

MARKETING "QUALITY" - AN EXPERIENTIAL APPROACH

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ABSTRACT

It is argued that popular definitions of quality are based on the objective assessment of products and their intrinsic attributes. The quality of a product should be reflected in its capacity to create customer satisfaction. The paper describes the importance of context factors which surround the product's consumption in as much as those factors that constitute the essential product. This leads to the recognition of the non-rational and heuristic consumer decision - making processes and the seminal role of experiential marketing in our attempt to better understand the construct of customer satisfaction and its antecedent, Total Quality Management.
