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When Innovation and Experiential Marketing Meet Intelligent Systems

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Abstract: This research contributes by employing the Technology Acceptance Model (TAM) to reassess the efficacy of innovation and experiential marketing within the context of intelligent systems. Accordingly, it focuses on customers with prior experience in consuming products or services related to intelligent systems and gathers primary data through an internet-based questionnaire survey. Additionally, perceived usefulness and perceived ease of use are incorporated as mediating variables to investigate the primary factors influencing customers' repurchase intention. Statistical methodologies utilized include descriptive statistics, factor analysis, reliability analysis, Structural Equation Modeling (SEM), and Fuzzy Set Qualitative Comparative Analysis (fsQCA). The SEM empirical findings indicate that both innovation and experiential marketing associated with intelligent systems positively impact customers' perceived usefulness and perceived ease of use. Moreover, customers' perceived usefulness positively influences their repurchase intention regarding intelligent systems. The fsQCA results reveal five configurations or sufficient conditions for achieving high repurchase intention with intelligent systems.

Keywords: Intelligent systems, experiential marketing, innovation, fuzzy set, technology acceptance model

I. Introduction

In recent years, the global COVID-19 pandemic has fundamentally changed interpersonal interactions and accelerated people's awareness of the importance of AI technology in academic research and practical management (Cheng, 2025). Many people are required to use intelligent systems to complete their work or consumption. To rapidly respond market trends will be the important point for company survival (Donthu and Gustafsson, 2020). In particular, companies may invest in intelligent systems or cloud computing for efficiency (Li et al., 2021). Therefore, it is more valuable to explore consumer behavior using intelligent systems during the epidemic. In this era of information explosion, ensuring that existing customers have repurchase intentions is the most important issue. An increasing number of enterprises are attaching importance to their customers' shopping experiences. Therefore, several studies have focused on analyzing customer preferences to increase repurchase intentions. Repurchase intention can enhance the competitiveness of enterprises and ensure that they cannot be easily substituted. Accordingly, the present study focuses on repurchase intention with intelligent systems and contributes to identifying the effectiveness of its antecedents.

In terms of antecedents of repurchase intention, several studies focus on innovation and experiential marketing. Most existing literature believes that using innovation to improve product quality and reputation is paramount. For instance, Bataineh, Sánchez-Sellero, and Ayad (2024) indicates that whether it is product, process or service innovation, it helps to create new value or make contributions to environmental friendliness. Innovation is defined as the degree to which a company and its supply chain partners work together to propose a new process, product, or service (Lee et al., 2018). A new or improved product, process, or combination thereof that is different from existing products or processes is considered an innovation (Cabaleiro-Cerviño & Mendi, 2024). In general, combining expertise to develop innovations can quickly solve problems and strengthen the chances of success (Maynard et al., 2020). Qi et al. (2020) proposes that innovation ability can effectively help companies launch new products quickly at low cost. Innovation is considered a key driver of the growth and success of firms (Andreas et al., 2008). Enquist and Sebhatu (2018) illustrate that innovation can be considered a fundamental driving force for value co-creation and sustainable development. Tseng et al. (2008) suggests that employing flexible innovation to meet customer needs can enhance companies' competitiveness. In the brand world, experiential marketing is the most popular marketing approach. Many brands attract customers via experiential marketing and strengthen their brand image that customers enjoy via the brand atmosphere. Mark and Joel (2018) indicates that experiential purchasing can only survive in the memory of consumers. In this

regard, this study considers innovation and experiential marketing to be the main antecedents of repurchase intention with intelligent systems.

Due to COVID-19, many companies allow employees to work remotely, so intelligent systems have become very important, and users will pay more attention to the efficiency and convenience of these systems. Many business models are accelerating the application of intelligent systems to reflect changes during this period. Diffusion of innovation theory focuses on how individuals adopt innovations over time through communication channels (Ni et al., 2023). In research pertaining to new technology or its applications, the Technology Acceptance Model (TAM) has been extensively utilized and proven effective in forecasting users' acceptance, drawing from the Theory of Reasoned Action (Ramkumar et al., 2019). Yang and Yogesh (2017) proposes that in the realm of information systems, the TAM has undergone thorough examination to comprehend user acceptance of technology. TAM stands out as the most frequently employed theory for elucidating an individual's acceptance of an information system (Sheng and Zolfagharian, 2014). Numerous studies have suggested that perceived ease of use and perceived usefulness are two pivotal factors within the TAM, known to enhance users' acceptance of new technology and software. For example, new technology companies need to continue improving and increasing the usability of websites such that consumers believe that using the internet can increase their work efficiency and solve their problems (Liao et al., 2006). Voss et al. (2016) suggests that over time, the TAM can be applied to other environments, including technology products, industry settings, or technology-intensive services. Carla et al. (2010) and Abroud et al. (2015) argue that TAM can define a person's use of a new technology as the underlying determinant of information system acceptance (i.e., perceived ease of use and perceived usefulness). Therefore, this study employs perceived ease of use and perceived usefulness from the TAM to explore their impacts on customer repurchase intentions with intelligent systems.

While several studies have made valuable contributions to understanding repurchase intention and have highlighted its crucial role in consumer behavior, the majority have concentrated on the "net effects" estimation approach, rooted in symmetric thinking in data analysis. This typically involves methods such as multiple regression analysis (MRA) or structural equation modeling (SEM), which explore the symmetric relationships among the antecedents and repurchase intention. The present study extends its contribution by integrating pertinent antecedents (namely, innovation, experiential marketing, perceived usefulness, and perceived ease of use) into various causal configurations, thereby revisiting the combinations that lead to high repurchase intention with intelligent systems. This approach is based on asymmetric data analysis.

II. Literature Review and Hypothesis Development

In general, innovation of technological basis is an important source of competitive advantage for enterprises (Li, et al., 2021). Digital transformation can drive business innovation, and innovation can help improve efficiency or convenience (Chen et al., 2024). Sun et al., (2021a) propose that product innovation focuses on the market, and the main goal is to meet customer needs. In terms of the relationships among innovation, perceived ease of use, and perceived usefulness, Lee et al. (2011) suggests that before using new technologies and software, users will first assess whether it can meet their needs or improve their productivity. If they think that it can meet their job needs, they will consider it useful. On the flip side, if users think that innovative technology or software is more practical than ever, they will also think that it is useful. When individuals perceive higher compatibility, it will also increase the extent to which they consider the new technology or software useful. Romanczuk et al. (2017) posits that, according to the innovation diffusion theory, if users subjectively think that innovative products and services have higher compatibility, then they will be more accepting of innovations. Users' subjective feelings affect their perceptions that new products and services are useful. Romanczuk et al. (2017) indicates that an individual's previous experience or existing needs will be factors affecting their use of the new software and products.

Innovation ecosystem has become an ideal organizational form that can specifically improve efficiency and effectiveness (Primario, Rippa, & Secundo, 2024). Innovation may produce cost and quality advantages (Sun et al., 2021b). Watchravesringkan et al. (2010) reveals that when new processes need to be applied in the work environment, employees will compare their innovation technology needs with their adaptive capacity. In contrast, if they believe that their current ability can easily adapt to or use this innovation, it will increase their perceived ease of use. Li et al. (2019) indicates that innovation will associate with customer orientation, competitor orientation, and contract governance. Roca and O'Sullivan (2020) demonstrates that, based on customers' past experience, if they believe that the service or product innovation can make it easier, it will improve their perceived ease of use. If consumers believe that innovations can make the product or service easier to understand or easy to use based on their past experience, it will increase their perceived ease of use (Ilie et al., 2005). If users evaluate their previous experience and feel that a new process makes it easy for them

to use a system or log in, it will also improve their perceived ease of use. The following hypotheses are therefore proposed:

H1: Innovation related to intelligent systems can enhance customers' perceived usefulness.

H2: Innovation related to intelligent systems can enhance customers' perceived ease of use.

In general, people like to experience software before buying it because they can determine whether it is useful. Customer value represents a critical focal point within the realms of innovation and business model evolution (Ojasalo, 2019). Enterprises can design colorful web pages to attract customers and provide trial versions of their software. If customers use the software and believe that it can improve their work efficiency or solve their problems, they will feel that it is useful. Mahr et al. (2013) finds that experiential marketing in which a company adds interesting courses (such as online games, cooking workshops) creates an unforgettable memory for customers and informs them about the importance of health in the process and generates ideas that they want to be healthy. Zhai et al. (2017) indicates that Experiential Learning Theory (ELT) offers a viable framework for exploring learners' satisfaction within flipped learning environments. Accordingly, the individualized learning atmosphere and learners' previous learning experience can increase their satisfaction. Experiential learning can create a personalized learning environment based on learners' specific needs and provide them with a flexible learning style that makes them feel it is useful. In this environment, learners can decide to accelerate or slow their learning and can effectively solve their problems. Learners can use flipped settings to improve their perceived usefulness.

In general, a company's atmosphere and staff's service attitude will affect customers' feelings. Companies can also provide customers with trial products to deepen their impressions of the enterprise. Hsu et al. (2014) proposes companies' atmosphere and staffs' service attitude will affect customers' feeling. Companies can also provide customers with trial products to deepen their impressions of enterprises. If customers think that products are easy to use or understand, customers' positive impressions of the enterprise will increase. Enterprises can increase customers' perceived ease of use by enabling them to experience products and services. Many schools have actively promoted flipped teaching in the hope of allowing students to experience different ways of learning. Flipped teaching can enhance the interaction between teachers and students and improve the quality of teaching. Perceived ease of use requires users to have long-term learning experience. Students can experience the flipped teaching process to adjust their learning attitudes and improve their perceived ease of use based on their previous learning experience. Schools can provide more flipped teaching to enhance students' perceived ease of use (Zhai et al., 2017). Accordingly, the present study proposes the following hypotheses:

H3: Experiential marketing related to intelligent systems can enhance customers' perceived usefulness.

H4: Experiential marketing related to intelligent systems can enhance customers' perceived ease of use.

Multiple studies have furnished evidence regarding the association between perceptual value and consumer intentions toward repurchase or loyalty (Tzavlopoulos et al., 2019). Certain sources propose that the service quality of e-commerce systems can influence customers' intentions to repurchase. Online shopping provides the latest information to customers, which makes them feel that using the system is more convenient. It can improve customers' purchase efficiency and save time. Perceived usefulness of and satisfaction with online shopping can affect customers' mood during shopping and increase their willingness to purchase the product or service again. Shin et al. (2013) suggests that the internet needs to provide quality and useful services to make customers feel satisfied and deepen their repurchase intentions. TAM argues that perceived usefulness, privacy, reliability, and functionality are important factors in customer satisfaction. From the perspective of the website, usefulness can improve the probability of customers wanting to repurchase the same product. Satisfaction and perceived usefulness affect customers repurchase intentions. If customers feel that the system is useful, they will want to use it again (Mohamed et al., 2014). Perceived usefulness can also be used to measure the success of an entire e-learning system. Thus, perceived usefulness can be used as an endogenous factor. The paramount objective is to cultivate within students the belief that the utilization of the e-learning system enhances both the enjoyment and utility of the classroom experience, thereby fostering a genuine enthusiasm for learning and fulfilling the intended objectives of the system's implementation (Ahmed et al., 2016). Many studies suggest that customers' feeling that the products offered by enterprises can help them solve problems and increase their entertainment will make them willing to purchase again. Perceived value, perceived usefulness, perceived ease of use, and trust are thought to increase online customers' repurchase intentions. Wang and Song (2017) argues that in new technology or new systems, perceived usefulness is one of the key behavioral intentions. Emerging technologies and systems afford users a heightened sense of utility and entertainment. The perception of usefulness positively influences users' inclination to adopt new technology, thereby fostering greater motivation among users to engage with such technologies and systems.

The TAM model considers usefulness as one of the factors that make customers willing to accept new technologies and software. Wu and Chen (2017) reveals that perceived usefulness consistently shapes customer attitudes and serves as a direct determinant of ongoing intentions to utilize IS. Perceived usefulness is a key factor that significantly influences customer intention to continue using the same system. In addition, some companies believe that providing useful products or services will increase customers' purchase intention and even increase the chances of customers being willing to recommend products to their friends (Talal and Charles, 2011). Users willingness to use online shopping again depends on convenient features and trustworthiness. If a site cannot provide these services, users will not continue to shop online. Therefore, if online shopping can provide fast delivery of products to consumers, it can significantly enhance positive impressions of the site; users who have a positive impression of the site will have increased purchase intentions. Mohamed et al. (2014) indicates that 30 years ago, users who wanted to use the internet needed to go through a complicated process. They felt that it was very difficult to use, so no one liked to use it. Current research suggests that users feel that using convenient systems or software can make them feel relaxed, improve their perceived ease of use and can increase their repurchase intentions. Enterprises with simple website designs that are easy for customers to understand can reduce customer anxiety. Customers who perceive a system or webpage as easy to use or comprehend are likely to experience heightened satisfaction. Building upon this premise, the following hypotheses are formulated to examine the interplay between perceived usefulness, perceived ease of use, and repurchase intention.

H5: Perceived usefulness can enhance customers' repurchase intention with intelligent systems.

H6: Perceived ease of use can enhance customers' repurchase intention with intelligent systems.

III. Empirical Research

According to Hsieh et al. (2013), innovation within the context of this study pertains to the generation of novel knowledge and concepts aimed at enhancing internal business operations or introducing fresh products and services associated with intelligent systems. Such innovation empowers companies to consistently enhance their capabilities and mitigate the risk of displacement by competitors. The present study develops nine items to measure product, process, and service innovation related to intelligent systems. According to Lin et al. (2011), experiential marketing can be defined as attracting customers through the use of touch, feel, or viewing, giving customers different emotional experiences based on their sensory perceptions. According to Lin et al. (2011) and Marco et al. (2016), ten questions are used to measure sensory, emotional, intellectual, action, and contact. In accordance with Liao et al. (2006) and Wang and Song (2017), perceived usefulness can be defined as the extent to which users subjectively believe that utilizing a system can enhance their work performance. Following Zhai et al. (2017), we developed four questions to measure perceived ease of use. As per Kim (2016), repurchase intention can be delineated as the extent to which a customer is inclined to make a repeat purchase, contingent upon their positive purchasing experience and satisfaction with both the product and service facilitated by intelligent systems. This study focused on customers who have experience in consuming products or services related to intelligent systems and collected primary data by administering an internet-based questionnaire survey. Participants were requested to assess their level of agreement or disagreement with each item using a 7-point Likert scale. We ultimately gathered a valid sample comprising 303 respondents who had prior experience in consuming products or services associated with intelligent systems.

IV. Results of the Data Analysis

The respondents' basic attributes are presented in Table 1. A total of 62.4% were female, and more than 55% were married. There were 57.4% engaged in retail/customer service or labor, and those aged 26–45 years (50.5%) accounted for half of the total. More than 60% held a college or university degree, and more than 50% earned USD 35,001 to USD 55,000 per annum. The results of the factor and reliability analyses of the five research constructs are reported in Table 5. Based on the eigenvalues having to be greater than 1, we extracted some common factors (i.e., IF1, IF2, EMF1, EMF2, PUF, PEF, and RIF), and the cumulative percentage for each construct was 74.795%, 73.406%, 77.172%, 77.894%, and 74.829%, respectively. In addition, their item-to-total correlations were all greater than 0.650, and the Cronbach's α values were 0.872 and 0.843, 0.880 and 0.804, 0.899, 0.905, and 0.876, respectively.

Table 1: Descriptive statistical analysis

variable	Topic	Frequency	%	variable	Topic	Frequency	%
Gender	Male	114	37.6	Marriage	Married	168	55.4
	Female	189	62.4		Single	135	44.6
Occupation	Student	41	13.5	Education	Junior High	2	0.7
	Retail/Customer	123	40.6		High school	37	12.2

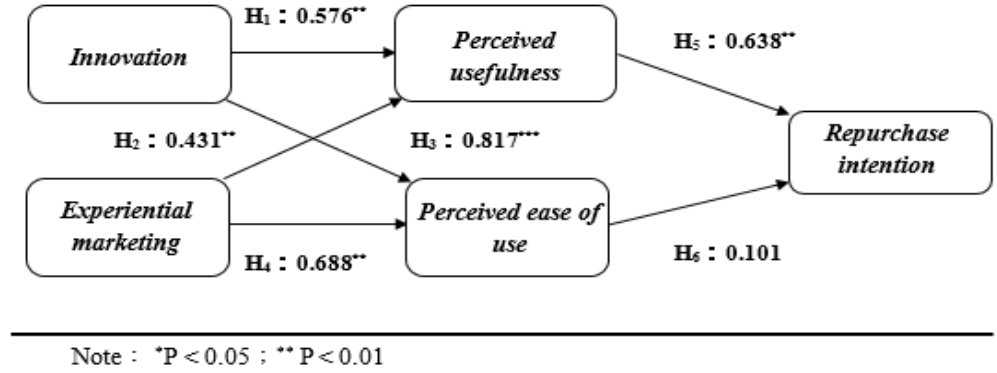
	service						
	Labor	51	16.8		College/University	194	64.0
	Government Employee/Teacher	40	13.2		Graduate school	69	22.8
	Others	48	15.8		Doctor	1	0.3
Age	< 26 years old	50	16.5	Average annual income (USD)	under $25,000	15	5.0
	26~35 years old	74	24.4		$25,001- $35,000	45	14.9
	36~45 years old	79	26.1		$35,001- $45,000	81	26.7
	46~55 years old	52	17.2		$45,001- $55,000	72	23.8
	56~65 years old	40	13.2		$55,001- $65,000	53	17.5
	>65 years old	8	2.6		over $65,001	37	12.2

Table 2: The result of factor analysis and reliability analysis

Factors	Items	Factor loading	Item-to-total Correlation	% of Variance	Cumulative %	Cronbach's α
Services and process innovation（IF1）	I09	0.856	0.726	40.932	40.932	0.872
	I08	0.796	0.799			
	I07	0.774	0.740			
	I06	0.697	0.650			
Product innovation（IF2）	I01	0.861	0.657	33.862	74.795	0.843
	I02	0.776	0.766			
	I03	0.751	0.717			
Action and contact（EMF1）	EM07	0.883	0.783	40.761	40.761	0.880
	EM09	0.858	0.783			
	EM08	0.756	0.706			
	EM06	0.742	0.707			
Sensory and emotional（EMF2）	EM02	0.820	0.726	32.645	73.406	0.804
	EM01	0.812	0.645			
	EM03	0.778	0.590			
Perceived usefulness（PUF）	PU02	0.916	0.830	77.172	77.172	0.899
	PU01	0.900	0.802			
	PU04	0.877	0.780			
	PU03	0.818	0.696			
Perceived ease of use（PEF）	PE03	0.911	0.830	77.894	77.894	0.905
	PE04	0.889	0.802			
	PE01	0.871	0.780			
	PE02	0.859	0.696			
Repurchase intention（RIF）	RI01	0.915	0.817	74.829	74.829	0.876
	RI03	0.905	0.803			
	RI02	0.892	0.773			
	RI04	0.737	0.587			

The results of SEM indicated that the path between innovation related to intelligent systems and perceived usefulness (i.e., standardized coefficient =0.576**, P=0.000 < 0.01) was statistically significant, and the path between innovation and perceived ease of use (i.e., standardized coefficient=0.431**, P=0.000 < 0.01) was also significant (see Fig. 1). The results confirmed that H1 and H2 were supported. In other words, innovations related to intelligent systems have effectively impacted customers' perceived usefulness and perceived ease of use. In addition, experiential marketing related to intelligent systems also impacts customers' perceived usefulness and perceived ease of use. Path analysis indicated that the path between experiential marketing related to intelligent systems and perceived usefulness (i.e., standardized coefficient=0.817**, P=0.000 < 0.01) was significant, and the path between experiential marketing related to intelligent systems and perceived ease of use (i.e., standardized coefficient = 0.688**, P=0.000 < 0.01) was also significant. Furthermore, repurchase intention with intelligent systems was significantly positively associated with customers' perceived usefulness (i.e., standardized coefficient =0.638**, P =0.000 <0.01), but the path between perceived ease of use and repurchase intention with intelligent systems had no significant impact (i.e.,

standardized coefficient =0.101, P =0.281 > 0.1). The results confirmed that hypotheses 3, 4, and 5 were supported, but H6 was not confirmed. In other words, innovation related to intelligent systems can enhance customers' perceived usefulness and perceived ease of use. Moreover, experiential marketing related to intelligent systems can also enhance perceived usefulness and perceived ease of use. The former can increase the degree of repurchase intention with intelligent systems, but the latter will not.



Note : *P < 0.05 ; **P < 0.01

Fig. 1 The Empirical results of SEM

The present study uses four causal conditions to explore how customers can have a higher repurchase intention with intelligent systems. A total of five configurations were sufficient for high repurchase intention with intelligent systems, where the solution coverage is 0.310232(>0.1) and the solution consistency is 0.992153(>0.6), indicating that these five paths had good coverage and consistency (see Table 3). Path 1 indicates that companies with high innovation, experiential marketing, and low perceived ease of use can increase customers' repurchase intention with intelligent systems. In other words, if customers thinking a company's products have strong innovation, experiential marketing, and low perceived ease of use, it can strengthen their repurchase intentions, then the other conditions are not important. Path 2 implies that companies with low innovation, strong experiential marketing, and perceived ease of use can still enhance repurchase intentions with intelligent systems. Path 3 indicates that companies with high innovation, perceived usefulness, perceived ease of use, and low experiential marketing can also increase repurchase intentions with intelligent systems. Path 4 implies that companies with strong innovation, experiential marketing, and low perceived usefulness can enhance repurchase intentions. Path 5 shows that companies with high experiential marketing, perceived ease of use, and low perceived usefulness will increase repurchase intentions with intelligent systems.

Table 3: Causal configurations for high repurchase intention

Antecedent					Coverage	Consistency	Solution	
Path no.	Innovation	EM[a]	PU[b]	PE[c]	Raw		Coverage	Consistency
1	● [d]	●		○	0.247	0.992		
2	○	●		●	0.175	0.999		
3	●	○	●	●	0.244	0.998	0.310	0.992
4	●	●	○		0.218	0.995		
5		●	○	●	0.217	0.995		

[a] Experiential marketing ;[b] Perceived usefulness ; [c] Perceived ease of use; [d] blackcircles"●"represent this causal requirement need presence. White circles"○" representthis causal requirement need not presence. The blank cells represent "don't care" requirements.

V. Discussion and Conclusion

This study delves into the interconnections among research constructs rooted in symmetric and asymmetric thinking within data analysis. Examining symmetric thinking in data analysis, the SEM outcomes reveal that both innovation and experiential marketing can amplify customers' perceived usefulness and perceived ease of use. Furthermore, repurchase intention may exhibit a significantly positive correlation with

perceived usefulness. Specifically, both innovation and experiential marketing exert noteworthy influences on perceived usefulness and perceived ease of use. While the former demonstrates a statistically significant impact on repurchase intention, the latter does not exhibit a significant effect.

Comparatively, from the perspective of asymmetric thinking in data analysis, the asymmetric relationship indicates that high values of causal statements are sufficient for high values of dependent variables to occur. Accordingly, the results of fsQCA reveal that four causal conditions to develop five paths are necessary for customers to have higher repurchase intentions. In these five paths, we discovered that the partial relationships among these four causal conditions are substitutable or excludable. Substitutable means that two causal conditions can be exchanged; that is, either one existing can increase the dependent variable. For example, comparing path Paths 2 and 5, enterprises providing products or services that have strong experiential marketing and perceived ease of use (i.e., both experiential marketing and perceived ease of use are present) and either a low level of innovation or perceived usefulness (i.e., one is absent) can increase repurchase intentions. Therefore, innovation and perceived usefulness can be treated as substitutes. In addition, Paths 4 and 5 indicate that when products have strong experiential marketing and low perceived usefulness, then innovation and perceived ease of use are substitutes. Excludable means that two causal conditions are mutually exclusive; when one is high, the other must be low. For instance, Paths 1 and 2 indicate that enterprises providing products or services have high experiential marketing when innovation or perceived ease of use is present, but another causal condition must be low or absent. Therefore, innovation and perceived ease of use can be considered as excludable.

Drawing from the SEM findings, this study discerned that both innovation and experiential marketing positively influence customers' perceived usefulness, thereby augmenting the likelihood of repurchase intention. Conversely, perceived ease of use does not exhibit a significant impact on the degree of repurchase intention. Consequently, service industry enterprises aiming to bolster repurchase intentions could focus on enhancing product or process innovations within their services. According to the factor analysis results, enterprises can provide online consulting services or apply the online-to-offline (O2O) model by combining a physical storefront and a virtual platform. They can also cooperate with other stores so that customers have different service selection. In addition, enterprises can increase the experience area so that customers can directly experience changes in their initial impressions of products or services, and thus reduce their perceived risk. Furthermore, this study used four causal conditions to explore how to increase customer repurchase intentions. According to the results of fsQCA, experiential marketing is the most important causal condition that can increase repurchase intention. Both innovation and perceived ease of use are secondary factors that affect repurchase intention. Research indicates that if enterprises provide products or services for which customers have low perceived ease of use, they can use strong innovation and experiential marketing to remedy the situation. In other words, enterprises that provide goods or services with high innovation and experiential marketing, even if the perceived ease of use is low, can still increase customers' repurchase intentions. In addition, enterprises that provide products or services for which customers feel that the innovation is low, but the experiential marketing and perceived ease of use are high, can also enhance repurchase intentions.

If enterprises provide commodities with strong experiential marketing and a high level of either innovation or perceived ease of use, even if the commodities have low perceived usefulness, they can still enhance repurchase intentions. More specifically, based on Paths 1 and path 4 of the model, enterprises can add interesting descriptions of products or the experience of others who have used the products so that customers know more about them to increase the association between products and customers. If customers feel happy while shopping, it can change their shopping habits. Enterprises can increase the interaction between products and customers to strengthen their innovation and experiential marketing. According to Paths 2 and 5 of the model, enterprises can provide home pages and applications that are easy to use and understand, which allows customers to purchase commodities more conveniently to improve their business efficiency. Moreover, enterprises can provide a discussion area on the internet where customers can discuss the enterprise's commodities or services and where the enterprise can listen to customers' needs to improve upon any shortcomings. Based on Path 3, enterprises can launch easy-to-operate applications that allow customers to buy products anytime, and which can also inform customers whether the goods they want are in stock. In addition to using the application to buy products, customers can also receive new product information and discounts.

Limitations and Future Research

This study is subject to three principal limitations: the research framework, methodologies, and duration. Additionally, there are recommendations for potential avenues of future investigation. Firstly, this study concentrates on the application of the TAM model to assess the efficacy of innovation and experiential marketing within the service industry. Consequently, it is proposed that forthcoming research integrate additional research constructs. Secondly, this study relies on an internet-based questionnaire survey to gather

primary data from service customers. While employing statistical techniques such as descriptive statistics, factor analysis, reliability analysis, SEM, and fuzzy set qualitative comparative analysis, future studies could diversify by incorporating alternative data collection methods. Thirdly, convenience sampling was utilized to procure samples for empirical research.

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