

International Journal of Research in Marketing Management and Sales

E-ISSN: 2663-3337
P-ISSN: 2663-3329
Impact Factor (RJIF): 5.95
www.marketingjournal.net
IJRMMS 2025; 7(2): 488-498
Received: 25-11-2025
Accepted: 29-12-2025

Mustafa Kamil Al-Kanaani
Northern Technical
University, Al-Dour Technical
Institute, Salah Al-Din, Iraq

The impact of experiential marketing dimensions on the purchase decisions of generation z: An analytical study of a sample of university students from generation z in Salah al-din governorate

Mustafa Kamil Al-Kanaani

DOI: <https://doi.org/10.33545/26633329.2025.v7.i2f.327>

Abstract

This study aims to examine the impact of experiential marketing dimensions on purchase decisions among Generation Z, which is considered one of the most influential customer segments in contemporary digital markets. The study adopted a descriptive-analytical approach, and data were collected through a structured questionnaire distributed to a sample of (411) Generation Z participants. The experiential marketing respondents as independent variable, while purchase decisions represented the dependent variable.

Data were analyzed using SPSS (Version 26), employing correlation and linear regression analyses. The findings reveal statistically significant and positive relationships between all experiential marketing dimensions and purchase decisions among Generation Z at a significance level of ($P < 0.05$). Moreover, the research data shows that both Feel Marketing and Act Marketing were among the most influential of the EM dimensions influencing Gen Z's purchasing decisions; which is consistent with Gen Z's emotional response to marketing experiences and their desire for an active participatory role within the consumption experience.

The study concludes that experiential marketing represents an effective strategic approach for influencing purchase decisions among Generation Z. Accordingly, it recommends that organizations adopt integrated experiential marketing strategies focused on creating meaningful, interactive, and value-driven consumer experiences to enhance purchase decision effectiveness and foster long-term relationships with this generation.

Keywords: Experiential marketing, purchase decisions, generation z, sense marketing, feel marketing, think marketing, act marketing, relate marketing

Introduction

The way contemporary marketing is viewed undergoing significant changes due to advancements in technology, shifting in how people consume products and services, and growing awareness from customers, particularly among younger customers (Gen Z) who were raised in an interactive digital world. Thus, using just the product attributes or price as a means to influence customer purchasing decision-making is no longer enough to influence Gen Z's purchasing decisions; therefore, businesses are moving toward more modern forms of marketing which provide experiences that exceed functionality to the entire experience the customer goes through.

One of the most widely recognized modern marketing types is Experiential Marketing. The main goal of Experiential Marketing is to engage the customer in a multi-sensory, multi-feel, multi-thought, and multi-interactive experience that creates an emotional and cognitive connection between the customer and the brand. Experiential Marketing is becoming increasingly important for Generation Z as they are the first generation to grow-up during a time of rapid technological advancement and thus possess a heightened level of awareness, use of technology, comparison capabilities, and sensitivity to experiential and interactive content.

In the current research environment, this research is to explain how experiential marketing dimensions affect the purchase decisions of Generation Z, by analyzing the type of responses Generation Z has toward marketing experiences and to what degree their purchase decision-making is reflective of their purchase decision intentions and purchase decisions. The

Corresponding Author:
Mustafa Kamil Al-Kanaani
Northern Technical
University, Al-Dour Technical
Institute, Salah Al-Din, Iraq

research aims at providing an empirical and practical model that will aid businesses to develop marketing strategies that fit the psychological and behavioral traits of Generation Z, which will be helpful for increasing the performance of marketing activities in today's marketplaces.

Section One: Study Methodology

First: The Study Problem:

Generation Z's high levels of awareness, their tendency to be critical and also their preferences to use interactivity and authenticity over traditional advertising are making it increasingly difficult for companies to influence Gen Z's purchases with the same old tactics. Even though there has been growing interest in the use of experiential marketing (EM) as a method for producing impactful experiences for customers; the degree to which EM is actually being used and how much of an effect it is having on Gen Z's purchasing decisions remains unclear especially within the local context.

Therefore, the research problem of this study can be stated as follows: To what degree do the various dimensions of experiential marketing influence the purchasing decisions of Generation Z?

A number of sub-questions emerge from this main question, most notably

1. What is the level of Generation Z's perception of the dimensions of experiential marketing?
2. What is the nature of the relationship between the dimensions of experiential marketing and the purchase decisions of Generation Z?
3. Which dimensions of experiential marketing are most influential on the purchase decisions of this generation?

Second: Importance of the Study

1. The theoretical importance of this research is that it adds knowledge to the scientific literature about experiential marketing and customer behavior,

specifically focusing on Generation Z as an emerging customer group that has received less attention than other groups in the Arab world when it comes to experiential marketing and how susceptible they are to the experiential aspects of marketing.

2. The practical importance of this research is that it offers practical implications for companies and marketers who want to design and implement experiential marketing strategies more tailored to Generation Z's behaviors and therefore improve their purchasing responses and build longer lasting relationships with brands.

Third: Objectives of the Study

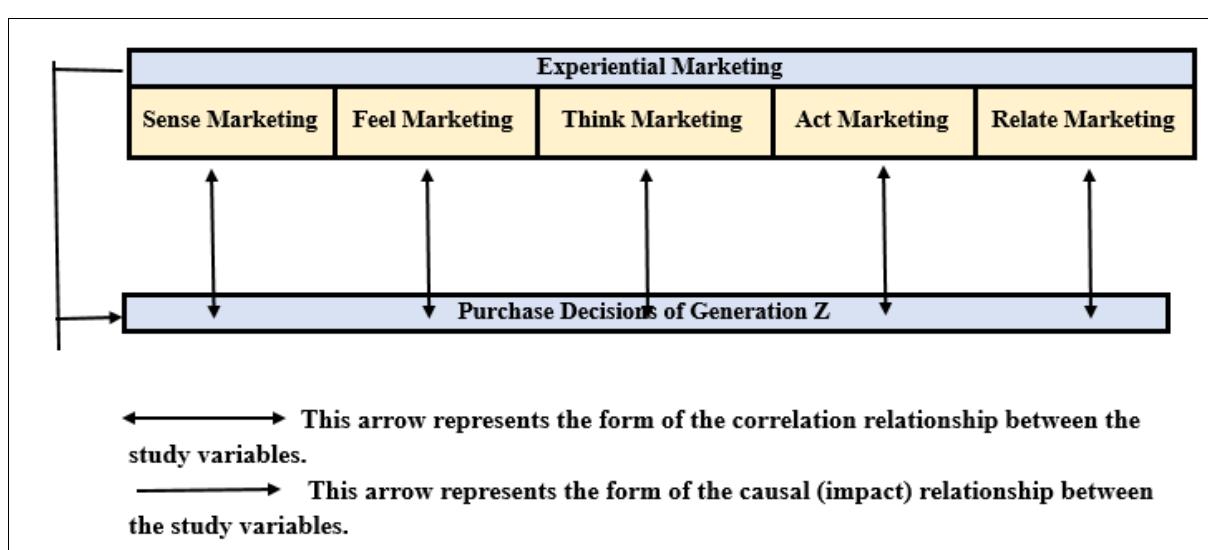
The study will investigate the effects of experiential marketing on Generation Z's purchase decision-making process. Based on the main objective, a number of secondary objectives (sub-aims) have been defined

1. Defining theoretically the concept of experiential marketing and Generation Z's purchase behavior.
2. Measuring the degree of acceptance of the different dimensions of experiential marketing by Gen Z.
3. Testing the relationship between the different dimensions of experiential marketing and the purchase decisions of Gen Z.
4. Identifying those dimensions of experiential marketing that are most influential for determining the purchase decisions of Gen Z.

Fourth: The Hypothetical Framework of the Study:

The hypothetical framework illustrates the conceptual relationship between the two main variables of the study:

- **Independent Variable:** Dimensions of Experiential Marketing (Sense Marketing, Feel Marketing, Think Marketing, Act Marketing, Relate Marketing).
- **Dependent Variable:** Purchase Decisions of Generation Z.



Source: Prepared by the researchers.

Fig 1: The Hypothetical Framework of the Study

Fifth: Study Hypotheses

The study proceeds from two main hypotheses, from which a number of sub-hypotheses branch out, as follows:

The First Main Hypothesis

- There is a statistically significant correlation between

the dimensions of experiential marketing and the purchase decisions of Generation Z.

The following sub-hypotheses emerge from it

1. There is a significant correlation between Sense Marketing and the purchase decisions of Generation Z.

2. There is a significant correlation between Feel Marketing and the purchase decisions of Generation Z.
3. There is a significant correlation between Think Marketing and the purchase decisions of Generation Z.
4. There is a significant correlation between Act Marketing and the purchase decisions of Generation Z.
5. There is a significant correlation between Relate Marketing and the purchase decisions of Generation Z.

The Second Main Hypothesis

- Experiential marketing, with its dimensions, has a significant impact on the purchase decisions of Generation Z.

The following sub-hypotheses emerge from it

1. There is a significant impact of Sense Marketing on the purchase decisions of Generation Z.
2. There is a significant impact of Feel Marketing on the purchase decisions of Generation Z.
3. There is a significant impact of Think Marketing on the purchase decisions of Generation Z.
4. There is a significant impact of Act Marketing on the purchase decisions of Generation Z.
5. There is a significant impact of Relate Marketing on the purchase decisions of Generation Z.

Sixth: Data Collection Method

The study relied on two integrated approaches to achieve its objectives

- **Descriptive methodology:** For reviewing and analyzing the theoretical references concerning the behavior of the Generation Z and the experiential marketing, using books, research papers, academic studies, etc.
- **Field analytical methodology:** The questionnaires were used in order to collect primary data on the population of the study. The questionnaires were prepared with a five point Likert scale in order to measure the variables and dimensions studied in this study.

Seventh: Validity and Reliability Tests

The reliability of the study tool was measured using the Cronbach's Alpha coefficient, which reached a statistically significant level of (0.911), indicating that the tool possesses a high degree of internal consistency.

Eight: Statistical Analysis Methods

The data were analyzed using the statistical program (SPSS), through

- Mean and Standard Deviation.
- Pearson Correlation Coefficient.
- Simple and Multiple Linear Regression Analysis.
- (T) and (F) tests.
- Coefficient of Determination (R^2).

Section Two: Theoretical Framework

First: The Concept of Experiential Marketing

Experiential marketing has become a model for developing memorable customer experiences and most authors and researchers have come to agree that experiences are not purchased, but are experienced after the purchase. Experiences and value are only experienced by each individual and are personal; therefore they exist only in the mind of the customer. As a result, every customer will have

a different experience (Chang, 2020:232) ^[35]. As such, experiential marketing is a marketing methodology that has been used across many different markets and sectors in recent years. The experiential view of consumption is an alternative to the information processing model and suggests that the three F's (fantasies, feelings, and fun) represent the objectives and criteria for successful consumption in the experiential view and among these three F's is creating a unique experience for your customers. Rather than selling a product based on its attributes or features, it is often better to sell products with an integrated experience. For example, creating a unique customer experience was the key to the success of brands like Starbucks (Datta, 2017:27) ^[9].

The key concept of this approach to marketing is that experiences may lead to changes in the way customers think or behave. This can be achieved through various types of stimuli. Examples of stimuli may include interpersonal, intrapersonal or marketing/external stimuli. Since the perceptions and behaviors associated with an experience are based on the expectations and values of the individual, companies who implement an experience-based marketing plan must clearly understand these factors. In addition, because individuals perceive and define an experience through their interaction with an environment, an experience can include the creation of an individual's own reality based on their perceptions (Same & Larimo, 2012:483) ^[24]. Thus, one of the primary concepts of an experience-based marketing plan is that while value is primarily attributed to the tangible goods and services that are purchased, value can also be attributed to the intangible aspects of the product such as the sensory and experiential aspects that surround the product and the act of consuming the product. Companies such as Apple and Samsung, use an experience-based marketing approach to market their customer electronic products (Schmitt & Zarantonello, 2013:27) ^[27]. Experience-based marketing encourages customers to be involved in the development of products prior to purchase, because today many customers want to create their own brand when they purchase. As an example, Adidas has a website where customers can design their own shoes (Alagöz & Ekici, 2014:501) ^[2].

Experiential marketing encompasses applications that will increase the share of marketing in customer satisfaction and loyalty. Companies are able to demonstrate their value (and therefore, survive), because they provide an experience. At the same time as marketing is being applied toward creating a higher value for customers, the economic value derived from goods and services has decreased and been replaced by the economic value derived from the experiences that customers create with goods and services. The rapid growth of technology, branding, and the diversity of marketing communications channels have allowed for the application of the experiential marketing concept, which views customers as rational and aware human beings, that seek to experience a variety of items and derive enjoyment, rather than simply as customers that buy what they need and receive a benefit (Schmitt, 1999:53) ^[26].

Currently, marketing and communications professionals are experiencing increased resistance from customers to accept traditional advertising. Customers have reached saturation levels for traditional advertising, which has led to them being more resistant to traditional advertising messages. As such, there may be a future to marketing and advertising through creating experiences beyond simply a commercial, a marketing message or a transactional opportunity (Vila-

Lo'pez & Rodri'guez-Molina, 2013:712) ^[33]. Experiential marketing and advertising have shown a positive and significant relationship to customer purchase decisions based upon the engagement and effectiveness of the customer experience, i.e., the interaction between the customer and the advertiser. Researchers' findings also show that even though e-trust may be somewhat less influential than other factors, a good customer experience combined with appropriate promotional opportunities may be among the most important factors influencing customers' decision-making process related to purchase (Rahma.et.al,2025:152) ^[22].

The customer experience can be achieved through the following experience providers: (Andreani, 2007:4) ^[5]

1. **Communications:** Advertising, public relations, annual reports, brochures, newsletters, and magazines.
2. **Visual/Verbal Identity:** Brand name, logo, signage, and transport vehicles.
3. **Product Presence:** Product design, packaging, and point-of-sale displays.
4. **Co-Branding:** Event marketing, sponsorships, alliances and partnerships, licensing (patents), and television or film advertising.
5. **Environments:** Retail stores and public spaces, sales kiosks, corporate buildings, and office and factory interior decorations.
6. **Websites and Electronic Media:** Corporate websites, product and service websites, CDs, automated emails, online advertising, and intranets.
7. **People:** Sales representatives, customer service representatives, technical/repair support providers, company spokespersons, CEOs, and relevant executives.

In contrast to the classical approach, experiential marketing suggests that, besides interacting with their customers visually and in a controlled environment, service providers have to expand their scope to interact with their customers on an even deeper level than they used to. The ultimate goal of marketing is no longer the service itself, but the customer experience and the value-in-use generated for each customer based on his own life experience (Vila-Lo'pez & Rodri'guez-Molina,2013:714) ^[33].

The purpose of Experiential Marketing is to create brand-loyal customers through emotional connection with a particular company's products. It could be described as a real experience of using the products of certain brands and companies, which involves emotions and feelings and has a big impact on purchasing decision-making process (Gunawan, 2022:37) ^[15]. Experiential Marketing also creates long-term relationships between a company and its customers based on their interaction through the five senses, emotions, ideas, habits and relationships; it creates an interactive way of communication with the final goal of creating a unique experience for every customer. It is a marketing strategy which generates emotions and feelings that may finally lead to the sale of a product (Chang, 2020:232) ^[35] (Rahma.et.al, 2025:153) ^[22].

Second: Characteristics of Experiential Marketing

Although "experience" is the core element of experiential marketing, it is not enough for customers to simply "have an experience" or "gain an experience just by buying something" for it to be considered experiential marketing (Akyıldız, 2010:22) ^[1]. In this context, a set of unique

characteristics of experiential marketing emerges, which can be listed as follows: (Berridge, 2007:120) ^[6]

- Active participation of customers in the consumption process,
- Undergoing physical, mental, and emotional experiences as a result of active participation,
- Changes in knowledge, skills, memories, or emotional states as a result of the experience.

They were also expressed as follows: (Vila-Lo'pez & Rodri'guez-Molina, 2013:712) ^[33]

- Experience-oriented, where customers are encouraged to experience the brand's reality, rather than being passive recipients of a message.
- Self-initiated by the organization, because marketing experts control the entire process that creates the customer's feelings and experiences.
- Interactive, because customers are surprised by an emotional experience of the brand's reality.

The variety in experiential marketing methods and tools was described by (Alagöz & Ekici, 2014) ^[2] as eclectic, which means there are many different ways to reach and understand customer behavior. Alagöz & Ekici stated that the use of qualitative research methods will allow for an understanding and identification of customer behavior as well as the diversity of methodologies used. An example of this would be the customer house that Procter & Gamble created so that customers could have the opportunity to try new products and give the company direct feedback. The company invites customers into the house to test new products and assist with improving those products. It is an example of an experiential experience to such a degree that customers shower at the house and provide feedback on the scent and size of the soap (Alagöz & Ekici, 2014:501) ^[2].

Third: Dimensions of Experiential Marketing

The firms that are utilizing experiential marketing strategies with regard to all the components of the strategic experience modules to perform effective interactive marketing communications with their customers will obtain a variety of experiences with respect to the firm's identity including experiential brands, etc (Alagöz & Ekici,2014:501) ^[2].

Schmitt (1999:53) ^[26] identified five major categories or experiential modules in experiential marketing; these include: Sense Marketing, Feel Marketing, Think Marketing, Act Marketing, and Relate Marketing. The combination of these types of modules can result in stronger, more personal connections between the firm's brand and its customer base, which can enhance both loyalty and emotional connection to the brand (Zena & Hadisumarto, 2012:38) ^[34].

1. **Sense Marketing:** "Sense" refers to the combination of the visual and verbal elements and symbolic representations that give a unified impression. Marketers need to select an appealing set of colors which will attract and provide the customer with a positive image for the good or service (which is part of the brand) when they are promoting it through various channels such as advertising, packaging and websites. The colors selected should be visually appealing so that customers may focus on them (Andreani, 2007:3) ^[5]. Sense marketing is described as a type of marketing strategy that engages customers emotionally using all of their five basic senses (sight, smell, hearing, taste and

touch), instead of only their mind. This marketing strategy, does not just affect the five senses of customers; but also has a lasting effect on customers' emotional responses, perceptions, judgments, and behaviors; as well as their perceptions, learning experiences, preferences, choices and assessments. Therefore, this marketing strategy appeals to a combination of senses of the customer, as opposed to individual senses of the customer (Tran, et.al.,2025:570)^[31].

2. **Feel Marketing:** Consumption experiences create thoughts in customers' minds about certain goods or services that are being used or consumed; this creates an imagination that leads customers into making decisions. The emotional response from consuming goods or services is what influences customer's behavior based on emotions they have created for themselves by experiencing goods or services. Customer's emotions are influenced through their thought processes, joy they receive from goods or services and a positive view toward customer service. Marketing experiences can influence customers through understanding customer's emotional responses and mood. This is done by creating emotional stimulation through events, agents, and objects as part of the experiential feel strategy to influence customer's moods and emotional responses (Kustini,2011:20)^[19]. Feel marketing is the marketing experience customers go through that relates to their emotional responses, moods and internal sensations toward consuming goods and services. If the emotional experience customers have while consuming goods or services is positive and strong, it will lead to a positive relationship between the customer and the company. To build a stronger and better relationship between customers and companies, companies need to create a positive and strong emotional experience (Haryanti, et.al. 2022:440)^[16].
3. **Think Marketing:** Think marketing is concerned with the intelligence of the customer to create an experiential mental image of the customer to stimulate innovative thought toward developing a new thought or to develop a new thought about a company and/or a product of that company. The development of a new thought by the customer leads to their forming of their own thoughts regarding that company and its brand (Maghnati, et.al. 2012:171)^[20]. Think marketing can target a customer's divergent and convergent thinking through the use of surprise, intrigue and provocation as part of the marketing mix. For instance, when visiting a science museum the visitor may be stimulated to feel wonder, curiosity, interest and inspiration as a result of viewing its exhibits and certain stimuli (Tsaur,et.al.,2007:51)^[32].
4. **Act Marketing:** A marketing strategy aims at creating a customer experience associated with the body, behavior, lifestyles and experiences created in interactions with other individuals. A lifestyle change is usually an inspiration for change, much more inspiring and spontaneous than behavior change and it is also influenced by the behavior of a role model (i.e. a movie star or a professional athlete) (Fatmawati,et.al. 2017:107)^[12]. As (Andreani, 2007)^[5] describes, "Act" refers to a person's actions and lifestyle behavior. It is about how people act and show their life style. Market research indicates that many customers will purchase a Volkswagen Beetle as a second vehicle to their BMW

or Lexus. They have a lifestyle they wish to portray; they want to be able to drive a vehicle that is more comfortable to operate than their first more serious vehicle. So, "Act" here includes either very specific behaviors or a whole lifestyle (Andreani, 2007:3)^[5].

5. **Relate Marketing:** A Relate campaign attempts to connect the customer to an object or service beyond themselves. It incorporates elements of both sense, feel, think, and do marketing, but also considers the customers' surroundings and personal feelings when relating to a particular product, creating a unique connection between the customer, and other people. Ultimately, Relate campaigns attempt to link an individual to the world outside of themselves (Fatmawati,et.al. 2017:107)^[12]. The "Relate" marketing campaign targets an individual's motivation to improve themselves (i.e., create a "future ideal self"), meet their needs for positive views from others (e.g., friends, partner, family, workmates) and ultimately tie them into larger social systems (e.g., subcultures, countries, etc.). A common pattern of thinking appears to exist; an individual displays preferential feelings and preferential treatment for the in-group vs. the out-group. For instance, a person may have a high level of emotional attachment to a group (for example, a large number of fans of a popular celebrity) and therefore identify with that group (Tsaur, et.al., 2007:51)^[32].

Fourth: Generation Z

The digital era has dramatically changed marketing. The customer behavior of younger generations is extremely important for developing new marketing strategies today. Of all the younger generations influencing global markets, Gen-Z is probably the most significant generation of young customers (Salam, et.al. 2024:54)^[23]. While some studies refer to the gen after millennials as the "Internet Gen" or "Post Millennials", Gen-Z is typically referred to as the youngest extension of millennials. Researchers have used different years to define the range of Gen-Z's birth years; however, it is generally agreed upon that the majority of researchers consider Gen-Z to be individuals born between the early 1990s and the second decade of the 2000s (Hermawan,et.al.,2023:114)^[17] (Garver,et.al.,2025:4)^[13]. Gen-Z currently represents the largest portion of the demographic with the greatest influence on global consumption patterns. The Gen-Z population grew up in an instant communication and mobile technology world where the constant flow of information occurs in real time. Technology is now an essential component of Gen-Z's life (Thangavel,et.al. 2022:713)^[29] (Theocharis, 2025:3)^[30]. As a result of having internet access available at all times, this generation has grown accustomed to accessing information instantly and continuously interacting via digital media (Spears *et al.*, 2015:1)^[28].

Despite their shared dependence on technology, Millennials and Gen Z have very different consumption behaviors and how they respond to digital marketing approaches. Gen Y adopted technology at a gradual pace as they matured, while Gen Z has always lived in a world that is centered around digital platforms. Gen Z's use of smart devices for work, leisure activities, and shopping are much higher than those of Gen Y, however Gen Z has a much higher level of engagement with the latest generation of social media (Instagram & TikTok), and prefer online shopping because of its convenience and diverse content offerings (Goldring

& Azab, 2021:3) ^[14] (Bowo & Marthalia, 2024:193) ^[7] (Al-Amin & Scorita, 2025:623) ^[4]. As a result, these platforms create many new ways to convey marketing messages to customers in a visually appealing and cost-effective way. While some young customers see traditional advertising as annoying, Gen Z customers are more responsive to user-generated content and influencer generated content, particularly when it is both entertaining, and/or has a personal story behind it (Hermawan, et.al., 2023:114) ^[17].

Fifth: Characteristics of Millennial and Generation Z Customers:

Generation Z's use of technology for communication, entertainment, education, socialization, and other purposes has made Generation Z the first generation to be entirely digitally immersed and therefore Generation Z's digital presence is very much tied to its digital identity and Gen Z's purchasing behavior. In comparison to previous generations of customers, Gen Z exhibit many different behaviors as well as an increased focus on quality/true value of products rather than promotional offers and/or financial incentives; therefore, Gen Z oriented marketing campaigns will have to focus on product quality. (Dragolea *et al.*, 2023:4) ^[10]

Young adults have many digital platforms at their disposal including social networks and online shopping sites. Young adults also value products that give them new and customized experiences. Young adults view all the products they buy through a lens of sustainability and social responsibility. Many young adults use digital platforms to communicate with brands (Santoso, 2025:3) ^[25]. Research indicates that Generation Z uses digital platforms at a level of almost four hours per day, with a large majority of those hours being spent on social media for browsing and entertainment purposes and are a major part of Generation Z's daily life (K.S & Massand, 2025:1) ^[18]. Social media sites serve different purposes than other digital platforms. While Facebook is primarily for communication and sharing of information, Instagram is a platform for self-expression, and TikTok provides a creative outlet for Gen-Z members through video content. Members of Generation Z are able to engage with each of these social media sites and they provide a valuable opportunity for social commerce through partnerships with influencers, customer reviews, promotions, and selling products directly through live streaming (Bowo & Marthalia, 2024:193) ^[7]. Among the social media sites, Instagram has become the most popular and fast growing site and has provided an abundance of marketing opportunities (Nadanyiova & Sujanska, 2023:70) ^[21]. As members of Generation Z produce content similar to what they consume, they place greater emphasis on the reviews from peers and the experience they have when trying a product. In addition to their ability to create content, Generation Z members are also more likely to believe in advertisements than traditional advertising, but positive word-of-mouth electronically can positively enhance a product's popularity in a short amount of time. However, a negative review electronically can greatly harm a brand in a short period of time (Theocharis, 2025:3) ^[30]. Due to their upbringing during the digital age, Generation Z members possess a high degree of influence over purchasing decisions. Therefore, digital marketing is a good way to connect with Generation Z (Fathinasari *et al.*, 2023:1075) ^[11]. On the other hand, Gen-Z members make purchasing decisions based upon cost, the quality of the product and how well the product is presented along with reviews of customers. Prior to making a purchase decision, Gen-Z

members consult with friends and family. In comparison to Gen-Y, Generation-Z members have lower levels of brand loyalty, although they do have a lot of purchasing power due to the numerous digital platforms available to them and the number of digital retail outlets available to them. (Thangavel *et al.*, 2022:713) ^[29].

Millennials, however, are different from Generation Z when it comes to their optimism and practicality when it comes to career and employment, having a high desire for fast career progression and job hopping to gain new experience, but less so about job security (Tran, *et al.*, 2025:2) ^[31], Millennials place higher emphasis on experiences than material possessions and therefore spend money on travel or social events rather than material goods, and this has led to an increase in the sharing economy (e.g. rental services) and subscription based service models (e.g. music streaming services, clothing rental services). In addition, Millennials prefer to share their experiences through social media and have greater confidence in user generated content than traditional marketing materials; and Millennials prefer to make use of instant, convenient payment options (i.e. cashless) (Al-Amin & Scorita, 2025:623) ^[4]. Based on these differences in behavior, marketing strategies that provide a good experience, enhance the perceived additional value of the product, and emphasize social responsibility and sustainability will be more likely to capture the attention of Generation Z and win their loyalty.

Section Three: The Practical Aspect of the Study

First: Description of the Study Population and Respondents

1. Description of the Study Population: All members of Generation Z (born c. 1997-2012) currently enrolled at a university in Salah al-Din Governorate, Iraq, who are active customers in the marketplace, represent the study's population. Active Generation Z customers have been exposed to an exponential amount of digital marketing as well as social media activity through the digital technologies they utilize daily, therefore are able to interact directly with brands, as well as engage with experiential marketing on a continuous basis. Additionally, study participants will be selected based on the fact that they can either make or influence a purchase decision, and interact directly with a brand across multiple digital channels.

2. Description of the Study Sample Individuals: Because the research population is very large and cannot be fully enumerated due to time constraints and financial limitations, a representative sample was employed in order to accomplish the goals of the study and provide a high degree of reliability and generality to the study findings. A representative sample of Generation Z individuals who have had previous interactions with digital or experiential marketing campaigns and actively utilize social media were selected using a simple random sampling technique.

A total of 411 participants were included in the sample size which is an appropriate size for performing the necessary quantitative analysis and testing the hypothesis of the study, and consistent with SPSS statistical software requirements for the analysis. When selecting the sample participants, the researchers took into consideration the diversity of the sample based on the basic demographic characteristics of gender, education level and digital use patterns to enhance the scope and accuracy of the study findings.

In conclusion, employing a sample size of this nature will enable the researchers to examine the influence of

experiential marketing dimensions on Generation Z's purchase decisions and develop scientifically-based study findings applicable to both academic and professional communities.

Second: Description and Diagnosis of Study Variables:

The study utilized descriptive and inferential statistics to identify trends within its study population regarding the research variable(s) and to assess responses toward the various sub-dimensions of the study's variables; thus, a mean was calculated with a corresponding standard deviation for each of the study's variables. The SPSS version 26 software application was used to conduct these statistical evaluations to enable an unbiased, accurate and reliable interpretation of the data collected in the study.

1. Analysis and Description of the Experiential

Table 1: Statistics of the Experiential Marketing Variable

No.	Items	Mean	Standard Deviation	Relative Importance%	Importance Rank
1	Sense marketing	3.211	0.802	% 19.72	4
2	Feel marketing	3.434	0.732	% 21.09	1
3	Think marketing	3.278	0.791	% 20.13	2
4	Act marketing	3.122	0.782	% 19.18	5
5	Relate marketing	3.236	0.811	% 19.88	3
Overall Mean		3.256	0.778		

Feel Marketing had the greatest means of all the dimensions at the dimensional level, with an average of (3.434) and a standard deviation of (0.732). The results show that Generation Z places the most value on the emotional dimension as this generation is emotionally influenced by the products they purchase, and the brands they have relationships with are those that create a feeling of belonging and social status with Generation Z. Additionally, the small standard deviation reflects that there was little disagreement among the participants as to the importance of this dimension.

The second-highest dimension was Think Marketing with an average of (3.278) and a standard deviation of (0.791), indicating the need for Generation Z to be mentally stimulated and think critically about advertising messages. The Think dimension also demonstrates that members of Generation Z will no longer accept shallow advertising; instead, they want to see advertisements that stimulate their minds through creative and intellectual ideas, along with innovative products that can effectively persuade through logic.

Relate Marketing was ranked third with an average of (3.236) and a standard deviation of (0.811). Therefore, Relate Marketing is important for GenZ as this generation tends to be influenced by the social dimension in their decision-making process. This includes the digital community, peer opinions, and membership in groups where they can identify with and share common values and interests with their peers. As such, Relate Marketing represents GenZ's desire to create a digital social identity from the interactions they have with brands.

Sense Marketing ranked fourth with an average of (3.211) and a standard deviation of (0.802) therefore, Sensory Stimuli (Visual, Auditory, Etc.) tend to capture GenZ's attention; however, they are not the determining factors in GenZ's purchase behaviors. They do support the Emotional, Intellectual, and Social Dimensions.

Act Marketing was ranked last with an average of (3.122)

Marketing Variable: The results from the statistics shown in table (1) show that the purchasing behaviors of Generation Z is affected at different levels by the aspects of experiential marketing. The average value of all the aspects of experiential marketing was (3.256) and the standard deviation was (0.778). Therefore, the overall average level of response is at a medium level toward the higher end. Thus, there is a relatively positive perception of the marketing experience created by companies through the eyes of Generation Z. This indicates the type of generation Generation Z is, a conscious and selective generation that does not react to random marketing communications, however, they do interact with them based on specific values and selection criteria.

and a standard deviation of (0.782) thereby indicating that the direct impact on GenZ's behavioral patterns or lifestyle changes via the marketing experience has a significantly lower degree of impact relative to the other dimensions. This represents GenZ as cautious and selective in changing their behaviors unless they have a prior existing emotional and intellectual belief system.

The study shows, the behavior of Gen Z is primarily based upon emotional factors; secondly based upon thought processes; thirdly based upon the social environment; lastly based upon the other factors (sensory and behavioral). This underscores that marketing strategies are marketers need to create an emotionally meaningful experience for their target market (GenZ) through the use of intelligent and interactive media that can be easily integrated into the digital social environments in which GenZ spends most of its time.

2. Analysis and Description of the Generation Z Purchase Decisions Variable:

Descriptive data analysis for responses from the participants on Generation Z's buying decision found the average to be (3.211), along with a standard deviation of (0.802). The findings indicate that there is a considerable degree of consensus with respect to the items within the variable; therefore, the sample of people in the study have a very positive view about the behaviors and customer trends of Generation Z as a whole. Thusly, the results suggest that Generation Z purchases consciously and nonrandomly based upon the marketing influences they experience and their selection processes.

The relative weight of the behaviors of Generation Z was (68.4%), and as such, it represents a high percentage, indicating that Generation Z's behaviors are a significant factor in determining the purchasing decision within the parameters of the study. The standard deviation of the responses (0.802) was moderate and therefore, indicated an acceptable homogeneity among the opinions of the respondents and a limited variability that could be reflective of respondent's varying experiences, but does not impact the

general trend of the results.

These findings demonstrate that the behaviors of Generation Z will have a central role in influencing how organizations develop their marketing strategies, particularly in the digital

environment, given Gen Z's higher levels of awareness, their tendency to make purchasing decisions based on values, and their preference to rely upon experience and credible content.

Table 2: Statistics of the Purchase Decisions Variable for Generation Z

No.	Items	Mean	Standard Deviation	Relative Importance%	Importance Rank
1	Purchase Decisions for Generation Z	3.211	0.802	%68.4	1

Source: Prepared by the researchers based on the results of the (SPSS) program

Third: Testing and Analyzing the Correlation Relationship between Study Variables

The purpose of this section is to verify the hypotheses of this research through determining the correlation relationships between the variables and dimensions of the research model. This study will seek to measure the strength of the relationship and the direction of the relationship; therefore, whether a direct (positive) relationship exists, an inverse (negative) relationship exists, or there is no correlation. The correlation coefficient values are expressed within the (-1 and +1) range; therefore, the sign of the

coefficient signifies the direction of the relationship, while the absolute value of the coefficient signifies the strength of the relationship. In order to analyze these correlations, the Pearson correlation coefficient will be utilized as a common and appropriate statistical technique for analyzing the correlation relationships, as well as in alignment with the hypotheses of this study.

1. Results of Testing the First Main Hypothesis of the Study and its sub-hypotheses:

Table 3: Results of Testing the First Main Hypothesis

Dependent Variable	Independent Variable Dimensions (Experiential Marketing)	Correlation Value and Significance Level		Relationship Direction	Relationship Strength	Significance
Purchase Decisions for Gen Z	Sense marketing	R	0.722	Direct	Strong	Significant
		Sig	0.05			
	Feel marketing	R	0.797	Direct	Strong	Significant
		Sig	0.05			
	Think marketing	R	0.782	Direct	Strong	Significant
		Sig	0.05			
	Act marketing	R	0.723	Direct	Strong	Significant
		Sig	0.05			
	Relate marketing	R	0.712	Direct	Strong	Significant
		Sig	0.05			
	Purchase Decisions for Gen Z	R	0.811	Direct	Strong	Significant
		Sig	0.05			

Source: Prepared by the researchers based on the results of the (SPSS) program

As indicated by the statistical analysis results in Table (3), there are very strong, positive, and statistically significant relationship correlations between experiential marketing and Generation Z's purchasing decisions (correlation coefficient R= 0.811). The data further indicate that an increased use of experiential marketing corresponds with an increased influence on purchasing decisions for the study sample participants.

The Feel Marketing dimension exhibited the largest correlation coefficient value (R= 0.797) and statistically significant value, and therefore, highlights the critical impact that emotion and feeling have on forming Generation Z purchasing decisions. This clearly illustrates Generation Z's sensitivity to emotional experiences related to brands.

The Think Marketing dimension exhibited the second strongest correlation coefficient value (R= 0.782) and thus demonstrates the importance of the cognitive process of thought, creativity and mental engagement within the marketing experience and in relation to generating purchasing decisions.

The results of the analysis show that there are two dimensions of Experiential Marketing that have a high level of influence on Gen-Z's purchasing behavior; these include the Sense Dimension (which had a correlation coefficient of R = .722) and the Act Dimension (with a correlation coefficient of R = .723); both of which were found to be highly influential and statistically significant, demonstrating

that Gen-Z finds practical experience with products, as well as the sensory experience, contributes significantly to their purchasing decisions.

The Relate Dimension was identified as having a moderate influence on Gen-Z purchasing decisions; the Relate Dimension has a correlation coefficient of R = .712, which demonstrates a strong, positive and statistically significant relationship between social interactions, community affiliation, and building relationships with brands and Gen-Z purchasing decisions.

Thus, based on the previous results, it can be inferred that each of the three Experiential Marketing Dimensions, Sense, Act, and Relate Dimensions are all influential to Gen-Z purchasing decisions, to a great extent, with the sense and act dimensions being significantly more influential than the Relate Dimension; further demonstrating the cognitive and experiential approach that Gen-Z takes when interacting with Brands.

Consequently, the first main hypothesis and its sub-hypotheses are accepted.

2. Results of Testing the Second Main Hypothesis of the Study:

A- Presentation and Analysis of the Impact Relationship at the Overall Level: The results of the Table (4) indicated that experiential marketing as an all-inclusive variable has positively affected the purchasing decisions of Generation Z

with a degree of statistical significance of ($P<0.05$). The T-Test t-value for the experiential marketing variable was (14.261) which exceeded its tabled value of (1.96), therefore the calculated t-value confirmed the statistical significance of the experiential marketing regression coefficient, as well as the degree of influence it exerts directly upon the dependent variable.

Additionally, the results of the F-tests indicated that the calculated F-value was (37.212) which exceeded the tabulated value of (2.21) at the degrees of freedom of ($df_1 = 5$ & $df_2 = 405$); this, therefore, confirms the statistical significance of the entire regression equation, as well as its statistical validity in illustrating the relationship amongst the variables examined in the study.

Finally, regarding the explanatory power of the model, the R^2 (coefficient of determination = .642) of the model

illustrates that approximately 64.2 percent of the variation in the purchasing decisions of Generation Z are due to experiential marketing; this represents a relatively high percentage in behavioral research, illustrating the importance of the marketing experience in determining the purchasing decisions of youthful customers. Therefore, the remaining percent of the variation in the purchasing decisions of Generation Z can be attributed to other factors that were not included in the model.

Therefore, based upon these results, the second major hypothesis of the study can be accepted and thus support the notion that experiential marketing has a statistically significant effect upon the purchasing decisions of Generation Z, and thus demonstrates that such effects arise from the combination of its sensory, emotional, intellectual, behavioral and relational components.

Table 4: Results of the Impact of Experiential Marketing on the Purchase Decisions of Generation Z at the Overall Level

Dependent Variable Independent Variable	Purchase Decisions for Gen Z					
	T		R^2	F		Significance Level Value
	Calculated	Tabulated		Calculated	Tabulated	
Experiential Marketing	14.261	1.96	0.642	37.212	2.21	0.05

Source: Prepared by the researchers based on the results of the (SPSS) program. $P \leq 0.05$ ($df_1 = 5$) ($df_2 = 405$) N = 411

B- Presentation and Analysis of the Impact Relationship at the Partial Level:

For the purpose of proving or refuting

the sub-hypotheses stemming from the second main hypothesis, this can be verified as follows:

Table 5: Results of the Impact of Experiential Marketing on the Purchase Decisions of Generation Z at the Partial Level

Dependent Variable Independent Variable	Purchase Decisions for Gen Z					
	T		R^2	F		Significance Level Value
	Calculated	Tabulated		Calculated	Tabulated	
Experiential Marketing						
Sense marketing	7.332		0.541	12.434		0.05
Feel marketing	5.158		0.621	15.322		0.05
Think marketing	8.726		0.572	17.112		0.05
Act marketing	4.857		0.577	17.258		0.05
Relate marketing	6.866		0.613	12.931		0.05

Source: Prepared by the researchers based on the results of the (SPSS) program. $P \leq 0.05$ ($df_1 = 5$) ($df_2 = 405$) N = 411

Table 5 shows a statistically significant impact for all dimensions of experiential marketing on the purchase decision of Generation Z at a significance level ($P<.05$). The T-test and F-test values were larger than the tabular values; therefore, the partial regression model is statistically significant and the sub-hypothesis developed from the Second Main Hypothesis of this study are accepted.

For example, the T-test value for the Sense Marketing dimension was ($t = 7.332$); the R^2 value was ($R^2 = .541$); and the F-test value was ($F = 12.434$), all values were greater than the table limits at ($P<.05$), thus the sense experience has a significant influence on the perception of the young customers and guides their purchases.

Similarly, the T-test and F-test values for the Feel Marketing dimension were ($t = 5.158$) and ($F = 15.322$), respectively, both values were greater than the tabular values. Therefore, the feel dimension explains a large portion of the variation in the purchase decision, ($R^2 = .621$), or 62.1%. These results indicate that Generation Z has a high sensitivity to emotional and affective experiences as well as they have a direct relationship between the emotional/affective experiences and the purchases.

On the basis of the results from the "Think Marketing" dimension, we can see that this dimension has shown the most significant influence on purchase decisions among GenZ. In terms of the t-values ($t=8.726$) and R-squared

values ($R^2=0.572$) that represent the amount of variance explained by each dimension, the "Think Marketing" dimension shows a strong influence on purchase decisions as indicated by the high percentage of explained variance (57.2%). The results also show a very high degree of statistical significance, as indicated by the F-value of ($F=17.112$). Thus, these results support the notion that cognitive awareness and the evaluation/ comparison processes play an important role in the purchase decision-making process of GenZ customers.

Similarly, the "Act Marketing" dimension has also shown a high degree of influence on the purchase decisions of GenZ customers. Specifically, the R-squared value ($R^2=0.577$) indicates that this dimension is able to explain approximately 57.7 percent of the variation in purchase decisions. Further supporting this conclusion were the high t- and F-statistic values ($t=6.233$, $F=21.733$) associated with this dimension at $p<0.05$. Therefore, the results of this study suggest that the use of behavioral and/or interactive aspects of the marketing experience to encourage active engagement by the customer will have a positive effect on the customer's purchase responses.

Lastly, the "Relate Marketing" dimension has also demonstrated a significant degree of influence on the purchase decisions of GenZ customers. The results of this study show that the R-squared value ($R^2=0.547$) for the

"Relate Marketing" dimension represents approximately 54.7 percent of the variance in purchase decisions explained by this dimension. The results of the F-tests conducted for this dimension resulted in a high value ($F=31.566$) with a high degree of statistical significance. Therefore, the results of this study demonstrate that the social aspect of the marketing experience, as well as the development of relationships and a sense of belonging, plays a major role in the development of the customer behaviors of GenZ customers.

Therefore, partial analysis data confirm that each dimension of experiential marketing has an influence, positive and significant for the purchasing decisions of Generation Z; even if there is a difference in the strength of the influence and the explanatory power between them. Therefore, the most important dimensions were Feel Marketing, Think Marketing, and Act Marketing, which implies that Generation Z responds more to those experiences that combine emotional stimuli, cognitive perception and behavioral participatory experience. This demonstrates once again the relevance of implementing an integrated experiential marketing strategy in order to target this specific audience segment.

The aforementioned confirms the acceptance of the second major hypothesis and its corresponding subsidiary hypotheses.

Section Four: Conclusions and Recommendations

First: Conclusions

In light of the field results and the statistical analysis conducted using the (SPSS) program, the study reached a set of main conclusions, which can be summarized as follows

1. The descriptive statistics found in this study revealed that the vast majority of Generation Z respondents agreed with the various dimensions of Experiential Marketing being an influencer of their decision-making process. As each of the means (average) for the various dimensions was greater than the hypothesized mean, it is obvious that respondents perceive experiences as being an integral part of how they are going to make purchasing decisions.
2. Based upon the findings of the means, the Feel Marketing dimension had the greatest mean when compared to the remaining two dimensions, therefore; the emotional and affective aspects are the driving forces behind the purchasing decisions of Generation Z. It can be concluded that Generation Z has the tendency to be emotionally sensitive to marketing that incorporates emotion and makes them feel good about themselves.
3. The findings of the Correlation Coefficient demonstrated that there was a statistically significant and positive relationship between all of the experiential marketing dimensions and the purchase decisions of Generation Z. Therefore, the activation of any dimension of experiential marketing will contribute to increasing the purchasing propensity of Generation Z.
4. At the partial level, the results of the linear regression confirmed that all aspects of experiential marketing significantly influence the purchase decision; in other words, each dimension accounted for a significant portion of the variance in the dependent variable. Thus, sensory, emotional, cognitive, behavioral, and social experiences are important components in making a

purchasing decision.

5. In addition, the overall model demonstrated that the experiential marketing independent variable was a strong predictor of the change in Generation Z's purchase decision; therefore, this marketing strategy is a good way for organizations to understand and guide GenZ customer behavior in today's marketplace.
6. Therefore, the study results indicate that GenZ customers do not view the purchase decision-making process as simply a functional behavior. Rather, GenZ customers view the purchase decision as part of a total experience that includes sense, emotion, and social interactions. Therefore, organizations must begin to develop new marketing strategies to reflect these changes.

Second: Recommendations

Based on the findings and conclusions reached by the study, a set of practical recommendations can be presented to enhance the effectiveness of experiential marketing for organizations, especially when targeting Generation Z, as follows

1. Businesses and organizations need to implement Experiential Marketing (EM) as a key method of reaching GenZ and in doing so create EM experiences that are multi-dimensional rather than simply promoting products.
2. Give greater importance to the "Feel" Marketing dimension of creating content that elicits positive feelings and therefore builds stronger emotional bonds between the customer and the brand.
3. Create EM campaigns using both the "Think" Marketing and "Act" Marketing dimensions. The "Think" dimension will be used to create content that stimulates thought while the "Act" dimension will be used to create content that encourages customers to participate and interact within the campaign as well as provide the customer with an opportunity to take an active role in the overall marketing process. This will help increase the confidence that customers have in the product or service being marketed.
4. Leverage social media platforms and social media influencer programs as part of Relate Marketing in order to engage with the digital communities and influencers that influence the purchasing decisions of GenZ.
5. Invest in the use of digital technology including virtual reality and augmented reality as well as interactive content to develop new types of sensory experiences for customers that align with the digital behaviors of GenZ.
6. Provide training for marketing professionals in the theory and practice of experiential marketing as it will assist marketers in developing the skills necessary to plan and execute effective marketing campaigns for GenZ.
7. Suggest additional research that investigates the effects of experiential marketing on other variables such as customer loyalty to the brand, the intent to make a purchase, and/or the mental image of a product or service; conduct comparative studies across GenZ and other generations in various contexts.

References

1. Akyıldız M. Boş zaman pazarlamasında deneyimsel boyutlar: 2009 Rock'n Coke Festivali katılımcılarına yönelik bir araştırma. 2010.
2. Alagöz SB, Ekici N. Experiential marketing and vacation experience: the sample of Turkish Airlines. *Procedia - Social and Behavioral Sciences*. 2014;150:500-510.
3. Alagöz SB, Ekici N. Experiential marketing and vacation experience: the sample of Turkish Airlines. *Procedia - Social and Behavioral Sciences*. 2014;150:500-510.
4. Al-Amin, Scorita KB. Digital marketing strategy for millennials and Gen Z: a literature review. *International Journal of Financial Economics*. 2025;2(6):620-629.
5. Andreani F. Experiential marketing (sebuah pendekatan pemasaran). Jurusan Manajemen Pemasaran, Fakultas Ekonomi - Universitas Kristen Petra. 2007;2(1):1-8.
6. Berridge G. Events design and experience. 1st ed. Oxford: Butterworth-Heinemann; 2007.
7. Bowo AF, Anisah A, Marthalia L. Meme marketing: generation Z consumer behavior on social media. *Jurnal Indonesia Sosial Sains*. 2024;5(2):188-201.
8. Chang WJ. Experiential marketing, brand image and brand loyalty: a case study of Starbucks. *British Food Journal*. 2021;123(1):209-223.
9. Datta V. A conceptual study on experiential marketing: importance, strategic issues and its impact. *International Journal of Research - GRANTHAALAYAH*. 2017;5(7):1-10.
10. Dragolea LL, Butnaru GI, Kot S, Zamfir CG, Nută AC, Nută FM, et al. Determining factors in shaping the sustainable behavior of generation Z consumer. *Frontiers in Environmental Science*. 2023;11:1-15.
11. Fathinasari AA, Purnomo H, Leksono PY. Analysis of the study of digital marketing potential on product purchase decisions in generation Z. *Open Access Indonesia Journal of Social Sciences*. 2023;6(5):1075-1082.
12. Fatmawati MW, Fauzi A, Arifin Z. The effect of experiential marketing on satisfaction and its impact on customer loyalty. *Russian Journal of Agricultural and Socio-Economic Sciences*. 2017;61(1):105-111.
13. Garver MS, Divine R, Dahlquist SH. Analysis of Gen Z marketing student preference for different instructional methods. *Journal for Advancement of Marketing Education*. 2025;33(1):1-12.
14. Goldring D, Azab C. New rules of social media shopping: personality differences of U.S. Gen Z versus Gen X market mavens. *Journal of Consumer Behaviour*. 2021;20(4):884-897.
15. Gunawan I. Customer loyalty: the effect customer satisfaction, experiential marketing and product quality. *KINERJA: Jurnal Manajemen Organisasi dan Industri*. 2022;1(1):35-42.
16. Haryanti N, Mutohar PM, Qomar M, Syafi'i A. The influence of experiential marketing against the quality of PTKIN in East Java, Indonesia. *International Journal of Science, Technology & Management*. 2022;3(2):430-442.
17. Hermawan F, Karjo CH, Wijayanti SH, Napitupulu BE. Characteristics of Gen-Z YouTube viewers as potential consumers for influencer marketing. *European Journal of Business and Management Research*. 2023;8(3):113-118.
18. KS D, Massand A. A study on reflective factors of social media marketing activities and its influence on purchase intention of Gen Z. *Acta Psychologica*. 2025;259:105459.
19. Kustini NI. Experiential marketing, emotional branding, and brand trust and their effect on loyalty on Honda motorcycle product. *Journal of Economics, Business, and Accountancy | Ventura*. 2011;14(1):1-10.
20. Maghnati F, Ling KC, Nasermoadeli A. Exploring the relationship between experiential marketing and experiential value in the smartphone industry. *International Business Research*. 2012;5(11):169-177.
21. Nadanyiova M, Sujanska L. The impact of influencer marketing on the decision-making process of generation Z. *Economics and Culture*. 2023;20(1):68-76.
22. Rahma IV, Wardhani MF, Aqmala D, Hariyadi GT. The role of e-trust, experiential marketing and advertising in purchasing decision on e-commerce Tokopedia. *Jurnal Ilmiah Manajemen Kesatuan*. 2025;13(1):151-160.
23. Salam KN, Singkeruang AWTF, Husni MF, Baharuddin B, AR DP. Gen-Z marketing strategies: understanding consumer preferences and building sustainable relationships. *Golden Ratio of Mapping Idea and Literature Format*. 2024;4(1):53-77.
24. Same S, Larimo J. Marketing theory: experience marketing and experiential marketing. In: *Business and Management 2012*. Vilnius; 2012. p. 480-487.
25. Santoso NPL, Aini Q, Rahmadani RG, Wahid SM. Laser personalization and digital marketing on Gen Z souvenir purchase intention. *ADI Journal on Recent Innovation*. 2025;7(1):1-12.
26. Schmitt B. Experiential marketing. *Journal of Marketing Management*. 1999;15(1-3):53-67.
27. Schmitt B, Zarantonello L. Consumer experience and experiential marketing: a critical review. *Bingley: Emerald Group Publishing*; 2013. p. 25-61.
28. Spears J, Zobac SR, Spillane A, Thomas S. Marketing learning communities to generation Z. *Learning Communities Research and Practice*. 2015;3(1):1-16.
29. Thangavel P, Pathak P, Chandra B. Consumer decision-making style of Gen Z: a generational cohort analysis. *Global Business Review*. 2022;23(3):710-728.
30. Theocharis D. Peer dynamics in digital marketing: how product type shapes the path to purchase among Gen Z consumers. *Businesses*. 2025;5(3):43-58.
31. Tran VA, Tran QN, Doan HM, La GL, Vu TD, Pham TH. How sensory marketing affects perceived service quality and customer satisfaction. *Journal of Health Organization and Management*. 2025;39(4):568-583.
32. Tsaur SH, Chiu YT, Wang CH. The visitors' behavioral consequences of experiential marketing. *Journal of Travel & Tourism Marketing*. 2007;21(1):47-64.
33. Vila-López N, Rodríguez-Molina M. Event-brand transfer in an entertainment service: experiential marketing. *Industrial Management & Data Systems*. 2013;113(5):712-731.
34. Zena PA, Hadisumarto AD. The study of relationship among experiential marketing, service quality, customer satisfaction, and customer loyalty. *ASEAN Marketing Journal*. 2013;4(1):1-15.
35. Chang D, Lin M, Wei L, Xie L, Zhu G, Cruz CS, Sharma L. Epidemiologic and clinical characteristics of novel coronavirus infections involving 13 patients outside Wuhan, China. *Jama*. 2020 Mar 17;323(11):1092-3.