



Consumer experience and emotional responses of consumers of technological items in the city of Tarapoto, 2022

Experiencia del consumidor y respuestas emocionales de los consumidores de artículos tecnológicos de la ciudad de Tarapoto, 2022

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ABSTRACT

This research investigates the relationship between consumer experience and the emotional responses of technology shoppers in Tarapoto, Peru, in 2022. A correlational approach was used with a sample of 384 consumers. The results revealed a positive and significant correlation ($r=0,763$) between consumer experience and emotional responses. Consumer experience was found to be low (54 %), as were emotional responses (53 %). Four dimensions of consumer experience were analyzed: sensory, cognitive, lifestyle and interaction. All showed positive correlations with emotional responses, with coefficients ranging from 0,677 to 0,739. The sensory dimension was found to be low (51 %), as were cognitive (50 %), lifestyle (50 %) and interaction (52 %). The study concludes that there is a significant relationship between consumer experience and emotional responses in the context of technology purchases in Tarapoto. It is recommended that measures be implemented to improve the consumer experience, including the evaluation of sensory preferences, optimization of the consumer's mental experience, consideration of the customer's lifestyle, and improved interaction with customer service personnel. These actions could lead to more positive emotional responses, increased customer satisfaction and loyalty.

Keywords: Consumer Experience; Emotional Responses; Consumers; Technology Items.

RESUMEN

Esta investigación examina la relación entre la experiencia del consumidor y las respuestas emocionales de los compradores de artículos tecnológicos en Tarapoto, Perú, en 2022. Se utilizó un enfoque correlacional con una muestra de 384 consumidores. Los resultados revelaron una correlación positiva y significativa ($r=0,763$) entre la experiencia del consumidor y las respuestas emocionales. La experiencia del consumidor se encontró en un nivel bajo (54 %), al igual que las respuestas emocionales (53 %). Se analizaron cuatro dimensiones de la experiencia del consumidor: sensorial, cognitiva, estilo de vida e interacción. Todas mostraron correlaciones positivas con las respuestas emocionales, con coeficientes que van desde 0,677 hasta 0,739. La dimensión sensorial se encontró en un nivel bajo (51 %), al igual que la cognitiva (50 %), el estilo de vida (50 %) y la interacción (52 %). El estudio concluye que existe una relación significativa entre la experiencia del consumidor y las respuestas emocionales en el contexto de la compra de artículos tecnológicos en Tarapoto. Se recomienda implementar medidas para mejorar la experiencia del consumidor, incluyendo la evaluación de preferencias sensoriales, optimización de la experiencia mental del consumidor, consideración del estilo de vida de los clientes y mejora de la interacción con el personal de atención al cliente. Estas acciones podrían conducir a respuestas emocionales más positivas, mayor satisfacción y lealtad del cliente.

Palabras clave: Experiencia del Consumidor; Respuestas Emocionales; Consumidores; Artículos Tecnológicos.

INTRODUCTION

Contemporary society, according to Olivar (1), poses a challenge for organizations and their marketing strategies, as these must be oriented toward generating favorable experiences in users so that their emotional responses lead to greater purchasing behavior, satisfaction, loyalty, and customer retention. According to the findings of Kim (2), prioritizing the consumer experience evidently makes consumers 89 % more connected with the organization, since positive experiences are created that reinforce users' loyalty and customer retention behaviors.

On the other hand, as indicated by Manthiou et al.(3), customers tend to experience a wide range of emotions during all interactions with a company when they search for, choose, and use its services and products. Consequently, the marketing strategy should aim to generate a favorable space for them, with the goal of creating customer satisfaction with the lived experience, since satisfaction is a function of positive and negative emotions and has the greatest impact on customers' repurchase intention, at 89%. As indicated by Anad (4), this, in turn, also generates positive emotions such as gratitude and happiness and promotes positive word of mouth.(5,6,7,8,9)

On the other hand, a study in Brazil by Alves (5) shows that the user experience is related to emotions with a significance equal to 0.000, which has an impact on the intention of the behavior and their satisfaction, creating a favorable emotional response after perceiving that their experience as consumers has been positive. In a study carried out in Ecuador by Iriarte et al.(6), it was evident that 77.8% of the employees indicated that they were satisfied with the perceived experience, which causes them to tend to recommend the organization to their family and friends, in addition to wanting to purchase the services again.(10,11,12,13,14)

In one study conducted in Peru by Valenzuela et al.(7), it was evidenced that approaching users generates favorable experiences in 87 %, where it is necessary to address customer safety and communication, and to orient the service toward better service quality and problem solving, which makes it possible to generate positive emotional responses in users. This agrees with what was proposed by Fernandez et al.(8), who evidenced that evoking positive and distinctive experiences in service delivery allows obtaining customer loyalty; consequently, organizations should focus on improving the courtesy, creativity, attention, and safety provided to the customer.(15,16,17,18,19,20)

In another study conducted in Huancayo by Ordoñez (9), it was evidenced that the designed sensory marketing strategy enables the creation of a positive stimulus in users, positively affecting their senses and emotions, which translates into a 57% increase in purchasing behavior. This generates differentiation among businesses, turning the organization into a market leader because it seeks to create positive experiences for consumers, and this impacts user satisfaction and their degree of loyalty; in turn, this positively influences word of mouth.(21,22,23,24,25)

Finally, regarding the local issue in the city of Tarapoto, through daily observation and conversations with various consumers of technology companies in this locality, it was possible to identify that these companies do not consider their clients' emotions when designing and offering their products or services; that is, their differentiation strategies do not generate a positive experience; most use the same colors for their brands; no attempt is made to create personalized service for the client; when communicating with them, the language used tends to be technical and does not connect with users' needs.(26,27,28,29,30)

This has led individuals to not identify with the brand, as they may not feel satisfied with the purchase experience, given that they report that when the language is too technical, they feel anxious, and this causes them to seek another alternative; in turn, this affects their confidence to acquire or buy the product; consequently, this does not allow for a positive emotional response; therefore, the present study is intended to be developed, and its purpose focuses on determining the relationship between consumer experience and the emotional responses of consumers of technological items in the city of Tarapoto, 2022.(31,32,33,34,35)

Conducting this research will make it possible to understand the problem to be addressed, thereby providing relevant and pertinent information for organizations and brands in the city of Tarapoto, as it will allow them to take actions that may affect their service provision; if this study is not conducted, consumers may not perceive organizations as sufficiently safe or trustworthy to meet their needs and make their purchases, which could also affect their market positioning.(36,37,38,39,40)

What is the relationship between consumer experience and the emotional responses of consumers of technological products in the city of Tarapoto, 2022?

Objective

To determine the relationship between consumer experience and the emotional responses

of consumers of technological products in the city of Tarapoto, 2022.

METHODS

Scope and conditions of the research

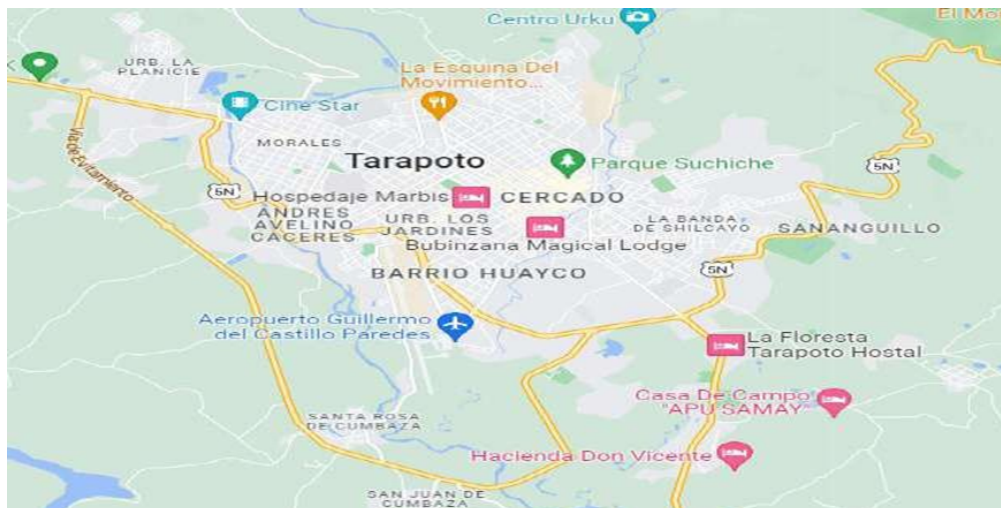
Political location

The research was conducted in the city of Tarapoto, located in the department of San Martín, in the northern region of the country, specifically in the high jungle, with Moyobamba as its capital city.

Geographic location

Tarapoto is positioned as the economic capital of the province of San Martín and is composed of three districts: Morales, Tarapoto, and Banda de Shilcayo.

Figure 1. Geographical location of the city of Tarapoto



Execution period

The research was conducted in 2022.

Authorizations and permissions:

No permissions were available.

Environmental control and biosafety protocols:

There was a lack of environmental control and biosafety protocols.

Application of international ethical principles:

To address this issue, ethical principles were consistently adhered to, including respect for intellectual property rights, ensuring due recognition of other authors' ideas through appropriate citations. In addition, respect for the autonomy of the participants was observed; they were not pressured to join the study but were instead offered the possibility of voluntary participation. At the same time, equal treatment was provided, ensuring that each family member was treated with due respect without discrimination.

Variable system

Independent Variable: consumer experience

Empirical variable 1: sensory dimension, visual incentives, and aesthetic pleasure

Empirical variable 2: cognitive dimension, customer thinking, and ideas and expectations

Empirical variable 3: lifestyle dimension, common values, and shared beliefs.

Empirical variable 4: interaction dimension, connection with the customer, communication with the customer, and shared beliefs.

Dependent variable: Emotional responses

Empirical variable 1: conscious responses, expression of happiness, sensation of satisfaction, and feeling of pleasure.

Empirical variable 2: unconscious responses, person with high anxiety, fear from past experiences, and insecurity in purchasing a product.

Table 1. Description of variables by specific objective 1

Abstract variable	Concrete variable	Recording medium	Unit of measure
Sensory dimension	Customer thinking Ideas and expectations	Questionnaire	Ordinal

Table 2. Description of variables by specific objective 2

Abstract variable	Abstract variable	Abstract variable	Abstract variable
Cognitive dimension	Customer thinking Ideas and expectations	Questionnaire	Ordinal

Table 3. Description of variables by specific objective 3

Abstract variable	Abstract variable	Abstract variable	Abstract variable
Lifestyle dimension	Common values Shared beliefs	Cognitive dimension	Cognitive dimension

Table 4. Description of variables by specific objective 4

Abstract variable	Abstract variable	Abstract variable	Abstract variable
Interaction dimension	Connection with the customer Communication with the customer Shared beliefs	Cognitive dimension	Cognitive dimension

Research Procedures

Type and level of research

The study conducted is of an applied nature. Furthermore, the research approach is at the correlational level, with the purpose of examining the interrelationships among the variables (Arias and Covinos, 2021). In accordance with the above, the study aims to collect data and determine whether the variables are related.

Population and sample

Population: It is defined as a group of people who share similar attributes and are considered relevant to the analysis in question (Hernández and Mendoza, 2018). Thus, the population will be composed of all consumers of Tarapoto. To determine the sample proportion, a method for an unknown population was used, and based on this, participants were randomly selected for their corresponding participation.

Figure 2. Frequency of results for the consumer experience variable

$$n = \frac{Za^2 * p * q}{e^2}$$

$$n=384$$

Where:

N = Sample size

Z = Statistical parameter associated with the confidence level

e = Maximum allowable estimation error

p = Probability that the investigated case occurs.

$q = (1-p)$ Probability that the investigated case does not occur.

Sample: It is a subset that reflects the population and allows data to be extracted for analysis and generalization, as it has similar key orientations for the study. Accordingly, the sample consisted of 384 consumers from Tarapoto.

INCLUSION CRITERIA

- Consumers of any age and sex.
- Consumers located in the city of Tarapoto.
- Consumers of technological products.

EXCLUSION CRITERIA

- Consumers who refuse to be part of the study.
- Consumers who do not agree to be part of the study.
- Consumers who do not complete the questionnaires.

Informed consent was obtained from the participants, who were informed about the study and its benefits. Questionnaires were administered to collect information and create a database in Excel, which facilitated the generation of descriptive results with frequency tables. The data were transferred to the SPSS program version 26 to perform a normality analysis using the Kolmogorov-Smirnov test. A normal distribution was found, which allowed the Pearson test to be applied to evaluate relationships.

It is important to note that the Pearson correlation coefficient was measured based on the following information:

- 0.01 to 0.19 = Very low positive correlation
- 0.2 to 0.39 = Low positive correlation
- 0.4 to 0.69 = Moderate positive correlation
- 0.7 to 0.89 = High positive correlation
- 0.9 to 0.99 = Very high positive correlation
- = Large and perfect positive correlation

RESULTS

Overall result

The general objective is to determine the relationship between consumer experience and the emotional responses of consumers of technological products in the city of Tarapoto, 2022. Accordingly, the Pearson correlation test was performed to determine the relationship between consumer experience and consumers' emotional responses.

Figure 3. Frequency of results for the emotional responses variable

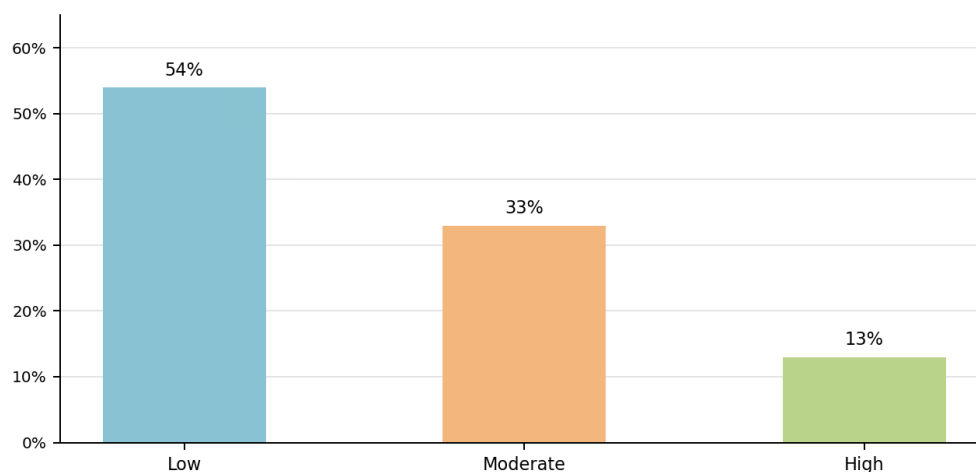
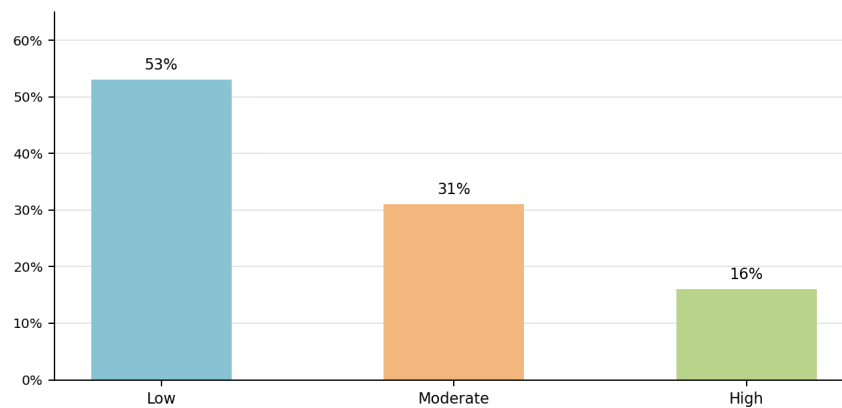


Figure 4. Frequency of results for the sensory dimension

Interpretation

According to the data presented in Table 5, an important correlation between the variables is reported, since the significance value is high. The result obtained is 0.000, with a correlation of 0.763, which conclusively demonstrates that there is a positive and significant correlation between consumer experience and the emotional responses of consumers of technological products in the city of Tarapoto, 2022.

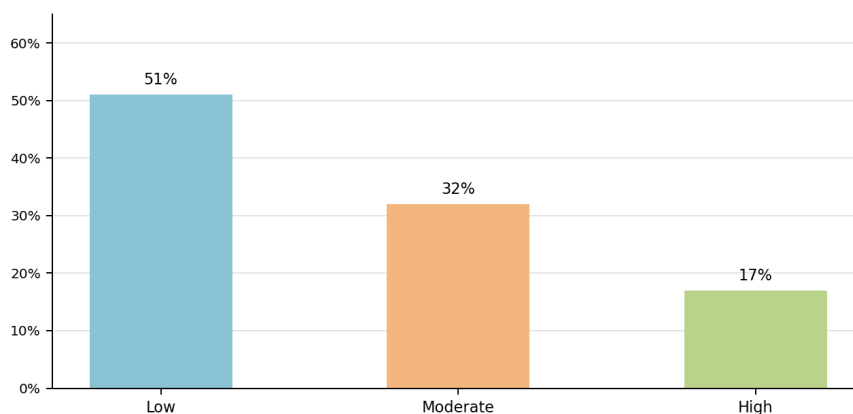
Table 5. General correlation test

		Consumer experience	Emotional responses
Consumer experience	Pearson correlation	1	0.763**
	Sig. (bilateral)		0,000
	N	384	384
Emotional responses	Pearson correlation	0.763**	1
	Sig. (bilateral)	0,000	
	N	384	384

The consumer experience variable is at a low level in 54%, with 33 out of 100 at a regular level, and only 13% at a high level; likewise, in Figure 3, the emotional responses variable is at a high level in 53%, 31% is at a regular level, and 16% is at a high level.

Specific result 1

Specific objective 1: to determine the relationship between the sensory dimension and the emotional responses of consumers of technological products in the city of Tarapoto, 2022.

Figure 5. Frequency of results for the cognitive dimension

Interpretation

A significant correlation was found between the sensory dimension and emotional responses based on the presented results, due to the significance value obtained. The result obtained from the study is 0.000, with a coefficient value of 0.722, clearly demonstrating a positive and significant relationship between the sensory dimension and the emotional responses of consumers of technological products in the city of Tarapoto, 2022.

Table 6. Specific correlation test 1

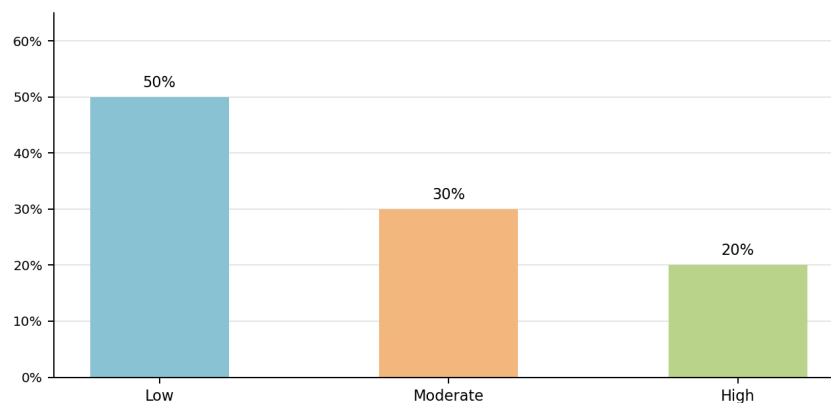
		Sensory dimension	Emotional responses
Sensory dimension	Pearson correlation	1	0.722**
	Sig. (bilateral)		0.000
	N	384	384
Emotional responses	Pearson correlation	0.722**	1
	Sig. (bilateral)	0.000	
	N	384	384

The sensory dimension is at a low level in 51%, at a regular level in 32%, and only 17% is at a high level.

Specific result 2

Specific objective 2: to determine the relationship between the cognitive dimension and the emotional responses of consumers of technological products in the city of Tarapoto, 2022.

Figure 6. Frequency of results for the lifestyle dimension



Interpretation

The data presented clearly indicate an important connection between the cognitive dimension and emotional responses, since the value obtained provides evidence of this significant relationship. The result obtained is 0.000, with a coefficient value of 0.677, conclusively demonstrating a positive and significant relationship between the cognitive dimension and the emotional responses of consumers of technological products in the city of Tarapoto, 2022.

Table 7. Specific correlation test 2

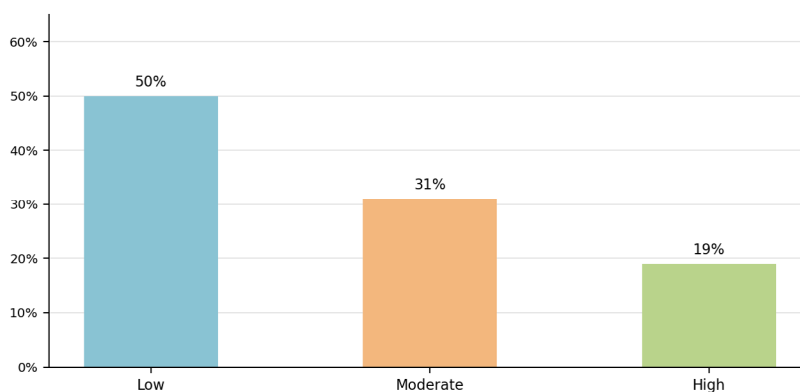
		Cognitive dimension	Emotional responses
Cognitive dimension	Pearson correlation	1	0.677**
	Sig. (bilateral)		0.000
	N	384	384
Emotional responses	Pearson correlation	0.677**	1
	Sig. (bilateral)	0.000	
	N	384	384

The cognitive dimension is at a low level in 50 out of 100; on the other hand, 30% report that it is at a regular level, and only 20% is at a low level.

Specific result 3

Specific objective 3: to determine the relationship between the lifestyle dimension and the emotional responses of consumers of technological products in the city of Tarapoto, 2022.

Figure 7. Frequency of results for the interaction dimension.



Interpretation

The data given in Table 8 clearly show a statistically relevant correlation between the lifestyle dimension and emotional responses, as indicated by the significance value. The result obtained shows a value of 0.000, with a coefficient of 0.705, which conclusively indicates a positive and significant relationship between the lifestyle dimension and the emotional responses of consumers of technological products in the city of Tarapoto, 2022.

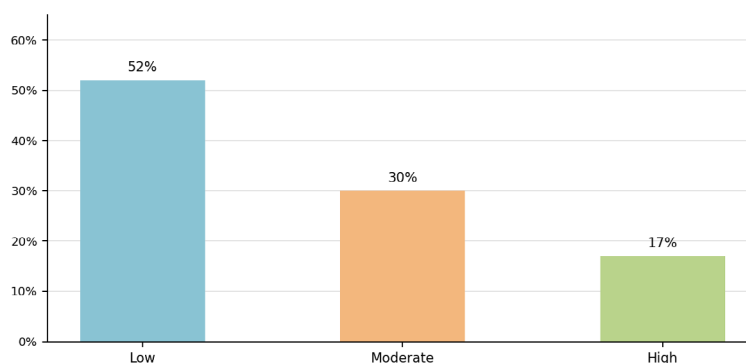
Table 8. Specific correlation test 3

		Lifestyle dimension	Emotional responses
Lifestyle dimension	Pearson correlation	1	0.705**
	Sig. (bilateral)		0,000
	N	384	384
Emotional responses	Pearson correlation	0.705**	1
	Sig. (bilateral)	0,000	
	N	384	384

The lifestyle dimension is at a low level in 50%, whereas it is at a regular level in 31%, and only 19% is at a high level.

Specific result 4

Specific objective 4: to determine the relationship between the interaction dimension and the emotional responses of consumers of technological products in the city of Tarapoto, 2022.



Interpretation

The findings presented in Table 9 conclusively indicate an important association between the interaction dimension and the emotional responses variable, since the value obtained is significant. The result shows a value of 0.000, with a correlation coefficient of 0.739, indicating a positive and significant relationship between the interaction dimension and the emotional responses of consumers of technological products in the city of Tarapoto, 2022.

Table 9. Specific correlation test 4.

		Interaction dimension	Emotional responses
Interaction dimension	Pearson correlation	1	0.739**
	Sig. (bilateral)		0,000
	N	384	384
Emotional responses	Pearson correlation	0.739**	1
	Sig. (bilateral)	0,000	
	N	384	384

Figure 7 shows that the interaction dimension is at a low level for 52%, at a regular level for 30%, and at a high level for 17%.

DISCUSSION

Next, the data and findings that emerged in the current research are analyzed and discussed, comparing them with the findings of previous researchers.

- Regarding the results obtained for the general objective, it is necessary to emphasize that the relationship between the study variables is moderate, yielding 0.763; this indicates acceptance of the research hypothesis. When compared with Vallejo et al. (10), their research concluded that the experience perceived by the client involves a perception of his or her emotional response and of how he or she perceives the organization (41,42,43,44,45).
- Regarding the results obtained where the relationship between the interaction dimension and the emotional responses variable is measured, a direct, significant, and high relationship is shown, since the correlation coefficient is 0.739; this demonstrates acceptance of the hypothesis. These results are compared with Cárdenas (11), a study that concluded that customer service has a positive effect on the degree of customer loyalty, with a p value equal to 0.000 and an $r = 0.833$; in this sense, the better the customer service, the more the emotional response translates into loyalty, since if good interaction with customers is achieved, this can generate greater satisfaction and consumer loyalty toward the brand, as well as corporate reputation (46,47,48,49).

CONCLUSIONS

Consumer experience is significantly related to the emotional responses of consumers of technology products in the city of Tarapoto, 2022. Regarding the consumer experience variable, customers stated that it is at a low level with 54%, while the emotional responses variable is at the same level as the previous variable, but at 53%.

It is confirmed that the sensory dimension influences consumers' emotional responses, and the proposed hypothesis is accepted. This demonstrates that the dimension is at 51%.

A strong and favorable association between buyers' cognitive perception and emotional reactions is confirmed, supporting the proposed theory and indicating a low level of 50% in their behavior.

It is concluded that the lifestyle dimension and emotional responses have a positive and high relationship; therefore, the proposed research hypothesis is accepted. Regarding this dimension, its behavior is at a low level with 50%.

Consequently, a direct and positive correlation was found between interaction and the emotional responses of technology consumers in Tarapoto in 2022, with a correlation of 52%.

RECOMMENDATIONS

It is recommended that instruments be implemented to measure satisfaction with the consumer experience in order to maintain the high level, since good satisfaction will mean that consumers do not wish to switch to other companies that offer the same thing; ultimately, this generates customer satisfaction and loyalty, which can last a long time as long as there are no repeated purchase failures; moreover, it has a direct effect on customer loyalty, and a positive experience also has a favorable effect on the creation of customer commitment.

It is recommended to evaluate and optimize sensory preferences and to design products and services that meet their needs, since a good sensory experience can increase the perception of product quality, which can lead consumers to be willing to pay more for products.

It is recommended that the consumer's mental experience be influenced through advertising, prior experiences, and brand perception, since consumers may use different criteria to evaluate the value and benefits of a product, and companies must strive to understand them in order to design products and services that meet their needs.

It is recommended to evaluate the relationship involving consumer lifestyle, since consumers have different lifestyles; organizations must emphasize understanding them in order to design products and services that fit their needs.

It is recommended that personnel be constantly trained in customer service, including aspects such as accessibility, service quality, personalized attention, and problem-solving, since consumers expect a high level of service when interacting with a company, from the moment they seek information until post-sale; furthermore, service quality and customer service can be considered key factors in consumer satisfaction and loyalty toward the brand, to which organizations must pay special attention.

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