

“EXPERIENTIAL MARKETING – PRACTICES, STRATEGIES AND IMPACT ON CUSTOMERS”

Author -Janaki Palanisamy,

Co-Author-Gajapriya Ravi

Department of Business Administration,

SNMV Institute of Management,

Coimbatore - 641 – 040

Experiential marketing engages the consumer and creates real – life experience that will be remembered, it makes the consumer experience the brand. It is also referred to as engagement marketing were in experiential marketing veers off course from traditional strategies that broadcast brand and product benefits to a wide audience. It is comprised of a variety of marketing strategies geared toward immersing customers within the product by engaging them in many ways as possible. Experience marketers view consumers as rational and emotional human beings who are concerned with achieving pleasurable experiences. It could be experienced through sensory experience (SENCE); affective experience (FEEL); creative cognitive experience (THINK); physical experiences, behaviors and lifestyles (ACT); and social-identity experiences that result from relating to a reference group or culture (RELATE). It can be implemented through experience providers such as communications, visual and verbal identity, product presence, electronic media.

Key words: real-life experience, engagement marketing, immersing customers, sensory, affective, creative cognitive, physical and behavioral experience.

INTRODUCTION

We talk about marketing goods and services, but Joe and James Gilmore think that we should be talking about marketing experiences-or designing experiences around our goods and services. The idea has many sources. Great restaurant are known for their experience as much as their food. Starbucks charge us \$2 or more to experience coffee at its finest. A restaurant

Experiential marketing is the name and bringing fans a memorable experience is what it’s all about. Some examples of amazing experiential marketing events include things like [pop up shop](#) events, [trade](#)

such as Planet Hollywood and Hard Rock Café is specifically set up as an experience. Las Vegas hotels, anxious to distinguish themselves, take on the character of ancient Rome or New York City. But the master is Walt Disney, who created the opportunity to experience the cowboy West, fairyland castles, pirate ships, and the like. The aim of experiential marketing is to add drama and entertainment to what otherwise might pass.

[show events](#) and street team promotions. These campaigns catch potential customers “in the moment”. They either so caught off guard that they have to be intrigued or are in a buying mood already and are prepared to

purchase. Rather than just having your production of a 2-dimensional picture, experiential marketing gets your products into the hands of your customers. Even if they have never seen your product before, the experience of experiential marketing campaign generally works best when you are letting the consumers get hands on with your product. If your product can be translated into hands-on situation and satisfies a need, you will be gaining customers. People enter Niketown to buy basketball shoes and confront a 15-foot photo of Michael Jordan. They then proceed to basketball court to whether the shoes help them score better. Or they just enter REI, an outdoor equipment chain store, and test out climbing equipment on the store's climbing wall, or test out a rainproof coat by going under a simulated rainfall. Or they enter Bass Pro to buy a fishing rod and test it by casting in the store's pool of fish. All merchant offer services; your challenge is to escort your customer through a memorable experience.

PRACTICES-EXPERIENTIAL MARKETING:-

Marketing brands are the celebrations were consumers interact with them to get a feel for it, the wave of experiential marketing has got the fancy of marketers as they attach more importance in stocking the emotions of the consumers to connect immediately with the brand. Although technology has paved a way for advertisements and some advancements in promotion of a particular product to reach its customers, it has yet not been able to close the gap between brands and consumers. No matter how well you advertise any brand, the appeal could be more instantaneous and not long lasting. Marketers relying on the powers of the personal experience of consumers that only experiential marketing can offer.

Blend of physical and digital experience:

Experiential marketing campaign needs capabilities in blending the physical and digital experience of consumer, it consist of organizing the event were consumer can engage in fun and games while remaining immersed in the brand all along were by

tapping on the rational, emotional and psychological elements of the consumers mind.

Hire an experiential marketing company:

Experiential marketing is unique in many ways, and it's always important to hire the services of a specialist company like [Roots 3 Productions](#) that has knowledge and experience in the field. The activities in the experiential marketing revolve organizing special events comprising of digital displays and presentation of physical products related to the brand so that consumers can touch and feel it.

Set clear goals and activities:

The goals would define your ultimate target in reaching out to consumers with the purpose of bringing the brand closer to the consumer. Define the goals with numbers like the number of people to be connect with, people wanted to be engaged in some activity, samples to be distributed and the number of people you would like to subscribe to the mailing list.

STRATEGIES-EXPERIENTIAL MARKETING:-

- Event worth producing must begin with defined purpose and budget without which the process may lose focus
- Knowing your audience needs and wants and getting input from employees with first-hand understanding of your customers shape virtually all elements of experiential marketing
- Experiential marketing campaign is worth on its freshness and unique appeal to consumers. Create a different and more exciting theme for your campaign
- Promotion of upcoming campaign on Twitter, Facebook and various other social media be an effective tool to reach the customers
- Readiness to adapt to changes in planning, while never losing sight of the "fun element"

- Setting up ways to measure effectiveness which includes
- attendance at events, customer feedback, survey results measuring changes in consumer perception of the brand
- Looking up for opportunities to extend the experiential marketing campaign to a series of events, rather than just one

OBJECTIVE OF THE STUDY:-

- To study the benefits of experiential marketing.
- To identify the gap between concept of experiential marketing and its Implication.
- To identify the marketing reach Among customers
- To suggest, suggestions and recommendations

REVIEW OF LITERATURE:-

- Holbrook and Hirschman(1982) introduced experiential sight of consumption as an alternative to the information processing perspective. It is a fantasy, feelings and fun (3Fs) are goals and criteria for successful consumption in the experiential view.
- According to Kotler (2003), there are two types marketing: traditional and modern marketing, modern marketing has overtaken traditional marketing due to the emphasis on the concepts of customer experience and experiential marketing.
- Michelli, (2007) described the five principles for turning ordinary into extraordinary products. He says it is always better to offer unique experience to the customers were by selling the traditional offering to wrap experience around them.
- Master man and Wood (2008) have identified seven event attributes that enhances the experience of a customer: Involvement with the event, interaction with brand, immersion with all senses,

individuality of experience, location, timing etc.

- Lee et al. (2011) defined experiential marketing as a memorable memory or experience that goes deeply into the customer's mind.
- Cuellar, et al (2015), have described the companies can take advantage of experiential marketing and increase their long term sales and profit.
- Wu, M, Y., & Tseng, L. H. (2015), defined experiential marketing perspective is very broad and help in gaining customer satisfaction and loyalty.

DATA AND METHODOLOGY:-

This is an observatory study based on both primary and secondary data.

- Primary data has been collected with the experienced real time project during the internship period from the peoples of Coonoor, Ooty, Salem Coimbatore and Erode.
- Secondary data has been collected Books, publications, and websites.

IMPACTS OF EXPERIENTAIL MARKETING:-

The increase of competitiveness among business makes it become a prospect business development. Meanwhile, recognizing Malang is the second largest city in East Java, which has many tourists both domestic and foreign, the density of activities become the cause of consumers in Malang could not have tend to buy food from Rumah Makan or traditional restaurant. Based on those phenomenon, it will be an opportunity for culinary business. And it will have a competitive advantage through which it can create a positively unforgettable experience for consumers. Creation of experience that could touch the feelings and emotions of consumers which make them feel happy, satisfied and will have a positive impact on loyalty.

- It influences the services and satisfaction towards customer's loyalty
- A differentiated approach the formation customer loyalty in the enterprises of sphere of service
- The influence of service quality on customer trust and commitment and its effects upon customer of saving service loyalty

- The influence of waiting time satisfaction on customer loyalty towards multi-stage services in a full-service restaurant: evidence from India

MAJOR FINDINGS:-

- Experiential marketing creates an huge opportunities for the companies which offers their products to get experienced by their customers
- It increases the trust among the customers were by builds up customer loyalty
- Experiential marketing being a first step in adding customers for companies as well as an effective creation of advertisement by customers themselves
- It enables the future customer needs and market demand for a product through effective communication with the prospective customer
- Taste differs from person to person, experience marketing gives an clear picture on customer attitude and expectation on a product that they prefer
- Experiential marketing provides a platform to understand its customer better and design products according to their needs and expectations
- It gives an clear idea to the marketer the frequency of purchase of a product by its customers
- It helps to develop a positive perception about the product sold and to encourage interaction and product trial
- New product issues can be dealt immediately, were by giving a

consumer a secured feel about the product they use.

SUGGESTIONS AND RECOMMENDATIONS:-

Experiential marketing approach should be to provide a positive experience of product or services to the customer and in return gain loyalty and goodwill from them. Its strategy remains diverse and multifaceted. Experiential marketing differ from product to product so the strategy should be implemented with definite planning to achieve goals of the company and gain competitive advantage.

To get a better targeted experiential marketing it should develop in a different way with unique and effective campaign activity that remains in the minds of the customer. The well planned and strong strategy can make a good impact on buying pattern of customers it must have the ability to do things in a competitive way. This type of marketing is try to bring customers a brands to life through experience. At a stretch experiential marketing allow consumers to be repetitive with the brand in a personalized environment at a satisfied level.

CONCLUSION:-

Experiential marketing provides an experience to the consumers through sensory, emotional, cognitive behavioral and rational value that replace functional value and an added advantage to the producers. Its reach has been effective were the marketer gets to know the consumers desire for a product and its usage frequency by the consumers through face-to-face interaction. It can be more effective when the marketers come out with unique activities were by engaging customers on various basis and leads to customer satisfaction were by increasing sales on large scale basis.

REFERENCES:-

- [1] Marketing Insights From A to Z, 80 concepts every manager needs to know – Philip Kotler.
- [2] The Complete Marketer, 60 Essential concepts for marketing excellence – Malcolm McDonald and Mike Meldrum
- [3] Journal of travel and tourism marketing and 5 principles for turning ordinary into extraordinary (Reference from website)

