

Title :

Studying and examining the impact of customer experience on customers costs

Abstract :

Today, one of the basic ways of gaining a competitive advantage is the customer experience. The purpose of this research is to investigate the effect of customer experience on customer spending. The statistical society of this research consists of all customers of Lorch Company. Sampling method For this research, a random sampling method is available. According to Morgan's table, 384 individuals were selected as sample. By removing the number of broken questionnaires, 300 questionnaires were returned. A researcher-made questionnaire was used to collect the data. Considering that the research data were analyzed and analyzed by using SmartPlus software and this software has the ability to determine the validity of the research, convergent and divergent validity was analyzed using this software. Because the values were higher than 0.5, the structures had convergent validity. Reliability was measured using factor load, Cronbach's alpha and composite reliability. The values of Cronbach's alpha and composite reliability were higher than 0.7, which indicates the reliability of the variables. According to the analysis, all the approved research hypotheses And had the most impact as interactive experience and the least impact on the experience of the customers.

Keywords :

Cost customer, intellectual experience, meaningful experience, sensory experience, practical experience, interactive experience.