A STUDY ON THE EFFECTS OF EXPERIENTIAL VALUE, ALTRUISM AND SELF-EFFICACY ON CUSTOMER ENGAGEMENT BEHAVIOR[1]

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Abstract

The concept of value associated with products and services has gained a dimension that is mostly associated with experiences. The fact that businesses provide their customers with superior experiences at all touch points shapes their customers' perception of value and enable them to engage positively with the business. In terms of businesses, engaging with customers brings many advantages. The aim of this study is to determine the sub-dimensions of the customer experiential value and to examine the effect of the dimensions of the experiential value, altruism and self-efficacy on customer engagement behaviours (WOM, content generation and suggestion/feedback). As a result of the explanatory factor analysis made on the survey responses applied on 1080 people, the sub-dimensions of the experiential value were gathered under three dimensions as functional value, reality value and economic value. Afterwards, the structural equation model was applied to the whole model in order to estimate the causal relationships between variables. As a result of confirmatory factor analysis and path analysis, it has been determined that functional value, reality value, economic value which are the sub-dimensions of experiential value, altruism and self-efficacy are related with the word of mouth marketing (WOM), suggestion/feedback and content generation which are customer engagement dimensions.

Keywords: *Experiential value, customer engagement, word of mouth marketing (WOM).*

Jel Classification: *M30, M31, M30*

DENEYİMSEL DEĞER, BAŞKALARINI DÜŞÜNME VE ÖZ-YETERLİLİĞİN MÜŞTERİ ETKİLEŞİM DAVRANIŞI ÜZERİNDEKİ ETKİLERİNE YÖNELİK BİR ARAŞTIRMA

Öz

İşletmelerin müşterilerine bütün temas noktalarında üstün deneyimler yaşatmaları müşterilerin değer algısını şekillendirmekte ve işletmeyle olumlu etkileşimlerde bulunmalarını sağlamaktadır. İşletmeler açısından, müşterilerin kendileriyle etkileşim halinde olması birçok avantajı da beraberinde getirmektedir. Bu çalışmanın amacı, müşteri deneyimsel değerinin alt boyutlarının belirlenmesi ve deneyimsel değer boyutlarının, başkalarını düşünmenin ve öz-yeterliliğin müşteri etkileşimi davranışları (ağızdan ağıza pazarlama (WOM), içerik oluşturma ve öneride bulunma/geribildirim) üzerindeki etkisini incelemektir. Veriler anket yöntemi ile toplanmış olup, anketi cevaplayan 1080 kişinin vermiş olduğu yanıtlara uygulanan açıklayıcı faktör analizi sonucunda, deneyimsel değerin alt boyutları fonksiyonel değer, gerçeklik değeri ve ekonomik değer olmak üzere üç boyut altında toplanmıştır. Sonrasında tüm modele değişkenler arasındaki nedensel ilişkileri tahmin etmek amacıyla yapısal eşitlik modeli uygulanmıştır. Doğrulayıcı faktör analizi ve yol analizi sonucunda deneyimsel değerin alt boyutları olan fonksiyonel değer, gerçeklik değeri, ekonomik değer ile başkalarını düşünmenin ve öz-yeterliliğin müşteri etkileşimi boyutları olan ağızdan ağıza pazarlama (WOM), öneride bulunma/geribildirim ve içerik oluşturma üzerinde etkili olduğu tespit edilmiştir.

Anahtar Kelimeler: Deneyimsel değer, müşteri etkileşim davranışı, ağızdan ağıza pazarlama.

Jel Sınıflandırması: M30, M31, M30

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1. Introduction

From the late 1990s to the early 2000s, the primary purpose of businesses was to create positive relations with their customers and to boost customer satisfaction and loyalty by offering better goods and services. But over time, it has become clear that simply pleasing customers are not enough to keep them loyal and profitable. Achieving high levels of differentiation and sustainable competitive advantage is needed to achieve profitable levels of loyalty and satisfaction. For this reason, the purpose of businesses has changed and developed from relationship marketing to interacting with customers as much as possible. This has led to an increase in the significance of the construct of "engagement" among marketing academics and practitioners (Pansari and Kumar, 2017).

Developments in technology and the internet have changed the relationships and communication styles of customers with businesses. Changing habits and communication styles of customers have also changed the way they communicate with brands. Today, customers exchange information with both businesses and other customers on many issues. The customer community, which shares its experiences with others, gives positive or negative feedback to the business, and is in mutual dialogue with brands and other customers that they do not know in environments such as social media, is increasing. Since today's customers are more willing to share their experiences and have the ability and opportunity to communicate with brands quickly and easily, the concept of customer engagement is increasing day by day for businesses.

Today, businesses must engage with customers in various ways, such as supporting customer referrals, soliciting feedback from customers, and enabling social media engagements, beyond just offering products and services. Engagement with customers provides many advantages to businesses such as enabling product and service improvements, facilitating complaint management, directing other customers, and creating content about the brand that can be accessed by thousands of people on the internet.

If the customer has positive experiences with the business, he will act more recommending to his environment, provide feedback to the business, share his experiences with other customers and publish messages about the business on social media. In this direction, it is among the main goals of today's brands to provide customers with positive and unforgettable experiences at every touch point, to make them feel valuable and to create positive feedback to the business by enabling them to share these positive experiences with others.

If the experiential value perception is positive, customers will prefer to engage more with the business. Therefore, the increasing importance given to the concept of experience today is an inevitable consequence of the fact that customers' perceptions of value are influenced by their experiences. Issues such as which factors contribute to shaping the belief about having a better experience are in a position to be carefully considered by businesses. Customers' experiences and value perceptions will shape their engagement behaviors.

The concept of value is multifaceted and complex. When viewed from different perspectives, different definitions can be made, and it can be handled in different ways from economic, psychological or sociological perspectives. In the field of marketing, different dimensions can come to the fore when viewed from a business viewpoint or a consumer viewpoint. For businesses, the concept of value has critical importance in providing sustainable competitive advantage. From the customer's viewpoint, value is the set of perceptions about whether it is worth the elements (product, service) obtained as a result of all the sacrifices (time, money, labor, etc.). The concept of value, which is mostly associated with products and services, has gained a dimension that is associated with experiences today. The consumer's perception of value is shaped within the scope of a holistic process that starts at the research stage before purchasing the product and service, including during and after the purchase. This process, which covers all touch points, expresses the

value that the customer derives from his experience. This concept, called experiential value, shapes the relationships of businesses with their customers today.

The concept of value is generally considered in the literature as perceived value or customer value. There are limited studies on experiential value. It is seen that the scale in the study of Mathwick et al., (2001) is generally used in studies on experiential value in particular. In this study, a new and comprehensive experiential value scale was created by adapting it from different studies. There is no study in the literature examining the effect of experiential value on customer engagement behavior. The contribution of this study to the literature is to consider the relationship between experiential value and customer engagement, and also to create a holistic model by engaging self-efficacy and altruism. This study aims to determine the sub-dimensions of customer experiential value and to examine the effects of experiential value dimensions, altruism and self-efficacy on customer engagement behaviors (word of mouth marketing (WOMM), content generation and suggestion/feedback). The model created as a result of the detailed literature review within the scope of the study will be tested empirically. This study will contribute to future studies on experiential value and customer engagement. The developed model is useful in explaining consumer behavior together with determining the causes of customer engagement behaviors. The fact that the established model is a model in which experiential value, altruism, self-efficacy and customer engagement factors are used together makes it usable to explain consumer behavior with a holistic approach.

2. Literature Review

2.1. Customer Experience and Experiential Value

The concept of customer experience gained importance mainly by Holbrook and Hirschman in the mid-1980s. Later, researchers changed their traditional view of customers as mostly consistent decision-makers. Recently, the concept of "experience" has been considered as an important component for understanding consumer behavior (Seligman, 2018). Experience or more specifically consumption experience, means "the total result obtained by the customer from the combination of environment, goods and services purchased" (Yuan and Wu, 2008). Meyer and Schwager (2007) describe customer experience as the customer's inner and personal response to direct or not direct interactions with the business. Customer experience is the amount of the feelings, recognitions and attitudes that happen in the whole decision-making and consumption chain process, which includes an incorporated set of engagements with individuals, objects, processes and the environment, leading to cognitive, emotional, sensory and behavioral reactions (Jain et al., 2017).

Based on the different definitions in the literature, customer experience can be described as a perceptual process in which the sensory, emotional, cognitive and behavioral effects are at the forefront of customers at all contact points with a product, service or business before, during and after purchasing. It is in question that customers have experience at every point where they can come into contact with the brand or product/service. The thoughts of customers about their experiences also affect their approach to the brand, product or service.

Today, it is critical that customers can derive value from experiences. Previously, customers, whilst looking for value in product or service, they entered into at the moment of their experiences in the quest for value, this is also referred to as experiential value (Varshneya and Das, 2017).

In the literature, the concept of experiential value has been dealt with in different dimensions by a limited number of studies. Holbrook (1999) classified experiential value factors that play an important role in purchasing fashion products; cognitive value (efficiency/efficiency), emotional value (aesthetics), social value (status) and ethical value (virtue/virtue). Sheth (1991) classified the dimensions of value; functional, social, emotional, epistemic and situational value. Mathwick et al., (2001) classified experiential value in general as economic value and emotional value and defined it

as the value obtained from a shopping experience through engagements involving direct use or independent evaluation/indirect observation of a product or service. Sweeney and Soutar (2001) and Sanchez et al. (2006) classified experiential value as functional value, emotional value and social value, while Varshneya and Das (2017) classified experiential value as cognitive value, hedonic value, social value and ethical value.

The multidimensional nature of the concept of experiential value refers to the situation in which customers evaluate and perceive their experiences with the brand from different perspectives. Therefore, the fact that the lived experience shapes the customer's perception of value in terms of these different dimensions will also affect their brand-related behaviors.

In summary, it is of critical importance for businesses today that the experiences exist at all touch points, including online platforms, go far beyond the value offered with the product and service, and provide value to customers. The experiential value to be presented to customers should have a multidimensional structure and each dimension should be taken into account by businesses from a holistic perspective. For this reason, in this study, the perception of value for travel review sites has been evaluated holistically with different experiential value dimensions, mainly functional, cognitive, economic and ethical dimensions.

2.2. Relationship Between Experiential Value and Customer Engagement

The concept of "engagement" comes to the fore with the changing customer behaviors and the emerging new perspective. The spread of the internet and smartphones has led people to post comments/opinions about products and services on social platforms such as Facebook, Twitter, and web pages of brands. These posts and reviews have increased the importance of the concept of customer engagement as they can influence the intention of potential customers to use a particular brand's products and services (Chatterjee, 2019).

Hollebeek (2011) affirms that engagement represents an personal, motivational and context-dependent variable that rises from the two-way connections among the related subject(s) and the object(s) and emphasizes that the significance of engagement is context-specific due to probable changes in the explanation of the concept. In the literature, "customer engagement" (Bowden, 2009; Van Doorn et al., 2010; Verhoef et al., 2010; Brodie et al., 2011; Gummerus et al., 2012; Vivek et al., 2012), "consumer engagement" (Chu and Kim, 2011; Brodie et al., 2013), the concepts of "customer brand engagement" (Hollebeek, 2011) are used to describe similar terminology and it is all about engagement. Although the definition of engagement is not agreed upon, several consistent themes emerge from the literature to define the concept. First, engagement is a complex cognitive process that requires focus, sustained attention, assimilation, and thoughtfulness. Second, engagement includes the emotional component, which includes brand connection, emotional resonance, pleasure, and satisfaction. Finally, engagement has a behavioral structure that includes participating in experiences, interacting and co-creating (Reitz, 2012).

Customer engagement as a concept is originate in the marketing literature as an development of the relational paradigm advocating commitment, word of mouth, and customer-to-customer suggestion, and continuous business-customer communication. Bijmolt et al. (2010) distinguish three general manifestations of customer engagement: word of mouth, co-creation, and complaining behavior, all of which affect the brand or business in ways other than purchasing. Behavioral description of customer engagement made by Van Doorn et al. (2010) as follows: "motivational impetus arising from beyond the purchase, brand or business-oriented behavior and that goes beyond the processes of customer engagement behavior."

Consumers enjoy sharing their experiences with others, which is meaningful to them. In this respect in the literature Jin et al. (2019) aims to better understand this behavior by identifying the dimensions of experiential value that motivates word of mouth. Among the experiential value

dimensions, service excellence and efficiency are the most important determinants of post-consumer word of mouth marketing (Jin et al., 2019). Customers with a high perception of experiential value will actively seek all kinds of product information, make more constructive suggestions, show more patience with enterprises' service solutions, and engage in value creation activities in the sharing economy (Wang and Xiong, 2019).

Blackwell et al. (2001) emphasizes that the degree of customer experience will influence the post-consumption consumer ratings. a positive experience of consuming a product will result in effective word of mouth marketing. Negative consumer experiences have an impact on word-of-mouth marketing of products, thereby reducing buybacks. Ibrahim et al. (2002) emphasize that consumer perceptions of the in-store experience influence the enjoyment of the experience and post-purchase behavior. Recent studies in the experiential value literature show that experiential value has an impact on the co-creation attitude. The results also show that co-creation attitudes (engagement, knowledge sharing, and responsiveness) influence voluntary behavior towards the service brand (Ahn et al., 2019). Customers with a high perception of experiential value will actively seek all kinds of product information, make more constructive suggestions, show more patience with enterprises' service solutions, and engage in value creation activities in the sharing economy (Wang and Xiong, 2019). Social exchange theory emphasizes that when customers are satisfied with the service they receive from a business, they are motivated to reciprocate the favor by voluntarily performing extra role behaviors (suggesting, feedback, WOM, etc.). Positive experiences lead customers to perceive service quality higher and offer more advice and information to businesses and other customers. In the online retail context, e-shoppers tend to help others, give advice, and facilitate services with empathetic concern if they are satisfied with the service (Roy, Gruner & Guo, 2020).

Based on the studies in the literature, it is seen that the experiential value is generally handled with a multidimensional structure and these sub-dimensions differ between studies. The value that customers derive from their experiences can affect their behavior towards brands. A positive experience will bring a positive perception of value and may lead customers to interact with the brand or other customers.

In addition, it is seen in the literature that the sub-dimensions of experiential value change in line with the context in question. At the same time, it is seen that experiential value has a positive effect on engagement behavior. Considering the studies in the literature, it is thought that the experiential value dimensions positively affect the behavioral dimensions of customer engagement such as word of mouth marketing, suggestion/feedback, content generation. The hypotheses proposed in this direction are:

H1: Experiential value has a significant and positive effect on word of mouth.

H2: Experiential value has a significant and positive effect on suggestion/feedback.

H3: Experiential value has a significant and positive effect on content generation.

2.3. Relationship Between Altruism, Self-Efficacy and Customer Engagement

The concept of altruism in the context of consumption emerges as the desire to help other consumers make purchasing decisions (Engel et al., 1993) and the desire to help the business by giving feedback (Sundaram et al., 1998). Fang and Chiu (2010) define altruism as "voluntary helping actions where one tries to improve the well-being of others" and examines altruism as an antecedent of knowledge-sharing intention, and states that members who exhibit other-minded behavior are more willing to share information in virtual communities. Research has found that in the context of the hotel and tourism industry (including travel and dining experiences), altruism is an important motivation for publishing eWOM on consumer review sites (Bronner & de Hoog, 2011; Jeong & Jang, 2011). This motivation is related to positive word-of-mouth (hoping that

others will have the same positive experience) and negative word of mouth (hoping that others will avoid problems they may encounter) (Yen & Tang, 2015).

Yoo and Gretzel (2011) concluded in their study that altruism positively affects content generation by the user. According to the results of Chang and Chuang (2011) study, altruism, belonging, reciprocity and shared language have a significant and positive effect on knowledge sharing behavior. Jeong and Jang (2011) stated that altruism has a positive effect on positive word of mouth. According to the results of the study by Cheung and Lee (2012), altruism, sense of belonging, and reputation are significantly associated with consumers' eWOM intention. Presi et al. (2014), altruism, revenge and economic motivations are the strongest factors in user content generation after a negative service experience. Motivations are also associated with engagement with certain online platforms. Hennig-Thurau et al. (2014), according to his study, consumers' desire for social benefit, desire for economic incentives, the potential to altruism and develop their own values are the main factors that lead to eWOM behavior. Verhagen et al. (2015) stated that altruism positively affects the intention towards customer engagement behavior. Marbach et al. (2016) emphasized that altruism has a positive effect on customer engagement.

Based on studies in the literature, this study predicts a positive relationship between altruism and customer engagement behavior. The hypotheses created in this direction are:

H4a: Altruism has a significant and positive effect on word of mouth.
H4b: Altruism has a significant and positive effect on suggestion/feedback.
H4c: Altruism has a significant and positive effect on content generation.

The concept of self-efficacy is a person's belief that he or she can successfully perform the behaviors required for a particular task (Gist, 1987). In social cognitive theory, self-efficacy is a personal judgement of the ability to perform the actions required for specified types of performance. It has a great influence on people's intentions and behaviors (Cheung & Lee, 2012). Social capital theory argues that the desire to share knowledge is not sufficient to realize it. A knowledge generator must also have perceived capabilities to complete it. These abilities are; it can be listed as writing information content, encoding information into "information objects" by adding context, contribution of personal information to the organizational database, personal information in formal engagement with teams or work units or informal engagements between individuals (Hsu et al., 2007).

Hsu et al. (2007) shows that self-efficacy has both direct and indirect effects on knowledge sharing behavior; this suggests that self-efficacy plays a critical role in guiding the behavior of individuals. In the study conducted by Cheung and Lee (2012), it was stated that information self-efficacy has an effect on e-wom intention. Kim et al. (2013) also concluded in his study that self-efficacy affects consumers' engagement behaviors directly and indirectly. Bilginoglu and Yozgat (2018) concluded in their study that self-efficacy has a positive effect on knowledge sharing. Safdar et al. (2020) in their systematic literature review, they stated that the majority of the studies that self-efficacy affects the knowledge sharing behavior positively.

In the light of social cognition theory and studies in the literature, self-efficacy should be seen as a critical determinant for consumers' engagement behavior. This study predicts a positive relationship between self-efficacy and customer engagement behavior. The hypotheses created in this direction are:

H5a: Self-efficacy has a significant and positive effect on word of mouth.
H5b: Self-efficacy has a significant and positive effect on suggestions/feedback.
H5c: Self-efficacy has a significant and positive effect on content generation.

3. Developing the theoretical framework and research model

It is possible to define customer engagement behavior as the behavior of consumers recommending the brand to others, creating online content about the brand, making comments, giving feedback and suggestions to the brand as a result of the experiences at the points where the product or service is encountered. Customer engagement behavior can be positive, but it can also occur in a negative way with the effect of negative experiences.

Researches examining customer engagement behavior, which is discussed theoretically in the literature review, examined the causes and consequences of these behaviors and their relations.

In this research, a theoretical model will be proposed to understand the factors affecting customer engagement behavior. This proposed model aims to reveal how experiential value, altruism, and self-efficacy perception have an effect on customer engagement behavior. It is also aimed to determine the sub-dimensions of experiential value. The model proposed in Figure 1 constitutes the theoretical framework of this research.

Figure 1: Theoretical model of the research
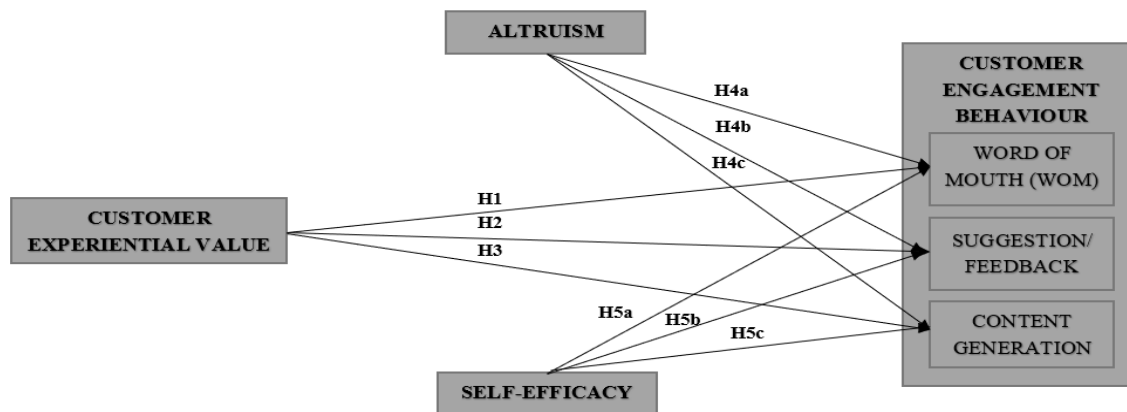
This proposed model is based on a wide range of literature review and the relationship of the previously mentioned concepts of experiential value, altruism, self-efficacy, and customer engagement. In summary, the aim of this research is:

- Identifying the sub-dimensions of customer experiential value,

- To examine the effects of experiential value dimensions, altruism, and self-efficacy on customer engagement behaviors (word of mouth, content generation, suggestions/feedback).

3.1. Methodology

The main population of this research was determined as people who use travel review sites (eg TripAdvisor, Hotelsclick, Otelpuan etc.) while doing hotel research. Travel review sites have been preferred because customer engagement behaviors such as word-of-mouth, content generation and feedback can be carried out and also shape the decisions of other customers through these behaviors. Convenience sampling method was preferred as the sampling method. The questionnaire used as a data collection tool in this study was published on the internet and the participants answered the questions directly. The questionnaire presented to the participants was published on Google Forms between 16.02.2019-10.03.2019. During this period, 1495 people entered the survey link via social media web sites and email, but 415 of them could not complete the survey because they did not use travel review sites while doing hotel research, so a total of 1080 people answered the survey completely and remained available for research. According to Hair et al. (2019), the general rule in terms of the ratio of observations to variables is to have at least five times more observations than the number of variables to be analyzed and to have a more acceptable sample size ratio of 10:1. Some researchers suggest at least 20 cases for each variable (Hair, 2019). The ratio

provided in this study is above 20 to one, which is above the required ratio, thus providing the necessary condition for explanatory factor analysis and structural equation modeling (SEM).

Since many people are familiar with the concept of rating out of 10 (Dawes 2008), a 10-point Likert scale was used to determine the degree of agreement of the respondents to the statements presented. Participants were asked to indicate to what extent they agreed or disagreed with the judgment statements presented to them by marking one of the ten points (1 - strongly disagree and 10 - strongly agree) shown on the scale. In the last part of the questionnaire, questions about learning the demographic characteristics of the participants (income, occupation, age, marital status, gender and educational status) were also included in the questionnaire. On the experiential value scale Sweeney and Soutar (2001); Who and Who (2004); Beldona et al. (2005); Roig et al. (2006); Sanchez et al. (2006); Liu and Zhang (2014); Sceney et al. (2014); Varshneya and Das (2017); on the scale of customer engagement Ng et al. (2011); Verleye et al. (2014); Dessart et al. (2016); Romero (2017); Zhang et al. (2017); self-efficacy scale Kim et al. (2013); on the altruism scale Hennig-Thurau et al. (2004); Presi et al. (2014)'s studies in the literature were used. In addition, due to the different conditions of the research that distinguishes it from other studies, items specific to this study were also used in the developed scale.

757 (70.1%) of 1080 people participating in the survey were female and 323 (29.9%) were male. 49.3% are married, 50.7% are single. 93.7% of the people who participated in the survey are between the ages of 18-44. 87.3% of the whole sample graduated from university and graduate programs. Finally, when we look at the working status, 508 (47.1%) of 1080 people are public and private sector employees. 333 (30.8%) of the participants are students, 137 (12.7%) are not working, 80 (7.4%) are self-employed and 22 (2%) are retired.

3.2. Findings and discussion

Reliability analysis, explanatory factor analysis, confirmatory factor analysis, path analysis statistical techniques were used in the analysis of the research data and the findings obtained as a result of the research are summarized below.

Before starting the analysis, it should be checked whether the normal distribution is achieved. According to many studies, in social sciences, if the skewness and kurtosis values are between -2 and +2, it is accepted that the data conforms to the normal distribution (Gravetter & Wallnau, 2016; Markoulis & Neofytou, 2016; Trochim & Donnelly, 2001). Also, Mardia skewness and kurtosis multivariate normality used in determining a rake univariate and multivariate normality tests were performed. When the skewness and kurtosis values are in the range of ± 2, it can be considered "acceptable" for further analysis (Mardia, 1974). In this study, the skewness and kurtosis values of each variable were examined for the normal distribution and all items meet conditions and the data will be assumed to be normally distributed.

Reliability Cronbach's alpha values of the scales used in this study are shown in Table 1. Cronbach's alpha is a reliability coefficient that measures the consistency of the scales and varies between 0 and 1. It can be said that scales with Cronbach's alpha coefficient greater than 0.70 are reliable and consistent (Hair et al., 1998).

Table 1: Reliability of scales used in the study

Scales	Number of Items	Cronbach's Alpha
Experiential Value	20	0.945
Customer Engagement	15	0.937
-Word of mouth marketing (WOM)	*7*	*0.865*
- Suggestion/Feedback	*3*	*0.898*
-Content generation	*5*	*0.915*
Self-efficacy	5	0.921
Altruism	7	0.91

When we examine Table 1, it is seen that the Cronbach's alpha values of all scales used in this study are well above the acceptable reliability level.

In the research, firstly, the dimensions of customer experiential value will be determined by explanatory factor analysis, since items from many different studies are gathered together and some items specific to this study are created at the same time.

The scale, which was prepared to measure the experiential value perceptions and tendencies of consumers as a result of using travel review sites while doing hotel research, consists of a total of 17 (three items that do not show normal distribution were removed from the scale) and explanatory factor analysis was performed to determine its sub-dimensions. Explanatory factor analysis (EFA) is a statistical approach that can be used to analyze the relationships among a large number of variables and to explain these variables in terms of their common underlying dimensions (factors). The aim is to transform some information contained in the original variables into a smaller set of variables (factors) with minimal information loss. EFA, by providing an empirical estimate of the nature of the variables assessed, reveals a fundamental objective to create summarized scales (Hair et al., 2019).

Kaiser-Meyer-Olkin (KMO) and Bartlett tests were performed to understand whether the data set to be used is suitable for factor analysis.

Table 2: Kaiser-Meyer-Olkin (KMO) and Bartlett test

Kaiser-Meyer-Olkin KMO		0.960
Bartlett's Test of Sphericity	chi square	9911,105
	Ser. der.	136
	p value	.000

As shown in Table 2, the result of the KMO statistics applied to the data set of this study was 0.96, and since it is very close to 1, it can be easily said that the data set is suitable for factor analysis. The significance level of Bartlett's test was found to be p<0.01; this means that there is a significant relationship between these variables. As a result of the factor analysis, three factors with eigenvalues above 1 emerged and 62,873% of the total variance was explained by these three factors. Eight items under the number one factor are named as **functional value** because they are related to factors such as speed, convenience and utility of travel review sites. The six items under the number two factor are called the **reality value** because they are related to the fact that travel review sites have up-to-date, objective and detailed content. The three items under the factor number three are named as **economic value** because they are related to the economic elements of the hotels on the travel review sites.

Finally, after naming the factors mentioned above, in Table 3 all factors are shown with the items they contain and with the factor loadings, means and standard deviations. In addition, Cronbach's Alpha values of all factors are also included in the same table. Cronbach's Alpha values of functional value, reality value and economic value factors were 0.893, 0.878, 0.782, respectively, all of which were above the reliability limit.

Table 3: Descriptive statistics of experiential value and factor results

Factors	Factor loads	Cover. Factor Change.	Cronbach Alpha	Means	Std. Deflection
Functional Value		**8.083**	**0.893**		
DD7-Travel review sites are effective on hotel decision.	0.729			8.435	1.6921
DD12-Using travel review sites saves time while doing hotel research.	0.581			8.181	1.8078
DD9-Information about hotels can be accessed quickly and easily by using Travel review sites.	0.742			8.144	1.754
DD10-It is easier to find the hotel with the desired features through Travel review sites.	0.622			8.118	1.7772
DD4-The information provided by Travel review sites about hotels is useful.	0.621			8.084	1.73
DD11-It is easy to compare and evaluate hotels on Travel review sites.	0.615			8.036	1.8305
DD1-Travel review sites can be used as a resource to obtain information about hotels.	0.717			7.996	1.7979
DD5-Information about hotels that are not included in other information sources can be accessed through Travel review sites.	0.607			7.665	2.0346
Reality Value		**7.422**	**0.878**		
DD3-Travel review sites contain detailed information about hotels.	0.509			7.696	1.9499
DD23-The price information about the hotels on the Travel review sites reflects the truth.	0.55			7.631	1.9953
DD20-The user comments about the hotels on the Travel review sites reflect the truth.	0.721			7.414	1.8677
DD21-The information about the hotels on the Travel review sites is up-to-date.	0.773			7.311	1.9686
DD19-Travel review sites offer objective hotel ratings (star ratings).	0.689			7.241	2.0718
DD22-The images (photos and videos) about the hotels on the Travel review sites reflect the truth.	0.803			7.24	2.0632
Economic Value		**7.654**	**0.782**		
DD15-By using Travel review sites, you can find hotels that are worth the price paid.	0.645			7.852	1.909
DD13-Travel review sites have hotel options for every budget.	0.69			7.819	2.1018
DD14-It is possible to benefit from instant promotions or discounts for hotels on Travel comment sites.	0.791			7.293	2.3184

After the explanatory factor analysis applied to the experiential value scale, the previously formed H1, H2 and H3 hypotheses were developed in line with the sub-dimensions of the experiential value and new hypotheses were formed.

Studies on these dimensions in the literature are as follows; Wirtz (2013) emphasized in his conceptual study that customer engagement has three antecedents: brand-related benefits, social benefits, and functional benefits. Carlson et al. (2019), in the study of brand web page value (functional value, socialization value, emotional value, innovativeness value, relationship building value), customer engagement behavior components (purchasing behavior, feedback behavior, influencing behavior (word of mouth marketing), continued use of the brand web page concluded that intention to do so is an important determinant. The utilitarian motive of economic and functional elements is critical for services where there is little or no human engagement with service personnel (Ranaweera and Karjaluoto, 2017). There are studies suggesting that functional value has a significant and positive effect on word of mouth (for example, Delgado-Ballester and Fernandez Sabiote, 2015; Ranaweera and Karjaluoto, 2017; Zahid and Ahmed, 2017). In addition, Abdolvand and Norouzi (2012) emphasize that perceived value positively affects word of mouth marketing. It is argued that the content of word-of-mouth marketing also varies according to the value gained from an experience. It is seen that the factors, which are considered as sub-dimensions of experiential value in the literature and differ on the basis of the study, have a positive effect on the sub-dimensions of customer engagement behavior.

The hypotheses based on the literature regarding the three factors that emerged are as follows:

H1a: Functional value has a significant and positive effect on word of mouth.
H1b: Functional value has a significant and positive effect on feedback.
H1c: Functional value has a significant and positive effect on content generation.
H2a: Reality value has a significant and positive effect on word of mouth.
H2b: Reality value has a significant and positive effect on feedback.
H2c: Reality value has a significant and positive effect on content generation.
H3a: Economic value has a significant and positive effect on word of mouth.
H3b: Economic value has a significant and positive effect on feedback.
H3c: Economic value has a significant and positive impact on content generation.

Structural equation modeling (SEM) was used as the analysis method in the research. SEM is a confirmatory method that provides verification of the measurement model of latent structures. Structural equation modeling includes many methods. SEM is a combination of factor analysis and path analysis. The most commonly used methods in structural equation modeling are path analysis and confirmatory factor analysis. The validation procedure is called confirmatory factor analysis (CFA). The CFA method has the ability to evaluate the one-dimensionality, validity and reliability of the latent construct. Researchers can run the CFA for each measurement model separately or the combined measurement models all at once. However, CFA is recommended as more efficient for combined measurement models (Awang, 2012). CFA is a special form of factor analysis. CFA is used to test whether it is consistent with the researcher's understanding of the nature of the structure. Every measurement model of a latent construct must go through CFA before being modeled in SEM (Awang, 2012).

Testing factor constructs with CFA will provide stronger evidence for construct validity. In more than half of the studies in which both analyzes (EFA and CFA) were performed, the analyzes were performed on the same sample. Worthhington and Whitaker (2006) argued that performing analysis on the same sample would not pose a problem and that the structure of the data would be revealed experimentally when EFA and CFA were performed on the same sample.

CFA allows us to test how well the measured variables represent a set of theoretical latent constructs. EFA can detect problematic variables more easily than CFA. Unlike EFA, CFA can determine the degree to which a researcher's priority, theoretical model of factor loadings on predetermined constructs (variables loaded on particular constructs) represents real data (Hair et al., 2019).

According to the results of CFA, the correlation relationship from each latent variable to the observed variable showed an appropriate result as 0.6 and above. According to the confirmatory factor analysis results, CMIN/DF (4.623), GFI (0.946), NFI (0.948) and RMSEA (0.058) values were within the range of acceptable fit values, while AGFI (0.927), SRMR (0.04) CFI (0.958) and RFI (0.937) values were found to be within good fit value ranges (Schermelleh-Engel et al., 2003). Considering the results, the values confirm the factor structure after the explanatory factor analysis.

After explanatory and confirmatory factor analysis was performed on the scale related to the experiential value, confirmatory factor analysis was performed to test how well the factors in the whole model were compatible with the research model. Accordingly, expressions with a correlation of less than 0.6 from each latent variable to the observed variable (WOM6, WOM7, BD7) were removed and a result was obtained with all correlations of 0.6 and above.

According to the confirmatory factor analysis results, RMSEA (0.049), SRMR (0.044) and RFI (0.912) values were within the good fit value ranges, while CMIN/DF (3.763), GFI (0.887), NFI (0.921) AGFI (0.868) CFI (0.941) values were found to be in the range of acceptable fit values (Schermelleh-Engel et al., 2003). After the CFA was performed for the measurement model, the validity and reliability tests of the structure were performed. For convergent validity, all CR values of the scale are expected to be greater than AVE values and the AVE value to be greater than 0.5 (Alarcon & Sanchez, 2015).

Table 4: Reliability and validity results of factors

	CR	AVE
Functional value	0.895	0.517
Reality value	0.880	0.551
Economic value	0.786	0.552
Altruism	0.921	0.662
Self-efficacy	0.917	0.687
Feedback	0.899	0.747
Word of mouth marketing (WOM)	0.914	0.681
Content generation	0.921	0.702

When the results in Table 4 are examined, it is seen that AVE value of all variables in the model is greater than 0.5, CR values are greater than 0.7 and all variables meet the CR>AVE condition. As a result, the validity and reliability values of the structure are significant.

In the last step of the research, the final version of the research model, which passed the tests of reliability, explanatory factor analysis, normality, validity, method analysis, measurement model analysis, confirmatory factor analysis, was created. The model in Figure 2 was created by defining the relations with the new hypotheses developed in line with the sub-dimensions formed after the explanatory factor analysis and tested with the AMOS 20 program.

Figure 2: Model of the study
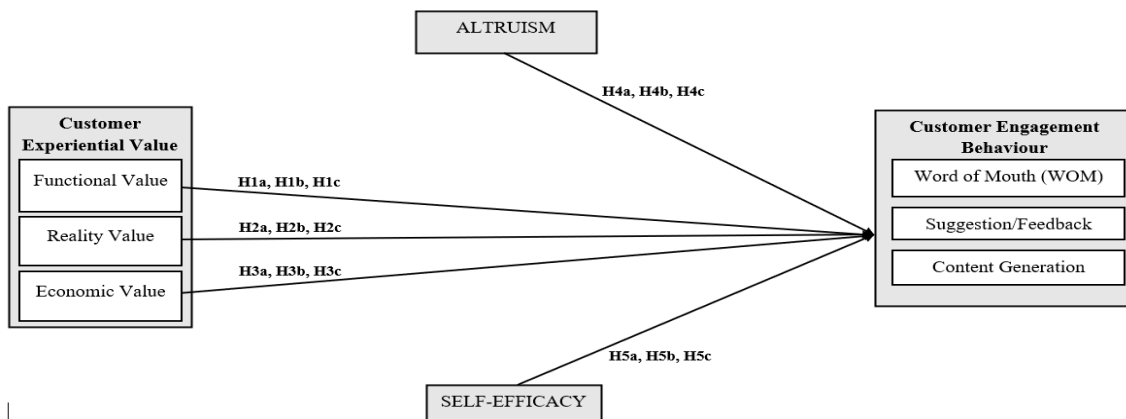
In Table 5, the regression weights of the model and the data on whether the paths are significant (p<0.05) are mentioned.

Table 5: Regression weights

			Real Beta value	Std. mistake	t-value	p-value
WOM	<---	Functional value	,550	,035	15,898	***
Feedback	<---	Functional value	-,804	,055	-14,666	***
Content generation	<---	Functional value	-,761	,051	-14,932	***
WOM	<---	Reality value	,317	,027	11,954	***
Feedback	<---	Reality value	,626	,047	13,463	***
Content generation	<---	Reality value	,611	,044	13,989	***
WOM	<---	Economic value	,181	,023	7,740	***
Feedback	<---	Economic value	,300	,040	7,525	***
Content generation	<---	Economic value	,263	,037	7,022	***
WOM	<---	Altruism	,133	,016	8,293	***
Feedback	<---	Altruism	,535	,031	17,276	***
Content generation	<---	Altruism	,692	,031	22,191	***
WOM	<---	Self-efficacy	,053	,013	3,994	***
Feedback	<---	Self-efficacy	,306	,024	12,783	***
Content generation	<---	Self-efficacy	,331	,023	14,608	***

When we examine Table 5, it is seen that all variables have a significant effect on word of mouth (WOM), feedback and content generation. It was concluded that there is a significant, but contrary to expected, negative relationship between functional value and feedback and content generation.

As a result of the path analysis, when the fit indices of the model were examined, it was found that the RMSEA (0.049), SRMR (0.044) and RFI (0.913) values were within the good fit ranges of CMIN/DF (3.744), GFI (0.888), NFI (0.922), AGFI (0, 87) It is seen that the CFI (0.941) indices take acceptable values. Table 6 includes the standardized path coefficients for the model.

Table 6: Standardized path coefficients

			Standardized Beta Value
WOM	<---	Functional value	,549
Feedback	<---	Functional value	-,412
Content generation	<---	Functional value	-,373
WOM	<---	Reality value	,359
Feedback	<---	Reality value	,365
Content generation	<---	Reality value	,339
WOM	<---	Economic value	,226
Feedback	<---	Economic value	,193
Content generation	<---	Economic value	,161
WOM	<---	Altruism	,223
Feedback	<---	Altruism	,459
Content generation	<---	Altruism	,568
WOM	<---	Self-efficacy	,104
Feedback	<---	Self-efficacy	,312
Content generation	<---	Self-efficacy	,322

When Table 6 is examined, functional value affects WOM by 0.549, reality value affects WOM by 0.359, feedback by 0.365 and content generation by 0.339. Economic value affects WOM by 0.226, feedback by 0.193, and content generation by 0.161. Altruism affects the WOM by 0.223, the feedback by 0.459, and the content generation by 0.568. On the other hand, self-efficacy affects WOM by 0.104, feedback by 0.312, and content generation by 0.322. In Table 7, the squares of the multiple correlation coefficients of the model are indicated.

Table 7: Multiple correlation coefficient of frame (multiple correlations square-r^2)

| **Variables**	**Estimation (R^2)**
Content generation	,706
Feedback	,648
Word of mouth marketing (WOM)	,543

According to Table 7, the predictors of content generation explain its variance by about 70%, the predictors of feedback explaining its variance by about 65%, and the predictors of word of mouth marketing explaining its variance by about 54%.

As a result of the path analysis, the hypotheses and results of the model are shown in Table 8.

Table 8: Hypotheses and results of the research model

Hypotheses		Decision
H1a	Functional value has a significant and positive effect on word of mouth.	**Supported**
H1b	Functional value has a significant and positive effect on feedback.	**Not supported**
H1c	Functional value has a significant and positive impact on content generation.	**Not supported**
H2a	Reality value has a significant and positive effect on word of mouth.	**Supported**
H2b	Reality value has a significant and positive effect on feedback.	**Supported**
H2c	Reality value has a significant and positive impact on content generation.	**Supported**
H3a	Economic value has a significant and positive effect on word of mouth.	**Supported**
H3b	Economic value has a significant and positive effect on feedback.	**Supported**
H3c	Economic value has a significant and positive impact on content generation.	**Supported**
H4a	Altruism has a significant impact on word of mouth.	**Supported**
H4b	Altruism has a significant effect on feedback.	**Supported**
H4c	Altruism has a significant impact on content generation.	**Supported**
H5a	Self-efficacy has a significant effect on word of mouth marketing.	**Supported**
H5b	Self-efficacy has a significant effect on feedback.	**Supported**
H5c	Self-efficacy has a significant impact on content generation.	**Supported**

The final version of the research model, which includes the hypotheses supported as a result of the path analysis, is shown in Figure 3.

Figure 3: Final model of the research
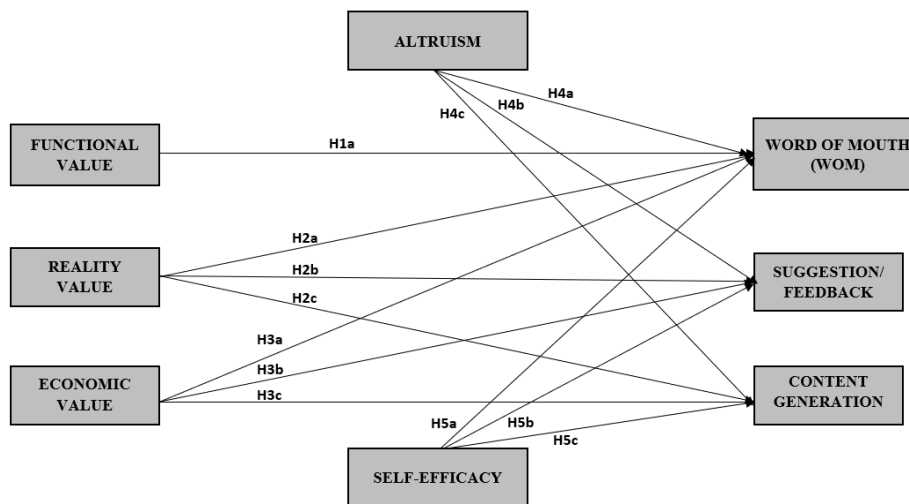
4. Results and recommendations

As a result of the analyzes made within the scope of this study, it has been revealed that experiential value has three sub-dimensions: functional value, reality value and economic value. Also, as a result of the analysis, it has been revealed that there are significant relationships between functional value, reality value and economic value, which are sub-dimensions of experiential value, and word-of-mouth marketing, feedback and content generation, which are sub-dimensions of customer engagement.

Functional value is a value dimension related to the effect of travel review sites on hotel decisions, saving time, making comparisons and evaluations easy, and providing easy and fast access to useful information. If the perception of functional value is high, there is an increase in word-of-mouth marketing behavior, which is consistent with other studies in the literature (Wirtz et al. 2013; Delgado-Ballester and Fernandez Sabiote, 2015; Ranaweer and Karjaluoto, 2017; Zahid and Ahmed, 2017; Carlson et al., 2019) however, contrary to the studies in the literature (Wirtz et al., 2013; Carlson et al., 2019) emphasizing that the increase in the perception of functional value has a positive effect on the feedback and content generation behavior, it is seen that it has a negative

effect. According to this result of the research, the increase in the functional value perception of those who use travel review sites while doing hotel research also leads to an increase in their behavior of recommending these sites. In other words, these people, with the perception that they have gained functional value as a result of their experience with travel review sites, will recommend their families, friends and hotel researchers to use travel review sites, inform others about travel review sites and say positive things. However, this increase in the perception of functional value leads to a decrease in critical behaviors such as providing feedback to the site about services, making suggestions about service improvement, or informing the business about service improvement in case of a problem. When there is a positive perception of value in a functional sense, people will not feel the need to make feedback and suggestions to the business any more because they think that the business has a sufficient level in this sense. For the decline will be experienced in functional value perception, provide feedback to the site regarding the services, if the service development make recommendations on issues or problems, such as providing information on improving service in the event to occur will lead to an increase in behavior is considered, a travel reviews to ensure the site is expected to basic works (useful information, faster information and easy access, saving time, ease of comparison and evaluation, etc.) are not fully provided, people may request the improvement of these basic features by increasing behaviors such as feedback and suggestions. Likewise, useful information, fast and easy access to information, saving time, ease of comparison and evaluation, etc. In case of lack of basic works such as, individuals can play a role in eliminating this basic deficiency by increasing their behaviors such as sharing their experiences, scoring, and sharing images, since "information" is a part of the services of travel review sites.

Reality value is a dimension of value associated with travel review sites providing detailed information, price information, user reviews, and images being truthful, and offering objective hotel ratings. It is seen that there is an increase in word-of-mouth marketing, feedback and content generation behaviors when the perception of reality value is high in experiences with travel review sites. The increase in the perception of the reality value of those who use travel review sites while doing hotel research leads to an increase in their behavior of recommending these sites to their families, friends, hotel researchers and causes them to say positive things. Likewise, this increase in the perception of reality value leads to an increase in behaviors such as providing feedback to the site about services, making suggestions about service improvement, or informing the business about service improvement in case of a problem. At the same time, the increase in the perception of reality value causes people to engage in behaviors such as sharing their experiences, evaluating (scoring) and sharing images.

Economic value is a value dimension related to finding hotels that are worth the price paid on travel review sites, having hotel options suitable for every budget, and instant promotions and discounts for hotels. In the case of a high perception of economic value, it has been concluded that there is an increase in word-of-mouth marketing, feedback and content generation in line with the literature (Ranaweera & Karjaluoto, 2017). The increase in the perception of economic value of those who use travel review sites while doing hotel research also positively affects their behavior of recommending these sites. In other words, the increase in the perception of economic value will cause an increase in the recommendation behavior towards travel review sites. In the same way, this increase in the perception of economic value also leads to an increase in behaviors such as providing feedback to the site about services, making suggestions about service improvement, or informing the business about service improvement in case of a problem, and people share more experiences, evaluate (scoring), causes them to display behaviors such as sharing images.

As a result of the analyzes carried out in this study, there is a correlation between altruism behavior and word-of-mouth marketing, feedback and content generation in accordance with the literature (Yoo & Gretzel, 2011; Chang & Chuang, 2011; Jeong & Jang, 2011; Cheung & Lee,

2012; Presi et al., 2014; Hennig-Thurau et al., 2014; Verhagen et al., 2015; Marbach et al., 2016) there is a significant and positive relationship. As a result of the research, it was concluded that people who have a high willingness to think about others recommend their family, friends, hotel researchers to use travel review sites, inform others about travel review sites and say positive things. Likewise, these people are more likely to perform behaviors such as providing feedback to the site about services, making suggestions for service improvement, or informing the business about service improvement in case of a problem, and behaviors such as sharing their experiences, scoring, and sharing images.

According to another result of the research, there is a significant and positive relationship between self-efficacy and word-of-mouth marketing, feedback and content generation, in line with the literature (Hsu et al., 2007; Cheung and Lee 2012; Kim et al., 2013). As a result of the research, it was found that people with a high sense of self-efficacy recommend their family, friends, hotel researchers to use travel review sites, inform others about travel review sites and say positive things, provide feedback to the site about services, make suggestions about service improvement, or experience a problem. It has been concluded that, in the case of the company, it tends to perform behaviors such as providing information about service improvement and sharing experiences, scoring, and sharing images more.

The fact that this study only covers people who use travel review sites while doing hotel research requires caution in generalizing the results to other product and service groups. In addition, there are many determinants of customer engagement behavior. However, it is not possible to test all these determinants in a single research model. The limited number of determinants used in this study can be seen as a limitation of this research. In future studies, the research model can be enriched by including a wide variety of other determinants of customer engagement in the model. In future studies, the method and model of this study can be applied to different sectors. Different studies, which also take into account demographic characteristics, can make important contributions to understanding customer engagement behavior. Since this study was conducted on people who use travel review sites, new studies can be conducted to determine the experiential value dimensions in different product/service groups and to deal with the effect on customer engagement behavior. Customer engagement behaviors of groups traveling for vacation and business purposes can be examined comparatively. By considering the differences between the generations, studies can be conducted to deal with how the perception of experiential value and customer engagement behavior change between different generations. In addition, more detailed analyzes can be made by using sentiment analysis in future studies.

While this study emphasizes the importance of the value to be presented to the customer through experiences in providing engagement behavior, it is expected to make an important contribution to the business world and literature. According to the results of the research, businesses can encourage their customers to make recommendations by making arrangements that may increase their perception of functional value. In particular, the basic functional elements expected from the business should be given extra importance and they should not cause any deficiencies to the customers. For example, providing services quickly and easily, providing information that will facilitate the customer's decisions, providing the opportunity to compare different options, and providing information that competitors do not provide are among the factors that can lead to an increase in the perception of functional value. If these elements are presented in a complete and perfect way, customers will recommend the business to their surroundings, with the perception that their experience creates a positive functional value.

Similarly, businesses can encourage customers' recommendation, content generation and suggestion/feedback behaviors by making arrangements that will positively affect the perception of reality value. In order to achieve this, businesses should pay attention to factors such as price

information, visuals and user comments about products and services in the online environment reflect the truth, up-to-date information, and objective evaluations. Providing reliable, real and objective information to customers will positively affect customer engagement behaviors, causing people to recommend the business, create online content about the business, and provide feedback on service improvements and experiences to the business.

Another result of the research about experiential value is that the perception of economic value positively affects customer engagement behavior. Today, with the thought that there are many environments and opportunities where customers can easily compare the prices of products and services, they need to offer products and services to the customer in a way that creates the perception of gaining economic value. In this direction, businesses should create the right quality-price balance of their products and services, have a scale of options suitable for every budget, and offer instant promotions and discounts to their customers. We advise customers to provide enterprises with environmental case e d in, to create online content related business and will have some feedback about the service improvements and business experiences.

According to another result of the research, altruism has a positive effect on customer engagement behaviors. To this end, businesses can create a system that allows other-minded customers to be matched with customers who need help, offering the option to submit help requests, and displaying their level of expertise in customers' online profiles. At the same time, businesses can develop practices that facilitate and encourage people who are inclined to think of others to recommend behavior, create content, and provide feedback. They can provide communication features (chat, message board, email, social media plug-ins) that facilitate customer engagement.

According to the final result of the study, people with a high perception of self-efficacy have a high tendency to engage in customer engagement behavior. In this direction, businesses can develop some strategies (for example, online referral systems, support mechanisms, etc.) to increase the self-efficacy perception of customers. They may also offer reward mechanisms (for example, the best information provider award, information sharing ranking) to increase people's positive perceptions of self-efficacy.

It should be taken into consideration that providing opportunities to facilitate the recommending behavior of customers, encouraging them to make suggestions and feedback, as well as facilitating the generation of content about the brand in online channels, and providing superior experiences to customers in order to ensure the continuity of all these engagements in a positive way.

AUTHOR CONTRIBUTION

The author contributed to the entire study.

STATEMENT OF CONFLICT OF INTEREST

There is no financial conflict of interest with any institution, organization, or person.

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