

61

## Customer Experience Memorability: Effect of Customer Participation and Environmental Relationship

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Customer experience has been defined as feelings, thoughts, and emotions that emerge from immediate services and products customer encounters. However, experience-based theories stress that the immediate encounter is simply the first step of a complex process that includes long-term memories and outcomes. Based on Pine and Gilmore's (2016) customer experience conceptualisation, this study investigates the influence of customer experience memorability on the customer experience phenomenon. A customer experience memorability model was tested using an online self-report survey and PLS-SEM analysis. The results confirmed that customer experience memorability (CXM) is a significant salient factor influencing customer experience. The CXM model confirmed customer participation as a mediator between environmental relationship and customer experience memorability. In conclusion, customer experience memorability explains a significant amount of variance in the overall customer experience. Additionally, the level of involvement (e.g., flow) and participation (active or passive) of customers effects CX memorability. New scales for customer experience memorability, customer participation, and environmental relationship are tested and validated. Further research is suggested on the role of CX memorability on the customer experience.