The Relationship between Experiential Value and Oversea Consumers’ Purchasing Behavioral Intentions in the Wholesale Industry in USA

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Abstract

Experiential value perceptions can generate from either direct usage or distanced appreciation of goods and services. Mathwick, Malhotra and Rigdon (2001) said, “The consumption experience itself can be rich in value.” Holbrook (1994) and Mathwick et al. (2001) labeled the four dimensions of an experiential value as efficiency/consumer return on investment (CROI), service excellence, aesthetics and playfulness. The present study is intended to investigate the Overseas Consumers’ experiential values in the U.S. wholesale industry. During the data-collection period, all of the one-hundred distributed questionnaires were returned and were effective. The survey was administered from December 3, 2011 to March 19, 2012. Subsequent data analyses were conducted with descriptive statistics, factor analysis and multiple regression analysis.

Key words: Experiential value, consumer return on investment (CROI), consumer purchasing behavioral intention, factor analysis, multiple regressions.