

**DRIVING SCHIZOAFFECTIVE ENGAGEMENT: THE ROLE OF
EXPERIENTIAL MARKETING AND EXPRO IN THE NON-PROFIT SECTOR**
IMPULSAR EL COMPROMISO ESQUIZOAFECTIVO: EL PAPEL DEL MARKETING EXPERIENCIAL Y
EXPRO EN EL SECTOR SIN ÁNIMO DE LUCRO

Artículo de Investigación

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Abstract: This article aims to analyze the relationship of experience providers (ExPro) as affective stimulators in experiential marketing in non-profit organizations in the Colombian Caribbean region, 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 01 January/2018 to 30 November/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 Cordoba and Sucre which are intervened socially for 5 foundations, statistical data were processed in Microsoft Excel2010, SPSS 8 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 conclusions: 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: Fuerte:3.41 - 5.00 [0.4698 0.7012 1,081 1,091], Medium 2.61 - 3.40 [0.456 0.538 0.562 0.669] and Débil 1.00 - 2.60 [-0.239 -0.0135 0.3026 0.68], as a significant find: the internal staff (Expro) generates greater influence among the site stimulators effective essay organizations.

Keywords: Expro Marketing, Affective SicoStimulators, Loyalty, and Non-Profit Organizations.

Resumen: Este artículo tiene como objetivo analizar la relación de los proveedores de experiencias (ExPro) como estimuladores afectivos en el marketing experiencial en organizaciones sin fines de lucro en la región del Caribe colombiano, se enmarcó en la metodología complementaria, bajo el tipo de estudios correlacionales y se llevó a cabo bajo un diseño no experimental, transaccional y de campo. Los hechos también fueron estudiados del 01 de enero de 2018 al 30 de noviembre de 2018, donde se aplicó un cuestionario con una escala Likert, que fue validado a discreción de 5 expertos con un coeficiente alfa de Cronbach de 0,85 (muy alto), dirigido a una población de 273 jóvenes entre 18 y 25 años en los departamentos de Córdoba y Sucre que son intervenidos socialmente por 5 fundaciones, los datos estadísticos fueron procesados en Microsoft Excel 2010, SPSS 8 y @risk (método Montecarlo), posteriormente 3 expertos en marketing discutieron e interpretaron a través del método hermenéutico o interpretativo

usándolo como herramienta para el análisis cualitativo del software Atlas.ti8, generando criterios para ponderación y diseño de reglas de inferencia en el módulo de lógica difusa (Matlab 2017), para obtener las siguientes conclusiones: desviación estándar de 0,23982, correlación entre variables de 0,666 (moderadamente positiva). En consecuencia, se generaron 7 reglas para el módulo de inferencia tras la simplificación de 5 categorías de la escala Likert a 3 categorías según la proporcionalidad: Fuerte: 3,41 - 5,00 [0,4698 0,7012 1,081 1,091], Media: 2,61 - 3,40 [0,456 0,538 0,562 0,669] y Débil: 1,00 - 2,60 [-0,239 -0,0135 0,3026 0,68]. Como hallazgo significativo, el personal interno (Expro) genera mayor influencia entre los estimuladores del sitio en las organizaciones de ensayos efectivos.

Palabras clave: Marketing Expro, Estimuladores Afectivos Sico, Lealtad y Organizaciones sin Fines de Lucro.

Introduction

The processes of globalization and internationalization have led to changes in the community needs of the world village, precisely as regards social care according to Noroño and Acevedo (2019), Zatepilin-Monacell(2015)and Ranci (2015)consider them to be destined for the different systems of government contribution for social, economic and environmental improvement by companies, which are articulated with the regulations of each region and leveraged by non-profit organizations, comply with these obligations.

Therefore, the non-profit organizations according to Sundermann and Leipnitz (2019), Pressgrove, Geah Nicole, and Brooke Weberling McKeever(2016), have maintained a complex dynamic product of today, turning other dimensions into the 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 airline, 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).

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 management of knowledge of the recipients has become a marketing tool that represents a powerful ally with which to achieve as an end: the loyalty of the beneficiaries to the social plans of organizations without for-profit, obeying the business principle that: a satisfied customer, is a loyal customer.

Therefore, 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 of the provision of the service to define loyalty, they raise the idea of commitment is an attitude/behaviour framework, as a concept related to the repetitive behavior of the provision of the service, which means increasing the repetition of service to the beneficiaries .

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

which is why, inexperienced 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.

For authors, primary conceptualization must lie in the successful experiences at the level of exponential success derived from organizations that assume a leading role give way to marketing to raise the level of social impact and at the same time, deliver to know their role as an outreach organization of social aspects, Marden with their objectives set up and pursued, and 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 the 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.

In this same sense, experience marketing manages to transform a community into a faithful and loyal beneficiary to 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, so it is considered the following order of prioritization by the cities: attention to the citizen, contribution of the benefit to be granted, means of campaigning and environments for the development of activities by establishing competitiveness as a determining factor and in symbiosis with the above.

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 to be 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 of the 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), can 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, involves 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 aim 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 imperiled marketing in non-profit organizations in the Colombian Caribbean region is considered.

Concepts

This article is theoretically structured through Table No. 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 No. 1.- Table of Operationalization of the Variable

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

Source: Researchers (2018)

SICO-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 no two types of skills are the same, therefore, they can be classified according to their properties 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 socio-affective and socio-affective experiences, but also of 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), he believes that our sentimental life is legitimately seen as constituting in some way our real personality. As a result, it is different in each, everything we feel in different ways, which to some could cause a positive feeling; 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) where it is 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.

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, myself, 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 proportionally improving the construction of that relationship of loyalty to the brand or organization.

Moreover, Modi and Sahi (2018) refer to the internal, to the connection beyond the ethereal, the intangible that is observed to what the authors call an "oriented relationship." 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 application we're giving you. Through feelings, it is 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), 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. 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 him to private sources or strange situations. Feelings are the modes of insertion of those subject 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 the relationship of experience providers(ExPro) as affective psycho stimulators innon-profit organizations in the Colombian Caribbean region.

Thoughts

In this same order of ideas, Nageswarakurukkal, Gon-alves, 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.

Fort Myers (1980) and Vodi-ar(2017) thought or cognition, it is the mental activity associated with processing, understanding, 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 experience 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 ExPros. Exports 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, banners, and 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) 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 and Mael, 1989; Bhattacharyaet, 2008; Mael and 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, it is 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, 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), in high contact services, the environment has a fundamental role in creating the service experience in increasing or decreasing user 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

For Jordan, Rudeen, Hu, Colonna, and Draper (2019), Ambler, Bhattacharya, Edell, Keller, Lemon, and Mittal (2002) and Schmitt (1999), and Zeithaml (2005), agree that staff can be one of the most effective previous experiences for the five Modules Strategic Experiences (MEE). 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. Well, 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), Kotler and Lan (2009), the sales force functions as a decisive link between a non-profit organization and its users. In many cases, vendors serve both masters: 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:

1. **Phase I: is to** give the problem of study and theoretical support, generating a holistic view of the affective experiences of users through the providers of lessons that integrate the Experience Marketing in Non-Profit Organizations.
2. **Phase II: consists of** methodological design, in this research a series of items were designed that follow the previously established indicators that make up a 15-item questionnaire, which was subjected to the validation and reliability criteria to 3 experts' opinion, and then applied personally and individually to each of the young beneficiaries of the social entrepreneurship programs of the non-profit organizations located in the departments of Córdoba and Sucre. The questionnaire is designed with Likert-type at-original scale with five (5) answer alternatives: Agree (5), Agree (4), Neither Agreement nor Disagree (3), Disagree (2), Totally Disagree (1), to measure dimensions: Affective S ico and EXPRO experiences. On the other hand, the criteria are set interpretation of data through Table No. 2.

Table No. 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 (DA)	3,41 – 4,20	HIGH PRESENCE		

3	Neither Deal nor Disagreement (NA/ND)	2,61 – 3,40	MODERATE PRESENCE	Middle	2,61 - 3,40	[0.456 0.538 0.562 0.669]
2	Disagree (ED)	1,81 – 2,60	LOW PRESENCE	Weak	1,00 - 2,60	[-0.239 -0.0135 0.3026 0.68]
1	Totally Disagree (TED)	1,00 – 1,80	VERY LOW PRESENCE			

Source: Researchers (2018)

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, so to calculate the sample, the formula was applied Sierra and Bravo (1991):

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

n: Represents sample size

Z: Represents confidence level (standard distribution table)

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

p: Es probability in favor

q: is the probability against

N: This is the total size of the population.

The Confidence Level was 95% with a Confidence Interval:5%, after, probabilistic sampling was applied using the stratified sampling technique called assignment proportional, remaining, representing as follows:

Table No. 2.- Research Population and Sample

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

Source: The Researchers (2018)

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% university student, 25% high school student and the rest in street situation.

1. **Phase III:** at this stage, statistical analysis techniques are applied in two steps:
2. **STAGE 1 Descriptive Statistics:** processes the information obtained through the questionnaire 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 3.- Data processing of the AffectiveSicoExperiences dimension

Dimension	INDICATORS	N°	TA(5)		DA(4)		NA/ND(3)		ED(2)		TED(1)		TOTAL	
			FA	FR	FA	FR	FA	FR	FA	FR	FA	FR	FA	FR
SICO-EFFECTIVE	Experiences	1	132	48%	106	39%	22	8%	8	3%	5	2%	273	100%
	Feelings	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%	132	48%	25	9%	15	5%	5	2%	273	100%
		5	119	44%	68	25%	39	14%	25	9%	22	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			2.10989011		1.41831502		0.38681319		0.1230769		0.03297			
INDICATOR CATEGORY														4
														HIGH PRESENCE

Source: The Researchers (2018)

Table 3 shows a score of 4, according to the scale of data interpretation 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 4.

1. **STAGE 2 InferentialStatistics:** From the descriptive statistic analyses, the Pearson correlation coefficient is applied as a linear measure between the dimensions: PsychosocialExperiences and EXPRO, generating Table No. 4.

Table No.4.- Correlations of dimensions

		Experiences AffectiveSico	ExPro
Affective Sicoexperiences	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

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

Source: The Researchers (2018)

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 association between the variables positive (as providers of experiences grow or decrease, the psycho-affective skills in young entrepreneurs increase or shrink).

To corroborate the incidence of these components, we have carried out an exercise to slow you down their specific weight of the Experience Providers in stimulating Sicoaffective 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 comporting 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).⁴

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 Expros that affect the psychoactive stimulation 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 information specific to Media and Campaigns, Brand Identification, Spatial Environments, and Internal Personnel. The results found from the simulation are presented in table number 6.

⁴The 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".

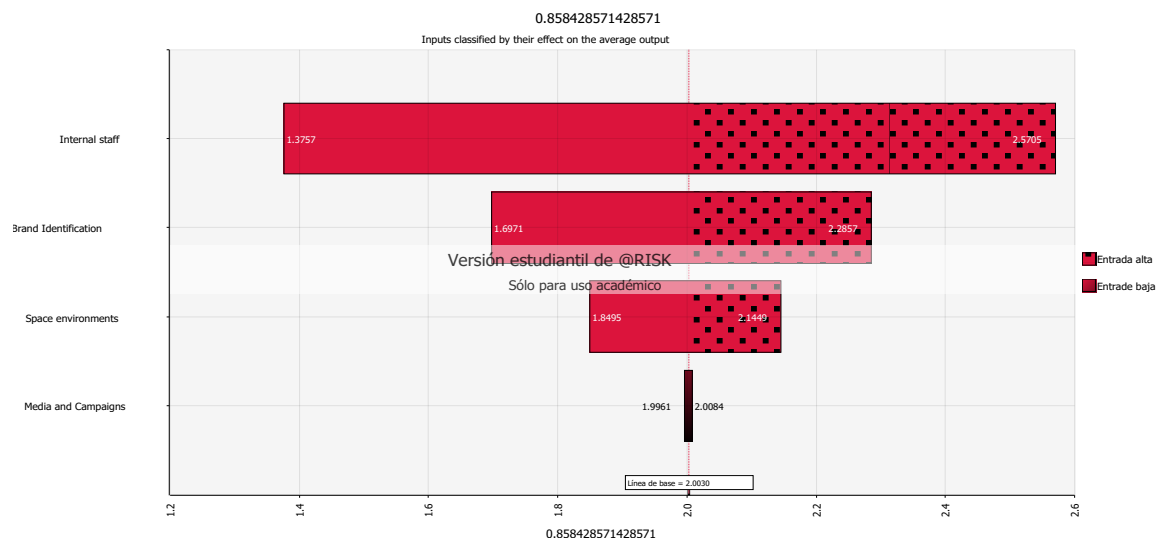
Table No. 5.- Impact of Expro on psychoactive experiences

EXPRO (Experience Providers)				SICO-AFFECTIVE Experiences (Thoughts and Feelings)
Media and Campaigns	brand identity	Space <u>Environments</u>	Internal Staff	
2.946244591	3.179109242	4.436365958	2.887874704	2.234608326

Source: The Researchers (2018)

In the impact of Expro on the socio-affective experiences presented in Table 5, 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.

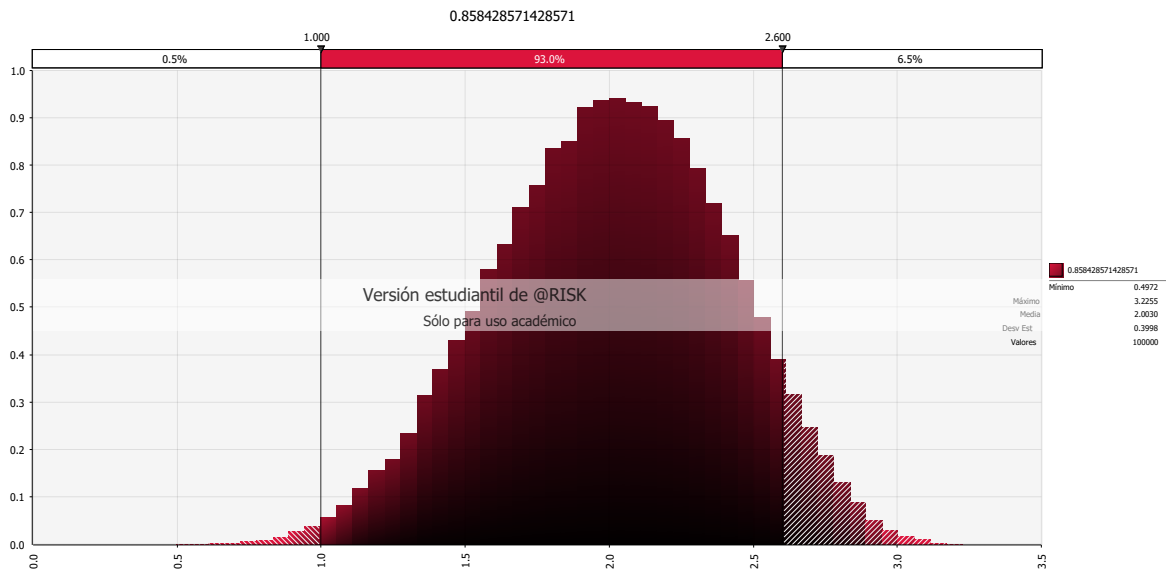
Figure1.- Tornado. Change in an average output of Expro vs. Expro the psycho-affective experiences.



Source: The Researchers (2018)

The tornado figure shows the sensitivity of the "inputs" variables to the "output" target, i.e., on the sycaraffective experiences. In this case, it is verified that the internal staff, Brand Identification, Spatial Environments, and Media and Campaigns, in that order, are the providers of experiences that can most impact on stimulation of positive cardiac experiences. You can see from this short analysis of sensitivity, is that the provider of media and campaigns experience is poorly correlated with the average result of the social skills of users of non-profit organizations.

Figure 2.- Probability density of the DEBIL category (1-2.60) of stimulation of Expro vs. Sicoaffective Experiences.

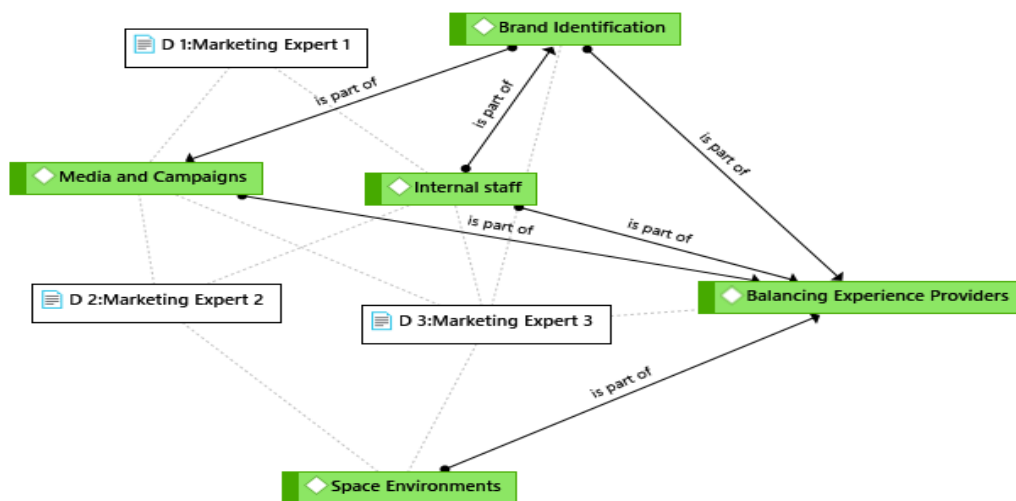


Source: The Researchers (2018)

Figure 2 shows that the referenced simulation of 100,000 iterations executed through the actual user parameters before experience providers show that 93.000(93%) synthetic users describe a weak stimulation of psychoactive experiences by non-profit experience providers.

Phase III: the results are discussed to a panel of 3 marketing experts, according to the selection criteria: 5 years of marketing experience in orreearnizaciones no fines de lucros, with postgraduate studies in marketing, such speeches are processed through Atlas. Ti, allowing to generate rules of inferences or patterns of behavior between the indicators of dimensions: Sicoaffective Experiences and EXPRO, creating a dynamic relationship that allows predicting positive predictive behavioral models in young entrepreneurs with non-profit experience providers. The speeches of the experts are summarized in Figure 3.

Figure 3.- Triangulation of experts and Categories.



Source: Researchers (2018)

Based on the inputs generated through the discussion of the results, the experts agree that the leading provider of positive psychoactive experiences is the internal staff, as they

are those who have a direct relationship, young entrepreneurs. However, they think you should be supported by the media organization. Thus, a comparison was made based on the correlation of each experience provider with the sycoffective experiences and based on such expert discussion, the rules of inference were built for the fuzzy inference module, according to the table No. 7.

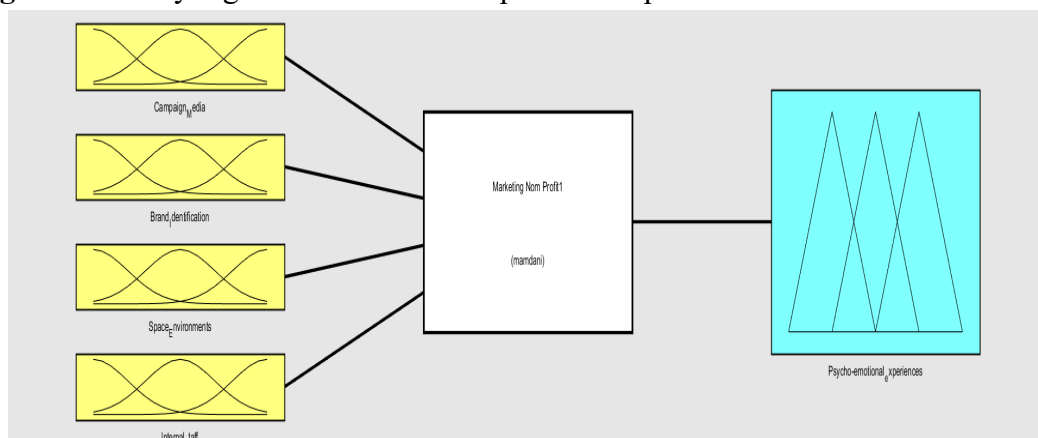
Table No.7.- Rules for the Design of the Diffuse Inference Module

Rules of inference	Media and Campaigns	Identification brand	Environments Spaces	Personal internal	Experiences Sicoffective
Rule of inference 1	Weak	-	-	Weak	Negative
Rule of inference 2	Strong	-	-	Strong	Positive
Rule of inference 3	Middle	-	-	Strong	Positive
Rule of inference 4	Strong	-	-	Middle	Positive
Rule of inference 5	Weak	Middle	Middle	Middle	Positive
Rule of inference 6	Middle	Middle	Middle	Weak	Negative
Rule of inference 7	Middle	Middle	Middle	Middle	Positive

Source: Researchers (2018)

Phase IV: Once the rules are obtained, we proceed to create the module of diffuse inference through to relate the dimensions: Sicoffective 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 1.

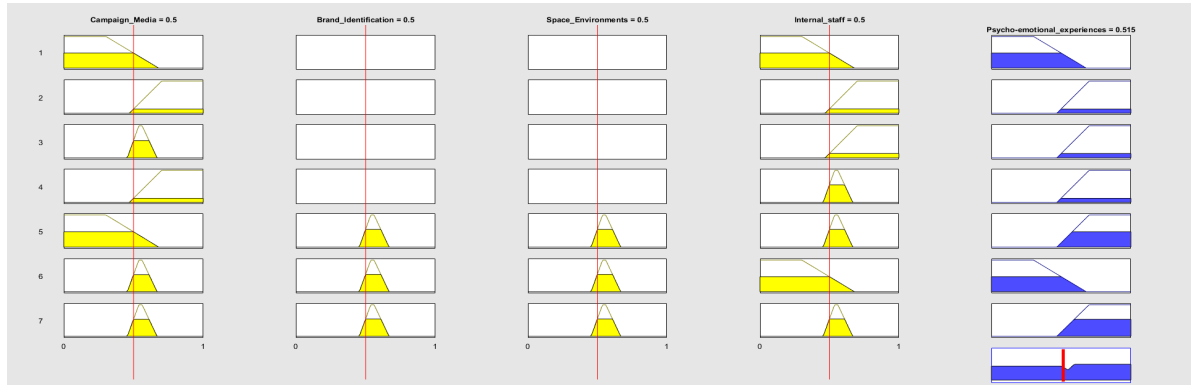
Figure 1.- Fuzzy logic toolbox Matlab input and output variables



Source: Researchers (2018)

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 No. 2). Likewise, the behavior of the output variable (psychoactive experiences) is displayed according to the volatility of each input variable (Media campaigns, Brand Identification, Spatial Environments, And InternalStaff), as shown in Figure 2.

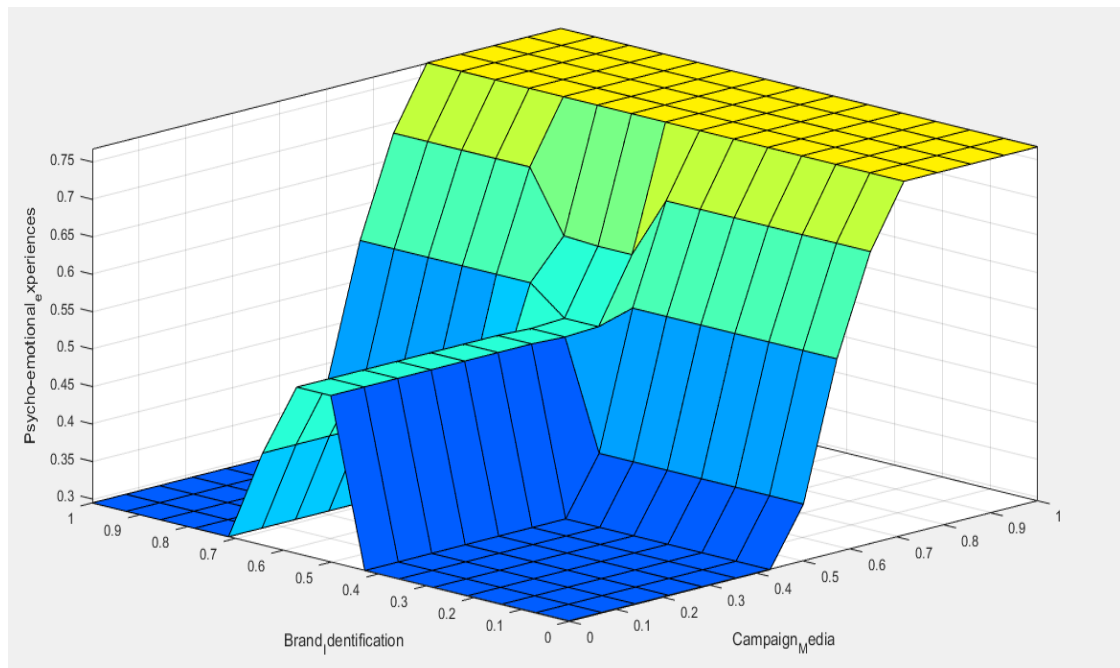
Figure 2.- Fuzzy logic toolbox Matlab input and output variables



Source: Researchers (2018)

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 No. 1 and two are presented to deepen the understanding.

Surface No. 1 .- Affective Partner Experience Relationship vs. Brand Identification and Campaign Media through Fuzzy logic toolbox Matlab

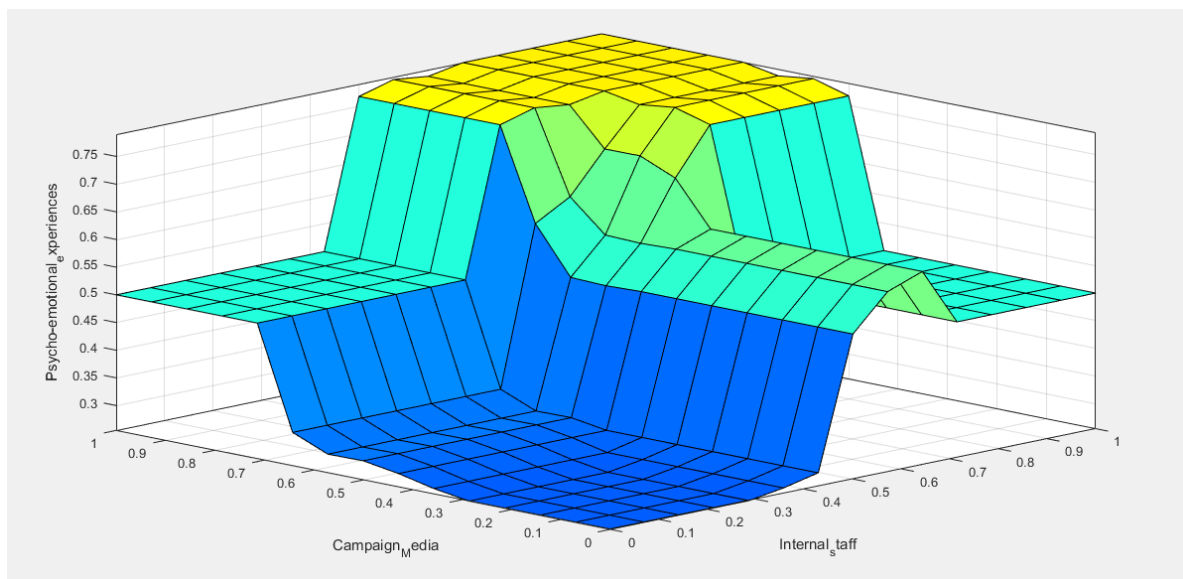


Source: Researchers (2018)

On this surface, it is noted that as the means of campaign approach 1, the psycho-affective experiences will be positive, however, when the means of campaign is less than 0.4 there will be affective stimulinegatives, it can also be seen that the identification of the mark does not show a representative impact on positive psychoactive experiences.

Similarly, surface No. 2 refers to the relation of emotional leisure experience vs. Internal staff And medios Campagna, and it is observed that as the personal campaign variable exceeds 0.65, it begins to generate positive changes in the psychoactive experience.

Surface No. 2 .- Affective Partner Experience Relationship vs. Internal Staff and Campaign Media through Fuzzy logic toolbox Matlab



Source: Researchers (2018)

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

Conclusion

According to this study, it is concluded that there is a psychological relationship in the experiential marketing in non-profit organizations in the Colombian Caribbean region, which are characterized by stimulating feelings and thoughts of users through experience providers, highlighting them the stimulation of campaign media and internal staff, resulting in a correlation coefficient of: 0.666, that is, as the provider of experiences grows or declines, it generates life-skills positive or negative 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 means of campaign are critical to the stimulation of positive psychoactive experiences, generating the rules of diffuse inference

that about the basis of the parameters analyzed allows generating forecasts according to the volatility of the providers of skills and their impact with the social experiences in non-profit 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 demonstrate that fidelity to the brand can be linked through relationships that result in deep and significant experience.

It is concluded that promoters, company representatives, user service providers, and anyone else who may be associated with a non-profit organization or brand 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 a critical factor in the delivery of a service of excellence that results in an excellent contribution to the achievement of brand loyalty or organizes significant experiences that establish a psycho-affective relationship.

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