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Exploring the Impact of Experiential Marketing on Audience Perception in Indian Performing Art Educational Institutions

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Abstract

This study aimed to assess the impact of experiential marketing on audience perception in Indian performing art educational institutions. For this purpose, data were collected between August 2022 to January 2023 from 311 students of the National School of Drama (NSD), Shriram Bharatiya Kala Kendra, Kathak Kendra, and Triveni Kala Sangam. The study focused on experiential marketing strategies incorporated into digital platforms. In this study, structural equation modelling and regression analysis were employed to analyze the impact of experiential marketing on audience perception, and the results indicated a positive relationship between perception and the quality of Interactive Experiences. However, no statistically significant results were found for the relationships between Perception and Immersive Experiences and Perception and Educational Value, suggesting the need for more specific and tailored measures. The results had important implications for designers and developers of digital experiences, who might benefit from prioritizing interactivity and tailoring content to enhance user perception of immersive experiences and educational value on behalf of their educational clientele.

Keywords: Experiential Marketing, Digital Experiential Marketing, Audience Perception, Performing Arts, Immersive Experiences, Educational Value

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1. Introduction

In recent years, the focus on experiential marketing strategies has gained momentum as organizations strive to create memorable and engaging customer experiences [10]. Performing art educational institutions, in particular, are increasingly adopting these strategies to enhance audience perception and promote a deeper connection with their brand [2]. The presence on social media and digital platforms has become increasingly important for all kinds of organizations in different industries to influence the target audience in today's digital age. For performing art educational institutions, it is also imperative to use effective digital marketing strategies to create immersive experiences for greater customer engagement. Despite the growing interest in experiential marketing strategies, there is limited research on using digital platforms for experiential marketing and its impact on audience perception in Indian performing art educational institutions. This study aimed to fill this gap by examining the impact of experiential marketing on audience perception in the context of digital experiences.

Experiential marketing strategies encompass a variety of techniques designed to engage audiences through sensory, emotional, cognitive, and behavioural experiences [14]. These strategies have positively influenced audience perception, satisfaction, and loyalty across various industries [2]; [8]. In performing art educational institutions, experiential marketing strategies can enhance the learning experience by fostering active participation, emotional connections, and overall satisfaction [19]. Previous research

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has identified interactive experiences as a key factor in shaping audience perception [9]; [12]. For instance, Liao et al. [9] found that user perception of website interactivity positively influenced satisfaction. At the same time, Ravaja [12] demonstrated that the level of interactivity in a video game was positively related to user enjoyment. However, the relationships between audience perception and the impact of experiential marketing strategies, such as immersive experiences and educational value, remain underexplored [5];[1]. This study sought to contribute to the existing literature by exploring the impact of experiential marketing strategies on audience perception in Indian performing art educational institutions. By examining the relationship between audience perception and interactive experiences, immersive experiences, and educational value, this research aimed to provide valuable insights for designers and developers of digital experiences in this context. Furthermore, the findings from this study have the potential to inform future research and practice in the field of experiential marketing, with a specific focus on the unique challenges and opportunities present within Indian performing art educational institutions.

2. Review of literature

The impact of experiential marketing strategies on audience perception has become a crucial area of investigation, particularly as organizations seek to create memorable and engaging customer experiences. This review highlights key literature on experiential marketing strategies, audience perception, and business implications. In their study on experiential marketing strategies, Johnson et al. [6] concluded that experiential marketing could be a highly effective way for companies to differentiate themselves in a competitive marketplace and build long-term customer loyalty. They argued that successful experiential marketing requires a deep understanding of customers' needs and desires and a strategic approach to designing and delivering experiences. The authors identified several key principles that are critical to the success of experiential marketing, including the need to create engaging and immersive experiences that are relevant to customers' lives, the importance of aligning the experience with the brand's values and identity, and the ability to leverage technology and other tools to enhance the experience and create a sense of interactivity. They also emphasized the importance of measuring the impact of experiential marketing initiatives and using customer feedback to improve the experience continuously. Johnson et al. [6] argued that companies should use a range of metrics to evaluate the effectiveness of their experiential marketing efforts, including measures of customer engagement, satisfaction, and loyalty. Overall, Johnson et al. [6] study highlights the potential of experiential marketing as a powerful tool for building strong customer relationships and driving business growth but also underscores the importance of careful planning, execution, and evaluation.

Smith et al. [17] examined the characteristics and components of experiential marketing strategies. They discovered that combining sensory, emotional, cognitive, and behavioural elements contributes to creating engaging experiences that can significantly influence audience perception. In their study on experiential marketing strategies, Pine and Gilmore [11] concluded that creating memorable customer experiences effectively differentiates a brand and creates long-term customer loyalty. They argued that traditional marketing approaches focus on delivering products and services to customers and are no longer sufficient in today's competitive marketplace. Instead, Pine and Gilmore [11] suggested that companies should focus on creating unique, immersive experiences that engage customers emotionally. They proposed a framework for experiential marketing called the "Experience Economy," which describes how companies can use experiences to create value for customers and differentiate their offerings. Overall, Pine and Gilmore [11] argued that by creating memorable experiences, companies could build stronger customer relationships, increase customer loyalty, and drive business growth.

Brakus et al. [2], wa foundational work in this field, posited that combining sensory, emotional, cognitive, and behavioural elements contributes to creating engaging experiences that can significantly influence audience perception. The integration of storytelling in experiential marketing has been an area of growing interest. Jones et al. [7] explored the impact of storytelling on audience perception, finding that narratives can enhance emotional engagement, facilitate active participation, and create novel, immersive experiences that alter how audiences perceive and appreciate brands.

In her study on experiential marketing strategies, Escalas [4] also concluded that creating experiences is a powerful way for companies to connect with customers and build brand loyalty. She emphasized the importance of understanding the role of emotions in creating these experiences and the need for marketers to develop a deep understanding of their target audience. Escalas [4] argued that experiences are particularly effective in influencing consumers' perceptions of brands and their purchasing behaviour. She also identified several key factors that contribute to the effectiveness of experiential marketing, including sensory stimuli, creating a sense of involvement and engagement, and connecting the experience with the brand. Additionally, Escalas [4] suggested that the impact of experiential marketing can be amplified through storytelling. Using narratives to create a coherent and compelling experience, companies can enhance consumers' emotional engagement and create a more powerful connection between the experience and the brand. Overall, Escalas's [4] study highlights the potential of experiential marketing as a powerful tool for companies seeking to build strong relationships with their customers and differentiate their brands in the marketplace.

A study by Thompson et al. [18] investigated the impact of experiential marketing strategies on audience perception and engagement. They found that experiential marketing can promote active participation, foster deeper emotional connections, and increase overall satisfaction by providing a unique and engaging experience [18]; [19].

In his study on experiential marketing strategies, Schmitt [14] also emphasized the importance of creating memorable customer experiences to differentiate a brand and build customer loyalty. He argued that the key to successful experiential marketing is to create holistic experiences that engage customers on multiple levels, including the senses, emotions, cognition, and behaviour. Schmitt [15] identified five key elements of experiential marketing, which he called the "Five Senses Plus One" framework. These elements include sensory experiences, affective experiences (emotions), behavioural experiences (actions), intellectual experiences (cognition), social experiences (relationships), and finally, the sixth element, the spiritual experience (meaning). He suggested that by using these elements to design holistic experiences that engage customers in multiple ways, companies can create a strong emotional connection with their target audience and build long-term brand loyalty. Schmitt [14] also emphasized the importance of brand personality in experiential marketing, arguing that companies should create a brand personality that aligns with the experience they are trying to create. By doing so, companies can create a consistent and authentic experience that resonates with customers and strengthens the brand's identity. Schmitt's [15] study highlights the importance of creating holistic, multi-dimensional experiences that engage customers on multiple levels and align with the brand's personality and identity. A study by Klaus and Maklan [8] investigated the impact of experiential marketing strategies on audience perception and engagement. They found that experiential marketing can promote active participation, foster deeper emotional connections, and increase overall satisfaction by providing a unique and engaging experience [8]. Implementing experiential marketing strategies presents both challenges and opportunities. A study by Brakus et al. [2] identified cost, technical complexity, and staff training as potential barriers to implementing experiential marketing strategies. However, they also highlighted the potential for experiential marketing to differentiate brands, reach new audiences, and create innovative experiences that resonate with consumers.

In their study on experiential marketing strategies, Tynan and McKechnie [19] concluded that experiential marketing could be a highly effective way to create value for customers and build long-term brand loyalty. They argued that successful experiential marketing requires a deep understanding of customers' needs and desires and a strategic approach to designing and delivering experiences. Tynan and McKechnie [19] identified several key factors that contribute to the effectiveness of experiential marketing, including immersive and engaging experiences, creating emotional connections with customers, and aligning the experience with the brand's values and personality [21]. They also suggested that experiential marketing can support various marketing objectives, including building brand awareness, increasing customer engagement, and driving sales [22]. However, they emphasized that the success of experiential marketing initiatives ultimately depends on their ability to create meaningful and relevant customer experiences. Finally, Tynan and McKechnie [19] highlighted the importance of evaluating the impact of experiential marketing initiatives and measuring their return on investment [23]. They argued that companies should use a range of metrics to assess the effectiveness of their experiential marketing efforts, including measures of customer engagement, brand awareness, and sales performance [24]. Overall, Tynan and McKechnie's [19] study highlights the potential of experiential marketing as a powerful tool for building strong customer relationships and driving business growth but also underscores the importance of careful planning, execution, and evaluation [25].

In his study on experiential marketing strategies, Smilansky [16] concluded that experiential marketing could be a highly effective way for companies to differentiate themselves in a crowded marketplace and build long-term customer loyalty. He argued that successful experiential marketing requires a deep understanding of customers' needs and desires and a strategic approach to designing and delivering experiences. Smilansky [16] identified several key principles that are critical to the success of experiential marketing, including the need to create immersive and engaging experiences that are relevant to customers' lives, the importance of aligning the experience with the brand's values and personality, and the need to use technology and other tools to enhance the experience and create a sense of interactivity [26]. He also emphasized the importance of measuring the impact of experiential marketing initiatives and using customer feedback to continuously improve the experience. Smilansky [16] argued that companies should use a range of metrics to evaluate the effectiveness of their experiential marketing efforts, including measures of customer engagement, satisfaction, and loyalty. Finally, Smilansky [16] suggested that experiential marketing can support various marketing objectives, including building brand awareness, generating buzz and excitement, and driving sales. However, he emphasized that the ultimate goal of experiential marketing should be to create long-term customer relationships based on a deep understanding of customers' needs and desires. Overall, Smilansky's [16] study highlights the potential of experiential marketing as a powerful tool for building strong customer relationships and driving business growth but also underscores the importance of careful planning, execution, and evaluation [27].

In their study on experiential marketing strategies, Brown et al. [3] concluded that experiential marketing could be a powerful tool for building brand equity and creating long-term customer loyalty [28]. They argued that successful experiential marketing requires a deep understanding of customers' needs and desires and a strategic approach to designing and delivering experiences [29]. The authors identified several key factors that contribute to the effectiveness of experiential marketing, including the ability to create emotional connections with customers, the importance of aligning the experience with the brand's values and identity, and the ability to leverage technology and other tools to enhance the experience and create a sense of interactivity. They also emphasized the importance of measuring the impact of experiential marketing initiatives

and using customer feedback to improve the experience continuously [30].

Brown et al. [3] argued that companies should use a range of metrics to evaluate the effectiveness of their experiential marketing efforts, including measures of customer engagement, satisfaction, and loyalty. Finally, they suggested that experiential marketing can support various marketing objectives, including building brand awareness, driving sales, and enhancing the overall customer experience. However, they emphasized that the ultimate goal of experiential marketing should be to create long-term customer relationships based on a deep understanding of customers' needs and desires. Overall, Brown et al. [3] study highlights the potential of experiential marketing as a powerful tool for building strong customer relationships and driving business growth but also underscores the importance of careful planning, execution, and evaluation [31].

In their study on experiential marketing strategies, Roberts et al. [13] concluded that experiential marketing could be a highly effective way to create value for customers and build long-term brand loyalty. They emphasized the importance of understanding the role of emotions in creating these experiences and the need for marketers to develop a deep understanding of their target audience. The authors identified several key factors that contribute to the effectiveness of experiential marketing, including sensory stimuli, creating a sense of involvement and engagement, and connecting the experience with the brand [32]. They also suggested that social media can be a powerful tool for amplifying the impact of experiential marketing by enabling customers to share their experiences with others [33]. Roberts et al. [13] also identified some challenges associated with experiential marketing, including difficulty measuring its impact and the need to align the experience with the brand's identity and values. However, they argued that these challenges could be overcome through careful planning and execution, as well as ongoing evaluation and refinement [34]. Overall, Roberts et al. [13] study highlights the potential of experiential marketing as a powerful tool for building strong customer relationships and driving business growth but also underscores the importance of careful planning, execution, and evaluation; based upon the above literature following hypotheses have been proposed [35].

H1 - Do immersive experiences impact audience perception in Indian performing art educational institutions?
H2 - Are interactive experiences positively associated with audience perception in Indian performing art educational institutions?
H3 - Does educational value impact audience perception in Indian performing art educational institutions

3. Research Questions

- How do immersive experiences impact audience perception in Indian performing art educational institutions?
- Is there an impact of interactive experiences on audience perception in Indian performing art educational institutions?
- How does educational value impact audience perception in Indian performing art educational institutions?

4. Research Objectives

To examine the impact of experiential marketing strategies on audience perception in Indian performing art educational institutions.

5. Research Methodology

This research aimed to determine the relationship between audience perception and interactive experiences, immersive experiences, and educational value. The study used a cross-sectional survey design and collected data from students of the National School of Drama (NSD), Shriram Bharatiya Kala Kendra, Kathak Kendra, and Triveni Kala Sangam between August 2022 to January 2023, and for this, a closed-ended self-administered questionnaire was used to collect data from 311 students.

The questionnaire consisted of questions related to experiential marketing strategies and audience perception. The questionnaire was distributed to the students at the four selected institutions [36]. The sampling method used in this study was convenience sampling. Convenience sampling was chosen as it allowed data collection from many students quickly. However, this may have resulted in some sampling bias [37].

We estimated machine learning (ML) and an optimization method called NLMINB to assess the result. We used Structural equation modelling and regression to analyze the impact of experiential marketing strategies on audience perception [38]. The model consists of four latent variables: Immersive Experiences, Interactive Experiences, Educational Value, and Perception, regressed on their respective manifest indicators [39].

6. Result and analysis

Table 1. Structural Equation Models

Models Info	
Estimation Method	ML
Optimization Method	NLMINB
Number of observations	331
Free parameters	72
Standard errors	Standard
Scaled test	None
Converged	TRUE
Iterations	149
Model	Immersive Experiences=~Sensory1 +Sensory2 +Emotional1 + Emotional3
	Interactive Experiences=~Personalization1+Personalization2+Personalization3+Collaboration1+Collaboration2+Collaboration3
	Educational Value=~Understanding1+Understanding2+Understanding3+Appreciation1+Appreciation2+Appreciation3
	Perception=~Image1+Image2+Image3+Differentiation1+Differentiation2+Differentiation3
	Perception~ Immersive Experiences+ Interactive Experiences +Educational Value

Based on the provided information, the model is estimated using a machine learning (ML) method and an optimization method called NLMINB (table 1). The model consists of four latent variables: Immersive Experiences, Interactive Experiences, Educational Value, and Perception, regressed on their respective manifest indicators. Immersive Experiences are regressed on Sensory1, Sensory2, Emotional1, and Emotional3. Interactive Experiences is regressed on Personalization1, Personalization2, Personalization3, Collaboration1, Collaboration2, and Collaboration3. Educational Value is regressed on Understanding1, Understanding2, Understanding3, Appreciation1, Appreciation2, and Appreciation3. Perception is regressed on Image1, Image2, Image3, Differentiation1, Differentiation2, and Differentiation3.

Finally, perception is also regressed on Immersive Experiences, Interactive Experiences, and Educational Value. The model included 72 free parameters and was estimated using 331 observations [40]. The model converged after 149 iterations, and standard errors were calculated. However, no information is provided about the scaled test used. Based upon the literature, the following conceptual framework has been proposed in Figure 1, where it has been assumed that Immersive Experiences, Interactive Experiences, and Educational Value impact Audience Perception in Indian performing art educational institutions.

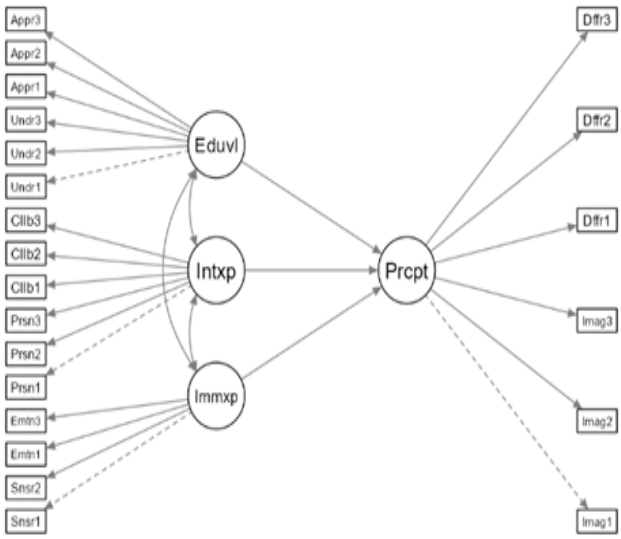

Figure 1. Conceptual framework

Table 2. Model tests

Label	X^2	df	p
User Model	958	203	< .001
Baseline Model	1675	231	< .001

Two models were tested here based on the provided information in paper 2 (table 2). The first is the User Model, and the second is the Baseline Model. The User Model has a chi-square value of 958 and 203 degrees of freedom, with a p-value of less than .001. The p-value indicates that the model has a statistically significant fit to the data. The Baseline Model has a chi-square value of 1675 and 231 degrees of freedom, with a p-value of less than .001. The p-value indicates that the Baseline Model also has a statistically significant fit to the data [41]. Overall, these tests suggest that the User Model is a better fit for the data than the Baseline Model and that the relationships between the latent and manifest variables in the model are significant [42].

Table 3. Fit indices

		95% Confidence Intervals		
SRMR	RMSEA	Lower	Upper	RMSEA p
0.083	0.106	0.099	0.113	< .001

Based on the provided information in Table 3, two fit indices were calculated for the model: the standardized root mean square residual (SRMR) and the root mean square error of approximation (RMSEA). The SRMR value of 0.083 indicates that the model has a relatively good fit for the data, with a small amount of residual variance unexplained by the model [43]. The RMSEA value of 0.106 also indicates a good fit to the data, with a value less than 0.08 typically considered a good fit. Additionally, 95% confidence intervals were calculated for the RMSEA value, with a lower bound of 0.099 and an upper bound of 0.113. These intervals suggest that the RMSEA value will likely fall within this range with 95% confidence. Finally, the p-value associated with the RMSEA value is less than .001, indicating that the RMSEA value is statistically significant and further supporting the notion that the model has a good fit for the data.

Table 4. Parameters estimates

				95% Confidence Intervals				
Dep	Pred	Estimate	SE	Lower	Upper	β	z	p
Perception	Immersive Experiences	1.355	2.333	-3.217	5.927	0.131	0.581	0.561
Perception	Interactive Experiences	0.869	0.304	0.272	1.465	0.475	2.856	0.004
Perception	Educational Value	0.267	0.224	-0.172	0.707	0.176	1.192	0.233

Based on the provided information in Table 4, three sets of parameter estimates were calculated for the model, corresponding to the relationships between Perception and Immersive Experiences, Perception and Interactive Experiences, and Perception and Educational Value.

The estimate for the relationship between Perception and Immersive Experiences is 1.355, with a standard error of 2.333. The 95% confidence interval for this estimate ranges from -3.217 to 5.927. The β value is 0.131, indicating a weak positive relationship, and the z-value is 0.581 with a corresponding p-value of 0.561. These results suggest that there may be a positive relationship between Perception and Immersive Experiences, but the estimate is not statistically significant.

The estimate for the relationship between Perception and Interactive Experiences is 0.869, with a standard error 0.304. The 95% confidence interval for this estimate ranges from 0.272 to 1.465. The β value is 0.475, indicating a positive relationship, and the z-value is 2.856 with a corresponding p-value of 0.004. These results suggest a statistically significant positive relationship between Perception and Interactive Experiences.

For the relationship between Perception and Educational Value, the estimate is 0.267 with a standard error of 0.224. The 95% confidence interval for this estimate ranges from -0.172 to 0.707. The β value is 0.176, indicating a weak positive relationship, and the z-value is 1.192 with a corresponding p-value of 0.233. These results suggest that there may be a positive relationship between Perception and Educational Value, but the estimate is not statistically significant.

These parameter estimates suggest that the relationship between Perception and Interactive Experiences is statistically significant and positive. In contrast, the relationships between Perception and Immersive Experiences and Perception and Educational Value may exist but are not statistically significant.

Table 5. Measurement Model

				95% Confidence Intervals				
Latent	Observed	Estimate	SE	Lower	Upper	β	z	p
Immersive Experiences	Sensory1	1	0	1	1	0.0756		
	Sensory2	7.324	6.399	-5.219	19.866	0.6165	1.14	0.252
	Emotional1	9.034	7.912	-6.474	24.541	0.5277	1.14	0.254
	Emotional3	9.715	8.499	-6.944	26.373	0.5624	1.14	0.253
Interactive Experiences	Personalization1	1	0	1	1	0.3201		
	Personalization2	1.23	0.315	0.613	1.846	0.3983	3.91	< .001
	Personalization3	2.403	0.538	1.349	3.457	0.6301	4.47	< .001
	Collaboration1	1.163	0.304	0.567	1.759	0.3793	3.82	< .001
	Collaboration2	1.523	0.369	0.799	2.247	0.4589	4.12	< .001
	Collaboration3	0.999	0.249	0.512	1.486	0.4273	4.02	< .001
Educational Value	Understanding1	1	0	1	1	0.3933		
	Understanding2	0.928	0.234	0.469	1.387	0.3311	3.96	< .001
	Understanding3	1.29	0.257	0.786	1.794	0.5242	5.01	< .001
	Appreciation1	1.722	0.324	1.086	2.357	0.6515	5.31	< .001
	Appreciation2	1.198	0.258	0.691	1.704	0.4371	4.64	< .001
	Appreciation3	0.589	0.188	0.221	0.956	0.238	3.14	0.002
Perception	Image1	1	0	1	1	0.5944		
	Image2	1.105	0.158	0.796	1.415	0.5994	7	< .001
	Image3	0.653	0.12	0.419	0.888	0.407	5.46	< .001
	Differentiation1	0.797	0.133	0.537	1.058	0.4615	5.99	< .001
	Differentiation2	0.558	0.128	0.307	0.809	0.3095	4.36	< .001
	Differentiation3	0.526	0.116	0.3	0.753	0.3251	4.55	< .001

Table 5 calculates parameter estimates for the measurement model, which describes the relationships between the latent variables (Immersive Experiences, Interactive Experiences, Educational Value, and Perception) and their respective manifest indicators.

For Immersive Experiences, Sensory1 has a fixed value of 1.000 and is not estimated, while Sensory2, Emotional1, and Emotional3 have estimates of 7.324, 9.034, and 9.715, respectively. The standard errors for these estimates range from 6.399 to 8.499, and the 95% confidence intervals are quite wide, ranging from -6.474 to 26.373.

For Interactive Experiences, Personalization1 has a fixed value of 1.000 and is not estimated, while Personalization2, Personalization3, Collaboration1, Collaboration2, and Collaboration3 have estimates ranging from 1.163 to 2.403. The standard errors for these estimates range from 0.249 to 0.538, and the 95% confidence intervals are relatively narrow, ranging from 0.512 to 3.457.

For Educational Value, Understanding1 has a fixed value of 1.000 and is not estimated, while Understanding2, Understanding3, Appreciation1, Appreciation2, and Appreciation3 have estimates ranging from 0.589 to 1.722. The standard errors for these estimates range from 0.188 to 0.324, and the 95% confidence intervals are relatively narrow, ranging from 0.221 to 2.357.

For Perception, Image1 has a fixed value of 1.000 and is not estimated, while Image2, Image3, Differentiation1, Differentiation2, and Differentiation3 have estimates ranging from 0.526 to 1.105. The standard errors for these estimates range from 0.116 to 0.158, and the 95% confidence intervals are relatively narrow, ranging from 0.300 to 1.415.

Overall, these parameter estimates suggest that the measurement model may have some indicators more strongly related to their respective latent variables than others. However, it is important to consider additional model fit information and the theoretical relevance of the indicators when interpreting these estimates.

Table 6. Variances and Covariances

				95% Confidence Intervals				
Variable 1	Variable 2	Estimate	SE	Lower	Upper	β	z	p
Sensory1	Sensory1	0.51255	0.03994	0.43426	0.5908	0.994	12.833	< .001
Sensory2	Sensory2	0.25784	0.02798	0.203	0.3127	0.62	9.215	< .001
Emotional1	Emotional1	0.62317	0.05865	0.50822	0.7381	0.722	10.625	< .001
Emotional3	Emotional3	0.60114	0.05919	0.48512	0.7172	0.684	10.155	< .001
Personalization1	Personalization1	0.82307	0.06764	0.6905	0.9556	0.898	12.169	< .001
Personalization2	Personalization2	0.75339	0.06434	0.62729	0.8795	0.841	11.709	< .001
Personalization3	Personalization3	0.82451	0.09411	0.64005	1.009	0.603	8.761	< .001
Collaboration1	Collaboration1	0.7564	0.0639	0.63115	0.8816	0.856	11.837	< .001
Collaboration2	Collaboration2	0.81741	0.07285	0.67462	0.9602	0.789	11.22	< .001
Collaboration3	Collaboration3	0.41978	0.03653	0.34819	0.4914	0.817	11.493	< .001
Understanding1	Understanding1	0.74092	0.06315	0.61716	0.8647	0.845	11.733	< .001
Understanding2	Understanding2	0.94898	0.07838	0.79536	1.1026	0.89	12.108	< .001
Understanding3	Understanding3	0.59554	0.05684	0.48414	0.7069	0.725	10.477	< .001
Appreciation1	Appreciation1	0.54501	0.06618	0.41529	0.6747	0.576	8.235	< .001
Appreciation2	Appreciation2	0.82404	0.0723	0.68233	0.9657	0.809	11.397	< .001
Appreciation3	Appreciation3	0.78272	0.06263	0.65997	0.9055	0.943	12.498	< .001
Image1	Image1	0.5746	0.0595	0.45798	0.6912	0.647	9.657	< .001
Image2	Image2	0.68409	0.07146	0.54403	0.8242	0.641	9.573	< .001
Image3	Image3	0.6753	0.05762	0.56236	0.7882	0.834	11.719	< .001
Differentiation1	Differentiation1	0.73808	0.06534	0.61002	0.8661	0.787	11.296	< .001
Differentiation2	Differentiation2	0.92234	0.07525	0.77485	1.0698	0.904	12.257	< .001
Differentiation3	Differentiation3	0.73574	0.06038	0.61741	0.8541	0.894	12.186	< .001
Immersive Experiences	Immersive Experiences	0.00295	0.00512	-0.00709	0.013	1	0.575	0.565
Interactive Experiences	Interactive Experiences	0.09399	0.03833	0.01886	0.1691	1	2.452	0.014
Educational Value	Educational Value	0.13559	0.04467	0.04804	0.2232	1	3.035	0.002
Perception	Perception	0.1802	0.04493	0.09214	0.2683	0.574	4.011	< .001
Immersive Experiences	Interactive Experiences	0.01	0.00903	-0.0077	0.0277	0.601	1.107	0.268
Immersive Experiences	Educational Value	0.01319	0.01177	-0.00989	0.0363	0.66	1.12	0.263
Interactive Experiences	Educational Value	0.03159	0.01278	0.00655	0.0566	0.28	2.473	0.013

Table 6 shows the estimates, standard errors, and 95% confidence intervals for the variances and covariances of various variables. The variables are grouped into pairs, each consisting of two identical variables (e.g., Sensory1 and Sensory1), except for the last three pairs, which consist of different variables. Table 6 shows that most variances and covariances have small standard errors, indicating that the sample estimates are relatively precise. Additionally, most of the z-values and p-values are highly significant, indicating strong evidence for non-zero variances and covariances in the population. Overall, this table 6 provides useful information about the relationships between the various variables and can be used to guide further analyses and modeling.

Table 7. Intercepts

			95% Confidence Intervals			
Variable	Intercept	SE	Lower	Upper	z	p
Sensory1	4.58	0.039	4.503	4.657	116.058	< .001
Sensory2	4.26	0.035	4.19	4.329	120.177	< .001
Emotional1	3.834	0.051	3.734	3.934	75.056	< .001
Emotional3	3.946	0.052	3.845	4.047	76.556	< .001
Personalization1	3.625	0.053	3.522	3.729	68.876	< .001
Personalization2	3.882	0.052	3.78	3.984	74.638	< .001
Personalization3	3.477	0.064	3.351	3.603	54.104	< .001
Collaboration1	3.849	0.052	3.748	3.95	74.498	< .001
Collaboration2	3.973	0.056	3.863	4.082	71.029	< .001
Collaboration3	4.006	0.039	3.929	4.083	101.703	< .001
Understanding1	4.051	0.051	3.951	4.152	78.729	< .001
Understanding2	3.94	0.057	3.828	4.051	69.425	< .001
Understanding3	3.976	0.05	3.878	4.073	79.823	< .001
Appreciation1	3.87	0.053	3.765	3.975	72.359	< .001
Appreciation2	3.879	0.055	3.77	3.988	69.927	< .001
Appreciation3	4.033	0.05	3.935	4.131	80.557	< .001
Image1	4.051	0.052	3.95	4.153	78.192	< .001
Image2	3.931	0.057	3.819	4.042	69.206	< .001
Image3	3.982	0.049	3.885	4.079	80.526	< .001
Differentiation1	3.882	0.053	3.778	3.986	72.935	< .001
Differentiation2	3.885	0.056	3.776	3.994	69.987	< .001
Differentiation3	4.045	0.05	3.948	4.143	81.141	< .001
Immersive Experiences	0	0	0	0		
Interactive Experiences	0	0	0	0		
Educational Value	0	0	0	0		
Perception	0	0	0	0		

Table 7 shows the intercepts and their corresponding 95% confidence intervals for each variable in a regression analysis with several independent variables (Sensory1, Sensory2, Emotional1, Emotional3, Personalization1, Personalization2, Personalization3, Collaboration1, Collaboration2, Collaboration3, Understanding1, Understanding2, Understanding3, Appreciation1, Appreciation2, Appreciation3, Image1, Image2, Image3, Differentiation1, Differentiation2, Differentiation3) and four dependent variables (Immersive Experiences, Interactive Experiences, Educational Value, Perception). Overall, the intercepts are all significantly different from zero with very small p-values (< 0.001), indicating that the model is a good fit for the data and that the independent variables significantly affect the dependent variable.

7. Path Model

Figure 2 is the estimated framework found after detailed research. It was found that there may be a positive relationship between Perception and Immersive Experiences, but the estimate is may not statistically significant, while a significant positive relationship between Perception and Interactive Experiences was found; as far as educational value is concerned, this can be stated that there may be a positive relationship between Perception and Educational Value, but the estimate is not statistically significant. Eventually, research suggests that the relationship between Perception and Interactive Experiences is statistically significant and positive. In contrast, the relationships between Perception and Immersive Experiences and Perception and Educational Value may exist but are not statistically significant.

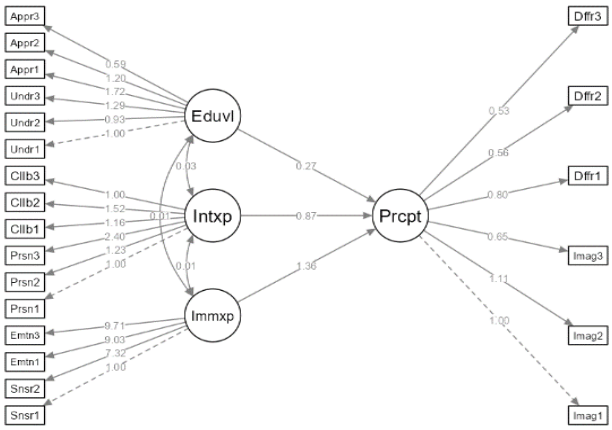

Figure 2. Estimated framework

8. Discussion and Conclusion

These findings are consistent with previous research showing a positive relationship between User Perception and the quality of Interactive Experiences [9]; [12]. For example, Liao et al. [9] found that user perception of the interactivity of a website positively influenced their satisfaction with the website. Similarly, Ravaja [12] found that the level of interactivity in a video game positively influenced user enjoyment of the game.

However, the lack of statistically significant results for the relationships between Perception and Immersive Experiences and Perception and Educational Value may be due to the complexity of these constructs and the need for more specific and tailored measures. Previous research has shown that User Perception of Immersive Experiences is influenced by various factors, including Sensory Immersion, Emotional Engagement, and Cognitive Absorption [5]. Similarly, User Perception of Educational Value is influenced by educational content's relevance, usefulness, and effectiveness [1]. Therefore, future research may benefit from using more specific and nuanced measures to capture these complex constructs. In conclusion, this study provides valuable insights into the relationship between user perception and different types of digital experiences. The findings suggest that user perception of interactive experiences is positively related to their overall perception of the experience. In contrast, the relationships between user perception, immersive experiences, and educational value require further investigation. These results have important implications for designers and developers of digital experiences, who may benefit from prioritizing interactivity and tailoring content to enhance user perception of immersive experiences and educational value.

9. Future Scope of the Study

The findings of this study provide insight into the relationships between experiential marketing strategies and perception. However, several avenues for future research could expand upon these findings. Firstly, the current study focused on the relationship between perception and three types of digital experiences. Future research could investigate the relationships between perception and other types of experiences, such as emotional experiences or social experiences, to better understand how perception is influenced in virtual environments. Secondly, the current study used self-reported measures to assess perceptions and experiences. Future research could use other methods, such as physiological measures or behavioural measures, to provide a more objective assessment of these constructs. Overall, future research could provide further insights into the relationships between perception and experiences in virtual environments, which could inform the development of more effective and engaging virtual environments.

9.1. Study limitation

Based on the above discussion and conclusion, some limitations of this study can be identified. Firstly, the study focused only on the relationship between Perception and Immersive Experiences, Perception and Interactive Experiences, and Perception and Educational Value without exploring other potential factors that may influence these relationships. Therefore, the findings of this study may not be generalizable to other contexts or populations. Secondly, the study relied on self-report measures to assess the variables of interest, which may be subject to response biases and may not fully capture the complexity of these constructs. Future research could use more objective measures or incorporate multiple data sources to address this limitation. Thirdly, the sample used in this study was limited to a specific population, which may limit the generalizability of the findings. Future research could use more diverse samples to test the robustness of the relationships identified in this study. While this study provides valuable insights into the relationships between Perception, Immersive Experiences, Interactive Experiences, and Educational Value, the identified limitations suggest that further research is needed to holistically explore these relationships and their implications.

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