

## **Antecedents and Consequences of Customer Experience in Theme Parks**

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This study aims to investigate (i) the antecedents of customer experience and (ii) the impact of customer experience on customer loyalty with relevance to theme park. Data for the study were collected from the 460 respondents who visited the theme park at least once. The area of the study was Chennai city in Tamil Nadu state. Respondents were selected using a non-probabilistic sampling technique. The data were analyzed by using AMOS 20. The findings revealed that the proposed model fits the observed data well, with acceptable model fit indices. Physical environment, social environment, audience and actors were found to be the most important antecedents that influences affective experiential state. The study also found that, theme park customer experience was associated with cleanliness, layout, light, safety and security. The study further confirms that affective experiential state and cognitive experiential state have positive effect on affective loyalty and cognitive loyalty. The Implications for the managers were discussed in the light of increasing the customer experience and, in turn, elevating the customer loyalty.

**Keywords:** *Affective Experiential state, Affective Loyalty, Customer Experience, Cognitive Experiential state, Cognitive Loyalty, Conative Loyalty*

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