

An analysis of the experiences based on experimental marketing: pandemic COVID-19 quarantine

Experiences during the COVID-19 quarantine

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Received 3 August 2020
Revised 19 August 2020
Accepted 21 August 2020

Abstract

Purpose – The purpose of this article is to analyze the experiences experienced during the COVID-19 pandemic quarantine, based on an experimental marketing perspective and to validate a scale of experiences for the quarantine context.

Design/methodology/approach – The life of a human being is a sum of the experiences that occur in their daily life, from experiences at home, to experiences at work, shopping, holidays and, essentially, with other human beings. However, experiences during the quarantine period became limited to experiences at home. For this, we used a questionnaire survey that analyzes the experiences experienced by individuals. The sample consists of 726 individuals who were in Portugal during the quarantine and confinement period.

Findings – The results show that the exploratory and confirmatory factor analysis produced a structure with four factors that the authors called Sense and Feel, Pandemic Feel, Pandemic Think and Act. The experiences are manifested with greater intensity in the factors Pandemic Think and Sense and Feel. The scale of experiences used showed to have convergent and discriminant validity and adequate internal consistency. It is expected that the present study will contribute to increase scientific knowledge in the behavioral area and in the area of positive psychology in the context of pandemic and confinement situations.

Originality/value – The results achieved become useful for health and marketing professionals, which allow them to define appropriate strategies to better serve the population in order to improve people's health, well-being and quality of life.

Keywords Experiences, Sense, Feel, Think, Act, Relate

Paper type Research paper

1. Introduction

Experiences are private events that can be the real or virtual result of the direct observation or even the participation in a given event (Schmitt, 1999). In experimental marketing, Schmitt (1999) introduced strategic experimental modules or types of experiences. In this type of experience-based marketing, the consumer is seen as a rational and emotional being looking for pleasant experiences. This is important in developing marketing innovation strategies based on experiential learning in enterprises (Hadda *et al.*, 2019). Given that experiences are very important in the life of human beings, their study in the context of quarantine and social isolation is pertinent and opportune, since this whole situation significantly transformed people's lifestyles and limited their freedom. Thus, with quarantine, people effectively spent more time with their nuclear family, enabling the strengthening of bonds between the various elements of the household, the reflection, the exploration of sensations and emotions and the use of the creative capacity to reinvent new ways of adapting to the new reality due to the presence of a highly contagious virus. Relationship marketing is an important facet of experimental marketing due to the way people connect through communication (Ramadani *et al.*, 2018). This means relationships are given priority through emotional associations with certain events



(Sadiku-Dushi *et al.*, 2019). It is useful to explore the use of marketing in new situations given its impact on innovativeness (Sahibzada Jawad *et al.*, 2019). Given this reality, it is pertinent to study the experiences during quarantine. In particular through experimental approaches that enable entrepreneurial marketing techniques to be developed (Hisrich and Ramadani, 2018). This will enable a better understanding about the role of health crisis on marketing practices (Yildirm *et al.*, 2020). Thus, this article contributes to the literature on experimental marketing by taking into consideration a new context in the form of the COVID-19 pandemic. Past research on experimental marketing tends to take a general approach to contexts without considering the effect of crises on individual behavior. Thus, this article is amongst the first to combine the literature on experimental marketing with the research on the COVID-19 pandemic thereby bringing a fresh perspective. This will be invaluable in understanding how marketers can integrate a co-creation process in their efforts to engage more with consumers.

In this line of thought, and given the quarantine situation of the COVID-19 pandemic that was due to the rapid spread of the SARS-CoV-2 virus, Schmitt's (1999) strategic experimental modules can be thought of as the different types of experiments that individuals experienced during the quarantine period. Individuals are rational and emotional human beings and are the "consumers" of pleasant or unpleasant experiences in the face of the situation experienced that can be seen as "the brand or the company". The COVID-19 situation requires new forms of marketing in order to take into account the changing environmental conditions (Ratten, 2020a). This includes entrepreneurial forms of marketing that are embedded in experimental marketing due to the substantial societal changes resulting from COVID-19 (Ratten, 2020b)

Thus, the present study aims to analyze the experiences lived during the COVID-19 pandemic quarantine based on a perspective of experimental marketing, as well as to validate a scale of experiences for the quarantine context. Thus, this article is structured in five parts. In the introduction, the theme and its relevance are presented, as well as the objectives. The literature review addresses the experiences lived during the quarantine based on an experimental marketing perspective. In the method, in addition to defining the population and to specify the individuals who belong to the sample, the measurement instrument and the procedures performed are described. In the results and discussion, we present the data analyzed in the light of statistics, as well as the discussion according to the literature review, and in the point dedicated to the conclusions, the main results are presented in the form of conclusion, and finally, the implications and proposals for future studies.

2. Literature review

The meaning of experience has been addressed in different areas of knowledge. In the work of Schmitt (2011) it can be read that, from the philosophy point of view (according to the Danish philosopher Søren Kierkegaard), the experience can be linked to emotions and subjectivity. According to Grundey (2008), experience is defined as a subjective construction and individual transformation, with emphasis on emotions and feelings. Experience is a key element in marketing, affecting how an individual feel, knows or does things (Same and Larimo, 2012).

The strategic modules of experiential marketing are called Strategic Experiential Modules (SEMs), and according to Schmitt (1999), there are five and are based on customer experiences: Sense (sensory experiences), Feel (affective experiences), Think (creative cognitive experiences), Act (behavioral physical experiences and lifestyle) and Report (experiences of social identity related to a reference group or culture). Schmitt's (five) strategic experimental modules (1999) have been addressed in the literature by several authors in the marketing field (Wu and Tseng, 2014) and in the tourism field (Kao *et al.*, 2008; Lee and Chang, 2012; Santos *et al.*, 2019; Tsaour *et al.*, 2006). Brakus *et al.* (2009) built a scale to measure the brand experience and validated four dimensions: sensory, affective, intellectual and behavioral. In this sense, and taking into account the quarantine situation of the COVID-19 pandemic, most of the experiences occurred

at home. The experience itself can be seen as “the brand or the company”. Schmitt’s strategic experimental modules (1999) can be thought of as the different types of experiences that individuals had during the quarantine period, and individuals, who in addition to being rational and emotional human beings are the “consumers” of experiences pleasant or unpleasant in the face of the quarantine situation.

2.1 Sense

According to Schmitt (1999), sensory experiences are linked to the senses, as these are fundamental to human life. Through sight, hearing, touch, smell and taste, individuals can be motivated to consume a certain product or service. Sensations are the most primary response in which individuals get involved in the context of an experiences environment (Tsauro *et al.*, 2006), and this involvement contributes to their survival and integration in the environment in which they live. In the face of a pandemic situation, it is natural for the population to feel concerned and afraid, which leads individuals to a greater exposure to information and social media. In the 2005 study of people in 23 European Union member states on the outbreak of the H5N1 avian pandemic, it was found that the more people are exposed to television news, the greater are the levels of fear of the disease (Van den Bulck and Custers, 2009).

Of course, people have to filter some of the information they receive, because, according to Camargo (2020), a large set (avalanche) of erroneous information and research publications about COVID-19 did appear in the media that overloaded the information volume and compromised public debate and the possibility of adopting sound policies. Reynolds *et al.* (2008) also report that in 2003, in Canada, at the beginning of quarantine for those presenting symptoms consistent with the severe acute respiratory syndrome (SARS) outbreak, information on the causative agent was limited and sometimes contradictory. With this evidence, it should be noted that the speed of politics far exceeds science, which means that decisions often need to be made without scientific evidence (Camargo, 2020).

2.2 Feel

Affective experiences are linked to individuals’ inner feelings and emotions, and it is important to know the stimuli that can trigger certain emotions (Schmitt, 1999). In marketing research, affects and emotions are considered important experiences, as they guide the client/consumer in the decision making process (Schmitt, 2011). Positive effects, in addition to decreasing the number of psychopathologies (Pelechano *et al.*, 2013), improve quality of life, health conditions and are also associated with greater longevity (Diener and Chan, 2011). In some studies, it is also observed that individuals who experience positive effects are more often those who are more satisfied with life, who have more positive expectations about the future and who have greater self-esteem (Wong and Lim, 2009; Zanon *et al.*, 2013). Optimism also includes positive expectations for the future, being considered a positive affect (Alarcon *et al.*, 2013). Koury (2020) considers that, in the face of a scenario of pandemic and social isolation, a way for populations to express their emotions is to create spaces where people can write and talk about the changes that are happening in their lives.

In the literature, the duration of the quarantine period (greater than 10 days), fear of being infected or of infecting others, frustration, boredom and inadequate information about the disease were considered predictors of mental suffering in situations of epidemics / previous pandemics (Brooks *et al.*, 2020). In the quarantine that took place during the 2003 SARS outbreak in Canada, Reynolds *et al.* (2008) concluded that, in future quarantines, in addition to trying to minimize the duration of the quarantine, clear logic should be provided to quarantined individuals and special attention should be paid to high-risk groups. Also in the context of this outbreak, the quarantine order aroused feelings of uncertainty in people, which were intensified by the experience of isolation (Cava *et al.*, 2005).

2.3 Think

Creative cognitive experiences are linked to the intellectual part of the consumer, involving him in a creative way, for example through surprises (Schmitt, 1999). According to Neira and Soto (2013), problem solving has an effect on creativity and, according to Csikszentmihalyi (2009), it is important to study creativity, as the results of creativity enrich culture and improve the quality of life of individuals. Creativity is also considered to be a factor that can affect mental health (Behroozi *et al.*, 2014). In the opinion of Catmull and Wallace (2014), all human beings have the ability to reason constructively, that is, to be creative. Personal characteristics, cognitive skills and environmental factors influence the ability to reason creatively (Puccio and Cabra, 2010; Sternberg, 2006), which will be essential to help overcome crisis situations, as creativity can be a tool for promoting well-being and reducing negative stress (Nakano *et al.*, 2019). Having a positive expectation of the future and using your imagination are essential for creativity (Santos *et al.*, 2020). In this sense, attitudes of optimism and creativity are two essential ingredients to face the challenges of a pandemic, maintaining the balance between emotions and the physical behavioral balance and, therefore, mental health.

2.4 Act

Physical behavioral and lifestyle experiences are linked to actions and situations that involve the interaction of consumers and can cause changes in their lifestyles and behaviors (Schmitt, 1999). In the literature, optimism and pessimism have been shown to play an important role in various behavioral and psychological outcomes in various domains (Carver and Scheier, 2018). For Neto *et al.* (2020), sedentary individuals should be stimulated through a physical exercise prescription based on exercises and intensities that promote the feeling of pleasure during their practice. Small, tangible goals should be prescribed and, where possible, encourage family sport. According to Same and Larimo (2012), experiences can result in changes in the consumer's attitude or behavior, cognitively (mental images, interpretation and understanding), affective (feelings and emotions) and conative (intentions and actions).

2.5 Relate

The experiences of social identity related to a group or a reference culture lead the consumer to relate to something, and these types of experiences work on aspects related to the senses, feelings, thoughts and actions (Schmitt, 1999). The identity is constituted by a set of biological, psychological and sociodemographic characteristics that allow to define what the individual thinks about himself and how he perceives himself in the interpersonal relationships he establishes with others (Sedikides and Brewer, 2001; Vignoles *et al.*, 2011). Several authors (Sedikides and Brewer, 2001; Vignoles *et al.*, 2011) distinguish identity on three levels: individual, relational and collective identity. Not only do individuals need to make personal identity choices in a wide variety of domains, but they also develop personal and social identities in close interaction with the social world. (Vignoles *et al.*, 2011).

Couto and Paschoal (2017), in the professional context, concluded that in order to decrease the frequency and intensity of negative affective experiences, it is important for the worker to participate in activities such as occupational gymnastics, moments of relaxation, self-massage, rooms with music and celebrations of the birthdays of the coworkers. The experiences lived during the quarantine lead to changes in behaviors, for example, avoiding crowds and washing hands regularly (Cava *et al.*, 2005).

3. Method

3.1 Population and sample

The target population of the present study are individuals who were in Portugal during the quarantine period. In the data collection process, the non-probabilistic snowball sampling

method was used, as it is one of the easiest ways to contact people once they were quarantined in their homes. The sample consists of 726 individuals who were in Portugal during the quarantine period, aged between 18 and 79 years, with an average of approximately 37 years ($SD = 12.05$). Half of the subjects are to perform telework in their homes, and the rest are unemployed, or working normally, or in layoff (consists of the temporary reduction of normal working hours or the partial or total suspension of the employment contract by the enterprises initiative). Most individuals are female (55.6%) and 36.6% have children. Regarding educational qualifications, 66.3% have higher education, 32.7% have secondary or vocational education, and 1.1% have basic education. Regarding marital status, 49.7% of individuals are married or living in a cohabiting relationship, 41.7% ($n = 303$) are single and 8.6% are divorced or separated or widowed, with about three ($SD = 1.17$) the average number of household members.

3.2 Data collection instruments

Given the nature of the investigation to be quantitative, a questionnaire survey was used as a data collection instrument. The questionnaire consists of two parts that address: experiences lived during the quarantine of the COVID-19 pandemic and sociodemographic data (age, gender, education, marital status, if you have children, number of family members) and also include a closed-answer question to ascertain whether individuals are to perform telework during the emergency state. For the experiences analysis, a scale based on experimental marketing was used, which was adapted from the literature review of other scales of experiences used in the areas of marketing and tourism (Kao *et al.*, 2008; Lee and Chang, 2012; Santos *et al.*, 2019; Schmitt, 1999; Tsauro *et al.*, 2006; Wu and Tseng, 2014). The 19-item scale experiments adapted for this study are presented in Table 1 and were measured in accordance a 5 points Likert scale (1- *Strongly disagree* a 5- *Totally agree*).

3.3 Procedures

After reviewing the literature and defining the structure of the questionnaire, Google Forms was used to create it. The questionnaire link was shared on the social network Facebook, on

My experience of being at home in quarantine	<i>M</i>	<i>SD</i>	<i>Sk</i>	<i>Ku</i>
E11... makes me think about the future of human life	4.06	1.03	-1.09	0.78
E12... makes me think about my lifestyle	3.92	1.09	-0.89	0.17
E19... makes me relate to the people I live with	3.79	1.21	-0.80	-0.22
E10... makes me think about the country's economy	3.73	1.13	-0.77	-0.07
E17... it makes me really want to visit friends/family	3.69	1.24	-0.64	-0.54
E4... appeals to feelings	3.56	1.18	-0.58	-0.44
E1... appeals to my senses	3.38	1.18	-0.40	-0.58
E9... appeals to my creative thinking	3.37	1.17	-0.36	-0.61
E7... makes me feel interested in world news	3.35	1.21	-0.41	-0.71
E6... makes me feel interested in the news from my country	3.28	1.23	-0.35	-0.80
E15... makes me think about relationships	3.16	1.34	-0.21	-1.10
E3... offers an enriching experience	3.15	1.21	-0.25	-0.78
E2... it's interesting in terms of sensations	3.04	1.19	-0.16	-0.80
E8... stimulates my curiosity about cooking	3.00	1.29	-0.08	-1.03
E16... induces me to a feeling of identity with this way of life	2.84	1.21	0.05	-0.90
E5... give me pleasure	2.63	1.27	0.30	-0.91
E18... makes me want to go to the mall and buy something	2.36	1.32	0.64	-0.75
E14... makes me want to take pictures for remembrance	2.14	1.22	0.86	-0.24
E13... makes me want to share what I experience at home on social media	2.12	1.17	0.85	-0.17

Source(s): Own elaboration

Table 1.
Descriptive measures of the experience items

April 14, 2020 and was online until June 1, 2020. During the data collection period, there were shares. Note that the data collection was carried out during the state of emergency caused by the situation of the COVID-19 pandemic caused by the SARS-CoV-2 virus. In the publication made on the social network Facebook, the study was presented accompanied by a request for participation, where, in addition to appealing to the individual's participation, the objectives of the study were defined and the anonymity and confidentiality of the data were guaranteed, indicating that the data would only be used for statistical treatment purposes for the present investigation.

The data were analyzed using IBM SPSS Statistics software, version 25 and AMOS, version 21. To characterize the sample and analyze the experiences, descriptive measures were used. According to Kline (2015), initially the existence of missing cases and outliers was analyzed, and the sensitivity of the items was studied using the asymmetry coefficients ($|Sk| \leq 3$) and flattening ($|Ku| \leq 7$). Initially, to verify the adequacy of the application of exploratory factor analysis to the sample under study, the Kaiser-Meyer-Olkin sample adequacy index (KMO > 0.7 reveals sample adequacy) and the Bartlett's sphericity test ($p < 0.05$) were used (Pestana and Gageiro, 2014). For the factors extraction, the method of the main components with a varimax rotation was used (factorial loads with values above 0.50 are considered satisfactory), and to measure the minimum number of factors to retain, the Kaiser criterion was used (eigenvalues greater than 1). In the confirmatory factor analysis, the maximum likelihood estimation method was used and the following adjustment quality indices were used: the ratio of statistics chi-square by the degrees of freedom (χ^2/df) below 3 (Kline, 2015), GFI (Goodness of Fit Index) e CFI (Comparative Fit Index) greater than 0.95 are indicators of a very good adjustment (Hair et al., 2014), RMSEA (Root Mean Square Error of Approximation) is considered very good for values below 0.05 and PCLOSE (comparative fit index) greater than or equal to 0.05 (Arbuckle, 2014). To evaluate the parsimony of the models, the comparative adjustment index MECVI (modified expected cross-validation index) and the chi-square adjustment difference test were used (Marôco, 2014).

The reliability of the factors was assessed using Cronbach's alpha and the composite reliability (CR), where values greater than 0.7 are considered acceptable. The convergent validity was estimated by the AVE (Average variance extracted) value, which should have values greater than 0.5. To analyze the discriminant validity, three parameters were used: AVE, MSV (*Maximum shared variance*) and ASV (*Average shared variance*), and the following criteria were considered: (1) the value of the AVE parameter must be greater than the value of the MSV parameter; (2) the value of the AVE parameter must be greater than the value of the ASV parameter; (3) the square root of the value of the AVE parameter must be greater than the inter-factor correlations (Hair et al., 2014).

4. Results and discussion

4.1 Descriptive analysis of experiences

Table 1 shows, in decreasing order, the average values obtained in the 19 items related to the experiences lived during the quarantine. In general, individuals consider that the experience of being at home in quarantine makes them think about the future of human life ($M = 4.06$, $SD = 1.03$), makes them think about their own lifestyle that they had ($M = 3.92$, $SD = 1.09$) and is also a way for people who live together relate ($M = 3.79$, $SD = 1.21$). On the other hand, with the lowest levels of agreement, it is observed that individuals lost the desire to go to the mall to buy something ($M = 2.36$, $SD = 1.32$), do not intend to take photographs for remembrance ($M = 2.14$, $SD = 1.22$) and do not want to share on social media what they experience at home ($M = 2.12$, $SD = 1.17$). Since all items in the experiments have asymmetry coefficients ($|Sk| \leq 3$) and flattening ($|Ku| \leq 7$) within the parameters considered by Kline (2015), the sensitivity analysis reveals that one can assume the assumption of normality.

4.2 Exploratory factor analysis

Bartlett's sphericity test and the KMO index ($\chi^2(171) = 7343.81, p < 0.001, KMO = 0.88$) showed a good suitability of the sample to apply the exploratory factor analysis to the 19 items of the Experiences scale (Pestana and Gageiro, 2014). Then, 9 items were eliminated because they had communality values below 0.5 and were saturating in different factors. Thus, for the remaining 10 items, Bartlett's sphericity test and the KMO index continue to present a reasonable sample adequacy for the application of exploratory factor analysis ($\chi^2(45) = 3763.10, p < 0.001, KMO = 0.75$). Table 2 shows that four factors were retained, which together explain 78.63% of the total variance. The first factor is called Sense and Feel (items E2, E3 and E5 and explains 24.27% of the variance), as it consists of experiences linked to sensations (E2 and E3) and to feelings (E5). The second factor analyzes items related to feeling and will be called Pandemic Feeling (items E6 and E7 and explains 19.49% of the variance) since in times of isolation people tend to want to learn about the consequences of the virus, what has been verified in previous quarantine contexts (Van den Bulck and Custers, 2009). The third factor is called Pandemic Think (items E11, E12 and E17 and explains 18.95% of the variance) and is related to what individuals think, these items being somewhat related to the time of quarantine. It is believed that, the fact that individuals think means that if they have a positive expectation of the future and use their imagination, which are fundamental elements for the use of creativity (Santos *et al.*, 2020) and, thus, they can contribute to enriching culture and improving the quality of life (Csikszentmihalyi, 2009), promoting well-being and stress reduction (Nakano *et al.*, 2019). The fourth and final factor is called the Act (items E13 and E14 and explains 15.92% of the variance), which can be explained by the fact that sharing on social networks or having memories of the moment leads people to change their attitudes or behaviors toward different experiences, as referred by Same and Larimo (2012) for the consumer's case. The failure to form a fifth factor to explain the relationships may be due to the fact that it is not possible to dissociate personal and social identity in close interaction with the social world (Vignoles *et al.*, 2011).

4.3 Confirmatory factor analysis

Applying confirmatory factor analysis to the model resulting from the application of exploratory factor analysis, the adjustment indices revealed a reasonable adjustment ($\chi^2 = 89.332, df = 29, \chi^2/df = 3.080, p < 0.001, GFI = 0.976, CFI = 0.984, RMSEA = 0.054$,

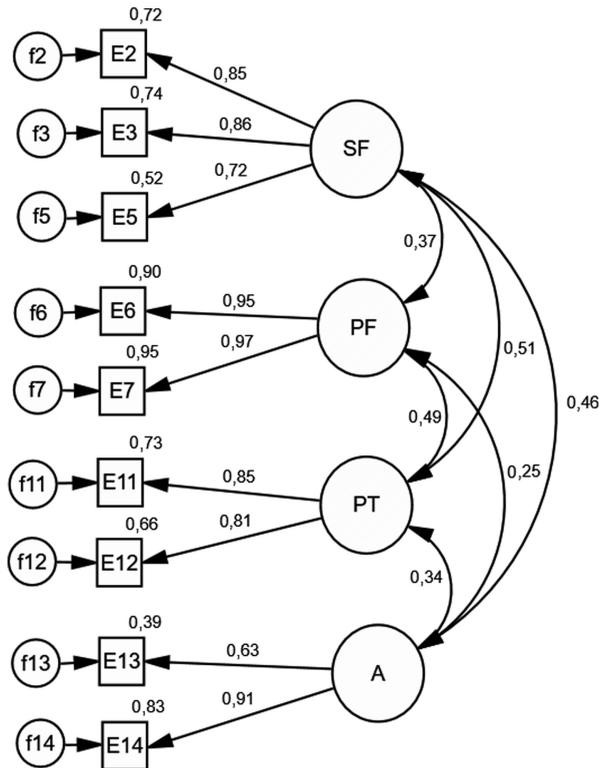
	Factor				<i>h</i> ²
	1	2	3	4	
E3... offers an enriching experience	0.86				0.76
E5... gives me pleasure	0.83				0.80
E2... it's interesting in terms of sensations	0.82				0.74
E6... makes me feel interested in the news from my country		0.95			0.96
E7... makes me feel interested in world news		0.94			0.96
E11... makes me think about the future of human life			0.79		0.77
E12... makes me think about my lifestyle			0.78		0.74
E17... it makes me really want to visit friends/family			0.69		0.59
E13... makes me want to share what I experience at home on social media				0.87	0.79
E14... makes me want to take pictures for remembrance				0.81	0.76
Eigenvalues	2.43	1.95	1.89	1.59	
% Variance explained (78.63%)	24.27%	19.49%	18.95%	15.92%	
Cronbach's alpha	0.85	0.96	0.70	0.73	

Source(s): Own elaboration

Table 2. Matrix of factorial loads and communalities of the experiences scale

PCLOSE = 0.302, MECVI = 0.196), but as item E17 had a standardized factorial weight of less than 0.5, it was eliminated. Thus, the adjustment indexes of the model in Figure 1 show a good quality of adjustment ($\chi^2 = 36.893$, $df = 21$, $\chi^2/df = 1.757$, $p < 0.05$, $GFI = 0.989$, $CFI = 0.996$, $RMSEA = 0.032$, $PCLOSE = 0.958$, $MECVI = 0.118$). This slightly modified model presented an adjustment quality significantly superior to that of the model initially applied to the sample ($\Delta\chi^2 = 52.439 > \chi^2_{0,95(8)} = 15.507$), as well as a slightly better MECVI value ($0.118 < 0.196$). The structure of the measurement model of the experiences lived during the quarantine (Figure 1) is composed of four factors: Sense and Feel (SF), formed by 3 items (E2, E3 e E5), Pandemic Feel (PF) consisting of 2 items (E6 e E7), Pandemic Think (T) composed by 2 items (E11 e E12) e Act (A) with 2 items (E13 e E14). Regarding the standardized factorial weights, they are all greater than 0.5 (minimum value is 0.63) and all individual reliabilities have values greater than 0.25 (minimum value is 0.39).

In Figure 1, it is also observed that the factor Sense and Feel manifests itself with greater intensity in the item that refers to offering an enriching experience ($\beta_{E3} = 0.86$), the item related to being interested in the news of the world ($\beta_{E7} = 0.97$) is the one that most contributes to the factor Pandemic Feel. Regarding the factor Pandemic Think, manifests itself with greater intensity in the item that refers to thinking about the future of human life ($\beta_{E11} = 0.85$) and the item that refers to wanting to take pictures for remembrance is the one that most contributes to the Act factor ($\beta_{E14} = 0.91$).



Source(s): Own elaboration

Figure 1.
Measurement model of
experiences
experienced during
quarantine

4.4 Reliability, converging and discriminating validity

In Table 3, it is observed that the factors of the Experiences scale experienced during the quarantine present Cronbach's alpha and CR values greater than 0.7, which is an indicator of adequate reliability. The AVE values in the four factors of the scale show values greater than 0.5, which is an indicator of adequate convergent validity (Hair *et al.*, 2014). In all factors, it is verified that the value of the AVE parameter is higher than the value of the MSV parameter, being also higher than the value of the ASV parameter and the square root of the value of the AVE parameter, which is shown in italic in Table 3 and is always higher than inter-factor correlations. Thus, there is evidence of convergent and discriminant validity.

The correlations between the various factors of the Experiences scale experienced during the quarantine (Table 3) are statistically positive and significant ($p < 0.001$), so it is possible to justify the existence of a second order hierarchical factor, called Experiences whose model is shown in Figure 2. The adjustment quality indexes are considered good ($\chi^2 = 60.854$, $df = 23$, $\chi^2/df = 2.646$, $p < 0.001$, $GFI = 0.982$, $CFI = 0.989$, $RMSEA = 0.048$, $PCLOSE = 0.580$, $MECVI = 0.145$). The Experiences variable manifests itself with greater intensity in the factors Pandemic Think ($\beta_T = 0.75$) and in the Sense and Feel ($\beta_S = 0.70$).

4.5 Descriptive analysis of the factors of the experience scale

The variables representative of the three factors and the scale of Experiences lived during the quarantine of the pandemic COVID-19 were calculated using the scores obtained in the *Factor Score Weights* matrix. Then, the descriptive measures (averages and standard deviations) were calculated, shown in Table 4. It can be seen that the factors with the highest mean levels of agreement are Pandemic Think ($M = 3.43$, $SD = 0.80$) and Pandemic Feel ($M = 3.27$, $SD = 1.15$), which shows concern about the delicate moment that is experienced worldwide.

5. Managerial implications

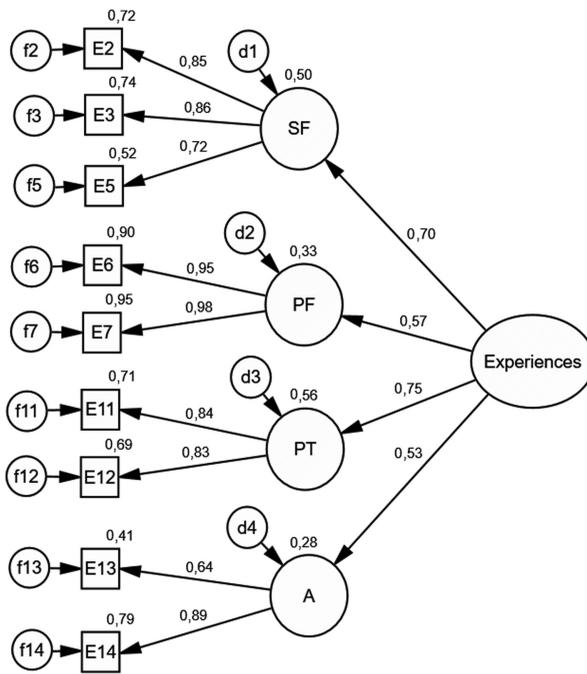
The COVID-19 pandemic is currently an ongoing crisis with no foreseeable end date. This means that it is crucial for marketers to engage with consumers by focusing on emotional attachments. To do this marketers can co-create advertising campaigns that enable consumers to be part of the value proposition thereby enabling more engagement. With more individuals working and living from home it becomes important for marketers to re-adjust their current strategies to take into account the new conditions. This means more digital campaigns are needed that enable iterations to be made based on consumer feedback. This will enable consumers to feed their emotions in terms of how they sense, feel and act into marketing efforts. With consumers living in different conditions it is important that marketers engage with them in different ways. This might mean more competitions or ideation events that enable a more longitudinal approach to be taken with regards to marketing efforts. The timing of the crisis in terms of first wave or second wave of the

	Cronbach alpha	CR	AVE	MSV	ASV	SF	Correlations		A
							PF	PT	
SF	0.850	0.853	0.661	0.255	0.200	<i>0.813</i>			
PF	0.960	0.960	0.924	0.244	0.147	0.365***	<i>0.961</i>		
PT	0.819	0.821	0.696	0.255	0.205	0.505***	0.494***	<i>0.834</i>	
A	0.726	0.753	0.612	0.213	0.130	0.461***	0.253***	0.339***	<i>0.782</i>

Source(s): Own elaboration

Note(s): *** $p < 0.001$, SF: Sense and feel; PF: Pandemic feel; PT: Pandemic think; A: Act. The italic values represent the square root of the value of the AVE parameter

Table 3.
Reliability and convergent and discriminant validity



Source(s): Own elaboration

Figure 2. Structural model of experiences experienced during quarantine

Table 4. Convergent and discriminant reliability and validity

	<i>M</i>	<i>SD</i>	<i>Sk</i>	<i>Ku</i>
Pandemic think	3,43	0,80	-1,02	0,91
Pandemic feel	3,27	1,15	-0,38	-0,71
Sense and feel	2,61	0,86	-0,16	-0,58
Act	2,19	1,02	0,82	-0,21
Experiences	3,51	0,84	-0,52	0,34

Source(s): Own elaboration

COVID-19 crisis can also be integrated into marketing communications. This will enable a more realistic and authentic way to develop marketing plans.

6. Limitations and suggestions for future research

This article has analyzed through quantitative methods the different ways individuals are responding to changes caused by the COVID-19 crisis. This has resulted in a cross-sectional study about the impacts of emotions on responses to environmental stimuli. Whilst this is the best approach given the time specific nature of the crisis and limited access to individuals there are some limitations that lead to future research ideas. Due to the physical restrictions placed on individuals because of the crisis in terms of social distancing it was not possible to physically see how they responded. This means future research on experimental marketing needs to conduct more face-to-face research in order to evaluate non-verbal behavioral. This

would enable a more detailed understanding about how individuals' sense, feel and act based on environmental change.

7. Conclusions

In order to respond to the objectives predefined in the present investigation, a sample consisting of 726 individuals who were in Portugal during the quarantine and confinement period was collected. Being one of the objectives to analyze the experiences lived during the quarantine of the pandemic COVID-19, based on a perspective of experimental marketing, it was evidenced that people feel worried about the delicate moment that is lived worldwide, because the situation makes them think about the future of human life and their lifestyle. They also consider this moment as a way for people living together to relate. In general, the whole pandemic scenario made people lose the desire to go to the mall to buy something and to take pictures for remembrances and to share on social media what they experience at home. Regarding the objective of validating the proposed scale of experiences for the quarantine context, the results show that the scale showed evidence to be considered with convergent validity, discriminant and adequate internal consistency. The scale of experiences lived during the quarantine is composed of four factors designated as Sense and Feel, Pandemic Feel, Pandemic Think and Act. The experiences are manifested with greater intensity in the factors Pandemic Think and Sense and Feel.

It is expected that the present study will contribute to the increase of scientific knowledge in the behavioral area of lived experiences and in the area of positive psychology in the context of pandemic and confinement situations. The results found can become useful for health and marketing professionals to define appropriate strategies to better serve individuals in order to improve the health, the well-being and the quality of life of the populations. The results obtained may also contribute to the definition of marketing strategies and to bring brands and services to their consumers during periods of quarantine or confinement and, in this way, manage to improve their experiences. Given that there is talk of experiences, such as future studies, in the area of marketing it would be interesting to assess the experiences of individuals during quarantine with certain brands in the technological area that they used as a teleworking tool, as well as to interact with different family members or job colleagues.

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