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MEASURING MARKETING OUTCOMES OF CUSTOMER EXPERIENCE: VALIDATION OF THE SCALE

Abstract:
Background: Customer experience has emerged as one of the most important constructs in contemporary marketing, as organizations increasingly compete through the quality of interactions and experiences delivered across the customer journey. While the literature has extensively examined the conceptual foundations, dimensions, and strategic relevance of customer experience, considerably less attention has been devoted to the development of validated instruments capable of measuring its downstream marketing consequences. In particular, there remains a need for a psychometrically sound scale that captures the core marketing outcomes associated with customer experience in an integrated and methodologically rigorous manner.
Purpose: The main objective of this study was to develop and validate the Marketing Outcomes of Customer Experience (MOCE) scale. The proposed instrument was designed to measure three key dimensions widely recognized in the marketing literature as major consequences of customer experience: Customer Satisfaction, Behavioural Loyalty Intentions, and Word ofMouth. By focusing on these three constructs, the study sought to provide a reliable and valid framework for assessing how customer experience is reflected in evaluative, relational, and communicative customer responses.
Methods: The empirical analysis was conducted on a sample of 702 respondents. The MOCE instrument was formed by integrating three existing scales into a unified measurement framework. The psychometric evaluation of the instrument included reliability analysis and factor analysis. Sampling adequacy was assessed using the Kaiser–Meyer–Olkin (KMO) measure, while Bartlett's test of sphericity was used to determine whether the correlation matrices were suitable for factor analysis. Internal consistency was examined using Cronbach's alpha coefficient, and the dimensional structure of the instrument was assessed through principal component analysis.
Findings: The results confirmed the satisfactory psychometric properties of the MOCE scale, with, with , The overall reliability of the MOCE instrument reached 0.966, indicating excellent internal consistency across the three constructs.
Implications: The study contributes to the customer experience literature by extending the measurement focus from customer experience itself to its key marketing outcomes. The validated MOCE scale offers a useful framework for future empirical research and provides practitioners with a diagnostic instrument for evaluating whether customer experience strategies generate favorable outcomes in terms of satisfaction, loyalty-related intentions, and positive word-of-mouth. Future research should test the scale in different industries, populations, and national contexts to

further examine its generalizability and robustness.
Keywords: *customer experience; marketing outcomes; customer satisfaction; behavioural loyalty intentions; word-of-mouth; scale validation; psychometric validation; factor analysis*

1. INTRODUCTION

In increasingly competitive markets, organizations have shifted from product-centric and transaction-oriented approaches toward experience-driven strategies, recognizing customer experience (CX) as a critical source of differentiation and long-term value creation (De Keyser et al., 2020; Lemon & Verhoef, 2016; Verhoef et al., 2009). Rather than being confined to a single encounter, CX reflects the customer's holistic perception of interactions with a firm across the entire customer journey and integrates cognitive, emotional, sensory, behavioral, and social responses (Brakus et al., 2009; Schmitt, 1999). As such, CX has emerged as one of the most important concepts in contemporary marketing theory and practice. However, while the literature has substantially advanced the conceptualization of CX, its relationship with measurable marketing outcomes remains insufficiently theorized and empirically operationalized.

The strategic relevance of CX lies in its capacity to influence consequential downstream outcomes. Prior research consistently suggests that favorable customer experiences contribute to customer satisfaction, strengthen behavioral loyalty intentions, and encourage positive word of mouth, whereas poor experiences may weaken relationships and increase switching tendencies (Klaus et al., 2013; Zeithaml et al., 1996). These outcomes are not merely attitudinal reactions but represent marketing-relevant consequences through which experience translates into organizational performance. In the broader marketing literature, such outcomes are often treated as indicators of marketing productivity and market-based asset development, as they shape retention, advocacy, and the long-term value of customer relationships (Rust et al., 2004). Consequently, understanding and measuring the marketing outcomes of CX is essential for both scholarly advancement and managerial decision-making.

Despite the growing body of CX research, measurement remains a persistent challenge. Existing studies have produced influential measures of related constructs, including brand experience (Brakus et al., 2009) and customer experience quality, particularly through the EXQ framework (Klaus et al., 2013), that was validated for the Serbian banking context (Ćelić et al., 2025). More recent work has also expanded the conceptual language of the field by clarifying the role of touchpoints, context, and experiential qualities in the formation of CX (De Keyser et al., 2020). Nevertheless, much of the literature remains focused on measuring customer experience itself rather than developing a validated instrument that captures its downstream marketing outcomes in an integrated manner. In empirical studies, customer satisfaction, loyalty, and word of mouth are often measured separately, inconsistently operationalized, or treated as loosely connected consequences. This fragmentation limits comparability across studies and constrains the accumulation of coherent knowledge regarding how CX generates value in the marketplace.

This limitation is particularly important because existing measures frequently focus on isolated touchpoints, conflate customer experience with customer satisfaction, or fail to capture the multidimensional and process-oriented nature of experience as it unfolds over time (Kranzbühler et al., 2018; McColl-Kennedy et al., 2019; Ponsignon et al., 2021). As a result, there is still no sufficiently robust and psychometrically validated scale that systematically measures the key marketing outcomes arising from customer experience. The absence of such an instrument creates both theoretical and practical difficulties. From a theoretical standpoint, it weakens construct clarity and hampers cumulative research on the mechanisms through which CX affects marketplace behavior. From a managerial standpoint, it limits firms' ability to assess the return on investments in experience design and to identify which experiential effects have the strongest implications for commercially relevant outcomes.

Scale development and validation have long been regarded as foundational contributions to marketing science because they enable abstract constructs to be measured with rigor, reliability, and empirical precision (DeVellis, 2016). Valid measurement is especially important in areas such as customer experience, where conceptual breadth often exceeds methodological precision. Without carefully developed and validated scales, empirical findings may be unstable, constructs may overlap, and managerial recommendations may rest on weak operational foundations. Accordingly, the development of a scale that captures the marketing outcomes of customer experience responds to a significant gap in the literature and addresses an important methodological need.

The present study seeks to address this gap by developing and validating a multi-item scale designed to measure the marketing outcomes of customer experience. The conceptual foundation of the study draws on service-dominant logic, which emphasizes value co-creation through interactions between customers and firms (Vargo & Lusch, 2004). The resulting scale is evaluated through standard psychometric criteria, including reliability, convergent validity, discriminant validity, and nomological validity.

The contributions of this study are significant not only for research purposes, as they extend customer experience research by shifting attention from measuring CX itself to rigorously assessing its marketing consequences.

Furthermore, it provides a psychometrically validated instrument to support future empirical research across diverse contexts and industries. More significantly, it offers practitioners a diagnostic tool for evaluating the effectiveness of experience-oriented strategies in producing meaningful relational and behavioral outcomes. By developing a reliable and valid scale for measuring the marketing outcomes of customer experience, this research aims to strengthen both the conceptual and empirical foundations of CX scholarship.

2. MARKETING OUTCOMES OF CUSTOMER EXPERIENCE

Customer experience (CX) is increasingly recognized as a strategic driver of firm performance because its effects extend beyond immediate service evaluations and shape a range of important marketing outcomes. In marketing literature, such outcomes are typically understood as customer-level consequences that reflect the effectiveness of a firm's market-facing activities and contribute to long-term organizational value creation (Rust et al., 2004; Srivastava et al., 1998). Among the most frequently examined and managerially relevant consequences of customer experience are customer satisfaction, behavioral loyalty intentions, and word of mouth. These outcomes are particularly important because they capture affective evaluation, relational continuity, and advocacy behavior, respectively, thereby providing a comprehensive view of how customer experience translates into marketplace value.

Customer experience is inherently multidimensional, encompassing customers' cognitive, emotional, sensorial, behavioral, and relational responses to interactions with a firm across the customer journey (Lemon & Verhoef, 2016; Verhoef et al., 2009). Because these responses shape how customers interpret and evaluate their interactions with the firm, favorable experiences are expected to produce more positive judgments and behavioral tendencies. In this sense, customer satisfaction, behavioral loyalty intentions, and word of mouth can be viewed as key marketing outcomes through which the consequences of customer experience become visible and measurable.

2.1. Customer Satisfaction

Customer satisfaction (SAT) is one of the most established constructs in marketing and consumer behavior research. It is generally defined as a customer's evaluative judgment regarding whether a product, service, or overall experience meets or exceeds expectations (Oliver, 1997). Although satisfaction and customer experience are closely related, they are conceptually distinct. Customer experience reflects the broader, multidimensional process of interacting with a firm, whereas satisfaction represents a post-consumption evaluative outcome of that process. In other words, satisfaction is not equivalent to experiencing itself but rather one of its most important consequences.

The link between customer experience and customer satisfaction is well grounded in prior literature. Positive experiences across touchpoints tend to reduce perceived effort, enhance emotional engagement, and strengthen perceptions of value, all of which contribute to higher satisfaction levels (Klaus et al., 2013; Lemon & Verhoef, 2016). When customers perceive that their interactions with a company are coherent, convenient, and emotionally positive, they are more likely to evaluate the relationship favorably. Conversely, fragmented, frustrating, or inconsistent experiences tend to reduce satisfaction, even when the core service outcome is acceptable.

Customer satisfaction is particularly important because it often serves as an immediate and central indicator of customer response. It captures whether the firm's experience has been positively appraised and whether it has meaningfully met customers' expectations. Furthermore, satisfaction has repeatedly been shown to influence subsequent relational and behavioral outcomes, making it a crucial mechanism by which customer experience generates broader marketing effects. For this reason, satisfaction is widely treated as one of the primary outcomes of customer experience.

2.2. Behavioral Loyalty Intentions

Behavioral loyalty intentions (BLI) refer to a customer's stated willingness to continue the relationship with a firm through future purchases, repurchases, or continued use. Unlike attitudinal loyalty, which reflects emotional attachment or psychological commitment, behavioral loyalty intentions focus on the likelihood of engaging in future behaviors that signal relationship continuity (Zeithaml et al., 1996). In service and relationship marketing contexts, these intentions often include repurchase intention, intention to remain with the provider, and resistance to switching.

Customer experience is expected to play an important role in shaping behavioral loyalty intentions because customers are more likely to remain loyal to firms that consistently provide positive, memorable, and value-enhancing experiences. Experiences that are easy, personalized, trustworthy, and emotionally satisfying strengthen the customer's inclination to continue the relationship, while negative experiences increase dissatisfaction, uncertainty, and switching propensity (Klaus et al., 2013; Verhoef et al., 2009). Thus, behavioral loyalty intentions may be understood as a forward-looking manifestation of customers' responses to prior experiences.

The relevance of behavioral loyalty intentions as a marketing outcome lies in their strong association with customer retention and revenue stability. Retaining existing customers is often more cost-effective than acquiring new ones, and firms that successfully translate positive experiences into loyalty intentions are better positioned to generate repeat business and long-term customer value. Moreover, behavioral loyalty intentions are particularly useful in empirical research because they reflect not only customers' current evaluation of the firm but also their anticipated future conduct. Accordingly, they represent a vital outcome variable in studies examining the performance implications of customer experience.

2.3 Word of Mouth

Word of mouth (WOM) refers to informal interpersonal communication in which customers share opinions, experiences, and recommendations about firms, products, or services with other individuals. It is widely regarded as one of the most influential marketing outcomes because it extends the impact of the customer experience beyond the focal customer, affecting the perceptions and decisions of others (Anderson, 1998). Positive WOM can strengthen brand reputation and attract new customers, while negative WOM may damage trust and discourage potential buyers.

The relationship between customer experience and WOM is conceptually intuitive and empirically supported. Customers who have highly positive experiences are more likely to share those experiences with others, especially when the experience is emotionally engaging, distinctive, or exceeds expectations. Such communication may take the form of recommendations, praise, or positive online reviews. In contrast, unfavorable experiences can also trigger WOM, often in the form of complaints or warnings to others. This makes WOM a particularly sensitive and socially diffused outcome of customer experience.

WOM is especially important as a marketing outcome because it reflects advocacy rather than mere evaluation. While satisfaction indicates that a customer has positively assessed an experience, WOM suggests that the customer is willing to externalize that evaluation and communicate it to others. This makes WOM strategically significant, as it contributes to customer acquisition, social proof, and the amplification of brand perceptions in both offline and digital environments. In sectors characterized by high competition and low differentiation, positive WOM generated by superior customer experience may become a particularly valuable source of competitive advantage.

2.4. The instrument for assessing Marketing Outcomes Customer Experience (MOCE) scale

Taken together, customer satisfaction, behavioral loyalty intentions, and word of mouth represent three complementary dimensions of the marketing outcomes of customer experience. Customer satisfaction captures the evaluative response to the experience; behavioral loyalty intentions reflect the relational and future-oriented consequences of that evaluation; and word of mouth represents the communicative and advocacy-based extension of customer response. Examining these three constructs jointly enables a more comprehensive understanding of how customer experience creates value for firms.

Their inclusion is also theoretically justified because they capture distinct but interconnected consequences of experience. A favorable customer experience is expected to enhance satisfaction, thereby strengthening loyalty intentions and increasing the likelihood of positive WOM. At the same time, customer experience may also exert direct effects on loyalty-related and advocacy-related outcomes, especially when customers perceive the experience as particularly memorable or distinctive. Therefore, these three constructs provide a robust foundation for assessing the marketing outcomes of customer experience and are appropriate dimensions for scale development and validation.

3. THE RESULTS OF EVALUATING THE VALIDITY AND RELIABILITY OF THE MOCE INSTRUMENT

The scale instrument comprises 17 items that assess attitudes towards the marketing outcomes of customer experience, resulting in the development of a hypothesis to be tested:

H_0: The MOCE scale instrument can be used to identify and measure the attitudes of respondents from the Republic of Serbia regarding the marketing outcomes of customer experience.

The empirical study was conducted to test the MOCE scale in the Serbian banking sector. All respondents were users of banking services in Serbia, including both individuals and legal entities. The empirical analysis was based on a sample of 702 respondents. The sample profile indicates that 61.3% of the participants were male and 38.7% were female. The most represented age category was 25 to 34 years of age, comprising 44.4% of the respondents. In terms of education, nearly half of the sample (49.1%) held a university degree. Furthermore, the regional structure of the sample reveals a strong predominance of respondents from Vojvodina, who accounted for 83.5% of the total sample.

The present study combined three existing scales into a unified instrument intended to operationalize the Marketing Outcomes of Customer Experience (MOCE). The Customer Satisfaction items were measured using a seven-point Likert scale anchored from 1 ("strongly disagree") to 7 ("strongly agree"). In contrast, the items measuring Behavioural Loyalty Intentions and Word of Mouth were assessed using a seven-point Likert-type frequency scale ranging from 1 ("never") to 7 ("frequently"). To reduce the potential for response bias associated with item sequencing, all items were randomized within the questionnaire. The preliminary evaluation of the instrument indicated satisfactory face validity, suggesting that the items appropriately reflected the constructs they were intended to measure. Consistent with prior research (Klaus, 2014), the dimensions were subsequently labeled according to their substantive content. Thus, the first dimension, consisting of five items, was designated as Customer Satisfaction (SAT); the second dimension, consisting of five items, as Behavioural Loyalty Intentions (BLI); and the third dimension, consisting of seven items, as Word of Mouth (WOM). The psychometric characteristics of the instruments were evaluated by applying Principal Component Analysis (CPA). The analyses were conducted at the individual level.

This research aimed to evaluate the unidimensionality of each MOCE subscale. To achieve this, a one-component factor analysis was conducted on the items within each subscale. By applying the criterion of having eigenvalues greater than 1 along with the "Scree plot" criterion, a single factor was extracted for every subscale, confirming their unidimensional nature. Additionally, an analysis of the entire sample was conducted to assess the instrument's reliability. The results for the specified dimensions indicated high reliability, aligning with prior research.

3.1. The validity of the subscale Customer Satisfaction

Prior to factor extraction, the adequacy of the dataset for factor analysis was assessed using the Kaiser–Meyer–Olkin (KMO) measure and Bartlett's test of sphericity. The KMO value of 0.881 indicates satisfactory sampling adequacy according to Kaiser's criteria. The reliability of the scale was further examined using Cronbach's alpha, which reached 0.921 (Table 4), confirming a high degree of internal consistency among the items. Furthermore, Bartlett's test of sphericity was statistically significant ($\chi^2 = 2218.512$, df = 10, $p < 0.001$), demonstrating that the correlation matrix was not an identity matrix and that the variables were sufficiently intercorrelated. Therefore, the results support the appropriateness of applying factor analysis to the data.

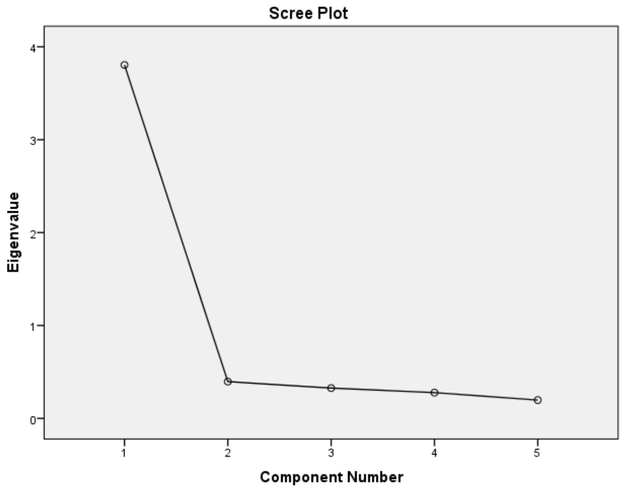
Table 1: Values of component saturations for the first principal component determined by the items of the subscale Customer Satisfaction

Customer Satisfaction	Factor loadings
SAT 4 - I feel satisfied that XYZ produces the best results that can be achieved for me	0.893
SAT 5 - The extent to which XYZ has produced the best possible outcome is satisfying	0.885
SAT 1 - My feelings towards XYZ are very positive	0.875
SAT 2 - I feel good about coming to XYZ for the offerings I am looking for	0.855
SAT 3 - Overall, I am satisfied with XYZ and the service they provide	0.853

Source: autors, 2026.

Table 1 presents the factor loadings of the items belonging to the Customer Satisfaction subscale on the first principal component. The results indicate that all five items load strongly on a single component, with factor loadings ranging from 0.853 to 0.893. These high loadings suggest that the items share a substantial proportion of common variance and consistently reflect the same underlying construct. Among the items, SAT 4 ("I feel satisfied that XYZ produces the best results that can be achieved for me") showed the highest loading (0.893), indicating that it has the strongest association with the extracted component. The relatively narrow range of loadings further indicates that all items contribute meaningfully and in a balanced manner to the measurement of the construct. Overall, the findings support the unidimensionality of the Customer Satisfaction subscale, as all items exhibit high, satisfactory loadings on the first principal component. This suggests that the subscale has a clear internal structure and that the included items are appropriate indicators of customer satisfaction.

The Customer Satisfaction subscale may be regarded as unidimensional, indicating that it measures a single underlying construct and demonstrates a satisfactory degree of homogeneity. This conclusion is supported by the proportion of variance explained by the first principal component, which accounted for 76.098% of the total variance, with an eigenvalue of $\lambda = 3.805$ (Table 4; see also the scree plot in Figure 1).



Picture 1: Scree Plot of the components on the items of the Customer Satisfaction subscale
Source: autors, 2026

3.2. The validity of subscale Behaviour Loyalty Intentions

The suitability of the data for factor analysis was examined using the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity. The KMO value of 0.890 indicates a high level of sampling adequacy, in line with Kaiser's recommended criteria. The reliability of the subscale was assessed using Cronbach's alpha, which was 0.939 (Table 4), indicating excellent internal consistency and confirming the measure's reliability. In addition, Bartlett's test of sphericity was statistically significant ($\chi^2 = 2702.686$, df = 10, $p < 0.001$), indicating that the correlation matrix was appropriate for factor analysis. Taken together, these results confirm that the necessary assumptions for applying factor analysis were satisfied.

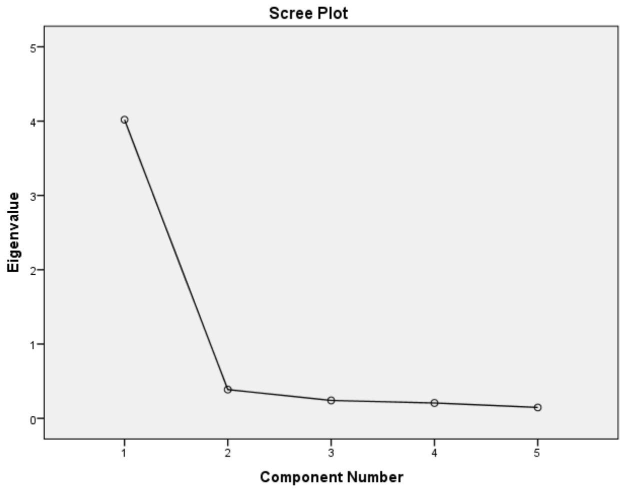
Table 2: Values of component saturations for the first principal component determined by the items of the subscale Behaviour Loyalty Intentions

Behaviour Loyalty Intentions	Factor loadings
BLI 2 - How likely are you to recommend XYZ to someone who seeks your advice	0.929
BLI 4 - How likely are you to consider XYZ the first choice to buy – services	0.911
BLI 3 - How likely are you to encourage friends and relatives to use XYZ	0.900
BLI 1 - How likely are you to say positive things about XYZ to other people	0.898
BLI 5 - How likely are you to use XYZ more in the next few years	0.843

Source: autors, 2026.

Table 2 reports the factor loadings of the Behavioural Loyalty Intentions items on the first principal component. All items exhibited high loadings, ranging from 0.843 to 0.929, indicating a strong association with the extracted factor. The highest loading was observed for BLI 2 ("How likely are you to recommend XYZ to someone who seeks your advice"), with a value of 0.929, suggesting that this item has the strongest association with the underlying factor. These findings demonstrate that all items contribute substantially to the underlying construct and confirm the coherence of the Behavioural Loyalty Intentions subscale. The uniformly high loadings support the conclusion that the subscale is unidimensional and psychometrically appropriate for measuring behavioural loyalty intentions.

The results indicate that the Behavioural Loyalty Intentions subscale is unidimensional, suggesting that it measures a single underlying construct and demonstrates internal homogeneity. This conclusion is supported by the first principal component, which explained 80.38% of the total variance and had an eigenvalue of $\lambda = 4.019$ (Table 4; see also the scree plot in Figure 2).



Picture 2: Scree Plot of the components on the items of the Behaviour Loyalty Intentions subscale
Source: autors, 2026

3.3. The validity of the subscale Word of Mouth

Prior to factor extraction, the adequacy of the dataset was assessed using the Kaiser–Meyer–Olkin (KMO) measure and Bartlett's test of sphericity. The KMO value of 0.934 suggests excellent sampling adequacy according to Kaiser's interpretation. The internal consistency of the subscale was evaluated using Cronbach's alpha, which reached 0.960 (Table 4), indicating a very high level of reliability. Furthermore, Bartlett's test of sphericity was statistically significant ($\chi^2 = 4862.880$, $df = 21$, $p < 0.001$), confirming that the variables were sufficiently intercorrelated to justify factor analysis. Therefore, the results support the appropriateness of applying factor analysis to the data.

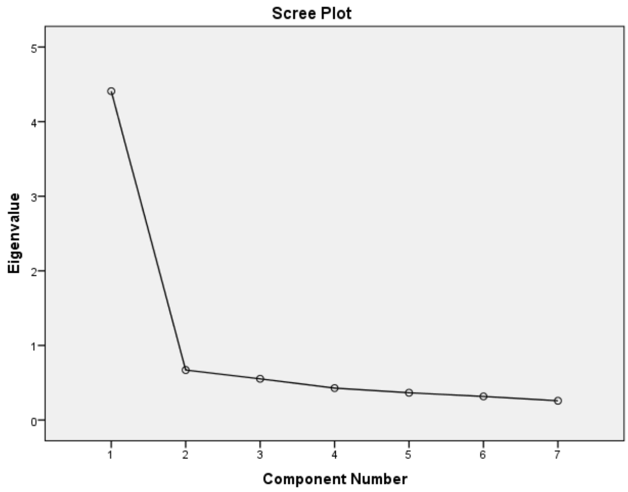
Table 3: Values of component saturations for the first principal component determined by the items of the subscale Word of Mouth

Word of Mouth	Factor Loadings
WOM 7 - How often have you recommended XYZ to close personal friends	0.947
WOM 6 – How often have you recommended XYZ to acquaintances	0.946
WOM 5 - How often have you spoke positively of XYZ to others	0.924
WOM 4 - How often have you recommended XYZ to family members	0.891
WOM 2 - How often have you made sure that others know that you do business with XYZ	0.871
WOM 3 - How often have you Spoke positively about XYZ employee(s) to others	0.867
WOM 1 - How often have you mentioned to others that you do business with XYZ	0.847

Source: autors, 2026.

Table 3 presents the factor loadings of the items comprising the Word of Mouth subscale on the first principal component. The results indicate that all seven items load strongly on a single component, with factor loadings ranging from 0.847 to 0.947. These high loadings suggest that the items share a substantial proportion of common variance and consistently reflect the same underlying construct, namely word-of-mouth behavior. The highest loadings were observed for WOM 7 ("How often have you recommended XYZ to close personal friends") and WOM 6 ("How often have you recommended XYZ to acquaintances"), with values of 0.947 and 0.946, respectively. These findings indicate that recommendations made to personal and social contacts are the strongest indicators of the latent word of mouth construct. Overall, the results support the unidimensionality of the Word-of-Mouth subscale. The consistently high factor loadings indicate that all items contribute meaningfully to the measurement of the same latent dimension and provide evidence of the subscale's internal coherence and construct validity.

The Word of Mouth subscale can be regarded as unidimensional, indicating that it captures a single measurement domain and exhibits a high degree of internal homogeneity. This conclusion is supported by the first principal component, which accounted for 80.965% of the total variance, with an eigenvalue of $\lambda = 5.668$ (Table 4; Figure 3).



Picture 3: Scree Plot of the components on the items of the Word of Mouth subscale
Source: autors, 2026

The internal consistency of the questionnaire items was assessed using Cronbach's alpha coefficient on a sample of 702 respondents. The overall reliability of the MOCE scale was 0.966 (Table 4, Instrument MOCE), indicating excellent internal consistency across the three constructs. The results support the instrument's reliability and suggest a satisfactory level of construct validity. Therefore, the questionnaire can be considered suitable for measuring respondents' attitudes toward the marketing outcomes of customer experience, the research hypothesis:

H_0: The MOCE scale instrument can be used to identify and measure the attitudes of respondents from the Republic of Serbia regarding the marketing outcomes of customer experience is supported.

Table 4: The reliability and variance extracted for the MOCE instrument's subscales

Subscale	Crombach's alpha	%	Λ
Customer Satisfaction	.921	76.098	3.805
Behaviour Loyalty Intentions	.939	80.380	4.019
Word of Mouth	.960	80.965	5.668
Instrument MOCE	.966		

***** Λ - the characteristic root of the first principal component; % - variance extracted

Source: autors, 2026.

4. CONCLUDING REMARKS

This study provided validation of the Marketing Outcomes of Customer Experience (MOCE) scale by integrating three outcome dimensions: Customer Satisfaction, Behavioural Loyalty Intentions, and Word of Mouth for the Serbian context. The results indicate that the proposed instrument demonstrates satisfactory psychometric properties. All three subscales showed high internal consistency, statistically significant Bartlett's test values, and strong factor loadings, confirming their reliability, validity, and unidimensionality. In addition, the overall reliability of the MOCE scale was very high, supporting its suitability for empirical applications.

The findings contribute to the customer experience literature by providing a structured instrument for measuring its key marketing outcomes. While prior research has primarily focused on the conceptualization and measurement of customer experience itself, this study extends the field by offering a validated scale that captures its downstream consequences in terms of satisfaction, loyalty-related intentions, and word of mouth behaviour. In this respect, the MOCE scale provides a useful framework for both academic research and managerial assessment.

From a practical perspective, the instrument may assist organizations in evaluating the effectiveness of customer experience strategies and in identifying whether customer interactions translate into favorable marketing outcomes. At the same time, the study is subject to certain limitations, particularly regarding the sample's regional concentration. Future research should therefore test the scale in other industries, populations, and national contexts to further examine its generalizability and robustness.

Most importantly, the results suggest that the MOCE scale represents a reliable and valid instrument for measuring the marketing outcomes of customer experience and provides a useful basis for further theoretical and empirical development in this area.

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