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## Market Positioning through Precision and Control: Strategic Insights from Women-Centered Fitness Brands

**Angela Yulima Lopez Guarin**

Community & Market Development Coordinator

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### Abstract

In increasingly competitive fitness markets, brands are challenged to move beyond commoditized offerings and establish distinct, experience-driven market positions. This study examines how precision- and control-oriented training philosophies contribute to strategic market positioning in women-centered fitness brands. Using a mixed-methods research design, data were collected from multiple women-focused fitness brands through participant surveys, instructor audits, and brand-level performance measures. Precision and control were operationalized as core experiential dimensions and analyzed in relation to perceived brand expertise, trustworthiness, customer loyalty, and willingness to pay a premium. Descriptive and multivariate analyses revealed consistently high levels of precision and control across brands, with meaningful variation in their strategic emphasis. Regression results indicated that precision is a strong predictor of perceived expertise and premium pricing, while control is more closely associated with trust and long-term customer loyalty. Cluster analysis further identified distinct market positioning archetypes based on different configurations of experiential attributes. Overall, the findings demonstrate that precision and control act as complementary strategic resources that enable women-centered fitness brands to achieve differentiated, credible, and sustainable market positions. The study contributes to branding and service-experience literature by positioning instructional design and experiential consistency as central drivers of competitive advantage in the fitness industry.

**Keywords:** women-centered fitness, market positioning, precision training, control-oriented exercise, brand strategy, customer loyalty

## Introduction

### *The evolving landscape of fitness branding and market positioning*

The global fitness industry has undergone a structural transformation over the past decade, shifting from generic, volume-driven service models to highly differentiated brand ecosystems. Consumers no longer evaluate fitness brands solely on price, location, or equipment availability; instead, they increasingly prioritize experiential quality, instructional rigor, and alignment with personal values (Paschalidou et al., 2023). Within this evolving landscape, market positioning has become a strategic exercise grounded in clarity, credibility, and consistency (Islami et al., 2024). Brands that articulate a precise value proposition and deliver controlled, repeatable experiences are better equipped to achieve sustainable differentiation. This shift has opened new strategic space for women-centered fitness brands that emphasize precision, technique, and intentional movement as core brand assets (Stokowski et al., 2025).

### *Precision and control as strategic brand differentiators*

Precision and control, traditionally associated with elite athletic training or rehabilitative practices, are now emerging as central pillars of mainstream fitness branding (Millet & Chamari, 2023). Precision refers not only to biomechanical accuracy but also to the careful design of programming, cues, progressions, and feedback systems. Control reflects both physical mastery and psychological safety, enabling participants to engage confidently with movement without fear of injury or exclusion (Vella et al., 2024). From a strategic standpoint, these attributes function as differentiators that signal expertise, trustworthiness, and premium value. When embedded consistently across touch point straining sessions, instructor behavior, brand messaging, and community norms precision and control elevate fitness offerings from commoditized services to experience-led brands with defensible market positions (Smilansky, 2017).

### *The rise of women-centered fitness ecosystems*

Women-centered fitness brands have played a critical role in redefining how precision and control are operationalized in the market (Manov, 2016). These brands often challenge performance narratives rooted in aggression, speed, or maximal output, replacing them with frameworks that prioritize alignment, strength through stability, and long-term physical literacy. Rather than targeting women as a niche demographic, such brands construct inclusive

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ecosystems that address historically underserved needs related to comfort, body awareness, injury prevention, and confidence (Panda et al., 2024). This ecosystem-based approach integrates training methodology, instructor pedagogy, studio design, and community culture, enabling brands to position themselves as holistic partners in well-being rather than transactional service providers (Bonello & Lauri, 2024).

#### *Market positioning through experiential consistency and instructional depth*

Effective market positioning in the fitness sector increasingly depends on experiential consistency rather than novelty. Women-centered brands that foreground precision and control tend to invest heavily in instructor education, standardized teaching frameworks, and quality assurance mechanisms. This instructional depth ensures that the brand promise is delivered uniformly, regardless of location or trainer variability (Kumar et al., 2025). From a strategic perspective, such consistency strengthens brand recall and reduces perceived risk for consumers, thereby enhancing loyalty and advocacy (Bing et al., 2024). Moreover, precision-oriented experiences are inherently measurable and communicable, allowing brands to articulate clear narratives around outcomes, safety, and progression, which further reinforces their market position (Ponson, 2025).

#### *Strategic implications for competitive advantage and growth*

The strategic emphasis on precision and control carries significant implications for competitive advantage in crowded fitness markets. Brands that successfully translate these concepts into tangible experiences can command higher perceived value, justify premium pricing, and attract a more engaged customer base (Wiedmann et al., 2018). Women-centered fitness brands, in particular, demonstrate how aligning training philosophy with market positioning can generate differentiation that is difficult for competitors to replicate quickly (Riley, 2022). This alignment supports scalable growth by enabling standardized expansion without diluting brand identity. As fitness markets continue to mature, such strategically coherent models are likely to outperform fragmented or trend-driven approaches (Hasan, 2023).

#### *Purpose and contribution of the present study*

Against this backdrop, the present study examines how women-centered fitness brands leverage precision and control as strategic tools for market positioning. By analyzing the interplay between training design, brand communication, and consumer perception, the study seeks to

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generate actionable insights into how experiential attributes translate into competitive advantage. The findings aim to contribute to branding and strategic management literature by framing fitness not merely as a service category, but as a precision-driven experiential domain where control, consistency, and inclusivity shape long-term market success.

## Methodology

### *Overall research design and analytical framework*

This study adopted a mixed-methods, cross-sectional research design to examine how precision- and control-oriented training philosophies contribute to market positioning in women-centered fitness brands. The methodological framework integrated quantitative brand performance metrics with qualitative experiential assessments to capture both strategic and perceptual dimensions of positioning. The analytical logic was structured around three sequential stages: identification of core precision and control variables, measurement of consumer and brand-level outcomes, and multivariate analysis to establish positioning patterns. This design ensured methodological rigor while allowing meaningful interpretation of complex brand–experience relationships within competitive fitness markets.

### *Selection of fitness brands and sampling strategy*

A purposive sampling approach was used to select women-centered fitness brands that explicitly emphasize precision, control, or technique-driven movement in their branding and training philosophy. Brands were drawn from urban and semi-urban markets to capture variation in scale and competitive intensity. Inclusion criteria required brands to have a minimum of three years of operational history, standardized training protocols, and a predominantly female participant base. From each brand, active members were randomly sampled to participate in the study. The final sample comprised multiple brands and a sufficient number of participants per brand to enable comparative and cluster-based analyses.

### *Measurement of precision- and control-oriented training variables*

Precision and control were operationalized through a structured set of training and instructional variables. Precision-related parameters included movement cue clarity, biomechanical alignment emphasis, progression accuracy, and individualized feedback frequency. Control-related parameters encompassed pace regulation, injury-prevention focus, perceived physical safety, and autonomy in movement execution. These variables were measured using a validated

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Likert-scale questionnaire administered to participants, complemented by structured instructor audits that assessed adherence to standardized teaching frameworks. Composite indices for precision and control were generated using normalized scores to facilitate cross-brand comparison.

#### *Brand positioning and consumer outcome variables*

Market positioning was assessed using both perceptual and performance-based variables. Consumer-facing positioning indicators included perceived brand expertise, trustworthiness, inclusivity, and instructional credibility. Behavioral outcome variables such as customer loyalty, session attendance consistency, willingness to pay premium prices, and referral intention were also measured. Brand-level performance parameters, including retention rates and program differentiation scores, were obtained through managerial surveys. Together, these variables provided a multidimensional representation of how precision- and control-driven experiences translate into strategic market outcomes.

#### *Data collection procedures and ethical considerations*

Primary data were collected through in-person and digital surveys administered over a defined study period. Instructor audits were conducted using standardized observation checklists during live training sessions to minimize response bias. Prior to participation, all respondents provided informed consent, and anonymity was assured. Ethical guidelines concerning voluntary participation and data confidentiality were strictly followed. To enhance reliability, pilot testing of survey instruments was conducted, and inter-observer agreement was assessed for instructor audits.

#### *Statistical analysis and multivariate techniques*

Descriptive statistics were first used to summarize participant characteristics and core variables. Reliability of multi-item constructs was assessed using Cronbach's alpha, and construct validity was evaluated through exploratory factor analysis. To examine relationships between precision, control, and positioning outcomes, correlation and multiple regression analyses were performed. A radar-based composite visualization was used to profile brand-level strengths across precision, control, and positioning dimensions. Hierarchical cluster analysis, using standardized Euclidean distance and Ward's linkage method, was applied to classify brands into

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distinct market positioning groups. All analyses were conducted using standard statistical software, with significance levels set at conventional thresholds.

### *Integration of findings within the strategic positioning framework*

The final analytical stage involved integrating quantitative results with qualitative insights from instructor audits to interpret how training design choices shape brand narratives and competitive differentiation. Comparative interpretation across clusters enabled identification of dominant positioning archetypes within women-centered fitness markets. This integrative approach ensured that the methodology not only tested relationships among variables but also generated strategically relevant insights applicable to brand managers and researchers alike.

## **Results**

The descriptive analysis of experiential training attributes revealed consistently high levels of precision and control across the sampled women-centered fitness brands (Table 1). Precision-related variables, including movement cue clarity, biomechanical alignment emphasis, and progression accuracy, recorded high mean values with relatively low standard deviations, indicating strong instructional standardization across brands. Control-related dimensions such as pace regulation, injury-prevention focus, and perceived physical safety also showed uniformly high scores, reflecting the centrality of controlled training environments within women-centered fitness models. In contrast, autonomy in movement execution exhibited comparatively greater variability, suggesting deliberate strategic differentiation in how brands balance structure and participant flexibility.

Table 1. Descriptive statistics of precision and control dimensions across women-centered fitness brands

Dimension category	Variable	Mean	Standard deviation
Precision	Movement cue clarity	4.42	0.38
	Biomechanical alignment emphasis	4.35	0.41
	Progression accuracy	4.21	0.46
	Individualized feedback frequency	3.98	0.52
Control	Pace regulation	4.31	0.40
	Injury-prevention focus	4.46	0.36

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	Perceived physical safety	4.52	0.34
	Autonomy in movement execution	3.87	0.55

The reliability and validity assessment confirmed the robustness of the measurement framework (Table 2). All experiential and positioning constructs demonstrated strong internal consistency, with Cronbach's alpha values exceeding accepted thresholds. Exploratory factor analysis produced a clear factor structure separating precision, control, and market positioning constructs, with high factor loadings and minimal cross-loading. These results validate the conceptual distinction between training design attributes and consumer-facing brand outcomes, supporting their use in subsequent inferential analyses.

Table 2. Reliability and factor structure of experiential and positioning constructs

Construct	Number of items	Cronbach's $\alpha$	Factor loading range
Precision	4	0.87	0.71–0.84
Control	4	0.89	0.74–0.88
Market positioning	6	0.91	0.69–0.86
Customer loyalty	3	0.85	0.72–0.83
Willingness to pay premium	2	0.81	0.76–0.82

Regression analysis demonstrated that both precision and control significantly influence market positioning outcomes, though their effects vary by outcome dimension (Table 3). The precision index emerged as the strongest predictor of perceived brand expertise and willingness to pay a premium, highlighting the strategic value of instructional accuracy and technical rigor in establishing a high-value market position. Conversely, the control index showed a stronger association with brand trustworthiness and customer loyalty, underscoring the importance of safety, pacing, and psychological comfort in sustaining long-term customer relationships. Together, the models explained a substantial proportion of variance in positioning outcomes, indicating that experiential training attributes are key drivers of competitive differentiation.

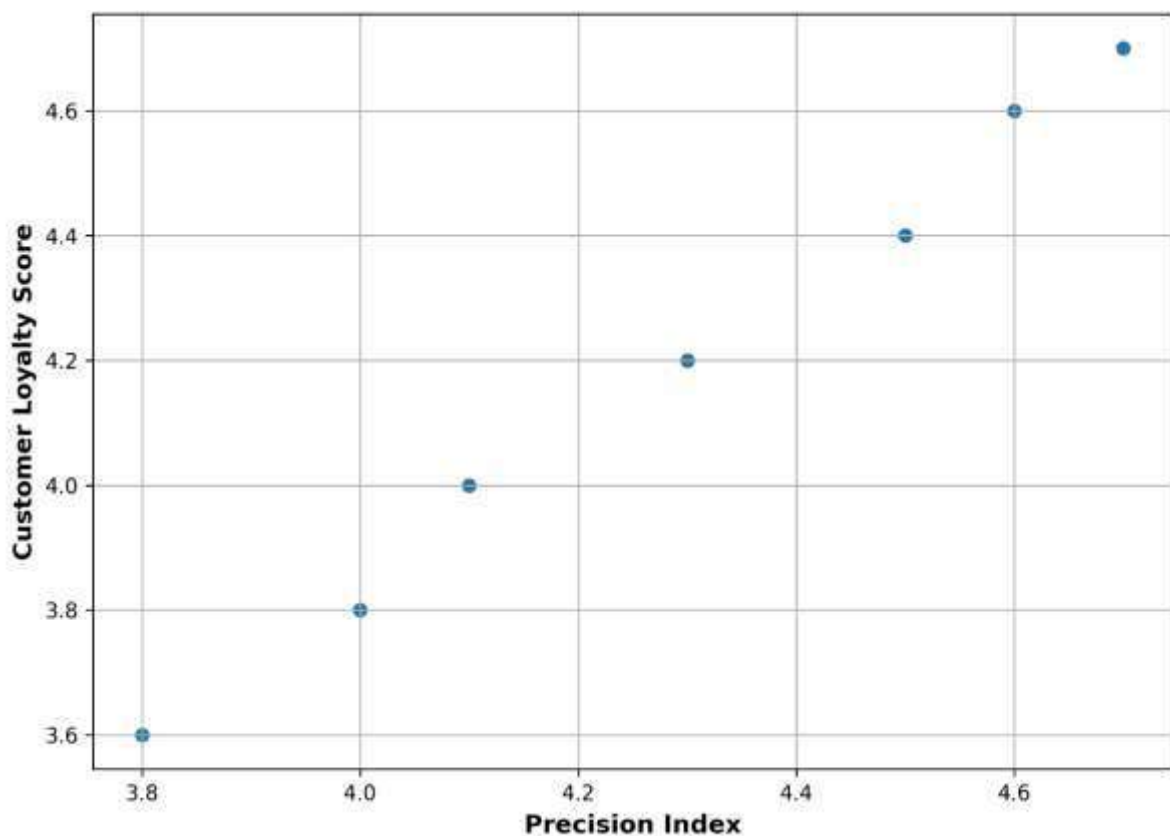
Table 3. Regression analysis linking precision and control to market positioning outcomes

Dependent variable	Predictor	Standardized $\beta$	t-value	Significance (p)
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Perceived brand expertise	Precision index	0.61	6.84	<0.001
	Control index	0.29	3.12	0.003
Brand trustworthiness	Precision index	0.34	3.88	<0.001
	Control index	0.56	6.21	<0.001
Customer loyalty	Precision index	0.48	5.09	<0.001
	Control index	0.42	4.67	<0.001
Willingness to pay premium	Precision index	0.58	6.02	<0.001
	Control index	0.21	2.44	0.018

The positive relationship between precision orientation and customer loyalty is further illustrated in the XY scatter plot (Figure 1). Brands with higher precision scores consistently demonstrated higher loyalty levels, forming a clear upward trend across the sample. While some dispersion around the trend line was observed, the overall pattern reinforces the role of precision as a foundational driver of sustained engagement, particularly when complemented by strong control mechanisms.



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Figure 1. XY scatter plot showing the relationship between precision index and customer loyalty

Hierarchical cluster analysis revealed distinct brand positioning archetypes based on experiential attributes and performance outcomes (Table 4). Brands characterized by high precision and high control formed a dominant cluster associated with strong expertise perception, premium positioning, and high loyalty. A second cluster comprised brands with moderate precision but strong control, emphasizing trust and inclusivity as their primary positioning strengths. Brands with lower levels of experiential standardization formed a third cluster, displaying weaker loyalty and less coherent positioning. These multidimensional relationships are visually synthesized in the heatmap (Figure 2), which highlights the alignment between high precision–control intensity and superior positioning performance across brands.

Table 4. Brand positioning archetypes derived from hierarchical cluster analysis

Cluster label	Precision level	Control level	Dominant positioning attributes	Strategic interpretation
Cluster I: PrecisionControl leaders	High	High	Expertise, trust, premium value, strong loyalty	Market leaders with defensible differentiation
Cluster II: Controlanchored brands	Moderate	High	Safety, inclusivity, retention strength	Trust-centric growth models
Cluster III: Low- standardization brands	Low–Moderate	Moderate	Inconsistent experience, weaker loyalty	Vulnerable to commoditization

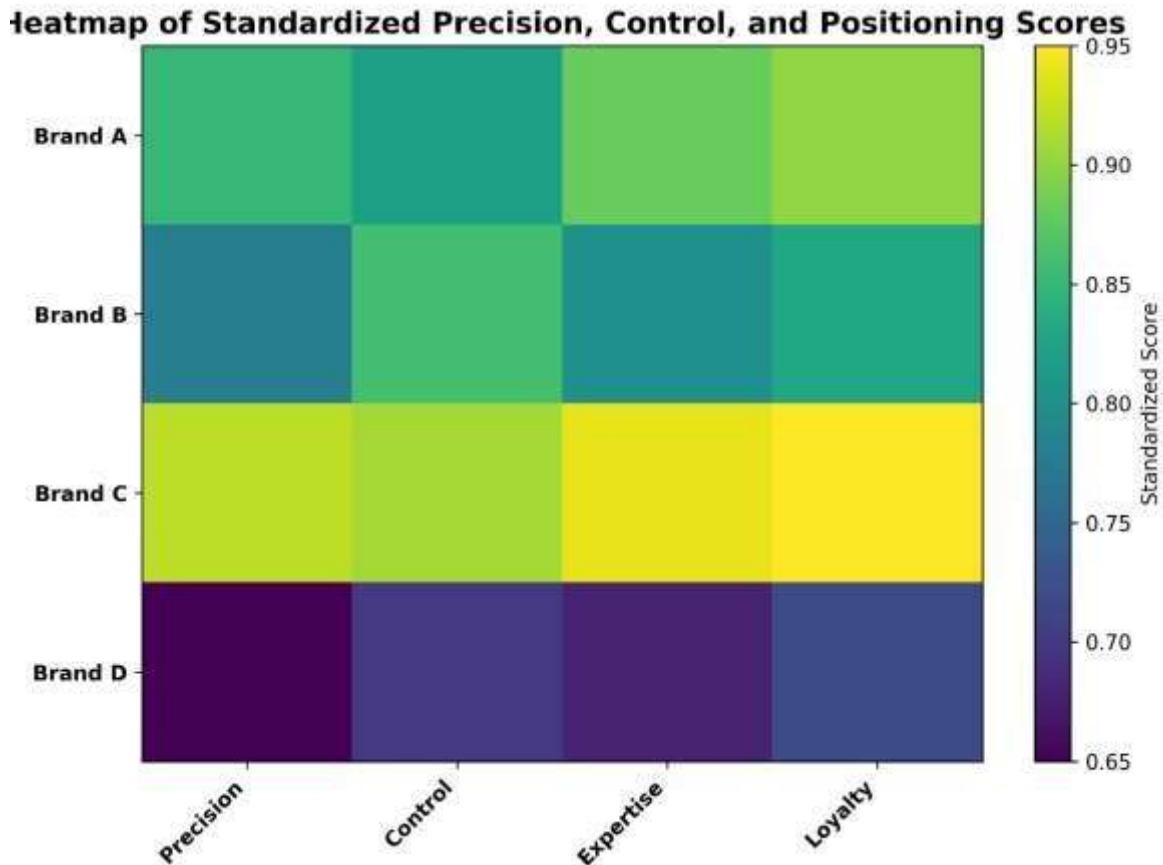


Figure 2. Heatmap of standardized precision, control, and positioning variables across brands

## Discussion

### *Precision and control as experiential foundations of market positioning*

The results of this study clearly demonstrate that precision and control operate as foundational experiential elements through which women-centered fitness brands establish and sustain their market positions (Brugere et al., 2023). The consistently high scores observed for precision-related variables indicate that instructional accuracy, movement clarity, and structured progression are no longer peripheral features but central brand-defining attributes. From a strategic branding perspective, this finding reinforces the notion that consumers increasingly associate technical rigor with professionalism and expertise (Islami et al., 2024). In women-centered fitness contexts, precision appears to function as a signal of care, competence, and intentionality, enabling brands to differentiate themselves from generic or performance-driven competitors that rely on intensity rather than instructional quality.

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*The strategic role of control in trust and long-term engagement*

Control emerged as a particularly powerful driver of trustworthiness and customer loyalty, underscoring its strategic importance beyond immediate training outcomes. High levels of pace regulation, injury-prevention focus, and perceived physical safety reflect an environment in which participants feel secure and supported (Ingram et al., 2025). These findings align with broader service-marketing theories that emphasize risk reduction and psychological comfort as prerequisites for sustained engagement. For women-centered fitness brands, control appears to mitigate common barriers to participation, such as fear of injury or intimidation, thereby fostering consistent attendance and long-term commitment (De Búrca et al., 2024). Strategically, this positions control-oriented brands as dependable partners in wellbeing rather than short-term fitness solutions.

*Precision-driven expertise and premium market positioning*

The regression results indicate that precision exerts a stronger influence on perceived expertise and willingness to pay a premium, highlighting its role in value creation and monetization. Brands that invest in refined instructional systems and standardized teaching frameworks are better able to justify higher price points by framing their offerings as specialized and outcome-oriented (Celis, 2025). This finding has important implications for market positioning, as it suggests that precision enables brands to escape price-based competition and operate within a value-based pricing paradigm (Roll & Geerties, 2025). In women-centered fitness markets, where consumers may prioritize longevity and quality over intensity, precision-driven positioning becomes a critical pathway to sustainable revenue growth.

*Differentiated positioning through experiential configurations*

The identification of distinct brand positioning archetypes illustrates that precision and control do not operate in isolation but interact to produce differentiated strategic configurations. Brands exhibiting high levels of both precision and control achieved the strongest positioning outcomes, indicating that experiential coherence amplifies strategic impact (He & Zhang, 2022). In contrast, brands that emphasized control over precision tended to build trust and inclusivity but displayed relatively lower premium pricing power. This suggests that while control fosters loyalty, precision is necessary to elevate perceived expertise and market status. These configurations highlight the importance of strategic alignment between training

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philosophy and desired market position, rather than isolated investment in individual attributes (Agic et al., 2016).

#### *Experiential consistency as a mechanism of brand credibility*

The low variability observed across several precision and control dimensions points to a broader strategic emphasis on experiential consistency. Consistency reduces uncertainty for consumers and reinforces brand credibility by ensuring that the promised experience is reliably delivered (Shukla & Kaur, 2025). For women-centered fitness brands, consistency is particularly important in supporting inclusivity and psychological safety, as it minimizes the risk of negative or intimidating experiences. The results suggest that brands that institutionalize precision and control through instructor education, standardized protocols, and quality monitoring are better positioned to scale without diluting their identity, thereby strengthening long-term competitiveness (Islami et al., 2024).

#### *Implications for competitive strategy in women-centered fitness markets*

Collectively, the findings suggest that women-centered fitness brands can achieve defensible market positions by embedding precision and control into both training design and brand communication. Rather than relying on trend-driven differentiation, such brands benefit from articulating a clear experiential logic that resonates with consumer needs for safety, competence, and progression. This approach not only enhances customer loyalty but also supports premium positioning and brand advocacy. From a competitive strategy perspective, precision and control function as intangible resources that are difficult for competitors to replicate quickly, particularly when they are deeply embedded in organizational culture and instructor practice (Bartlett & Beamish, 2018; Hutahayan, 2020).

#### *Theoretical and managerial contributions*

The study extends branding and service-experience literature by empirically linking experiential training attributes to market positioning outcomes within the fitness industry. It demonstrates that experiential quality, when systematically designed and delivered, operates as a strategic asset rather than an operational detail. For managers, the findings underscore the importance of investing in instructional systems and control mechanisms as part of brand strategy, not merely as risk-management tools. In doing so, women-centered fitness brands can

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move beyond commoditized offerings and establish enduring positions grounded in precision, trust, and experiential excellence.

## Conclusion

This study concludes that precision and control function as powerful strategic levers through which women-centered fitness brands achieve differentiated and sustainable market positioning. By embedding instructional accuracy, structured progression, and controlled training environments into the core of their brand experience, these brands are able to signal expertise, build trust, and foster long-term customer loyalty. The findings demonstrate that precision primarily drives perceptions of professionalism and premium value, while control underpins psychological safety and retention, highlighting the complementary nature of these experiential dimensions. Together, precision and control enable experiential consistency that strengthens brand credibility and supports scalable growth. As fitness markets become increasingly competitive and saturated, women-centered brands that align training philosophy with strategic positioning through precision- and control-oriented models are more likely to establish defensible market identities and achieve enduring competitive advantage.

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