

ExPro as psycho-affective stimulators through experiential marketing in nonprofit organizations

ExPro como estimuladores psicoafectivos a través del marketing experiencial en organizaciones sin fines de lucro

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ABSTRACT

This article aims to analyze the relationship of experience providers (ExPro) as psycho-affective stimulators in experiential marketing in non-profit organizations in the Colombian Caribbean region, it was framed in the complementary methodology, under the type of correlational studies and was carried out under a non-experimental, transactional and field design. The facts were also studied from January 1/2018 to November 30/2018, where a questionnaire with a Likert scale was applied, which was validated at the discretion of 5 experts with an alpha coefficient of Cronbach 0.85 (Very high), aimed at a population of 273 young people between 18-25 years in the departments of Córdoba and Sucre which are intervened socially for 5 foundations, statistical data was processed in Microsoft Excel2010, SPSS v25 and @risk (Montecarlo method), subsequently 3 marketing experts were discussed and interpreted through the hermeneutic or interpretive method using it as a tool for qualitative analysis Atlas.ti8 software, generating criteria for weighting and design of inference rules in the fuzzy logic module (Matlab2017), to obtain the following results: standard deviation of 0.23982, correlation between variables of 0.666 (moderately positive). Consequently, 7 rules were generated for the inference module under the simplification of 5 categories of the Likert scale to 3 categories according to proportionality: Strong: 3.41 - 5.00, Medium: 2.61 - 3.40 and Weak: 1.00 - 2.60; as a significant find, the internal staff (Expro) generates greater influence among the psycho-affective stimulators in nonprofit organizations.

Keywords: ExPro, Marketing, Psycho-affective experience, Loyalty and Nonprofit organizations.

RESUMEN

Este artículo tiene como objetivo analizar la relación de los proveedores de experiencia (ExPro) como estimuladores psicoafectivos del marketing experiencial en organizaciones sin fines de lucro de la región del Caribe colombiano; se enmarcó en la metodología complementaria, de tipo correlacional y diseño no experimental, transaccional, de campo. Durante el periodo comprendido del 1 de enero/2018 al 30 de noviembre/2018; se aplicó un cuestionario de escala Likert, validado a discreción de 5 expertos y con un coeficiente alfa de Cronbach 0.85 (Muy alto); dirigido a una población de 273 jóvenes entre 18 y 25 años en los departamentos de Córdoba y Sucre intervenidos socialmente por 5 fundaciones. Los datos estadísticos se procesaron en Microsoft Excel2010, SPSS v25 y @risk (método Montecarlo), posteriormente los resultados fueron discutidos e interpretados con 3 expertos en marketing, a través del método hermenéutico o interpretativo; se utilizó como herramienta para el análisis cualitativo el software Atlas.ti8, generando criterios para la ponderación y diseño de reglas de inferencia en el módulo de lógica difusa (Matlab2017), para obtener los siguientes resultados: desviación estándar de 0.23982, correlación entre variables de 0.666 (moderadamente positiva). En consecuencia, se generaron 7 normas para el módulo de inferencia para simplificar de 5 categorías de la escala Likert a 3 categorías según su proporcionalidad: Fuerte: 3.41 - 5.00, Medio: 2.61 - 3.40 y Débil: 1.00 - 2.60; como hallazgo significativo, el personal interno (Expro) genera una mayor influencia entre los estimuladores psico-afectivos, en las organizaciones sin fines de lucro.

Palabras clave: ExPro, Marketing, Estimuladores psicoafectivos, Lealtad y Organizaciones sin fines de lucro.

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INTRODUCTION

The processes of globalization and internationalization have led to changes in the community needs worldwide, precisely as regards to social care according to Zatepilin-Monacell (2015) and Ranci (2015) consider them to be destined for the different systems of government contribution to social, economic and environmental improvement by companies, which are articulated with the regulations of each region and leveraged by non-profit organizations, in compliance with these obligations.

Therefore, the non-profit organizations according to Sundermann and Leipnitz (2019) and Pressgrove, Geah Nicole and Brooke Weberling McKeever (2016), have maintained today's complex dynamic product, turning other dimensions into a set of needs and requirements, in order to expand its spectrum of action and acceptance in the sectors of influence. So organizations with better competitive advantages are characterized by the formulation of strategies in the marketing field, and the goal is to meet the needs of their communities, developing action plans to position its services, through tactics related to distribution channels, promotion, and management of consumer experience as explained by (Tanner, 2019; González & Córdoba 2017).

In this way, organizations are in constant interaction with their beneficiaries, and each exchange has new experiences, which can lead to strengthening or weakening relationships. In this sense, the knowledge management of the recipients has become a marketing tool that represents a powerful ally which as an end, allows to achieve the loyalty of the beneficiaries to social plans of non-profit organizations, obeying the business principle that: a satisfied customer, is a loyal customer.

Consequently, the concept of loyalty has aroused the interest of specialists such as Dick and Basu (1994) and more recently Carroll and Kachersky (2019), who were precise in suggesting that a favorable attitude and repetition in providing a service defines loyalty; they raise the idea that commitment is an attitude/behaviour framework, as a concept related to repetitive behavior on the provision of services, which means increasing the service repetition to beneficiaries (González & Córdoba 2017).

Currently, marketing plans in non-profit organizations, according to Habibpour, Mohammad, Mathieu, Roland and Marc (2018), try to motivate the customer experience (communities served) as a tool to

achieve a link between communities, which is why, experienced marketing represents the key to organizational success, because it integrates a set of innovative policies and strategies, focused on generating competitive advantages, based on the psycho-affective involvement of beneficiaries and the creation of experiences linked to social service (Ramón, Díaz et al.).

For authors, primary conceptualization must lie in the successful experiences at an exponential success level, derived from organizations that assume a leading role, allowing marketing to reach the level of social impact and, at the same time, deliver to know their role as an outreach organization in social aspects, with their objectives set up and pursued; Also, the leaders of non-profit organizations must update their strategies by benchmarking on organizations homologates, to pursue achievement as a form of expression. Likewise, the concept of "experiential marketing" is assumed as a form of evolution involving innovation and initiative, where a non-profit organization, positions itself in society using marketing to locate, achieve and obtain the supporting research, social and cutting-edge activities, with the aim of socializing not only their goals but also their achievements (González-Díaz and Hernández-Royett 2017).

In this sense, experience marketing manages to transform a community into a faithful and loyal beneficiary of the organization. However, theorists such as Enright and Scott (1994), Hernandez (1998), Ivancevich and Lorenzi (1997), consider that non-profit organizational competitiveness is not subject to contributions for monetary concepts given to communities; on the other hand, Castro, Marques and Viegas (2018) analyzing Schumpeter and his theory, clarify that however, in the studies conducted by Ivancevich and Lorenzi (1997) and Wymer, Walter and Gomes (2006), it was shown that the monetary factor as an incentive to beneficiaries, is not a significant element that generates remembrance in the communities served; instead, it is considered the following order of prioritization by the communities: citizen attention, contribution of the benefit to be granted, means of campaigning and space environments for activities development. Altogether, allows establishing competitiveness as a determining factor in symbiosis with the above (González-Díaz, Lara et al. 2016, Díaz, Gutiérrez et al. 2019).

This finding is consistent with the new marketing paradigms developed by Hommerová and Severová (2019) as well as Hilton (2015), which consider the best advertising are the products and services offered,

because it is the only cost-effective way to create valuable, meaningful and positive experiences for customers, who see in the products solutions. Therefore, if organizations want to differentiate themselves in their market segment from the competition, they must generate stimulus before, during, or after the provision of the service. A good brand experience causes beneficiaries to be the best ambassadors for products or services, so the trend in marketing plan design is considering those aspects that stimulate feelings and thoughts, such as remembrance mechanism.

The concept of affective experiences consists on a set of significant traces in the patterns of thoughts and feelings of customers in relation to the product, according to Brakus, Schmitt, and Zarantonello (2009), it can also be positively and associative through experience providers, in order to generate loyalty and consolidation between communities served and social organizations. However, for the authors it implies more than just experience or stimulation, that is, it goes much further, involving the creation or birth of a relationship framed in profound experiences of affective-mental bonding, establishing an approach that enables learning and shared effort that drives a perpetual valuation mechanism.

These patterns of thoughts and feelings are presented in the module of experiences described by Holbrook and Hirschman (1982) and Schmitt (1999), who aims to create holistic experiences in clients, through brands that carry associated sensory, affective and creative perceptions that are easily associated with a particular lifestyle. As described above, the possibility of a psychoactive relationship in experienced marketing in non-profit organizations in the Colombian Caribbean region, is considered.

CONCEPTS

This article is theoretically structured through Table 1, which sets out the dimensions and indicators to be conceptualized, as well as the data collection tool and the relationship with the items.

Table 1.

Operationalization of variables

Variable	Dimensions	Indicators	TECHNICAL/ Instrument	Items
EXPERIENTIAL MARKETING Nonprofits	PSYCHO- AFFECTIVE	Feelings		1-3
	Experiences	Thoughts		4-5
		Media and Campaigns		6-8
	ExPro	Brand Identification	Survey	9-10
	(Experience Providers)	Space environments	Questionnaire	11-12
		Internal Staff		13-15

Psycho-affective Experiences

In talking about lifelong experiences, we are immediately reminded of the world-accepted concepts of Underwood (2003) and Schmitt (1999), which propose that there are not two types of skills the same, therefore, they can be classified according to their properties and different kinds of experiences, each with its inherent structures and processes, highlighting two experiences that generate higher recall and brand experience in social beneficiaries by social organizations, these are the feelings and thoughts. However, other authors such as Vigolo, Bonfanti and Brunetti (2019) defend the thesis that one cannot think only of the properties of psycho-affective and socio-affective experiences, but also the ways of identifying them based on the experimentation learned in similar or peer-like cases, with which it is possible to construct and verify the existence of structured processes of legitimate benefits arising from such social interactions.

Feelings

According to Cano (1989) beliefs, our sentimental life is legitimately seen as construct, in some way, of our real personality. As a result, it is different in each individual, because we feel everything in different ways, that which to some could cause a positive feeling; in others could be negative; passion is an essential part of the cycle of our lives- As Myers (1980) comments, and in closer studies conducted by Choudhury (2019), denoted that it is necessary to establish a connection between sensations and feelings, since without that, a meaningful experience is not possible,

in the meantime, if there are no feelings, there is no human being. In good or bad shape, everyone in this world feels. There are many feelings that can be experienced, and depending on how we have grown, is how we find those that are frequent and those that we could inevitably set aside, because, as the days go on, using new sensations, emotions and experiences, invade our bodies.

In the same way, one can speak of feelings being moods, these states are not intervened by consciousness, which would mean that these arise unexpectedly without wanting to happen. According to Heller (1999), feeling means being involved in something, that something can be anything: another human being, a concept, oneself, a process, a problem, a situation, another feeling, another implication, which can be positive or negative, active or reactive, direct or indirect; in other words, we must take advantage of these innate sensations of the human being to increase the effectiveness of marketing experiences, as it increases the chances of a secure connection between the brand and the potential directly proportional of improving the construction of that relationship of loyalty to the brand or organization.

Moreover, Modi and Sahi (2018) refer to the internal, the connection beyond the ethereal, the intangible that is observed, to what the authors call an "oriented relationship; allowing to think that a feeling is an "internal" event separate from external objects, feelings relate to each other, and we can feel them by different situations, moments and people, and their meaning can vary depending on the given application. But also, feelings are about defining or externalizing the sensations we experience; through emotions we express an "experience," without the expression of opinion, the impressions would remain vague and indifferent.

On the other hand, Brakus, Schmit, and Zarantonello (2009) explain that sentiment marketing appeals to the innermost feelings and emotions of customers, to create affective experiences ranging from slightly positive moods, linked to even strong emotions of joy and pride. Therefore, what is needed for sentiment marketing to work is a clear understanding that stimuli can provoke certain emotions, as well as the consumer's willingness to undertake perspective and empathy.

According to Doron and Parot (1998), sentiment may concern internal (the self) or external objects (nature); hence, the subject's experience. However intimate, links the customer to private sources or strange

situations; feelings are the modes of insertion of those subjects to existence. Also, for this article, beliefs are defined as strategic tools of experiential marketing, which appeal to the innermost feelings and emotions of the beneficiaries, which serves as a framework for the understanding of the relationship of Experience Providers (ExPro) as psycho-affective stimulators in nonprofit organizations in the Colombian Caribbean region.

Thoughts

In this same order of ideas, Nageswarakurukkal, Gonlaves, and Moshtari (2019) as well as Han, Kim, and Kim (2011) and Feldman (1997) define thinking as the manipulation of mental representations of information. An illustration can take the form of a word, visual image, sound, or data in any other sensory mode stored in memory. Thought transforms a specific representation of information into new and different ways, allowing you to answer questions, solve problems, and achieve goals.

As stated by Fort Myers (1980) and Vodiar (2017), thought or cognition, is the mental activity associated with processing, understanding and the ability to remember and communicate. Cognitive psychologists study these spiritual activities, including logical and sometimes ideological ways in which concepts are created, problem-solving, decision-making, judgment-forming, and interrelated with others. Cognitive psychologists, study mental activities including the logical and sometimes ideological ways in which concepts are created or problems resolved.

According to the contrast with these authors, it can be considered that thoughts are defined as mental activity that allows answering questions, solving problems and achieving goals; focused on creating cognitive experiences that have the possibility to harness and sometimes mediate what people reconsider old assumptions and expectations, as well as can manipulate mental representations of information and improve the ability to understand, remember and communicate.

As for marketing, thoughts combine a strategic marketing tool that appeals to the attraction of convergent and divergent thinking of nonprofit users, focusing on the creation of cognitive experiences. This works as a framework for understanding the types of skills that can be employed by experiential marketing.

Experience Provider

For the creation of positive affective psycho experiences, it is necessary what Schmitt (1999) and Lara and Nuria (2013) called Experience Providers or ExPro. They are tactical instruments aimed at creating experiences based on a set of sensations, feelings, thoughts, actions or relationships, through the use of both internal and external communications in the company, the development of visual/verbal identity (name, logos, symbols), product presence (design, packaging and branded characters), brands (appearance of new products, development of events), spatial environments (design of establishment or place of contact websites and electronic media, creation of interactive experiences) and, finally, the foundation's own staff.

Media and Campaigns

According to Schmitt (1999) and Underwood and Klein (2003), Communication Experience Providers include advertising, external and internal communications of the organization such as magazines-catalogues, brochures, posters, banners, newsletters, annual reports, in addition to televised advertising or through any communication, as well as public relations campaigns.

According to Underwood and Klein (2003), marketing communication messages through media or other marketing channels exist to communicate with different consumers or business sectors. Marketing channels traditionally include advertising, live mail, packaging, and sales promotion in conjunction with the relatively latest sponsorship, pruning, and digital or live brand experiences. Selected channels need to be integrated to maximize an organization's impact, if as a result, to more effectively achieve marketing communication goals.

Underwood and Klein (2003) also define communication as something that deals with the logical method used to offer the sale of a service or product using advertising as the primary tool, it also verifies the functionality of communication by means of 3 aspects that are "knowledge of the universe of protesters, understanding of the universe of the manifested and acceptance or rejection of purpose" then states that all this depends on the receptibility of the consumer.

Brand Identification

According to Schmitt (1999), the phenomenon of identifying an individual with a trademark is conceptualized as a specific type of social

identification where the object with which the subject identifies is a particular mark. Social identification, based on the concept of the theory of Social Identity, is the perception of belonging or connection with a specific group (Ashforth & Mael, 1989; Bhattacharya, 2008; Mael & Ashforth, 1992).

Identification occurs as a result of a subjective process of comparison between the identity of the mark and the consumer's personality. Like other Dutton, Dukerich, and Harquail (1994) identification processes are triggered by a phenomenon of searching and overlapping common values between the brand and the consumer.

Space environments

As Schmitt (1999) reviews, space environments include buildings, offices and manufacturing spaces, commercial and public spaces and sectoral stands. In the meantime, spatial environments are often the most global cultural expression of the brand, the values, and behaviors behind a brand.

On the other hand, Zeithaml (2005) believes that the physical place may be more or less critical to achieve the marketing of the organization and other objectives that depend on certain factors. In marketing, decisions about how facilities should be designed can focus almost exclusively on the needs and preferences of employees. Likewise, the place can be organized to keep employees motivated and to improve productivity, teamwork, operational efficiency, or any goal of organizational behavior. The environment needs to be planned to attract, satisfy, and facilitate the activities of both users and employees simultaneously.

Lovelock and Wirtz (2009) acknowledge that in high contact services, the environment has a fundamental role in creating the service experience and increasing or decreasing user's satisfaction. Different organizations, from hospitals, hotels, restaurants and professional companies, recognize that the service environment is an essential component of the marketing mix and the overall proposition of value. Service environments also called service panoramas, relate to the style, appearance of the physical environment and other elements experienced by customers at the sites where the services are delivered.

Internal Staff

Notably, Jordan, Rudeen, Hu, Colonna, and Draper (2019), Ambler, Bhattacharya, Edell, Keller, Lemon, and Mittal (2002). Schmitt (1999)

and Zeithaml (2005), agree that staff can be one of the most effective previous experiences for the five Strategic Experiential Modules (SEMs). The team includes promoters, company representatives, service providers, user service providers and anyone else who may be associated with an organization or mark.

According to Lovelock and Wirtz (2009), contact employees who often work in teams, are a critical factor in delivering a service of excellence and for achieving a competitive advantage. Hence, it closely links the operational functions of marketing and human capital to create an active exchange of value between the organization and its users.

According to Bandyopadhyay and Ray (2019) and Kotler and Lan (2009), acknowledge the sales force functions as a decisive link between a non-profit organization and its users. In many cases, vendors serve both roles: the recipient and the one who offers the service. First, they represent the company to customers: they find and cultivate new customers and communicate information about products and services, for this article the internal staff is defined as a critical factor in the delivery of excellent service.

INVESTIGATION PROCEDURE

To present the results in an organized manner, they were structured in 4 phases:

Phase I.

It serves to give the study problem theoretical support, generating a holistic view of the affective experiences of users through the providers of lessons that integrate the Experiential Marketing in Nonprofit Organizations.

Phase II.

Consists of methodological design, in this research a series of items were designed to follow the previously established indicators that make up a 15 item questionnaire, which was subjected to the validation and reliability criteria of 3 expert's opinion and then applied personally and individually to each of the young beneficiaries of the social entrepreneurship programs of the nonprofit organizations located in the departments of Córdoba and Sucre. The questionnaire is designed with Likert-type scale with five (5) answer alternatives: Totally Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Totally Disagree (1), to measure dimensions: Psycho-affective experiences and ExPro. On

the other hand, the criteria is set for interpretation of data through table 2. Table 2.

Data Interpretation and Equivalents

Value	Alternatives	Ranges	Categories	Equivalent	Matlab Ratio
5	Totally Agree (TA)	4,21 – 5,00	VERY HIGH PRESENCE	Strong 3,41 - 5,00	[0.4698, 0.7012, 1.081, 1.091]
4	Agreement (A)	3,41 – 4,20	HIGH PRESENCE		
3	Neither Agree nor Disagree (NA/ND)	2,61 – 3,40	MODERATE PRESENCE	Medium 2,61 - 3,40	[0.456, 0.538, 0.562, 0.669]
2	Disagree (D)	1,81 – 2,60	LOW PRESENCE	Weak 1,00 - 2,60	[-0.239, -0.0135, 0.3026, 0.68]
1	Totally Disagree (TD)	1,00 – 1,80	VERY LOW PRESENCE		

Analysis Unit

The analysis unit consists of 940 young people who benefited from the social entrepreneurship programs, stratified in 2 departments and served by 3 non-profit organizations, however, given the limitations on access to the rural sector of the communities, a sampling technique was applied, to calculate the sample, the formula was applied according to Sierra and Bravo (1991):

$$n = \frac{Z^2 * p * q * N}{e^2 (N - 1) + Z^2 * p * q} \quad \text{Where:}$$

n: Represents the sample size

Z: Represents the confidence level (standard distribution table)

e: Constitutes the sampling error. Typically, this value ranges from 5% to 10%. In this case, a value of 5% was used.

p: Is probability in favor

q: Is the probability against

N: Is the total size of the population.

The Confidence Level was 95% with a Confidence Interval of 5%, after probabilistic sampling was applied using the stratified sampling technique

called assignment proportional remaining, representing as follows:

Table 3.

Research Population and Sample

Young social entrepreneurship	Population	%	Sample
Department of Sucre	460	49%	134
Department of Córdoba	480	51%	139
Total	940	100%	273

On the other hand, it is worth mentioning that the population under study is made up of young people of stratum 0-1, age between 18-25 years, 1% were university students, 25% high school students and the rest in street situation.

Phase III.

At this phase, statistical analysis techniques are applied in two stages:

1. *Stage I.* Descriptive Statistics: the information obtained through the questionnaire is process through the Microsoft Excel 2018 and IBM SPSS Statistics programs, all of which allow to perform a series of interpretations according to the scale designed for this purpose, and subsequently, are contrasted with the theoretical argument set out in the conceptual framework.

Table 4.

Data processing of the Psycho-affective experiences dimension

DIMEN- -SION	INDICA- -TORS	N	TA(5)		A(4)		NA/ND(3)		D(2)		TD(1)		TOTAL		
			FA	FR	FA	FR	FA	FR	FA	FR	FA	FR	FA	FR	
Psycho- -affective Experien- ces	Feelings	1	132	48%	10 6	39%	22	8%	8	3%	5	2%	273	100%	
		2	85	31%	93	34%	65	24%	21	8%	9	3%	273	100%	
	3	144	53%	85	31%	25	9%	15	5%	4	1%	273	100%		
	Thoughts	4	96	35%	13 2	48%	25	9%	15	5%	5	2%	273	100%	
		5	119	44%	68	25%	39	14%	25	9%	2 2	8%	273	100%	
Average			115	42.2 %	96. 8	35.5 %	35. 2	12.9 %	17	6.2 %	9	3.3 %	273	100,0 %	
Value of alternatives			<i>2.10989011</i>		<i>1.41831502</i>		<i>0.38681319</i>		<i>0.1230769</i>		<i>0.03297</i>				
INDICATOR CATEGORY (a)												HIGH PRESENCE		4	

Note. a. according to the interpretation of dates

Table 4 shows a score of 4, according to the scale of data interpretation, wich is framed in high presence, highlighting a

psychoactive stimulation inclined towards the generation of feelings and thoughts, caused directly by the providers of experiences according to table 5.

Table 5.

Processing of Dimension Data: Experience Providers (ExPro)

DIMENSION	INDICATORS	N	TA(5)		A(4)		NA/ND(3)		D(2)		TD(1)		TOTAL		
			FA	FR	FA	FR	FA	FR	FA	FR	FA	FR	FA	FR	
ExPro (Experience Providers)	Media and Campaigns	6	198	73%	53	19%	9	3%	8	3%	5	2%	27	100%	
		7	98	36%	142	52%	24	9%	8	3%	1	0%	27	100%	
		8	102	37%	113	41%	35	13%	1	5%	5	3%	27	100%	
	Brand Identification	9	98	36%	103	38%	55	20%	1	5%	2	1%	27	100%	
		10	142	52%	85	31%	32	12%	9	3%	5	2%	27	100%	
		11	162	59%	85	31%	15	5%	1	4%	1	0%	27	100%	
	Space environments	12	145	53%	88	32%	22	8%	1	4%	6	2%	27	100%	
		13	152	56%	96	35%	19	7%	5	2%	1	0%	27	100%	
		14	99	36%	115	42%	36	13%	1	5%	8	3%	27	100%	
	Internal staff	15	132	48%	106	39%	22	8%	8	3%	5	2%	27	100%	
		Average		138	50.5%	98	35.9%	22.8	8.4%	1	3.7%	4	1.5%	27	100.0%
	Value of alternatives			2.5274725	1.4358974	0.2505494	0.073260			0.01538			4		
	INDICATOR CATEGORY (a)			3	4	5	1	HIGH PRESENCE							

Note. a. according to the interpretation of dates

Table 5 shows the statistical treatment of the dimension Experienced Providers (ExPro), with a score of 4, according to the scale of interpretation of the results, is framed in High Presence, highlighting a high participation of the campaign media and the internal staff, which enabled descriptive statistics to be generated according to Table 5, with an average of 3,837 and a standard deviation of 0.49449 observed in experience providers an average of 3.9688 and one standard deviation of 0.23982.

2. *Stage 2. Inferential Statistics:* From the descriptive statistical analyses, the Pearson correlation coefficient is applied as a linear measure between the dimensions: Psycho-affective experiences and ExPro, generating table 6.

Table 6.
Correlations of dimensions

		Psycho-affective experiences	ExPro
Psycho-affective experiences	Pearson correlation	1	,666**
	Gis. (bilateral)		,001
	Sum of squares and vector products	11,492	2,596
	Covariance	,245	,055
	N	48	48
ExPro	Pearson correlation	,666**	1
	Gis. (bilateral)	,001	
	Sum of squares and vector products	2,596	2,703
	Covariance	,045	,048
	N	273	273

Note. The correlation is significant at level 0.01 (bilateral).

As for the correlation coefficient, it made it possible to make estimates of the value of the health experiences knowing the behavior of the experience providers resulting in an amount of 0.666 indicating a degree of positive association between the variables (as providers of experiences grow or decrease, the psycho-affective experiences skills in young entrepreneurs increase or shrink).

To corroborate the incidence of these components, we have carried out an exercise to slow down the specific weight of the Experience Providers in stimulating Psycho-affective experiences. The data from the descriptive statistic were taken to find out their incidence.

In addition, statistical parameters such as arithmetic means, upper and lower limits of each of the experience providers were created and different types of distribution were determined according to the behavior of each component, data normalization and inconsistencies elimination techniques were immediately used to determine the sample of companies and proceed to the simulation and analysis of 100 thousand iterations or synthetic data of the possible behaviors of ExPro.

The tool applied for the analysis of the selected information was @risk, a software (Palisade Corporation, U.S.) robust in terms of risk estimation in the business environment, which uses the Monte Carlo simulation technique. As is widely known in the field of simulation

models, Monte Carlo follows an entirely random process where variables are first selected with their probabilities of occurrence; then, random numbers are generated in a large sample and quantity; third, each random number is applied over the area of the cumulative probability frequency; and fourth, the final variables are obtained, which are used as if they were variables offered by reality (Head and Torra, 2007).¹

The importance of building simulation models, especially with Monte Carlo, is that, it is about doing analysis on the influence of marketing with deterministic numbers to probabilistic behaviors and that implies a substantial advance that changes the way you interpret the results from a constant or purely deterministic approach, where there is only one scenario, to a predictable oscillation approach where there can be multiple scenarios and each with odds of occurrence.

For this exercise of incidence of the four ExPro's that affect the Psycho-affective experiences of users in non-profit organizations, 100,000 iterations were defined, representing a large amount of data the parameters of information collected and accumulated to estimate a likely distribution of the success that companies would have in real life, taking as input the specific information about Media and Campaigns, Brand Identification, Space Environments, and Internal Staff. The results found from the simulation are presented in table 7.

Table 7.

Impact of ExPro on Psycho-affective experiences

ExPro (Experience Providers)				Psycho- Affective Experiences (Thoughts and Feelings)
Media and Campaigns	Brand Identification	Space Environments	Internal Staff	
2.946244591	3.179109242	4.436365958	2.887874704	2.234608326

The impact of ExPro on the psycho-affective experiences presented in table 7, make clear the predominant role of internal staff in generating positive thoughts and feelings to users who access the services of the non-profit organizations in the Colombian Caribbean region. These results are also illustrated in figure 1.

¹ The origin of this technique is due to Stanislaw Ulam and John von Neumann in 1946 and has had endless applications in different fields of knowledge. The expression Monte Carlo is associated with the gaming system of casino monte carlo, Principality of Monaco. In essence, it is a non-deterministic method used to approximate complex and costly mathematical expressions of accurately evaluating. According to Cabeza y Torra (2007) "it is a sampling whose experience objective is to estimate the distribution of a series of final variables that depend on probabilistic input variables".

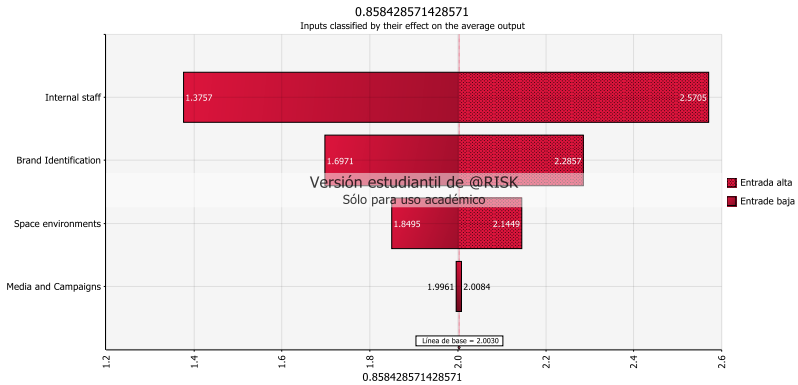


Figure 1. Tornado. Change in an average output of Expro vs. Psycho-affective experiences.

The above tornado figure shows the sensitivity of the "inputs" variables to the "output" target, i.e. on the psycho-affective experiences. In this case, it is verified that the Internal Staff, Brand Identification, Space Environments and Media and Campaigns, in that order, are the providers of experiences that can most impact on stimulation of positive psycho-affective experiences. What can be observed from this short analysis of sensitivity, is that the provider of media and campaigns experience is poorly correlated with the average result on the social skills of users of nonprofit organizations.

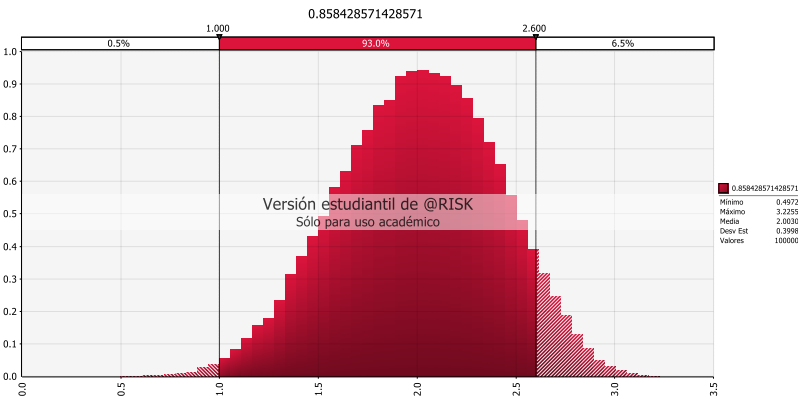


Figure 2. Probability density of the Week category (1-2.60) of stimulation of ExPro vs. Psycho-affective experiences.

Figure 2 shows that in the referenced simulation of 100,000 iterations executed through the actual user parameters, before experience providers; 93,000 (93%) synthetic users describe a weak

stimulation of psycho-affective experiences by non-profit experience providers.

Phase IV.

The results are discussed to a panel of 3 marketing experts, according to the selection criteria: 5 years of marketing experience in nonprofit organizations, with postgraduate studies in marketing; such speeches are processed through Atlas.Ti8.5, allowing to generate rules of inferences or patterns of behavior between the indicators of dimensions: Psycho-affective experiences and ExPro, creating a dynamic relationship that allows predicting positive behavioral models in young entrepreneurs with nonprofit Experience Providers. The speeches of the experts are summarized in figure 3.



Figure 3. Triangulation of experts and Categories

Based on the inputs generated through the discussion of the results, the experts agree that the leading provider of positive psycho-affective experiences is the internal staff, as they are those who have a direct relationship with young entrepreneurs. However, the experts think it should be supported by the media and campaign organization; thus, a comparison was made based on the correlation of each category of Experience Provider with the Psycho-affective experiences. Based on such expert discussion, the rules of inference were built to generate a fuzzy inference module, as shown in table 8.

Table 8.
Rules for the Design of the Diffuse Inference Module

Rules of inference	Media and Campaigns	Brand Identification	Space Environments	Internal Staff	Psycho-affective Experiences
Rule of inference1	Weak	-	-	Weak	Negative
Rule of inference2	Strong	-	-	Strong	Positive
Rule of inference3	Middle	-	-	Strong	Positive
Rule of inference4	Strong	-	-	Middle	Positive
Rule of inference5	Weak	Middle	Middle	Middle	Positive
Rule of inference6	Middle	Middle	Middle	Weak	Negative
Rule of inference7	Middle	Middle	Middle	Middle	Positive

Phase V.

Once the rules are obtained, we proceed to create the module of diffuse inference to relate the dimensions: Psycho-affective experiences and ExPro, through Fuzzy logic Matlab toolbox, according to the guidelines of Hernandez, Hernandez et. (2019) for the construction of input variables by reducing from 4 to 2 output variables as shown in figure 4.

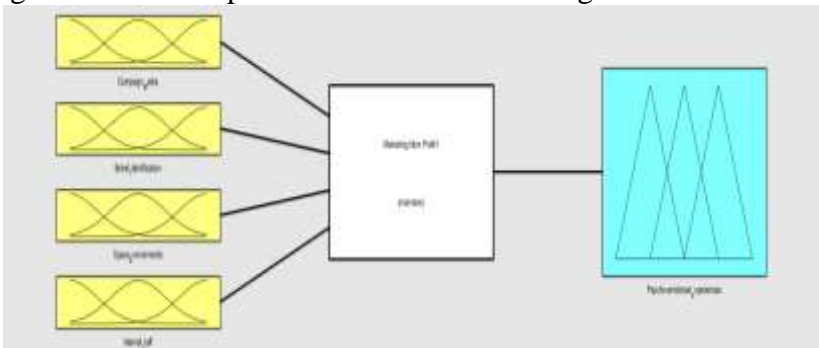


Figure 4. Fuzzy logic toolbox Matlab input and output variables

In addition, the input variables were adjusted according to the Matlab proportionality described in Table: Strong [0.4698 0.7012 1.081 1.091], Medium 2.61 - 3.40 [0.456 0.538 0.562 0.669] and Weak 1.00 - 2.60 [-0.239 -0.0135 0.3026 0.68], defined in the Interpretation Scale (Table 2). Likewise, the behavior of the output variable (Psycho-affective experiences) is displayed according to the volatility of each input variable (Media and Campaigns, Brand Identification, Space Environments and Internal Staff), as shown in figure 5.

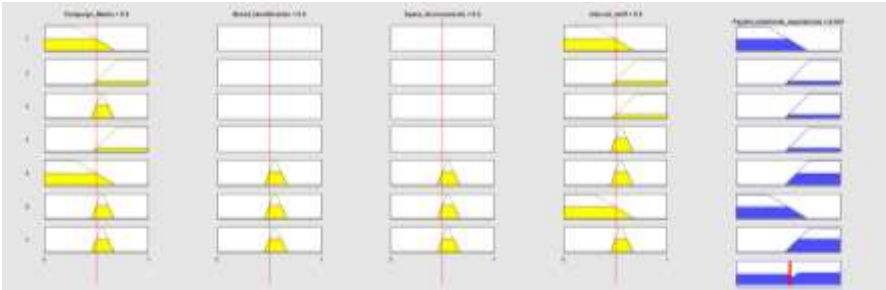


Figure 5. Fuzzy logic toolbox Matlab input and output variables

In the image above, the membership set is seen according to the mobility of each input variable, resulting in changes in the category of the output variable, surface 1 and 2 are presented to deepen the understanding.

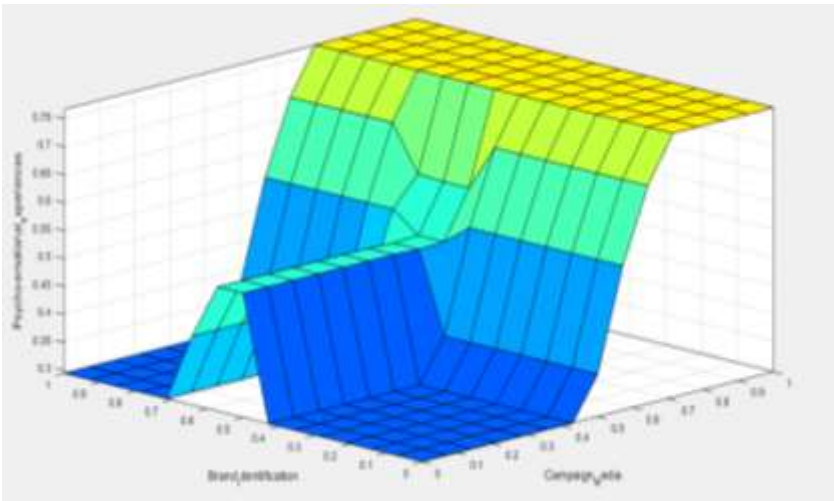


Figure 6. Psycho-affective experiences vs. Brand Identification and Campaign and Media, through Fuzzy logic toolbox Matlab

On figure 6, it is noted that the impact of the means of campaign and media approach in the psycho-affective experiences could be positive; however, when the means of campaign and media is less than 0.4 there will be negative affective stimuli, it can also be seen that the brand identification does not show a representative impact on positive psycho-affective experiences.

Similarly, figure 7 refers to the relation between psycho-affective

experiences vs. internal staff and campaign and media, and it is observed that as the campaign and media variable exceeds 0.65, it begins to generate positive changes in the psycho-affective experience.

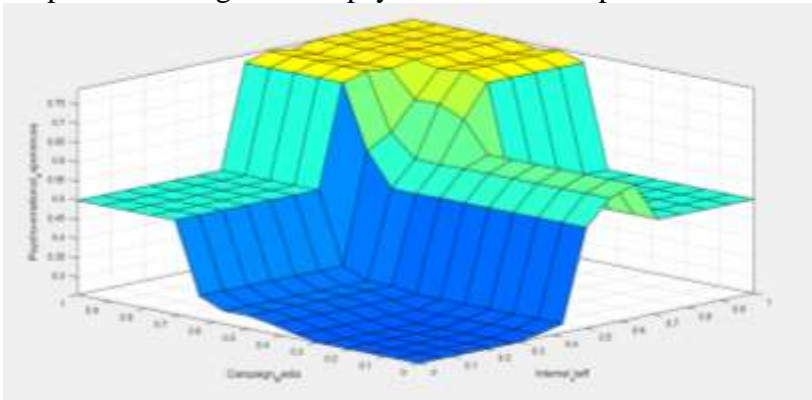


Figure 7. Psycho-affective experiences vs. Internal Staff and Campaign and Media, through Fuzzy logic toolbox Matlab

On the other hand, it is evident that, to the extent, internal staff generate a value greater than 0.4, where it begins to create positive psycho-affective experiences; however, in isolation they are not sufficient to reach the upper limits in terms of skills; therefore, as the more internal staff and campaign and media are integrated, more enormous psychological benefits will be generated.

CONCLUSIONS

According to this study, it is concluded that there is a psycho-affective relationship in the experiential marketing in nonprofit organizations in the Colombian Caribbean region, which are characterized by stimulating feelings and thoughts of users through experience providers, highlighting the stimulation of internal staff and campaign and media, resulting in a correlation coefficient of: 0.666, that is, as the provider of experiences grows or declines, it generates positive or negative life-skills in young entrepreneurs.

On the other hand, it is derived from the point of view of the experts in which it is a great coincidence that, internal staff and the campaign and media are critical to the stimulation of positive psycho-affective experiences, generating the rules of diffuse inference that create the foundation for the basis parameters analyzed, allowing to generate

forecasts according to the volatility of the experience providers and their impact in the social experiences in nonprofit organizations.

Furthermore, it is concluded that the existence of structured processes of legitimate profits arising from such social interactions, can be constructed and verified, which demonstrates that fidelity to the brand can be linked through relationships that result in deep and significant experience.

It is also concluded that promoters, company representatives, user service providers and anyone else who may be associated with a nonprofit organization or brand, can closely link the operational functions of marketing and human capital, with which, their effort to create an active exchange of value between the organization and its users is considered a critical factor in the delivery of an excellence service that results in an excellent contribution to the achievement of brand loyalty, organizing significant experiences that establish a psycho-affective relationship.

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