	5
	Experiential	53	3,06	1,262	,173	2,71	3,40	1	5
	Total	103	2,88	1,191	,117	2,65	3,12	1	5
On a scale of 1 to 5, how did the advertising scenario make you feel - Excited	Conventional	50	2,38	1,210	,171	2,04	2,72	1	5
	Experiential	53	2,72	1,246	,171	2,37	3,06	1	5
	Total	103	2,55	1,235	,122	2,31	2,79	1	5
On a scale of 1 to 5, how did the advertising scenario make you feel - Calm	Conventional	50	3,32	1,039	,147	3,02	3,62	1	5
	Experiential	53	3,62	1,130	,155	3,31	3,93	1	5
	Total	103	3,48	1,092	,108	3,26	3,69	1	5
On a scale of 1 to 5, how did the advertising scenario make you feel - Curious	Conventional	50	3,32	1,039	,147	3,02	3,62	1	5
	Experiential	53	3,26	1,347	,185	2,89	3,64	1	5
	Total	103	3,29	1,202	,118	3,06	3,53	1	5
On a scale of 1 to 5, how did the advertising scenario make you feel - Anxious	Conventional	50	1,36	,776	,110	1,14	1,58	1	4
	Experiential	53	1,43	,821	,113	1,21	1,66	1	5
	Total	103	1,40	,796	,078	1,24	1,55	1	5
On a scale of 1 to 5, how did the advertising scenario make you feel - Hopeful	Conventional	50	2,90	1,074	,152	2,59	3,21	1	5
	Experiential	53	2,94	1,392	,191	2,56	3,33	1	5
	Total	103	2,92	1,242	,122	2,68	3,17	1	5
On a scale of 1 to 5, how did the advertising scenario make you feel - Sad	Conventional	50	1,34	,745	,105	1,13	1,55	1	4
	Experiential	53	1,38	,814	,112	1,15	1,60	1	5
	Total	103	1,36	,778	,077	1,21	1,51	1	5
On a scale of 1 to 5, how did the advertising scenario make you feel - Regretful	Conventional	50	1,52	,953	,135	1,25	1,79	1	5
	Experiential	53	1,51	,933	,128	1,25	1,77	1	5
	Total	103	1,51	,938	,092	1,33	1,70	1	5
On a scale of 1 to 5, how did the advertising scenario make you feel - Proudful	Conventional	50	2,20	1,178	,167	1,87	2,53	1	4
	Experiential	53	2,55	1,422	,195	2,16	2,94	1	5
	Total	103	2,38	1,314	,130	2,12	2,64	1	5
On a scale of 1 to 5, how much did you enjoy viewing the advertising scenario?	Conventional	50	2,46	1,034	,146	2,17	2,75	1	5
	Experiential	53	3,09	1,079	,148	2,80	3,39	1	5
	Total	103	2,79	1,099	,108	2,57	3,00	1	5
On a scale of 1 to 5, how immersed did you feel in the coffee plantation of XYZ Fair Trade Coffee?	Conventional	50	2,50	1,035	,146	2,21	2,79	1	4
	Experiential	53	3,08	,895	,123	2,83	3,32	1	5
	Total	103	2,80	1,004	,099	2,60	2,99	1	5
To what extent did you feel like you were part of the coffee plantation of XYZ Fair Trade Coffee?	Conventional	50	1,84	,889	,126	1,59	2,09	1	4
	Experiential	53	2,49	,912	,125	2,24	2,74	1	4
	Total	103	2,17	,954	,094	1,99	2,36	1	4
How engaged were you with the advertisement?	Conventional	50	1,82	,661	,093	1,63	2,01	1	3
	Experiential	53	2,13	,621	,085	1,96	2,30	1	3
	Total	103	1,98	,656	,065	1,85	2,11	1	3
Did the advertisement capture your attention?	Conventional	50	2,52	,814	,115	2,29	2,75	1	4
	Experiential	53	2,77	,869	,119	2,53	3,01	1	4
	Total	103	2,65	,848	,084	2,48	2,82	1	4
How memorable is the advertisement?	Conventional	50	1,60	,639	,090	1,42	1,78	1	3
	Experiential	53	2,00	,679	,093	1,81	2,19	1	3
	Total	103	1,81	,687	,068	1,67	1,94	1	3

Annex 3: SPSS data main effect

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Session 2 On a scale of 1 to 5, how likely are you to choose XYZ Fair Trade Coffee over regular coffee in the future?	Conventional	50	3,56	,812	,115	3,33	3,79	1	5
	Experiential	53	3,77	,750	,103	3,57	3,98	2	5
	Total	103	3,67	,785	,077	3,52	3,82	1	5
On a scale of 1 to 5, how likely are you to pay a premium price for XYZ Fair Trade Coffee to support sustainable farming practices?	Conventional	50	2,96	1,009	,143	2,67	3,25	1	5
	Experiential	53	3,43	1,101	,151	3,13	3,74	1	5
	Total	103	3,20	1,079	,106	2,99	3,41	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Session 2 On a scale of 1 to 5, how likely are you to choose XYZ Fair Trade Coffee over regular coffee in the future?	Between Groups	1,174	1	1,174	1,924	,168
	Within Groups	61,603	101	,610		
	Total	62,777	102			
On a scale of 1 to 5, how likely are you to pay a premium price for XYZ Fair Trade Coffee to support sustainable farming practices?	Between Groups	5,780	1	5,780	5,169	,025
	Within Groups	112,939	101	1,118		
	Total	118,718	102			

Annex 5: SPSS data age and gender

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	62	60,2	60,2	60,2
	Female	39	37,9	37,9	98,1
	Non-binary / third gender	2	1,9	1,9	100,0
	Total	103	100,0	100,0	

Descriptive Statistics

	N	Mean
What is your age?	103	27,83
Valid N (listwise)	103	

Annex 5: Link to AsPredicted pdf

<https://aspredicted.org/blind.php?x=ZTL> 3PG