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THE IMPACT OF EXPERIENTIAL MARKETING ON CONSUMER AND BUSINESS PERFORMANCE

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Abstract

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In a contemporary context, this thesis studies how experiential marketing influences both customers and business performance. Businesses looking to emotionally engage their customers and stand out in today's competitive marketplace view experiential marketing as a strategic key. This study explores the impact of memorable brand experiences on customer perceptions, emotions, and behaviors as well as their effect on key indicators such as loyalty, customer satisfaction and financial performance of companies.

Through an in-depth literature review and a survey, this thesis seeks to answer the following question: What is the impact of experiential marketing on customers and on business performance?

The findings of this study provide valuable insights to marketing professionals and business leaders, helping them develop and implement effective experiential marketing programs to increase customer engagement and improve their overall business performance.

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1 Introduction

1.1 Background and rationale of the study

Experiential marketing aims to create immersive and engaging experiences for customers, in order to elicit emotionally positive reactions to a brand, product or service. Unlike traditional advertising, which focuses on simply communicating promotional messages, experiential marketing seeks to immerse customers in tangible, sensory experiences.

It is crucial to analyse the influence of experiential marketing on customers and company performance in an economic context marked by increasing competition and changing customer expectations. Competition among businesses has increased recently due to globalization, the emergence of new technologies, the ubiquity of the Internet, high consumer expectations and entrepreneurship. These factors have created a more competitive business environment where businesses must constantly innovate to remain competitive. In order to stand out from the crowd and develop lasting relationships with their customers, companies need to find innovative ways of doing things, given the increasing saturation of markets and the growing similarity of products.

Consumers now prefer meaningful, enriching experiences with the brands they value, rather than simple, less important commercial transactions.

Customers who have positive experiences can also strengthen their attachment to a brand and build loyalty, which will encourage them to make further purchases from the same brand.

Through experiential marketing, companies can encourage consumers to choose their brand over another by offering unique and memorable experiences.

Finally, understanding the factors that contribute to creating successful customer experiences can be aided by studying the impact of experiential marketing, which would allow businesses to design more effective marketing strategies.

1.2 Definition of experiential marketing

Experiential marketing is an interesting and evolving subject in recent years. Experiential marketing is increasingly present and has grown significantly as a strategic approach to engage

consumers by creating immersive, unforgettable and different experiences. This has developed thanks to several factors such as new technologies for example.

So first, the foundation of experiential marketing is defined in creating memorable brand experiences that go beyond standard marketing strategies. It is a strategy that aims to establish emotional connections between consumers and brands using several techniques.

In today's competitive marketplace, where consumers seek meaningful interactions and connections, experiential marketing has become an essential tool as it allows you to differentiate yourself. It is therefore interesting and important to focus on how experiential marketing impacts customers and businesses.

Understanding the role and impact of experiential marketing is pivotal in comprehending consumer behavior, preferences, and brand loyalty.

The principle of experiential marketing is simple, if the consumer has a memorable experience then he will be more inclined to buy the product or talk about it to those around him because it will have made an impression on him. It allows them to actively interact with the identity and fundamental principles of your brand.

To work, experiential marketing is based on four principles linked to customers' emotions and sensations, stimulation of the five senses.

Experiential marketing campaigns engage our five senses hearing, sight, taste, smell and touch to create memorable experiences, this is called sensory marketing.

Nespresso store can diffuse a captivating scent of coffee to awaken customers' sense of smell during their visit. The "wow" effect. To create this element of surprise, it is essential to think creatively and innovatively, the feeling of exclusivity. An incentive. The objective of experiential marketing is to capitalize on the engagement and enthusiasm generated by the experience to transform them into an act of purchase. Once the customer has had a positive experience and is imbued with the brand image, it is important to guide them to the next step, which is the act of purchasing. This can be achieved by promoting products or services strategically and convincingly. LEGO, for example, hosts in-store building events and LEGO exhibitions, where children and adults can create, play and share their LEGO creations. These experiences strengthen the emotional connection with the brand and drive sales of LEGO products.

It's about creating an experience that makes customers feel privileged and experiencing something special, which strengthens the connection between them and the brand.

When customers feel exclusive, they develop a deeper and more loyal relationship with the brand. This creates a feeling of belonging and strengthens emotional attachment to the brand.

Experiential marketing and customer experience are two closely related but distinct concepts in marketing and customer relations. It is important to understand the difference. Here is an explanation of the difference between the two:

The customer experience, encompasses the entire customer journey with a company, from the first interaction to post-purchase. It includes every touchpoint, online and offline, of the customer with the brand. The main goal of customer experience is to ensure that each interaction contributes positively to the customer's overall perception of the brand. It takes into account considers aspects such as website usability, customer service, product quality, etc. Customer experience aims to build and maintain long-term relationships by providing continuous value to the customer throughout their journey. It focuses on long-term customer satisfaction rather than a one-off experience.

In summary, experiential marketing is a specific strategy used to create memorable brand experiences, while customer experience encompasses all interactions between a customer and a business, seeking to create a lasting positive impression. Experiential marketing can be seen as a component of the broader customer experience.

Understanding how experiential marketing can strengthen customer relationships and encourage loyalty can have important implications for long-term business profitability. it is therefore interesting to take an interest in it. Nike, for example, regularly hosts special events such as product launches, shoe testing sessions and meetings with professional athletes. These events provide customers with the opportunity to interact directly with the brand, try the latest products and enjoy unique experiences, thereby strengthening their loyalty to the brand.

1.3 Importance of customer experience in today's business environment

Customer experience has a crucial importance in today's business environment for 6 reasons:

1. Competitive differentiation: Customer experience has a significant role to play in a competitive environment with offerings becoming homogeneous. Companies that deliver excellent, positive experience become the envy of their competitors and win the hearts of consumers.

2. **Customer Loyalty:** Due to the good customer experiences that strengthen the emotional relation with the brand, customers are likely to stay with the brand in a long term. Loyal consumers are more likely to refer the brand, to those, around them and chose the brand even though there are competitors.

3. **Increased customer value:** Such customers tend to spend more and shop more often. . By improving the customer experience, businesses can increase the long-term value of their customers, which translates into increased revenue and profits.

4. **Reduced churn:** Mainly due to poor customer experiences, customers abandon a brand. By providing positive experiences and responding effectively to customer needs, businesses can maintain a strong customer base while reducing customer churn.

5. **Better brand reputation:** Satisfied customers are more likely to share their experience in a positive way, whether in person or on social media. A positive brand reputation can help attract new customers and build consumer trust in the business.

6. **Cost Optimization:** An exceptional customer experience can also help reduce expenses related to complaints management, customer service and customer retention.

1.4 Objective of the thesis

The objective of this thesis is to improve the understanding of the impact of experiential marketing on customer and business performance by offering theoretical and practical insights to guide strategic decisions of companies in an increasingly commercial environment. This thesis asks the question of what are the impacts of experiential marketing on consumers and on the performance of companies

1.5 Thesis structure

Based on the research objectives, the thesis aims to enrich the understanding of experiential marketing as a field and its impact on consumers and business performance. To achieve this objective, the thesis includes an introduction, a theoretical part, an investigation and its results, a discussion and a conclusion.

2 Literature review

2.1 Evolution concept of experiential marketing

Experiential marketing changed his approach from a simple focus on products to a more pronounced focus on consumer emotions and experience. According to Schiffman and Kanuk (2007), consumer behavior provides information on the deliberate implementation of marketing tools oriented toward encouraging consumer action with respect to a variety of products. Thanks to major technological advances, including the rapid expansion of the Internet, marketing has undergone a significant change. Liao and Chen (2007) highlight this point by stating that advertising was initially a one-way interaction, from seller to consumer, and rather passive. Being a potentially dangerous concept, customer behavior always involves a risk that the consumer will not purchase a product (Hawkins et al., 2001). This has resulted in the development of marketing strategies more geared towards encouraging consumers to purchase a product rather than their alternatives, and there is currently a significant variety of techniques available. Also much of consumer behavior is now Internet-driven in the 21st century, making Internet marketing imperative. In 2021, more than 4.9 billion people worldwide were active internet users, representing approximately 63% of the world's population. There is ample evidence to suggest the effectiveness of experiential marketing, a specific tactic aimed at driving consumers to act behaviorally. As Kim and Morris (2007) suggest, there is no ultimate answer on the definite superiority of experiential marketing approach versus the traditional one. Yet, it can be quite reasonable to say that personalized brand experience helps the brand to make deep bonds with customers and increases conversion prospects tremendously. With this approach, the consumer interacts more intensively and even informally with the brand, usually in a more involved and even intimate way, thus explaining the success. Experiential marketing addresses many different strategies all aimed at engaging the consumer in a memorable experience with the brand. Hoffman and Novak (2009) state that the word experience implies some kind of cognitive or affective

perception or mental simulation and refers, in the most basic way, to the way we live our lives. The goal of experiential marketing is to generate these moments within simulated scenarios, particularly focused on events or product promotions, to establish a powerful connection between the brand and the consumer in the mental, physical, emotional and/or sensory (Brakus et al.,) Creating an emotional attachment to the brand can greatly influence long-term purchasing behavior, for example if a consumer develops the opinion that the Apple brand represents creativity and innovation and then regularly purchases Apple products rather than other brands Being a highly interactive form of branding and positioning, this method means that the success of the product is strongly linked to consumer feedback, making it easier to identify a positive return on investment (ROI) for the brand through the changes observed in brand equity, customer loyalty and the brand/. brand relationships.

2.2 Theoretical framework

Experiential marketing, in contrast to traditional marketing is a relatively new practice concept and the definitions as cited in the literature are different. What put the experiential marketing models together is that it is customer-driven tactic which plays with the consumers on the core emotional level than the mainstream transactions marketing (Schmitt, 1999) On this account, experiential marketing builds a connection with the potential customer according to the model which can be presented in the form of AIDA (see figure 1) where eventually it creates the required awareness and interest in the brand that leads to the desired action through positive experience.



Figure 1 : Model AIDA

Experiential marketing involves different points of contact between the consumer and the brand. These touchpoints are described by Holbrook and Hirschman (1982) as a sequence of events often initiated by the consumer whose end result is an affective stimulation of the consumer's senses, cognition or emotions. Touchpoints can range from elaborate advertising initiatives to a direct personal experience with the product. Live music events sponsored by Smirnoff, Bacardi and Carling Lager are an example of an elaborate advertising initiative in the alcohol market. A common direct product experience in the alcohol market is beverage sampling. Touchpoints are chosen based on what the brand sees as the best way to resonate with the consumer. A company may have a combination of these touchpoint activities, and they are often integrated with one another in what is called a brand experience (Schmitt, 1999). Touchpoints are often used to direct the consumer to the second form of experiential marketing, event marketing, which is a more direct and interactive form of marketing aimed at creating a lasting impression in the minds of consumers. Event marketing can range from simple promotion to sponsorship of an event created by the brand. Lazer and Kelley (1973) define events as occurrences with a high degree of differentiation and integration, the scope of which is limited by temporal and spatial constraint. The first stage of the event marketing continuum consists of initiating an experience which will lead to creating a positive affect or a change of attitude in the consumer, which will materialize in the second stage, the post-consumption phase, possibly during the purchase of a product. And the third step is the reinforcement of positive affect. Consumers are becoming more sophisticated and jaded, and traditional marketing channels are no longer as effective (Keller, 2003). The appeal of experiential marketing lies in the promise that it can go beyond the theoretical realm to actually influence the consumer's brand experience. This promise is enticing, as a positive brand experience has been shown to lead to brand preference and loyalty (Baker et al, 2002). Brand loyalty can benefit the brand in several ways, including consumer resistance to marketing mix changes, price insensitivity, as well as positive word of mouth (Gurviez, 1999), all leading to greater high profitability in the long term. Experiential marketing is particularly important in a saturated market where choices between brands may not be much different and brand loyalty is often low.

For Patrick Hetzel, author of the book "Experiential Marketing and New Worlds of Consumption", experiential marketing is made up of five actions that he schematizes as an "experiential wheel", namely:

Surprise the customer by designing something unusual, which will create a break with their daily environment.

Offer the extraordinary, an impression of gigantism, spectacular, magical, authentic, historical, fantastic, nostalgic, futuristic.

Create a connection with the consumer by establishing a personal relationship and a real interaction with them. The notion of proximity is therefore essential.

Use the brand to serve the experience, playing on its symbols, its functions and its notoriety. Stimulate the five senses, awaken their instincts, provide them with strong sensory experiences and therefore play on sensory marketing.

(see figure 2)

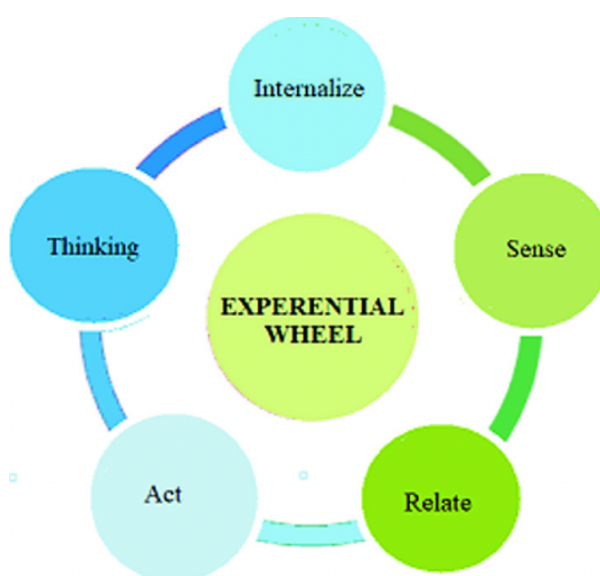


Figure 2 Experiential wheel model

2.3 Previous studies

Experiential marketing arrived gradually with the emergence of the "experience economy," a concept introduced by Pine and Gilmore. They have argued that experiential value has been gradually increasing over time. In his research, they presents the evolution of marketing strategies over time, detailing how experiential marketing has gained importance in business practices.

In the book *"experiential marketing, Shaz Smilansky 2009"* the author explains how and why traditional approaches have been and are increasingly less effective. He realized that traditional media channels and one-way communications are losing their effectiveness. This is due to

several reasons such as the emergence of interactive technologies, advertising saturation and changing consumer preferences.

It is concluded that experiential marketing has an important role, particularly in retaining customers.

One of the key ideas of experiential marketing is that value does not only reside in the objects of purchase (products and services), and their utilitarian and functional benefits. Value also lies in the hedonic and experiential elements surrounding the product and service, and in the experience of consumption itself. Another article is "Consumer Experience and Experiential Marketing: A Critical Review". It is an academic article written by Bernd Schmitt and Lia Zarantonello. This document focuses on a critical analysis of the concept of consumer experience and experiential marketing. They analyze Consumer Experience: "The way consumers interact with products, services or brands and how these interactions influence their emotions, perceptions and behaviors and what interests us most, the Experiential marketing, an approach focused on creating memorable experiences for consumers, going beyond the simple commercial transaction. It involves emotional, sensory and sometimes participatory interactions."

The studies by Brakus, Schmitt, and Zarantonello (2009) introduce the "S-O-R Paradigm" (Stimulus-Organism-Response), emphasizing how stimuli from experiential marketing influence emotional responses and subsequent consumer behavior. In the field of experiential marketing, stimuli are actually experiences designed by marketers to captivate consumers on different sensory and emotional levels. These experiences aim to titillate the 5 senses, using visual, auditory, tactile, olfactory and gustatory elements to create a complete immersion. For example, Metropolia was able to create a real experience during our integration day by using the 5 senses. The view with the decorations, flags and signs. hearing with Finnish music played on speakers all day which integrated us into Finnish culture. touch with activities carried out as a team in a park to get to know us, taste with the offer of a snack and finally smell. this contributed to a memorable experience The element called "organism" represents the cognitive and emotional state specific to each consumer, being influenced by these stimuli. The objective of experiential marketing is to reach consumers by changing their perception, attitudes and emotions towards a brand or product. As for "response", it refers to the behavioral reactions or actions observed in consumers in reaction to stimuli and their internal state. It is essentially the way people act or react, influenced by lived experiences.

Dung Le, Noel Scott & Gui Lohmann (2019) Applying experiential marketing in selling tourism dreams. In this book the authors explore experiential marketing but in a very specific sector which is tourism. this gives us a specific example of a sector that applies experiential marketing. They then talk about the importance of using experiential marketing to sell tourism experiences using immersive and emotional experiences with customers. They also address the challenges and strategies that this sector must meet to succeed in retaining consumers. there is not "one" but several experiential marketing, so there are no perfect approaches.

Journal of Marketing Management (1999) gives an interesting analysis on the subject by explaining traditional marketing then experiential marketing in comparison. for this he uses very clear graphics like this : (figure 3)

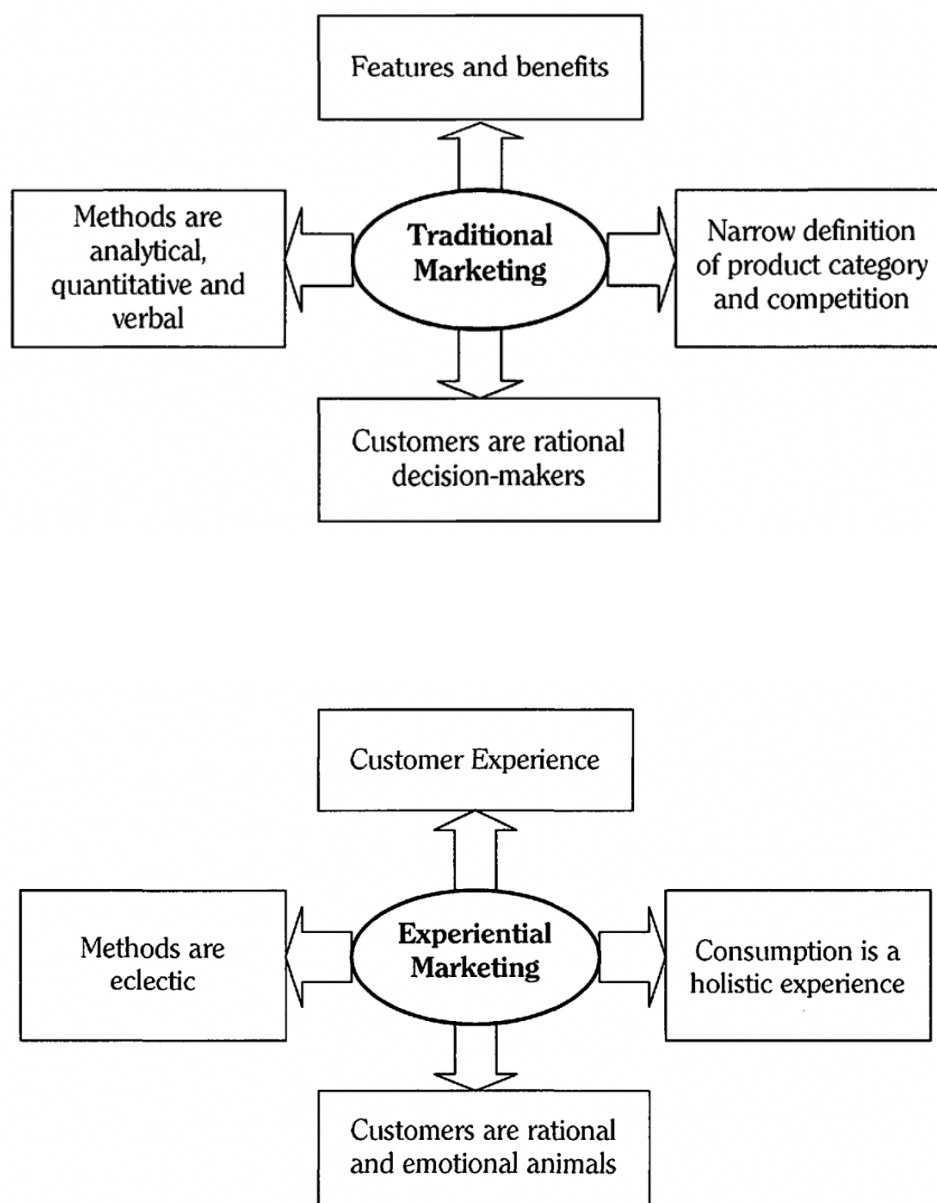


Figure 3 Comparison traditional vs experiential marketing

Experiential marketing: a practical guide to interactive brand experiences/ Shaz Smilansky is a study which deals with experiential marketing and its effectiveness, it also includes examples of experiential marketing campaigns and audience analyzes as well as the strategies to put in place. The example is that of John who is a marketing director responsible for a breakfast bar with a sporty and active brand personality that targets healthy men and women aged 18-35. John wanted to bring the brand's personality to life in the United States. Its experiential marketing agency designed a live sports brand experience that took place for a month in each of the eight largest parks in the northeast. The live brand experience featured circuit training elements, where consumers were invited to participate in a circuit challenge across multiple exercise stations, such as a jogging machine, rowing machine, bench push-ups and monkey bars. They were then asked to take their pulse and test their heart rate. A branded wall showing the breakfast bar, its logo and color scheme surrounded the track equipment. Consumers who completed the circuit challenge in less than two minutes won a goody bag containing: a sample bar, a sales promotion voucher (to encourage them to purchase in the future), a the brand and a brand stopwatch.

2.4 The key elements of the customer experience

The constituents of customer experience, play a key role in imparting long-term memories to consumers. Such components that play a role in branding and brand interaction include the world where brand meets its customer. Generally, ambiance is the factor which either consciously or subconsciously makes people feel differently after leaving the experience. And this ambiance that we receive from the tangible (like music, lighting, decoration) and intangible, (like smell, cleanliness, friendliness) elements is actually the core player of the overall perceived experience. Moreover, the environment can be a medium that leverages physical and digital components to stimulate customer engagement and the generation of these positive experiences.

2.4.1 The atmosphere and environment

Atmosphere and setting play a vital role in the customer experience, immediately influencing consumer perception and emotions. All sensory factors present in the location of brand

interaction, such as music, colors, smells and arrangement of elements are encompassed by ambience. It seeks to establish a particular atmosphere in accordance with the image of the brand and the needs of customers. Likewise, the ambience, whether it is a physical store or an online platform, must be designed to encourage engagement, provide intuitive navigation and instil a feeling of comfort and trust . To create a positive and memorable customer experience, these elements are crucial. Starbucks, from the 1970s to today, exemplifies how ambience and setting are essential to the customer experience. Its stores, located around the world, are designed to create a welcoming and warm atmosphere. Through elements such as music, colors, smells and arrangement of items, Starbucks aims to establish an ambience that matches its brand image while meeting customers' needs for comfort and engagement.

2.4.2 Interaction and engagement

Customer participation and involvement is essential to the experience. All points of contact between the customer and the brand, including in-person exchanges, online dialogues or participation in events, are involved in the interaction. As for engagement, it is based on the brand's ability to generate interest, enthusiasm and active participation from customers. This can be accomplished by using interactive activities, content tailored to each user, loyalty programs or by integrating customers into the value creation process. The goal of these elements is to foster an engaging, interactive and collaborative experience that strengthens the connection between the brand and customers. Nike, for example, has successfully engaged its customers through its Nike Run Club (NRC) program, an example of an interactive and engaging experience. Available worldwide, NRC offers runners expert-guided running sessions and an app to track their progress. By encouraging active customer participation and creating a global community of athletes, Nike strengthens the connection between the brand and customers, driving long-term engagement and loyalty.

2.4.3 Feelings and perceptions

Customer experience is greatly influenced by emotions and sensations. It is not only the rational evaluation of products or services that interests consumers, but also their emotional reaction to the overall experience. The emotions one feels can be caused by positive or negative interactions, and impact brand perception and customer loyalty. In addition, sensory sensations such as taste, touch or smell bring a tactile dimension to the experience, which can enhance its emotional impact. Understanding and encouraging positive customer emotions

throughout their purchasing journey and interactions with the brand is therefore essential for businesses. Disneyland and other Disney theme parks illustrate the importance of emotions and sensations in the customer experience. Since their opening in 1955, these parks have offered an immersive experience that touches the senses and emotions of visitors through attractions, settings and interactions with iconic Disney characters. By creating moments of joy, wonder and emotional connection, Disney strengthens its brand perception and encourages customer loyalty.

2.4.4 Nostalgia and memories

Nostalgia and memories are important to the customer experience because they help create a powerful emotional connection with the brand. Customers are more likely to remember significant experiences, whether positive or negative, and these memories influence their future preferences and behaviors. A good experience can build customer loyalty and encourage them to recommend the brand to others. Furthermore, nostalgia can arouse positive emotions by recalling pleasant past experiences and thus strengthen brand attachment. By creating memorable experiences and remaining consistent in their offering, businesses can create positive memories and favorable nostalgia in their customers. Nintendo has managed to capitalize on nostalgia by bringing back classic video game franchises with its Nintendo Switch console, launched in 2017. By offering games featuring iconic characters such as Super Mario and The Legend of Zelda, as well as offering a versatile gaming experience, Nintendo evokes nostalgic memories in gamers. This strategy creates a powerful emotional connection with the brand, encouraging customer loyalty and continued engagement with its products.

2.4.5 Link between customer experience and business performance

The objective of experiential marketing is to create value by building a relationship with the consumer.

Relationships are built through satisfied customers who develop trust and commitment to a brand. When consumers have a high-quality relationship with a brand, their value assessment is higher because the benefits are felt to be greater and the cost is lower. This, in turn, increases their brand loyalty and likelihood of repurchase. Red Bull, regularly organizes extreme events such as Red Bull Flugtag and Red Bull Crashed Ice, providing participants and the public with a unique and exciting experience. Another company that uses experiential

marketing is Coca Cola. a Coca-Cola "Share a Coke" campaign was designed to personalize its iconic soda bottles by printing popular names. The idea was simple: encourage people to find their name (or that of a friend) on a bottle of Coke and share the experience. This campaign transformed a routine purchase into a personal connection. People eagerly searched their names, posted photos on social media and even exchanged bottles as gifts. This led to increased sales, better brand loyalty and a more powerful sense of belonging.

The use of experiential marketing strategies has improved profit performance. Revenue and sales of a product are two factors that a business seeks to increase through a strong marketing campaign. In a study by Schmitt, he studies the different ways customers experience marketing activities and products, and how these experiences affect the business. Schmitt describes experiential marketing as follows: "Experiential marketing is the strategic engagement of customers and prospects in an effective and evocative experience at the time and place of the consumer's choosing. » This means that consumers want to connect with a product anytime, anywhere. The relationship between experience and business performance is simple. If a customer has a memorable experience with a product, they may be more likely to purchase it more than once. Word of mouth can then start to spread, which is an added advantage for the business. Consumers who hear about others' good experiences with a product can then try it themselves. This is another way sales will increase as long as the product lives up to the expectations of the experience. An increase in sales or revenue from a product is a way to measure the success of a marketing strategy and with experiential marketing strategies in place, it is increasingly likely that there will be some sort of improvement .

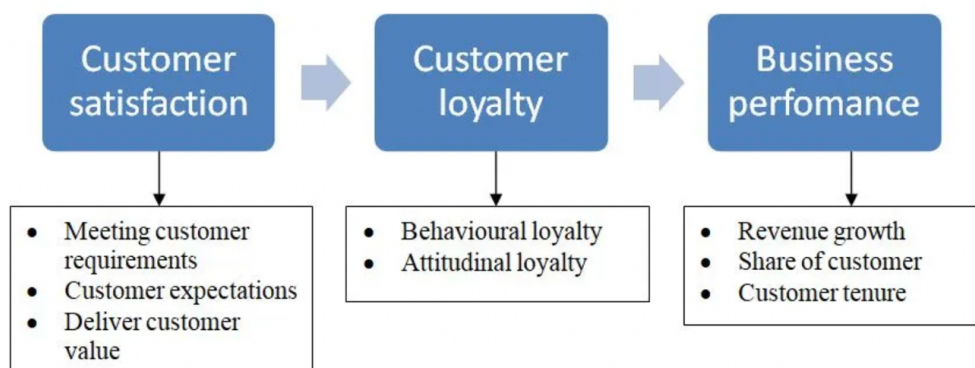


Figure 4 Customer loyalty and satisfactions help measure business performance.

2.5 Impact of experiential marketing on customer perception and loyalty

Experiential marketing provides customers with an exceptional opportunity to experience a company's values, products and services first-hand, significantly increasing their trust and engagement with the brand. Additionally, by providing highly positive experiences, businesses can not only significantly improve customer satisfaction, but also significantly increase customer loyalty while generating a steady stream of positive recommendations. In this regard, it is imperative for businesses to fully understand the profound and transformative impact of experiential marketing on customer perceptions in order to develop highly effective strategies that will enable them to consistently attract new customers while retaining and satisfying their existing customer base. By exploring the multiple dimensions and facets of experiential marketing, businesses can create even more diverse and rewarding experiences for their customers. This could include immersive events, interactive in-store demonstrations, co-creation activities with customers, engaging influencer partnerships, special loyalty programs and much more. By incorporating these elements into their overall experiential marketing strategy, businesses can truly provide their customers with memorable moments at every touchpoint. At the same time, by leveraging new emerging technologies such as virtual reality, augmented reality and artificial intelligence, businesses can push the boundaries of customer experience and deliver even more captivating sensations. These technological advancements allow businesses to create immersive virtual worlds where customers can interact with the brand in a completely new and exciting way. Such innovative technological devices open up vast possibilities for businesses to surprise and delight their customers, thereby strengthening their emotional connection with the brand.

Loyal customers are at the heart of a company's performance, given their strong potential for profitability and stability. As a concept, customer loyalty is becoming increasingly complex and is considered more than a simple behavioral purchase repeated by many authors. Oliver (1999) summarizes that loyalty is best described as a deep commitment to repurchase or re-sponsor a preferred product/service consistently in the future, despite situational influences and marketing efforts that may cause behavioral change. The strength of the connection between the consumer and the brand is a major factor in customer loyalty, in the same way that the perceived quality of a brand can translate into loyalty if other products are considered as less desirable (Bloemer and Kasper, 1995; Jacoby and Chestnut, 1978), relating this to the subject of this article. Real and emotional connections to a brand created through experiential marketing have been proposed as more powerful determinants of brand loyalty compared to

purely cognitive connections (Brakus et al, 2009). Experiential marketing specifically designs efforts to elicit conscious, rational brand feelings by connecting directly to customers' thoughts and feelings (Brakus et al, 2009), making it a powerful method for building customer loyalty.

This type of relational connection can be a powerful indicator of customer loyalty and profit margins (McColl-Kennedy and Kiel, 2000). Aaker (1997) theorized that brand self-connection associations, where a brand is seen as reflective of the consumer or echoes the consumer's self-concept, were important in consumer loyalty and would also create loyal consumers acting as brand advocates. Because experiential marketing is consumer-centric, it actively creates consumer brand thoughts and seeks to understand and connect with how consumers perceive themselves (Keller, 2003), providing a better likelihood of self-connection to the brand and leading to increased brand loyalty.

2.6 The Role of Senses in Experiential Marketing

The senses affect the consumer's purchasing decision using experiential marketing. The five senses include sight, hearing, smell, taste and touch, which act as stimulants for the human brain. By using these stimulants, it will affect how the consumer judges the product from their first impression, thus leading to a purchasing decision.

The role of the senses in experiential marketing is a crucial, even circuitous, aspect in consumer involvement with a product. Consumers perceive information through their five senses: sight, hearing, smell, taste and touch. Information is stored in short-term memory via one of these senses; if it is detected within five, it will enter long-term memory. Unconsciously or consciously, consumers will call up the information stored in their memory (about a particular product) using the same meaning they initially perceived. The goal of sensory experiential marketing is to create a brand image in the mind of the consumer through the use of the senses. This way, when a consumer is exposed to the same feeling in real life or the environment is similar to that of the experience with the product, they will invoke the brand and the product in their mind. With a deep understanding of the role of the senses in human psychology and behavior, the marketing industry can create a powerful subliminal connection between a product and the consumer by attempting to compare a particular scent, sound and visual with a product by relation to another. situation that created a lasting brand connection.

Experiential marketing understands that every experience a consumer has can be used to engage them with a product and ultimately create a loyal consumer. With many products consumed by consumers, there is no real connection with the product because the experience is non-existent. Most products consumed are consumed regularly and do not constitute a memorable experience. The role of this type of marketing is to get the consumer to establish a connection with a product and open up to the experience. Experiential marketing promotes emotional and physical involvement, a lasting experience and a loyal connection to the brand on an emotional, physical, mental and/or spiritual level.

3 Fundamental principles of experiential marketing

3.1 Key elements of experiential marketing

An experiential marketing win lays in its ability to stay humble and leave a lasting impression. An experience is as a thing that happens in isolation from the rest of the world, or as a very real thing that helps sell a product. It is probably not unusual to have at least two or more people come to the same product and have completely different stories about it. The image of experiencing is a psychological representation of past event that comes into our minds again.

3.1.1 Creating memorable experiences

The experience quality spectrum is related to the probability of purchase/consumption of the product in the future and the consumer brand loyalty. Brand loyalty is related to attitudinal commitment and repeat buying, and in the absolute best case can lead to full brand insistence. Brand insistence is a situation where a consumer will only buy one brand of a product and will search extensively to find it if not readily available. An example of full brand insistence could be an unwavering conviction to only drive Mercedes cars.

Unfortunately, not all experiences are equal. It is difficult to quantify the value of an experience due to its subjective nature, and some experiences may result in negative brand attitudes or worse still, damaging the brand image. These brand image scars tend to be caused by particularly poor experiences which can be defined as traumatic. With this in mind, it becomes clear that a successful marketing strategy must create the right sort of experiences, with the right sort being those that add value to the product and do not detract value. This way, the

consumer will feel that the product is generally a good purchase and will be more inclined to purchase the product in future situations.

Let us assume that the fundamental function of experiential marketing is to create an experience for the consumer which in turn creates value for the product. A successful strategy will engender a favourable experience, which will result in a positive relationship between consumer and product. In the ideal situation, the consumer would feel emotionally attached to the product based on the experience and the relationship formed. The consumer will then be brand loyal, and in some situations brand advocates, recommending the product to other potential consumers. These stages of a successful strategy are summarized by the arrows leading from the word experience to relationship to brand loyalty. The outcome is an added value for the product with increased profit and increased sales.

3.1.2 Engaging the five senses

Schmitt's feeling (1999) lays stress on creating the experience of the product by the spectator which becomes the most effective way for marketing.

Pairing the senses with the kind of response or feeling that is incited is what he asserts. To elicit one of these associations, for example, the claim that lavender fragrance can induce feelings experienced by consumers who are in a relaxed mood or that consumers having a happy mood tend to listen to music with an upbeat tempo. Russell and Pratt have listed down several reasons for the use of sensory marketing these range from transparency to emotional connection. Firstly, it can enable a brand to attain and endorse its identification or image. As the second is that it can act as an attribute of difference between brands and can also form a sensory signature for the given brand. These methods of marketing are able in such a way to trigger the customer to purchase the desired goods and in such a way provoke particular emotions or moods.

As for Schmitt (1999), "The Senses are the physiological functions of the body. Sensations are the subjective observations of the sensory process and the basic building blocks for feelings and cognition" (p. 69). These five senses are visible, audible, smell, flavor and touch. These sensory experiences have been perceived as different and we targeted them with each tool geared to touch either sight, hearing or speech. Thus, there are the TV and radio commercials that take advantage of the sound, not to fail the print advertising that grabs the attention of

reading people by sight. As Schmitt (1999) observes, Multisensory marketing can pay a triple gain that can give stronger consumer affect, and more elaborate brand cognitions.

3.1.3 Leveraging technology for immersive experiences

Virtual reality (VR) is a revolutionary technology for experiential marketing. VR simulates a real or imagined environment and immerses users in this environment in a way that they suspend belief in the world outside. The most basic VR setups merely use a computer and a two-dimensional simulated environment. More advanced setups involve the use of VRML (virtual reality modeling language) and headsets to immerse a user in a sensory experience within a simulated environment. This could be used in the development and testing of new products to gauge consumer interaction with the product. It could also be used as a vehicle for advertising the product itself. For example, Coca-Cola used VR to simulate the experience of riding a luge at the 1998 winter Olympics. The simulation placed users on a luge in a 3D environment with controllable speed and direction, providing a good approximation of the real thing. This was very effective in that the experience can only be had in reality by a select group of people. The simulation reached a much wider audience and indirectly associated the experience with Coca-Cola.

Technology is the specific method by which humans order the world and manipulate the environment. It is a tool. As such, it is no more nor less irrelevant to experiential marketing than any other form of marketing. However, modern technology enables experiences of unprecedented richness, providing the potential to vastly increase the depth and intensity of the experience it is possible to offer the consumer. The ability of technology to provide simulations of reality has long been exploited in marketing. However, as an advertising medium, this has been traditionally limited to static simulations presented through print or moving simulations through audio-visual media

3.2 Fundamental marketing strategies to frame the experiential process

Besides, brand should also try to identify the wider scenario of which the target audience is making their purchase decisions. To do this, it will be easier for the marketer to see the inherent constraints as well as the enjoyable or beneficial points. The SWOT analysis can be

used as a handy tool to provide a clear understanding of the club activity's limitations and opportunities in order to, thus, provide a clear picture of the goals and how they can be overcome.

It is also paramount to identify the change traits one intends the specific target groups to adapt. An experiential marketing is not just about having the activation. It also means that the brand must start looking at the current perceptions of the brand and at the same time gather the aspiration it aspires to achieve from the experiential marketing activity and the potential effect it will have on the brand. Arriving at this conclusion will show the outcome of the process when the activity is to be considered a success.

For the brand to organize the target audience, data analytics needs to be relied upon for unearthing the different segments that aggregate this overall target audience. These clusters should be formed based on homogeneous features including the market segmentation each of the above. The characteristics could be demographics, behavioral patterns, or lifestyle. In the case of an event, determining your audience is the key factor that will enable you to pick an event that will ensure a maximum influx of the optimum customers.

3.2.1 Understanding the target audience

For the most part, it is the purchase and consumption of a product or service that stems an experience created by a brand. Understanding who the consumers are in these situations and what stands in their way of choosing the particular brand at the point of sale will uncover powerful insights that lead to behaviors that can initiate change. These insights will tell us where to find our audience and the best ways to engage them. Whether it be demonstrating a better quality product at a trade show, providing a memorable moment as consumers pass by the competitor brand, or an ambient experience that creates a lasting impression so the brand is in the consumer's mind when the purchase decision is made. All of these are done to facilitate the change in brand perceptions. An understanding of the influences on consumer behavior allows experiences to be designed in a way that removes obstacles standing in the way of the consumer and creates brand affinity in the process.

An extreme sport-loving youth is less likely to take notice of something that is designed to change his grandmother's perceptions of what makes a good energy drink. He is further from

the intended audience than someone who shares his interests. Without understanding the audience, the experience will be too broad, lacking relevant dimensions that help steer perceptions and lead the changes in attitude or opinion.

3.2.2 Developing a strong brand story

The ultimate goal of a brand story in experiential marketing is to engage the consumer in a compelling narrative that they will never forget. When the consumer experience becomes the brand story and the two become inseparable, it is then that a lasting emotional connection has been formed.

Summary of a brand without a story lacks the substance and depth required to build a loyal consumer base. It risks portraying the brand as disposable and forgettable and as a result marketing efforts yield little return. In contrast, a strong brand story adds life and personality. Consumers are willing to pay a higher price when emotionally connected to a brand and this connection adds to long-term brand loyalty.

Stories, whether they are well-known from childhood classics or compelling epic dramas, create emotional connections. This emotional connection is the reason why consumers prefer and are loyal to certain brands. Theory has it that a strong brand is much like having a strong image, and nothing creates a stronger image than a strong story. A strong brand story can be the difference between making a consumer say "I've heard of that" to "I love that brand" and is an imperative step in developing successful experiential marketing.

3.2.3 Measuring the effectiveness of experiential campaigns

Experiential marketing is a type of marketing that seeks to leave memories in customers' minds through engaging their senses. They trigger the emotional connections desired to achieve brand loyalty. Because the generally abstract and usually immaterial types of targets often linked with experiential marketing are rather impractical to calculate the achievements of a campaign, the success can be really hard to handle since there is no simple formula to estimate (or quantify) the emotional effects. Consequently, being specific in setting up the results you would like to achieve would be crucial for any experiential marketing campaign before it is launched. Also, there would be benchmarks here to analyze the information after the campaign has been executed. A campaign in which experiential marketing is used must be

precise, obvious, doable, meaningful, and time-bound; these goals apply particularly when an effort is geared towards assessing an experiential marketing campaign. If the objective has clearly defined and measurable steps involved, it makes it immensely easy to judge the level of achievement at the conclusion of task. For instance, some elements such as "we want to see people to have an enjoyable event" create problems concerning the execution of the monitoring and evaluation processes during the completion of the program, while a measurable objective such as "we want to raise the awareness of the brand by 15% comparing to the same period last year" is more concise and this represents one of the important success factors in the evaluation of a campaign. The pre-survey is an important tool that will help get a measure of the key parameters initially and will also serve as a scale to compare later after the campaign is done. One must also specify the key metrics while setting campaign objectives; these can be anything ranging from consumer attitudes, brand awareness, purchase intent attitudes, etc. Measuring these factors accurately again in the post evaluation will reveal the degree of success of the campaign and compare it against the set objectives.

Nike is a company that uses experiential marketing in an exemplary way. In addition to producing high-quality athletic apparel and footwear, Nike creates immersive experiences through its sporting events and facilities. The Nike+ Run Club is one of the leading examples of Nike's commitment to experiential marketing. Sports enthusiasts can participate in group races, attend personalized coaching sessions and discover the latest running technologies. Nike also organizes special events, such as marathons, basketball competitions and training camps, providing participants with an exciting and motivating experience. These examples demonstrate how experiential marketing helps these businesses stand out and create strong connections with their customers. Through activities that generate curiosity, novelty and entertainment these platforms catch the interest of their communities fostering a deep relationship with their audiences. Not only experiential marketing generates a long-term imprint, but also word of mouth is given and trust is established with the audience. At a time when competition is intense, experiential marketing seems to be a good aid for the companies which are eager to win over customers. They achieve a competitive advantage by providing exceptional and great experience of before becoming popular and people look forward to trying their services. In doing so, they establish that nucleus of devoted and diligent consumers, who go ahead giving testimonial and referrals to other people. Being on the cutting edge of the industry, experiential marketing plays the key role for these guys who use it to become the leaders of their market and create strong relationships with their potential buyers.

4 Research methodology

In order to measure the impact of experiential marketing on the performance of consumers and businesses, this research carried out preliminary studies in the form of a literature review then quantitative research methodologies with data collection through a survey.

The data collection method is a self-administered questionnaire. Self-administered questionnaires are for my thesis a very effective form because they do not require an interviewer to meet the respondent, meaning a larger sample can be obtained with the same amount of resources. Self-administered questionnaires also have a good advantage for my thesis because the respondent is not afraid to give personal or embarrassing information, because the interviewer is non-judgmental, and their responses are more likely to reflect their true thoughts and feelings. An electronic survey was therefore carried out to collect primary data. It is a quantitative method since all respondents will answer the same survey, created by myself specifically for the thesis. I used Google Forms to complete the survey. the survey will be written in French, since I distributed the survey on my social networks (Facebook and Instagram) and to my contacts. The number of responses cannot be determined now, as this is a free survey and it requires the goodwill of the person to respond and share it through their social networks. I have eighty answers.

The survey was created in French since this allowed me to have many more answers given that I shared the survey on my social networks and to my relatives and acquaintances. This explains that the figures which follow include the answers in French. the analysis was then analyzed in English like the rest of the thesis. It included a set of questions, mainly closed, to best quantify and measure the study variables. Closed questions are those in which the respondent chooses from a limited number of answers. They require less effort on the part of the respondent to respond, which increases response rates, and the resulting data is easier to analyze and compare (Aaker, Kumar & Day, 2007). Closed questions are also the best way to collect specific information on a topic from a large sample. The survey was constructed to flow in a logical order, starting with general questions about age and gender. Then specific questions focusing primarily on the respondent's previous experiences and feelings regarding experiential marketing.

5 Results

In order to have a detailed analysis and highlight the answers, it is important to analyze each question of the survey carried out individually.

1. Analysis of responses on the age of participants

Analysis of the participants' age responses revealed several key points. First of all, it is important to note that the survey was carried out with a sample of 110 people. Of these participants, almost none were under the age of 18, suggesting that the majority of respondents were adults. The most represented age group was 46 to 60 years, with almost 33% of participants, which suggests a possible wider experience in terms of consumption. This indicates that the opinions collected in this survey mainly reflect the experiences of middle-aged and older consumers. Nevertheless, respondents aged 19 to 29 also made up a significant percentage, at approximately a quarter. This diversity in age can provide an in-depth perspective on the impact of experiential marketing on different consumer groups. Younger respondents, aged 19 to 29, and those aged 30 to 45 might have different expectations and reactions to experiential marketing, perhaps due to their familiarity with new technologies and consumer trends. (see figure 5)

Quel est votre âge ? ***What is your age ?***

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111 réponses

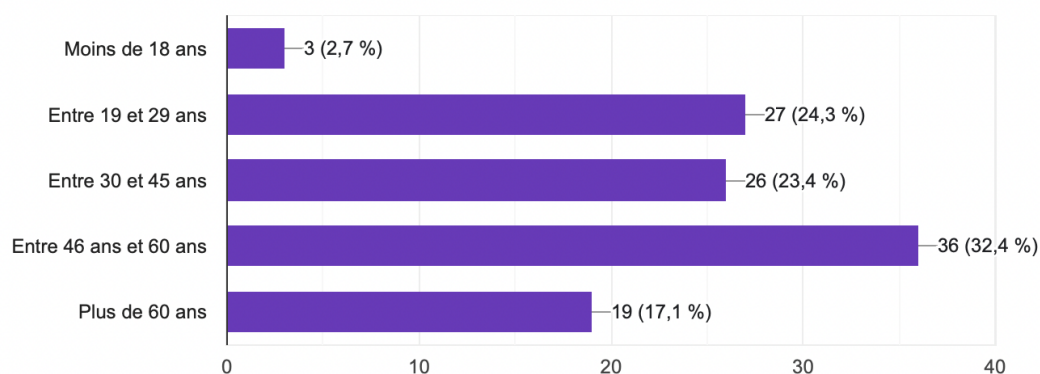


Figure 5 What is your age

2. Analysis of responses on the gender of participants

In order to understand the impact of experiential marketing on consumers and business performance, an analysis of the responses on the gender of the participants was carried out. Of the 110 respondents, 57.3% were men while 41.8% were women. This gender distribution will make it possible to identify possible differences in perception and reaction to experiential marketing. These results also highlight the importance of taking gender diversity into account when designing marketing strategies. Therefore, it is essential to examine how men and women respond differently to experiences offered by businesses in order to maximize the impact of experiential marketing on their purchasing behavior and business performance. (see figure 6)

Quel est votre sexe ? ***What is your gender?***

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111 réponses

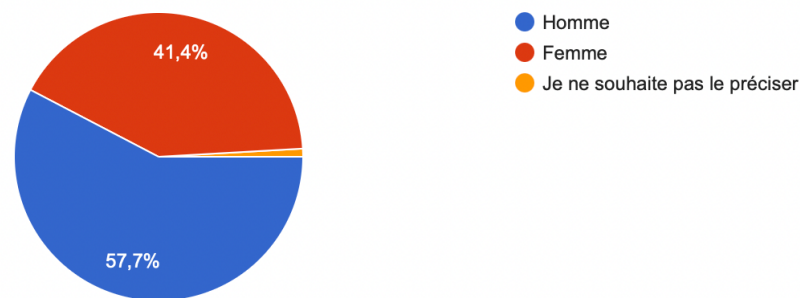


Figure 6 What is your gender

3. Analysis of responses on knowledge of experiential marketing

Among the participants surveyed, almost half (48.2%) say they have already heard of the concept of experiential marketing, while the same proportion says they are not aware of it. A small percentage (3.6%) admits not knowing. This distribution indicates a certain diversity of knowledge and information levels among the respondents. It would be interesting to deepen this analysis by identifying variables that can influence knowledge of experiential marketing, such as the age, gender and professional experience of the participants. Considering these elements, given that some of the respondents are quite young and probably not studying marketing, this would explain why half of the respondents are not yet aware of this marketing strategy. Especially since this marketing is relatively new. However, it is less because they said "no" that they have never been exposed, probably 100% have already been exposed to it. (see figure 7)

Avez vous déjà entendu la notion de "marketing expérientiel" ***Have you ever heard the concept of "experiential marketing"?***

[Copier](#)

111 réponses

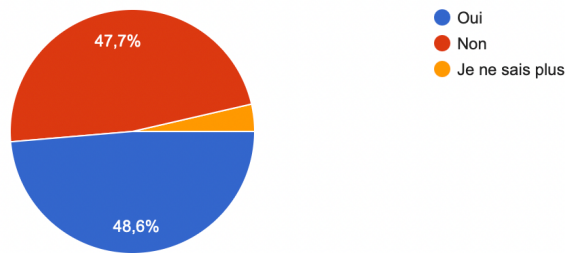


Figure 7 Have you ever heard the Figure 7 concept of experiential marketing

4. Analysis of responses on frequency of participation in experiential marketing events

Careful analysis of the responses obtained regarding the frequency of participation in experiential marketing events highlights a striking fact: only 1.8% of participants revealed that they participate "very often" in these enriching events. Far from this figure, the overwhelming majority of respondents, 49.1%, said they "rarely" participate in such occasions, while 24.5% of respondents admitted to taking part "occasionally". However, it is essential to note that 25.5% of participants indicated that they never get involved in these multi-faceted events. These impactful results highlight the undeniable need to better understand the underlying motivations as well as the key influences that push consumers to actively participate in these immersive marketing experiences or, conversely, to resolutely avoid them. (see figure 8)

À quelle fréquence participez-vous à des événements marketing expérientiels (par exemple, des dégustations, des ateliers interactifs, des expériences immersives) ? ***How often do you participate in experiential marketing events (e.g. tastings, interactive workshops, immersive experiences)?***

[Copier](#)

111 réponses

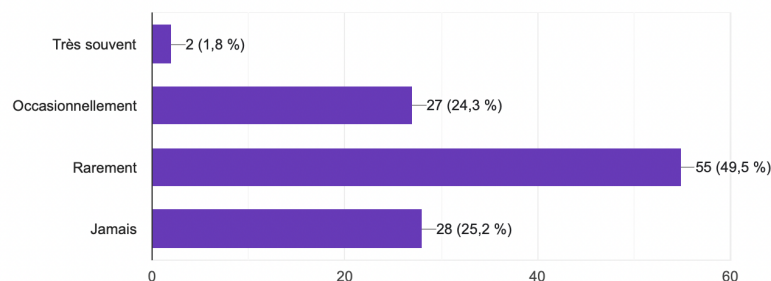


Figure 8 How often do you participate in experiential marketing events

5. Analysis of responses on the influence of these experiences on brand perception

As part of the survey, participants were asked about the considerable influence of marketing experiences on their deep and intimate perception of the brand. The results revealed that an absolutely diverse 15.5% of respondents indicated that these experiences had absolutely no impact on their overall perception of the brand. However, a significant proportion, almost half, or 41.8% of participants, said that these marketing experiences had a moderate, yet measured and balanced, impact on their strong and constructed perception of the brand. In a completely innovative way, 25.5% of respondents affirmed that the influence of these experiences exceeded all expectations, considerably. Additionally, 17.3% responded that these experiences had a remarkable influence on their perception of the brand, while only 7.3% said that they had an extreme, unparalleled and striking impact. These results suggest that experiential marketing experiences generally, and not surprisingly, have a positive, constructive and progressive impact on brand perception. This influence, although perfectly measured and adjusted, manifests itself with intensity and anchors itself indelibly in the minds of consumers who, thanks to these unique experiences, come to appreciate, evaluate and value the brand. Of course, this phenomenon varies according to the intrinsic individualities of each consumer, but it bases its solid reputation on an unwavering anchoring in customer satisfaction and loyalty. (see figure 9)

Dans quelle mesure ces expériences influencent-elles votre perception de la marque ? **To what extent do these experiences influence your perception of the brand?**

 Copier

111 réponses

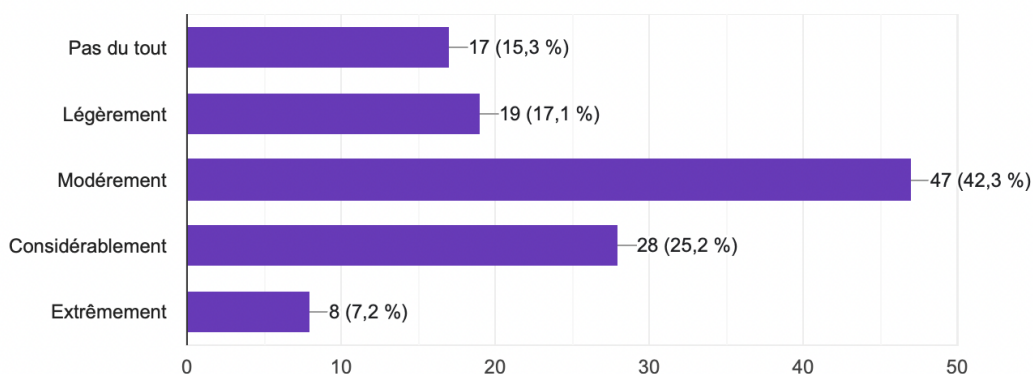


Figure 9 To what extent do these experiences influence your perception of the brand

6. Analysis of purchase responses after a marketing experience

Analyzing purchase responses after a marketing experience reveals some truly interesting and captivating insights. Of those surveyed, an astonishing 29.1% responded positively when asked if they were more likely to purchase a product or service after participating in a marketing experience. Additionally, an impressive 17.3% responded affirmatively with a solid "Often." Additionally, 31.8% responded "Sometimes," clearly showing that the impact of experiential marketing is felt significantly. On the other hand, it is reassuring to note that only 14.5% answered "Rarely" and a modest percentage of only 11% answered "Never". These figures are a striking testament to the effectiveness of experiential marketing in positively influencing consumers' purchasing decisions. They indicate that the vast majority of individuals are influenced, at least to some extent, by marketing experiences when making purchasing decisions. In sum, these findings highlight and reinforce the impact of customer experience-driven marketing strategies and demonstrate their crucial role in today's business world. (see figure 10)

Êtes-vous plus susceptible d'acheter un produit ou un service après avoir participé à une expérience marketing ? **Are you more likely to purchase a product or service after participating in a marketing experience?** [Copier](#)

111 réponses

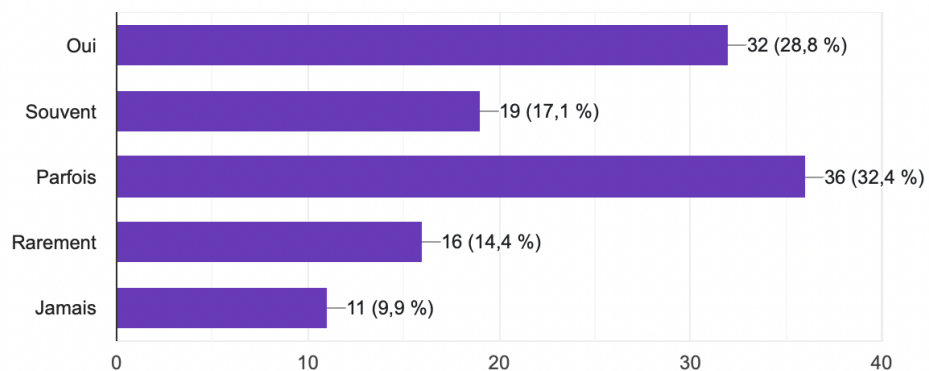


Figure 10 Are you more likely to purchase a product or service after participating in a marketing experience

7. Analysis of responses on improving brand image

By carefully analyzing the answers that were provided to question number 7 "To what extent do you consider that marketing experiences improve the brand image of a company?", it is obvious and indisputable that the vast majority of participants, i.e. 48.2%, share the opinion that marketing experiences have a considerable effect on improving the brand image of a company. This finding highlights the critical importance of strategies focused on experiential marketing when it comes to building and reinforcing the positive perception that consumers have towards a given brand. Additionally, it is interesting to note that 30% of respondents believe that marketing experiences have a moderate influence on brand image, suggesting that even a relatively simple experience within a marketing campaign can have an impact. significant on the image associated with the brand in question. On the other hand, only 5.5% of participants see no benefit in using marketing experiences to improve brand image. This data clearly indicates that the majority of consumers recognize the positive effect that these experiences have on the overall image of a brand. Consequently, these results highlight the strategic importance of experiential marketing for companies that aspire to improve their brand image and therefore their long-term performance. It is therefore imperative for them to devote considerable resources to implementing creative and engaging strategies with the aim of offering their customers memorable and positive experiences that will strengthen the image of their brand in the long term. (see figure 11)

Dans quelle mesure considérez-vous que les expériences marketing améliorent l'image de marque d'une entreprise ? **To what extent do you consider marketing experiences to improve a company's brand image?**

[Copier](#)

111 réponses

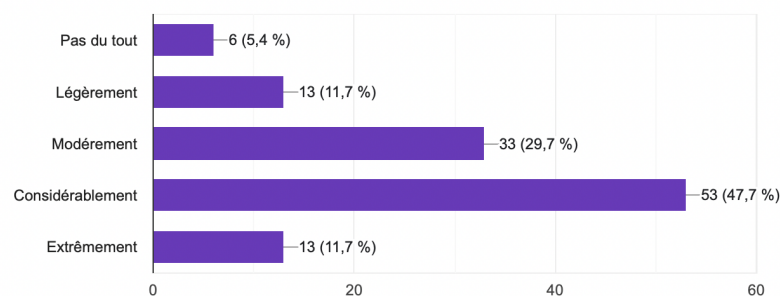


Figure 11 To what extent do you consider marketing experiences to improve a company's brand image

8. Competitive advantage of companies offering marketing experiences

The polling data shows that as many as 80.9% of the participants consider companies that provide marketing experiences to be ahead of competitors that are not. There is no doubt that this significant figure clearly exemplifies that the consumers in majority see the additional value of experiential marketing as a way for businesses to acquire competitive edge. 3.6% of the respondents said "No" to this question, however, these clearly means that an insignificant few do not perceive the economic advantage that doing business internationally provides. Apart from that, among those who answered, 15.5% were not sure whether the marketing experiences being offered by companies give them a competitive edge, showing that more education would be necessary for such individuals to realize the significance of this aspect of marketing. These results therefore suggest that experiential marketing gives companies an undeniable competitive advantage by positively influencing consumer opinion and behavior. It is therefore essential for companies to implement effective experiential marketing strategies in order to maximize their competitiveness in the market and increase their performance. Through exciting marketing strategies, companies have thus become so much better at holding customer attention and promising brand loyalty. A customer-centred approach with a focus on creating distinct and worthwhile experiences will make a firm in the market non-replaceable and thrive in customer-to-business relationship. Moreover, by employing advanced methodologies and incorporating virtual components into their campaigns, companies can ensure that the interactions with the campaigns are more than interactive along with being immersive. Creatively and tailored to consumers' wants and needs, experiential marketing, in its essence, proffers a powerful competitive edge to businesses, but it takes a good understanding of both the consumers and the product to make the experiences believable and engaging. Adopting these strategic measures, businesses will not only be ahead of their competitors but also make their image better known on the market and generate a soaring market position. (see figure 12)



Pensez-vous que les entreprises qui offrent des expériences marketing ont un avantage concurrentiel par rapport à celles qui n'en offrent pas ? **Do you think companies that offer marketing experiences have a competitive advantage over those that don't?**

111 réponses

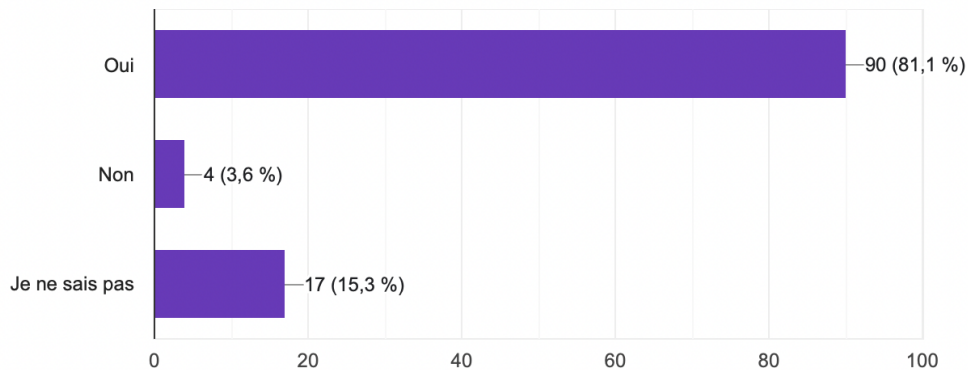


Figure 12 Do you think companies that offer marketing experiences have a competitive advantage over those that don't

9. Consumer Preference for Brands Providing Engaging Marketing Experiences

The survey on a random customer sample confirmed the propensity of consumers to choose brands that conduct interactive and fun marketing campaigns over those who are not in this category. In fact, 69.1% of the respondents submitted that the engaging marketing experiences are greatly preferred compared to a brand that is airing only traditional advertising. Only a small 10.9% of them indicated high interest in products from brand which airs only traditional advertisement. Thus it is crucial to know that the trend of today's clients proves that active engagement with the brands, not just passively getting advertised clients, is more desirable. This preference, which seems to be the expectations and desires of modern consumers, shows that they are intertwined with the marketing as far as advocating for engaging or creative marketing experiences is concerned. After all, brands going as far as meeting these desires and expectations are the ones with a clear-cut advantage not only remaining but dominating the market against those that do not go that much further. Such brands embraced these exciting ways to engage with the customers more as a means to establish themselves as major players in engaging people personally, enrich their brand image and become more significant players in the competitive environment. (see figure 13)



Préférez-vous les marques qui proposent des expériences marketing engageantes et interactives ou celles qui se contentent de publicités traditionnelles ? **Do you prefer brands that offer engaging and interactive marketing experiences or those that stick to traditional advertising?**

111 réponses

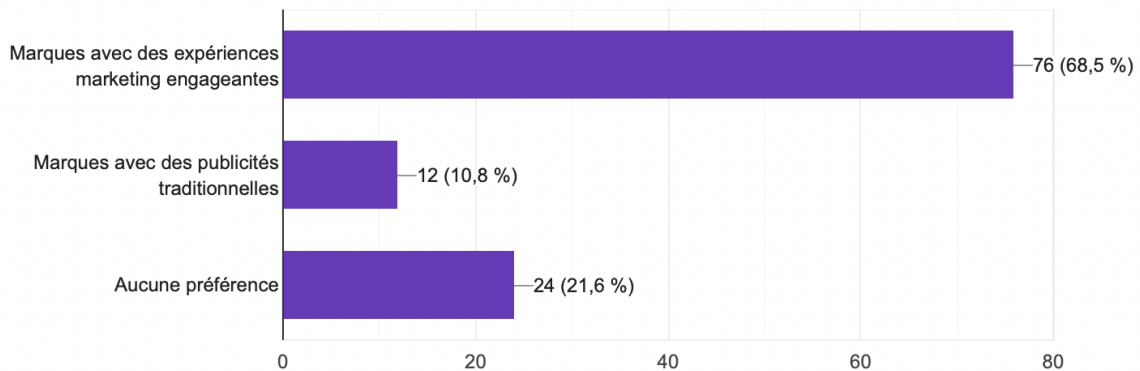


Figure 13 Do you prefer brands that offer engaging and interactive marketing experiences or those that stick to traditional advertising

10. Influence of marketing experiences on customer loyalty

According to the results of the recently conducted survey, it is abundantly clear that marketing experiences play a significant and undeniable role in ensuring unwavering customer loyalty. Indeed, no less than 39.1% of individuals surveyed responded categorically that marketing experiences contribute positively to customer loyalty and loyalty, while an equally impressive percentage, 37.3%, expressed a response described as "moderately" beneficial. Despite these already extremely convincing figures, the observation is even more striking when we realize that only a tiny proportion of the individuals questioned, 4.5%, dared to express a critical opinion by noting that the experiences marketing do not contribute "at all" to customer loyalty. These results therefore confirm that marketing experiences do indeed have a positive impact on customer loyalty to a company. Thus, visionary companies keen to achieve impeccable and lasting customer retention can, exploit this major asset by investing judiciously and consistently in marketing experiences that are both enriching and memorable, intended to leave a lasting mark on the company. the minds and hearts of their valued customers. Indeed, it is appropriate to underline the crucial importance of this winning strategy, because it makes

it possible to consolidate bonds of trust, to strengthen the notoriety and brand image of the company and, above all, to ensure lasting growth. and thrives in a constantly changing economic environment. That said, f these marketing experiences must be carried out with care and deep thought, in order to guarantee their positive and optimal impact. In this regard, companies must not only target the specific needs and expectations of their customers, but also stay tuned to emerging trends and market developments. Thanks to an in-depth understanding of their target audience and a constant ability to adapt, companies will be able to design truly personalized and relevant marketing experiences, capable of generating admiration, enthusiasm and above all nurturing a strong relationship. and sustainable with their customers. (see figure 14)



Dans quelle mesure pensez-vous que les expériences marketing contribuent à fidéliser les clients ? **To what extent do you think marketing experiences help build customer loyalty?**

111 réponses

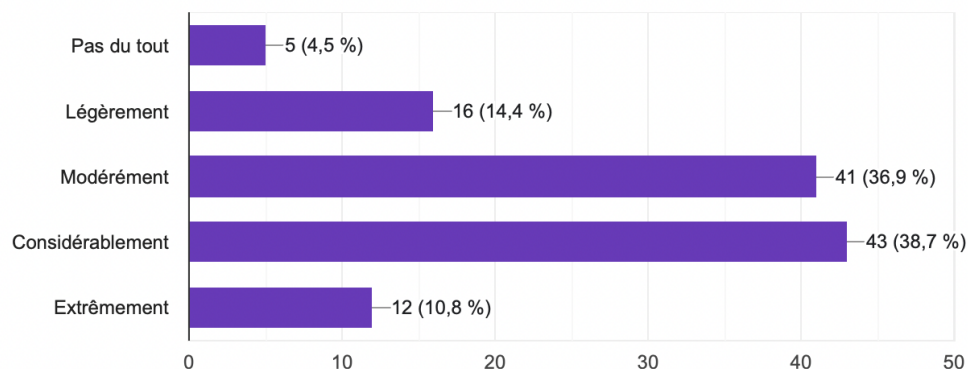


Figure 14 To what extent do you think marketing experiences help build customer loyalty

11. Willingness to pay more for a personalized and optimized marketing experience

The thorough examination of survey outcome shows some very interesting findings. The research concluded that almost 11% of the participants responded positively saying, "Yes, always", when they were asked whether they could pay a little higher price for a product or

service with a marketing experience personalized an experiential experience. Almost 60% of respondents reacted positively when the question was asked from another angle stating "Yes, sometimes." These numbers indicate a readiness among many buyers to pay additional premium for a personalized marketing experience. On the other hand, we see that 31.8% of people respond "Never" to the same question. This figure is pivotal to the research because it shows that there is a large group of the consumers who do not pay a premium price for personalized marketing. This attitude may be due to some reasons, like lack of cost and the preference of indirect communication. In the last, the results definitely prove that most consumers are ready to pay extra for the personalized experience of marketing But one should know that this need may differ for many products and services. Hence customization of messages and delivery of individual needs by the companies would be the key to such kind of marketing. With this approach, businesses will be able to accomplish their goals of meeting customers' demands and strengthening their competitive position. (see figure 15)

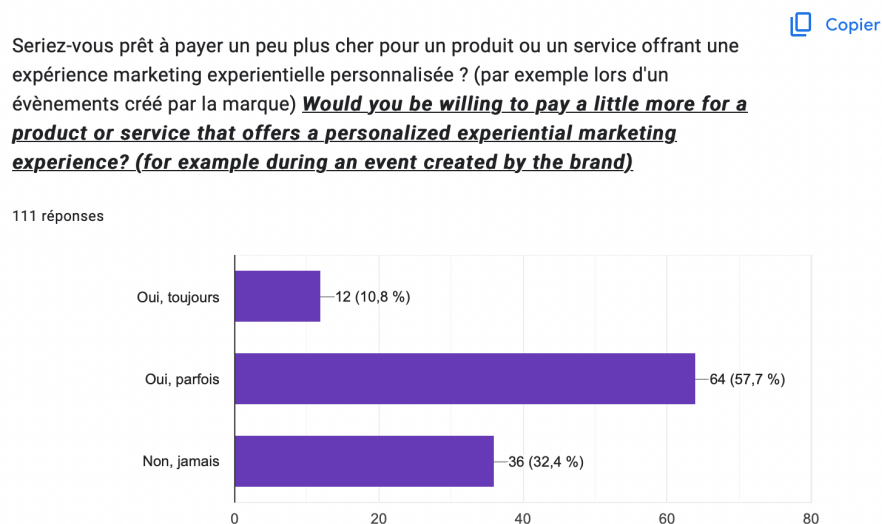


Figure 15 Would you be willing to pay a little more for a product or service that offers a personalized experiential marketing experience

6 Discussion

Event marketing is a dynamic process and continues to change in accordance with consumers' needs. One of the most relevant trends is the implementation of virtual reality and augmented reality technologies done to offer more immersive experiences. Brands now are increasingly using location-based technologies to provide consumers with the personalized experiences

depending on their specific current location. To this end, pop-up events and pop-up stores are starting to enjoy popularity among customers, by giving them a chance to try different and time-limited propositions. The ultimate, now social media's growing power has made experiential marketing an opportunity for brands to create viral content and get consumers interactive.

Experiential marketing encounters some difficulties over the next few years. For instance, the arrival of new technologies can be taken as a barrier. Businesses need to align to the consumer that is more connected. They have to master integrating smartphones, social networks and mobile apps into the brand experiences. Furthermore competition gets a lot harder and more brands tries to stand out by experiential marketing. Entrepreneurs should look for crafty ways to grab the attention and create lasting experiences for consumers. The third obstacle is individualization. Nowadays, customers require individualized, curated experiences that address their unique wants and requirements. In order to cope with this, businesses need to create experiential marketing methods around individuality.

The advancement in experiential marketing method in next couple of years provides many intriguing possibilities. To begin with, the embrace of new technologies like virtual and augmented reality will add more realistic and exciting experiences for the consumer. Through these tools, brands will be able to build virtual worlds in which customers can enjoy a real hands-on experience of the products before buying them. This strategy is based on the idea that quality of a consumer experience is a crucial component. Using only 1 sense is limiting and can be narrow-minded.

For example, the 3D glasses for the Darty kitchen are not a bad start. But imagine adding the sound of pots and pans, the smells of a recipe that awakens your memory (a childhood dish), and why not also those things that change when you open the oven or the fridge, etc.?

This kind of "enhanced" experience is very rich and exciting/attractive in contrast to a 3D plan with glasses and will allow companies to advance in developing marketing strategy. While data analytics is important in improving experiential marketing, it will have a role of high significance. Businesses will be able to collect and analyze such data on the consumer's choices, behavior and purchase history in order to further individualize the experiences available. Through acquiring knowledge of their customers brands will be able to create more effective and memorable experiences. To finish off, AI and machine learning will automate some tasks and offer personalized recommendations as quickly as possible resulting in a

seamless and personalized experience for the consumers. These areas of improvement will give the organizations a chance to stay ahead in the market by providing their clients with novel and fascinating experiences.

Also, at times, the distinct characteristics of various target markets bring about a distinction between the experiential marketing approach in the for B2B (Business to Business) and B2C (Business to Consumer) sectors.

Within the B2B space, which is dedicated to businesses selling goods or services to one another, experiential marketing focuses more on personalized interactions, better product exhibition, and events that are usually bespoke/exclusive. For example, a produce of private jets may spend money on demo flights for potential customers, factory tours to the core manufacturing processes, and host exclusive networking events to welcome important decision-makers and establish excellent relationships.

On the other hand, in the B2C domain, where companies directly target end consumers, experiential marketing can focus on memorable and large-scale brand experiences. For example, immersive advertising campaigns highlighting unique flight experiences, special travel promotions, and partnerships with cultural or sporting events can be used by an airline to reach a wide audience of potential travelers.

Both goals are to create positive experiences that strengthen the emotional connection with the brand and encourage customer loyalty, but the specific tactics vary depending on the specific needs and behaviors of customers in each market segment.

7 Conclusion

In conclusion, experiential marketing is an influential factor affecting not only consumers but also business success. A business that adopts experiential marketing will foster among customers an overwhelming feeling of satisfaction and brand connection. By using this unique way of advertising, businesses can differentiate themselves and get emotionally closer to their audiences.

Furthermore, experiential marketing also has a great influence on business performance in addition to making them prominent in the market. Hence businesses that offer unique and

influential experiences will get a chance to win the industry and earn a customer trust and loyalty. More visibility contributes to higher brand awareness and ultimately makes potential buyers choose the offered products and services.

Experiential marketing is another tool that brands can use to attract and keep customers. Through the delivery of exceptional, memorable demonstrations of brand spirit, businesses can build stronger emotional links with their customers and motivate them to come back for more and talk about the brand to their peers. The customer loyalty is something that business cannot ignore because it encourages sustainability of revenue and ensures growth for the business.

Along with that, experiential marketing is another effective way for you to increase sales. Through creating an exciting environment where consumers get involved, businesses can appeal to them and, as a result, the consumers take action. Whether through social events, product demonstrations or collaborating with influential people, experiential marketing gives the marketers ample avenues for engaging the consumers and ultimately generating more sales.

Finally, this thesis confirmed my great interest in marketing and my desire to continue my studies in this field and then be able to make a career out of it. Thanks to this thesis, I was able to learn to analyze a subject, documents and articles, learn to trust myself more and express my ideas and create a survey. Learn to analyze the results of this survey and finally make choices and know how to sort the information to use the most relevant.

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