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# The Relationship Between Experience Marketing and Smart Phone Brand Customer Loyalty

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## ABSTRACT

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Nowadays, consumers pay more attention to not only the quality of the mobile phone when buying a mobile phone, they are more concerned about how they feel when using the product. The popularity of iPhone and the popularity of AppStore have revealed new consumer demand on smartphone products-experience demand has emerged, and is attracting more and more smartphone manufacturers to incorporate this disruptive experience factor in their marketing process. At the same time, more and more emerging smart phone brands are beginning to show their presence in the international market and gain a certain market share. The competition in the international smartphone market is showing a fierce trend. As a new strategy to subvert traditional marketing methods, experiential marketing has begun to be accepted by most smartphone brands and applied to actual sales. Experiential marketing has become one of the key means for a smartphone brand to improve its customer loyalty to win the market competition.

This article uses smartphones as the research object. Starting from the actual purchase and use experience of consumers, it summarizes the existing research results of

domestic and foreign scholars by consulting a large number of documents, and combines the status quo of the experience marketing of various well-known smartphone brands to detail the experience marketing of smartphones.

Based on the data collected in the questionnaire, the article uses qualitative research methods combined with the current status of experience marketing of well-known smartphone brands, which proves that experiential marketing has a positive effect on improving the customer loyalty of smartphone brands. In the research, the article also analyzes and summarizes the existing successful experience marketing cases, and puts forward meaningful suggestions for the future experience marketing strategy for the smartphone brand to improve the customer loyalty.

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Keywords: Smart phone, experience marketing, customer loyalty

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# 1 Introduction of the background

## 1.1 Background

In recent years, with the rapid development of 3G and 4G communication technologies, the functions of mobile phones have become increasingly powerful. In addition to the basic functions of today's mobile phones, additional functions such as taking pictures, music, videos, and connecting to the Internet have also begun to be gradually implemented. The ability to obtain data from the Internet, process and send it has been further improved. The emergence of the Android system has brought about a qualitative change in the performance of mobile phones, and a large number of scalable application services have emerged. Due to the intelligentization of operating systems and the development of wireless Internet technology, customers can download and install applications at will, and mobile phones are gradually equipped with the same intelligent functions as computers. The intelligentization of mobile phones has become an irreversible trend in the industry (Ma Li, 2012 ).

The 2015 global smartphone sales report released by the well-known market research organization TrendForce shows that Samsung is still the world's largest smartphone manufacturer, with an overall market share of slightly less than 25% in 2015, which is a significant drop from 28% in 2014. Samsung's overall market share is expected to continue to shrink by 2.6% in 2016; Apple's global smartphone market share in 2015 was 17.5%, with total sales of 227 million units, occupying the second place; the biggest winner in 2015 was Huawei, which not only It replaced Xiaomi and became the largest domestic smartphone

manufacturer in China, occupying 8.4% of the market share; Xiaomi ranked fourth in the world, occupying 5.6% of the market share.

Although mobile phones have been regarded as a kind of durable goods in the past, people often replace mobile phones when living standards are generally improved. Therefore, if smartphone manufacturers want to ensure sales, they must continuously improve the competitiveness of the brands and products. Brand competitiveness is the ability of a brand product to surpass other similar products. It is the ability of other similar products to be difficult or even impossible to imitate. It is the ability to open up the market, occupy the market and gain a larger market share. Therefore, modern enterprises regard the continuous improvement of brand competitiveness as an important goal of marketing.

There are many factors influencing consumers to buy a mobile phone for the first time. The brand of the mobile phone, the novel appearance, fashion, the recommendation of relatives and friends, the promotion activities of the manufacturer, etc. may all prompt consumers to buy. Buying again is more rational. Consumers have the experience of the last purchase. When buying a mobile phone, they will more or less refer to their existing consumer experience, not only paying attention to the quality and function of the mobile phone, but also paying more attention to the product they are using. The feeling of time (Xu Youming, 2006). The hot sales of iPhone and the popularity of AppStore have revealed the new consumer demand on smart phone products-the demand for experience has emerged, and is attracting more and more smart phone manufacturers to incorporate this disruptive Experience factors, using experiential marketing methods to develop new products, sell services, communicate with customers, choose partners, etc., the era of experiential marketing has come (Zhang Yanju, Li Huan, 2013).



Experience marketing is different from traditional marketing methods. It incorporates new value forms of products and services, and gets rid of the passive promotion methods of traditional marketing. As a new marketing model, it is conducive to differentiated competition among enterprises and achieve economic growth. From the consumer's point of view, experiential marketing effectively promotes consumer purchase behavior by focusing on customer participation, creating a comfortable environment, meeting their individualized, diversified needs and other experiences (Zhang Yanju, Li Huan, 2013). Well-known scholars Pine and Gilmore put forward the concept of the experience economy era in 1998, believing that experience marketing with more competitive advantages will replace traditional marketing as the future marketing battlefield.

In the smartphone industry, in recent years, well-known smartphone brands such as Apple and Samsung have paid more and more attention to experiential marketing. Not only have a large number of smartphone experience stores emerged, they have directly improved consumers' viewing, listening, and touching through personal participation. In terms of experience, channels, advertising, and personnel services have also taken into account customer requirements for safety, convenience, and professionalism. Even the design of mobile phone functions and appearances during R&D and production is also committed to improving customer experience. The result of a good customer experience is that these smart phone brands have formed a good reputation, causing a fan phenomenon. Once a new product is released, consumers will always pay attention and give priority to the impact of the previous high-quality experience, making these smart phone brands always popular. The high level and repeated purchases give us reason to believe that the market competitiveness of smartphone brands is also related to experiential marketing.

## **1.2 Aim:**

Based on the above practical and theoretical background, this article takes mobile terminal products as the research object, starting from the consumer experience during purchase and use, subdividing the dimensions of smartphone experience marketing, and discussing how smartphone brands can use experience marketing to increase the customer loyalty.

### **1.3 Significance:**

Practical experience shows that satisfactory products and services alone are not enough to retain customers for a long time. Companies should attach importance to customer experience, constantly surprise customers, win the love of consumers through long-term good experience, and turn them from satisfied buyers into loyal advocates. To do this, there is no better way than to create an experience in which customers and the company interact. This interaction allows people to participate and enjoy the process. This article studies the perspective of smart phone experiential marketing to improve market competitiveness, which can help companies do experience marketing and retain more loyal customers, which has important practical significance for companies.

### **1.4 The main content:**

Chapter One: Introduction. The introduction introduces the research background of this article, clarifies the purpose and significance of the research, briefly introduces the research content of the article, and sort out the context and structure of the full text.

Chapter Two: Theory. The theoretical part is the literature review. It mainly focuses on the experience marketing concept and model and the concept and meaning of the customer loyalty.

Chapter Three: Learn about the case company. In this chapter the case company is presented. This chapter introduces the unique strategy of experience marketing of the case company Apple and Sumsang. It also analyzes the effectiveness of the strategies and sums up its feasibility to the smart phone brand.

Chapter Four: Qualitative research. This part combines a questionnaire to analyze the impact of experience marketing on the customer loyalty of smart phone brands and concludes that experience marketing has a positive effect on customer loyalty.

Chapter Five: Result analysis. This part is mainly the analysis. This part mainly analyzes the specific characteristics and attributes of the collected data and analyzes the behavior and motivation of the research object. In this process, some statistical tools and tables will be used.

## 2 THEORETICAL PART

### 2.1 Definition of experience:

The first to propose the concept of experience was B. Joseph Pine and James H Gilmore. They believed that experience is a series of memorable activities, which people obtain through the use of corporate services as a platform and commodities as props, and have the characteristics of a personalized approach. Pine further elaborated on this point of view in his later book "Experience Economy". He proposed that experience is the beautiful feeling in his consciousness that is produced when people's emotions and even spirit reach a certain level, and most of them The situation does not involve the thing itself, but the unforgettable experience of participating in it with personalized means, which is untouchable, but its value in people's mind is timeless.

The well-known experiential marketing is mentioned in the book "Experiential Marketing" by expert Bernd H. Schmitt, that experience is an individual case in a sense, and is an internal reaction of an individual after certain stimuli. Generally speaking, it is possible for people to directly observe or participate in a certain event. It is the result of the interaction between the individual's inner state and the event. Therefore, different people have different experiences of the same thing.

Chinese scholars Wang Tao and Cui Guohua (2003) looked at the concept of experience from the perspective of the enterprise. They pointed out that the customer, as an indispensable subject in the entire consumption process, can participate in interaction, assist in promoting, and immerse in the experience generated in the consumption context established by the enterprise. Beautiful and deep feeling.

Chen Jianli (2005) classified the experience and believes that experience includes not only positive experience, but also negative experience, because since experience is the comprehensive experience of customers participating in the experience situation in a personalized way, there are good or bad, good experience It has a positive effect on people, and a bad experience will have a negative effect. He also believes that the three necessary conditions for generating experience are participation, experience context, and clues (environmental stimuli that affect customers' experience formation).

Wen Tao's (2007) view is similar to that of Wang Tao and Cui Guohua, who believes that experience is the consumption provided by enterprises. In the context, the perception and emotional response generated through participation and interaction.

## **2.2 Definition of experiential marketing:**

In 1998, American scholars Pine and Gilmore first proposed the definition of experiential marketing: the enterprise uses service as the stage and commodities as the props to create activities that make consumers remember.

Schmitt (1999) believes that experiential marketing means that companies should consider the five aspects of sensory, emotion, thinking, action and relevance when designing marketing. At the same time, he also pointed out that successful experiential marketing must take these five aspects as a whole , Design the experience marketing of the enterprise as a whole.

Gautier (2003) pointed out that as a brand-new marketing method, experiential marketing is not limited to perceptual experience. Its fundamental purpose is to promote product sales, hoping to establish a deep relationship between enterprises and consumers.

Chinese scholars Wang Tao and Cui Guohua (2003) define experiential marketing as a marketing process in which companies design consumer experience by designing corresponding scenarios and arranging events to attract customers to immerse themselves and make customers deeply impressed.

Li Xiulin's (2005) view is similar to that of Pine and Gilmore. He believes that experiential marketing is a marketing activity in which companies start from the context, focus on service, and use products as materials to shape consumers' sensory experience and change their thinking and behavior.

Yu Qiang (2006) believes that experiential marketing is a series of business management activities in which companies engage customers to meet customer needs through design experiences and create added value for the company. The ultimate goal is to complete a series of management activities for product and service sales.

Song Mingyuan (2011) believes that experiential marketing is when customers consume, and companies use sensory marketing to personalize them to form interactions, create a pleasant and pleasant experience for customers, both physically and spiritually, and one on the basis of quality assurance. Kind of emotional appeal.

Based on the definition of experiential marketing by the above-mentioned scholars, it can be seen that experiential marketing and traditional marketing are both management activities, but the difference is that traditional marketing places too much emphasis on the functions and effects of products and services, while experiential marketing focuses on consumers (Pine, B. J. 2011).The internal needs and feelings of the company fully consider the consumption scenarios on the basis of ensuring product quality and service quality. Through design,

customers can participate and complete themselves, and the pursuit of a new marketing concept that combines sensibility and rationality can create value for the company. The definition of experiential marketing in this article is also expounded from the perspective of enterprises. It is believed that experiential marketing is the creation, provision and stimulation of experiences by enterprises in the process of customer consumption, and strives for consumers to obtain the greatest degree of physical and spiritual satisfaction, so that they can be satisfied with products. It is a marketing tool that impresses consumers with services and affects consumer behavior.

### **2.3 Features of experience marketing:**

#### a) Focus on customer experience

The production of experience is the result of a person's encounters, experiences, or situations in life. Companies should focus on communication with customers, discover their inner desires, and examine their products and services from the perspective of customer experience. To establish an experiential service based on the true feelings of customers. (Schmitt,B.H.1999)

#### b) Scenario plan

Marketers no longer think about a product (quality, packaging, function, etc.) in isolation, but need to create a comprehensive effect through various means and channels (entertainment, storefront, personnel, etc.) to increase the consumer experience; not only that, but also It is also necessary to follow the social and cultural consumption vector and think about the inner values, consumption culture and meaning of life expressed by consumption. Examining the consumption context makes it possible to expand its extension through comprehensive consideration of various aspects in the way of thinking about marketing, and to enhance its connotation in a broader social and cultural background. Customer experience before, during and after shopping has become

a key determinant of increasing customer satisfaction and brand loyalty. (Schmitt,B.H.1999)

c) Customers are both rational and emotional.

Generally speaking, customers often make rational choices when they consume, but they also have the pursuit of fantasies, emotions, and joy. Companies must not only carry out marketing activities from a rational perspective of customers, but also consider the emotional needs of consumers. (Schmitt,B.H.1999)

d) Experience marketing needs a theme.

The experience must first set a "theme", it can also be said: experiential marketing starts from a theme and all services are around this theme, or it should have at least a "theme prop" (such as some theme museums, theme parks, amusement District, or a theme-oriented design-oriented event, etc.). And these "experiences" and "themes" do not appear randomly, but are carefully designed by experiential marketers. If it is formed by "mis-operation", it should not be said to be an experience marketing behavior. The experience marketing mentioned here requires a series of management processes such as strict planning, implementation and control, rather than It is just a formal conformity. (Schmitt,B.H.1999)

e) Experience marketing pays more attention to customer experience in the consumption process.

Experience marketing considers the customer's consumption situation, that is, the customer's experience and feelings during the consumption process. The customer's experience comes from a certain experience that touches the feelings, hearts and thoughts. It connects the company, brand and the customer's lifestyle, and gives the customer a broader psychological feeling and social significance for individual actions and purchase opportunities. Experience marketers not only consider the functions and features of the products, but more importantly,



consider the needs of customers, and consider the personal experience that customers obtain from the experience of consuming products and services. Considering the customer's feelings about the whole lifestyle related to the product is really what the experience marketer really cares about. (Schmitt,B.H.1999)

## 2.4 Dimensions of experience marketing:

The strategic foundation of experiential marketing: The experience of the strategic experience module is complex and diverse, but it can be divided into different forms, and each has its own inherent and unique structure and process. These experience forms are created through specific experience media and can achieve effective marketing purposes. (Schmitt,B.H.1999)

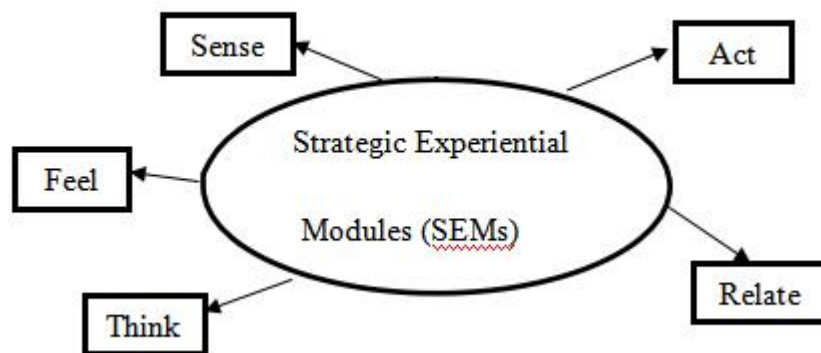


Chart 1 Strategic Experiential Modules(Schmitt,1999)

### 2.4.1 Sense:

Sensory marketing refers to the use of human senses of sight, hearing, touch, taste and smell by business operators in marketing to carry out experiential situational sales. (Bertil Hulten,2014) Its goal is to create a sense of perceptual experience, let consumers participate in it, and effectively mobilize consumers' desire to buy a

marketing model. Sensory marketing can be divided into companies and products (identification), inducing customers to purchase motivation and increasing the added value of products. (Xi Wanxin 2002)

#### **2.4.2 Feel:**

Emotional marketing starts from the emotional needs of consumers, arouses and arouses the emotional needs of consumers, induces the resonance of consumers' hearts, embeds emotions in marketing, and enables emotional marketing to win ruthless competition. In the age of emotional consumption, what consumers value when buying goods is not the quantity, quality, or price of the goods, but for emotional satisfaction and psychological identification. Emotional marketing appeals to the inner feelings and emotions of customers, and the goal is to create an emotional experience. The range can be a gentle, tender positive mood, to joy, pride and even passionate strong emotions. The operation of emotional marketing requires a real understanding of what stimulus can cause a certain emotion, as well as the natural infection of consumers, and to integrate into this situation.(Molly Galetto,2017)

#### **2.4.3 Think:**

Thinking about marketing appeals to intelligence, which arouses customers' surprise, interest, and concentrated or scattered thinking about problems in a creative way, and creates cognition and problem-solving experience for customers. For high-tech products, the plan of thinking activities is commonly used. In many other industries, thinking marketing has also been used in product design, promotion, and communication with customers. (Dr. Bernd H.Schmitt, 1999)

#### **2.4.4 Action:**

The mobile marketing, in short, is a way of marketing through mobile communication tools as an intermediary. The goal of mobile marketing is to affect the physical experience, lifestyle and interaction of the body. Mobile

marketing enriches the lives of customers by increasing their physical experience, pointing out alternative ways of doing things, alternative lifestyles, and interactions. The changes in customers' lifestyles are stimulating or spontaneous, and may also be caused by idol characters (for example, movie, video, singer or famous athlete).

The action module aims to influence the lifestyle of customers by participating in customer activities, thereby enriching their lives, thereby increasing the real experience of customers. This process is dynamic and mutual. The relationship module emphasizes that customers are not independent, but are closely related to themselves and the people and things around them. (Dr.Bernd H.Schmitt,1999)

#### **2.4.5 Relate:**

Associated marketing includes sensory, emotional, thinking, and action marketing. Associated marketing goes beyond personal feelings, personality, and individuality, plus "personal experience", and is related to an individual's ideal self, others, or culture. The appeal of the related activity case is the personal desire for self-improvement (for example, wanting to be related to the future "ideal self"), and for others (for example, a person's relatives, friends, colleagues, lovers or spouse and family) Feel good about yourself. Let people associate with a broader social system (a subculture, a group), thereby establishing a personal preference for a certain brand, and at the same time allowing people who use the brand to form a group. Associated marketing has been used in many different industries, ranging from cosmetics, daily necessities, private transportation and so on. (Dr.Bernd H.Schmitt,1999)

#### **2.5 Concept and meaning of the customer loyalty:**

So far, many scholars have defined the concept of customer loyalty, but they have not yet formed a unified opinion. Generally speaking, the opinions of scholars can be divided into the following three types:

First, from the perspective of customer attitudes, represented by Ajzen and Fishbein (1980), customer loyalty is a kind of emotional loyalty, and customer attitude is the degree of positive inclination of customers toward the company's products or services they consume.

Second, from the perspective of customer behavior, represented by Chestnut (1978), it is believed that customer behavior rather than attitude should be used as a measure of customer loyalty. Customer behavior includes customer maintenance time, customer repeated purchases, and customer Purchase of company products.

The third is to consider the attitude orientation and behavior orientation together, represented by Oliver, Dick, Basu, etc., who believe that high customer loyalty should be a high degree of unity between customer attitude and customer behavior. Among them, Oliver regards customer loyalty as a customer's commitment to repeat purchases of the preferred company's products or services for a long period of time in the future, regardless of market changes or the attraction of competitors' marketing activities.

Based on the definition of customer loyalty in the above literature, this article adopts Oliver's point of view to understand customer loyalty as the unity of customer attitude and behavior, which is manifested as the customer's preference for a certain company's products or services.

Oliver (1999) research confirmed that customer experience is significantly related to customer loyalty. Flavian, Guinaliu and Gurrea (2006) also confirmed that

consumer experience has a direct effect on customer loyalty. Meyer (2008) found in an empirical study of the retail industry that highly loyal customers are less affected by negative experiences and will not change their attitudes towards customers buying again.

### **3 CASE COMPANY**

#### **3.1 Apple:**

Apple is an American high-tech company. Founded on April 1, 1976 by Steve Jobs, Steve Wozniak, and Rowe Wayne, and named Apple Computer, Inc. on January 9, 2007, it was renamed Apple Inc., Headquartered in Cupertino, California Apple went public on December 12, 1980, and set a record of \$623.5 billion in market value in 2012. As of June 2014, Apple has become the world's largest company by market capitalization for three consecutive years. Apple ranked 9th in the 2016 Fortune 500 list. On September 30, 2013, in the "Best Global Brand" report of Hongmeng Group, Apple surpassed Coca-Cola to become the world's most valuable brand. In 2014, the Apple brand surpassed Google to become the world's most valuable brand. On August 19, 2020 local time, Apple's market value exceeded \$2 trillion for the first time.

#### a) Product senses: humanized operating experience

From the appearance design of Apple products, the main focus is on simplicity, fashion and modern aesthetics. Take iPhone 8 as an example, it has a modern, streamlined appearance and a smooth and simple design style. The outline lines are extremely simple, the entire operation interface has only one home button as manual control, and the rest are all touch-screen operations. The shape of the entire body gives people a stylish, cool and modern appearance. But when you operate the machine, you can really feel its humanized operation interface and

steps. It is said that when researching on-board programs, Apple developers design the pop-up position of the screen in the visual direction that human eyes are used to. Take the contacts of an electronic touch screen as an example. Apple has collected tens of thousands of samples to determine how much area is the most comfortable and easy to operate. Therefore, users of any age group can feel the warmth, intimacy and human touch brought by its operating experience when using an iPhone, which brings consumers a new all-round experience in terms of vision, hearing and touch.

#### b) Experience store sense: open shopping environment

Novel products also need novel carrying methods to be delivered to consumers. Apple does not open a store for the sake of opening a store, but understands opening a store as "a business of creating experience", so it can make customers come for shopping and go away with excitement.

As the store concept is positioned to "add color to life", Apple has abandoned the traditional retail industry's restrictions on store design, location selection, and employee decision-making power. In terms of store design, Apple's learning object is Four Seasons Hotel, and the store design is simple and generous. Only three materials, stainless steel, glass and Scandinavian flooring are used for decoration.

Take the Apple flagship store in Shanghai as an example. The light shines directly into the 2000 square meter underground store through the transparent glass house. 80 Apple computers, 100 iPod players and 60 iPhones have been activated, waiting for customers to experience and try. The store makes full use of sunlight and space to welcome customers with an open attitude, and customers will naturally experience and contact the products.

When Apple's first retail store opened in McLean, Virginia, the US "Business Weekly" listed with great certainty the reasons why the Apple store could not survive. Retail industry experts asserted: "In just two years, Apple will find this (retail store) is a huge and expensive mistake." However, Apple's earnings report a few years later showed that operating income from 208 Apple stores An increase of 74%, since then, one-quarter of Apple's annual sales come from Apple's direct-sale stores.

c) Emotional experience: selfless emotional collision

iPod designer Jonathan Ive once said: "A product must have something that can release people's potential emotions in order to be popular." Based on this concept, Apple's product design often includes emotional factors, such as "gummy" and "five flavors." "iMacG3, colorful iPodnano and shuffle. Some industrial design experts pointed out that even Apple's classic white color also has product semantics, symbolizing relaxation, cleanliness, freedom, enjoyment, privacy, closeness and other wonderful feelings. Apple's advertisements are the main way to convey emotional experience. iPod products have released a series of silhouette advertisements. The advertisements are based on the fashionable colors of bright green or purple. The black silhouette figures dance with the dynamic music, and the visual center of the picture is always the white iPod. The music used in the advertisement is highly infectious and provocative. Together with the pulsating silhouette, it draws people's ears and eyeballs, and makes people can't help but immerse themselves in it, and indulge themselves with the people in the advertisement.

This emotional marketing touches the inner emotions of consumers and creates emotional experiences. Apple knows which emotional elements can stimulate certain emotions of consumers, so that consumers are naturally infected and integrated into this situation. , Thus creating a strong desire for Apple products.

d) Related experience: diversified value dependence

Product "relation" means to form a certain relationship between the value attribute of the product and other cultural and social elements.

Apple's connection is not limited to the fashion industry, its tentacles extend to a wider area, touching the fields of philanthropy and religion in the United States. In March 2009, a website called Tonic launched a public welfare undertaking. From March to August, it launched 1 to 5 iPods that were autographed by celebrities and included celebrity's favorite music playlists, and auctioned the donations. Donate all to charity organizations. According to statistics, at least 70 first-line stars participated in this event, including former US President Clinton, rock stars, supermodels, and even Warren Buffett. In March 2009, Apple launched a special limited edition iPod named after the famous British singer John Elton to raise funds for the EltonJohn AIDS Foundation. On April 1, 2009, Obama attended the reception hosted by Queen Elizabeth II for the leaders of the G20 Financial Summit, and gave the Queen an iPod containing photos and videos of the Queen's 2007 visit to the United States .

Judging from these brand communication activities, Apple deliberately associates its products with more diversified and higher value elements, so that these cultural and fashion values are attached to Apple products, which greatly increases the brand connotation and brand value of the product. Enhance its original brand positioning and brand image, so that the Apple brand becomes a high-end brand that marks the identity and touches the hearts of consumers.

e) Thinking experience:



Thinking about marketing requires intelligence, which arouses customers' surprise, interest, and concentrated or scattered thinking about problems, and creates cognition and problem-solving experiences for customers. In the entire history of consumer electronics products, perhaps no brand has been able to cause consumers, the electronics industry, the communications industry, and even the entire business world to think in multiple areas like Apple's products, marketing, and industrial chain construction. . In 1998, Apple's iMac sold 278,000 units in just 6 weeks after it went on the market, and it was named the best product of 1998 by Business Weekly. At that time, Jobs said: "Apple has returned to its roots and started to innovate again." The innovation of iMac followed a marketing campaign plan that used "thinking differently" as its advertising slogan. Einstein, Gandhi, boxing champion Ali, Richard Branson, John Lennon and Yoko Ono and other "creative geniuses" in different fields are the protagonists of advertising, appearing on large street signs, walls and bus bodies.

Apple's new product launch is an important means of thinking about its experience. Whenever a major product is released, Jobs will personally go into battle and share Apple's new creation with the world. The title he drafted for the new product speech is clear and specific, which is unforgettable. More importantly, it can often arouse the curiosity of listeners, readers and consumers. For example, at the iPhone conference, "Today, Apple reinvented the mobile phone"; When the iPod was launched, "put 1,000 songs in your pocket", which was concise, specific, and clear.

f) Release ceremony: strong aura, worship

Every time Apple has a major product, it will hold a conference. Apple's conference is not held in commercial venues such as hotels like other electronic brands, but in places with a strong artistic atmosphere. The experience of these venues is noble and holy, and people will have a "pilgrimage" when they enter it.

"Like psychological experience. From the perspective of time, Apple products will have related rumors a few months or even a few years ago. The actual release day will be even more carefully designed, just as grand as a review of the army. For example, on January 27, 2010, Apple held an iPad conference in San Francisco and bought all the bus stop advertisements around the venue. When Jobs took the stage to give a speech, all the posters were replaced. When the people attending the press conference rushed to the iPad press conference, everything was still the same on both sides of the street. When they left, they found iPad posters everywhere. It is such a grand and ritualized press conference that makes the public believe that Apple products are not the vulgar objects of the "ordinary people", but the "artifacts" that need to be grandly welcomed and worshipped.

### **3.2 Samsung:**

Samsung Electronics is a subsidiary of the Samsung Group, South Korea's largest consumer electronics and electronic component manufacturer, and the world's largest information technology company. In 2017, Samsung Electronics ranked sixth in the Interbrand global brand rankings, and entered the world's top ten brands for the sixth consecutive year. Ranked 12th in the Fortune Global 500 list selected by the US "Fortune" magazine in 2018[9][10]. In 2016, according to a survey conducted by the Reputation Institute, a brand consulting organization, it ranked second among the most respected technology companies in the United States. As of March 2016, Samsung Electronics has a total of 156 subsidiaries, including 17 in South Korea, 33 in the United States, 41 in Europe, 13 in the Middle East and Africa, 22 in Asia (except South Korea and China), and China 30 houses. In 2015, the market share of 17 products under Samsung Electronics ranked first in the world, ranking first among global companies.

a) Sense strategy:

Samsung has always attached great importance to the user experience. The Galaxy Note series combines a full touch screen and advanced stylus input functions to bring customers an unprecedented input experience. S-Pen integrates digital technology with original handwriting and random input. With functions such as graffiti and free screenshots, users can freely express their creativity, full of strong personality. The GALAXY S series is known as the "most user-friendly smartphone". The large, high-definition and dazzling screen creates a first-class high-speed continuous shooting experience for users.

b) Emotional strategy:

Samsung has built a brand-new model of experience marketing of "main position + mobile base", trying to "zero distance" to enhance user experience. Samsung experience stores are the main front for customer experience. The total number of stores opened in China has exceeded 1,000. Samsung said the number will continue to expand. Experience stores are located in department stores, telecom flagship stores, high-speed rail stations, chain bookstores, etc. in major cities Place. The experience store is an open space where consumers can freely try Samsung's prototypes. There are also dedicated one-to-one receptions on site, providing all-round services such as product Q&A, software download and installation, and mobile phone testing. This allows new customers to experience Samsung's cordial and caring service and leave a good first impression on new customers. Customers' first impressions also often affect their next purchase choices.

As a mobile base, GALAXY Studio's extended activities also exert its timely and flexible advantages to reach consumers in more urban communities, business districts, and university towns. GALAXY Studio is an experience center for

Samsung to directly interact with consumers. In a completely open space, users can not only experience Samsung's various latest mobile terminal products, but also directly purchase their favorite products. With GALAXY Studio, Samsung normalizes the experience of terminal products such as smartphones and tablets, leading the new trend of experience marketing in the smartphone industry.

c) Think strategy:

In terms of experience activities, GALAXY Studio's activities are flexible and diverse. When the "Galaxy note2" mobile phone debuted, a special party was also held, inviting reservations to participate in Galaxy Note2 S-Pen's wonderful design, drawing competitions, prize draws and other activities to experience the excitement and joy that smart technology brings to life. In order to let users have a deeper understanding of the features and functions of Samsung's flagship products, GALAXY Studio has set up a large number of highly creative interactive links such as the appearance of Olympic champions, consumers' own portraits, live APP application downloads, and e-sports competitions. Consumers participating in the interaction not only experience the great charm of Samsung's smart products, but also experience the splendor of life.

d) Action strategy:

The Galaxy 5 advertisement shot by Kim Soo Hyun and Jun Ji Hyun uses singer Henrik Wikstrom's "Beautiful Day" as the background music. The song is fast-paced, and the lyrics show a beautiful mood and love for life, telling consumers about Galaxy 5 "Light up my life" theme.

e) Relate strategy:

On March 18, 2016, Samsung's annual flagship product Samsung S7 and S7 edge products officially went on sale in China. It is worth noting that at the previous press conference, Samsung emphatically introduced its projects in the field of smart life trends. Simply put, it is to connect modern smart furniture into a whole through a Samsung mobile phone. In the user's living environment, this kind of cross-domain and strongly related product approach can bring a huge improvement to the user's quality of life. Whether it's a TV, a refrigerator, a washing machine or other Samsung brand products, the user connects to them through smart home. After that, the interrelationship between products can be realized. In this case, users can connect people and Samsung products through the Internet of Things, and then build a new smart home life solution, and ultimately bring users a real experience.

## 4 RESEARCH METHDODOLOGY

### 4.1 Research method:

The methods used by researchers to study topics are called methodology. Research methodology is the process of collecting information and data systematically. Methodology is the concept and framework of research design. Commonly used methodologies include qualitative research paradigm and quantitative research paradigm (Brian White & Stephen Rayner 2013).

Quantitative research refers to the prescriptive scientific research that determines the quantity of a certain aspect of a thing. It is a research method and process that uses quantity to express problems and phenomena, and then to analyze, test, and explain to obtain meaning. Quantitative means to measure on the basis of digital symbols. Quantitative research measures the value of the characteristics of the object by comparing the characteristics of the research object according to a certain standard, or finds the change law of the quantity between certain factors. Since its purpose is to answer the attributes of things and the quantity of their movements, it is called quantitative research. Quantitative research and scientific experimental research are closely related. It can be said that scientific quantification is accompanied by experimental methods. (Brian White 2000)

Qualitative research is the way researchers use to define or deal with problems. The specific purpose is to in-depth study the specific characteristics or behavior of the object, and further explore the reasons for its occurrence. If quantitative research solves the "what" problem, then qualitative research solves the "why" problem. Qualitative research explores the "why" of a topic by analyzing disordered information, rather than "how". This information includes various

types of information, such as historical records, interview scripts and recordings, comments, feedback forms, photos, and videos. Unlike quantitative research, it does not rely solely on statistics or figures to draw conclusions. It is one of the basic steps and basic methods of scientific research to determine the essential attributes of things. It uses observation, experiment and analysis to investigate whether the research object has one or another attribute or characteristic, and whether there is a relationship between them. Since it only requires an answer to the nature of the research object, it is called qualitative research. Researchers use methods such as historical review, literature analysis, interviews, observations, and participation in experience to obtain information in a natural context, and use non-quantitative methods to analyze them and obtain research conclusions. Qualitative research emphasizes meaning, experience (usually oral description), description. (Brian White 2000)

In this study, the author chose a quantitative research method to create online questionnaires for VAMK students with different procedures. In the analysis, qualitative research is the main research method, combined with quantitative research data to analyze the psychology and behavior of customers. The questionnaire is about the brands of the smartphone and the feelings or opinions of the customers during the process of using the smartphones. Qualitative research is a way for researchers to define or deal with problems. It is a market research method that reveals the nature of things. In layman's terms, it is an in-depth study of consumers' opinions and further exploration of the reasons why consumers are one way or another. If quantitative research solves the "what" problem, then qualitative research solves the "why" problem.

This questionnaire is based on the positive effect of experience economy on customer loyalty. This questionnaire analyzes and understands consumers' psychological activities and behaviors by collecting consumers' feelings and thoughts when they buy mobile phones, when they use them, and after buying

them, in order to expect that the experience economy is important for improving consumer loyalty. effect.

#### **4.2 Data collection:**

Data collection is the process of collecting and measuring information about target variables in an established system, and then enabling people to answer relevant questions and evaluate the results. Data collection is the research content of all research fields including physics and social sciences, humanities and business. Although the methods vary from subject to subject, ensuring accurate and honest collection is still a top priority. The purpose of all data collection is to capture quality evidence so that analysis can yield convincing and reliable answers.

The questions in the questionnaire are divided into three areas. The first part is about demographic issues (such as age, gender, income level). The second part is about pre-purchase questions (such as whether you have been to an experience store and whether you have seen an advertisement or promotion). The third part is about questions after purchase and during the use (such as the experience of use and the choice of buying again).

#### **4.3 Reliability and Validity of the results:**

The main factors affecting the validity of qualitative research are:

- a) Descriptive validity. 1. The things or phenomena described must be specific; 2. These things or phenomena must be visible or audible; 3. When collecting and analyzing data, deliberately or unintentionally omit certain information that is vital to the research topic; 4. Influenced by the relationship between the researcher and the researchee.



- b) Interpretative validity. First condition: Researchers must stand from the perspective of the researched and derive their way of looking at the world and constructing meaning from what they say and do. In addition, when trying to understand the real thoughts of the research subjects, we must also distinguish between the theories they advocate orally and the theories they follow in actual actions.
  
- c) Theoretical validity refers to the theories based on the research and whether the theories established from the research results truly reflect the phenomena studied. The so-called theory is composed of two parts, one is concept; the other is the relationship between concept and concept, including causal relationship, sequence relationship, time relationship, semantic relationship, narrative structure relationship and so on.
  
- d) Promotion validity. Qualitative researchers must consider the purpose and problems of the research when deciding who to sample, as well as the variance within the research object, so as to decide which factors are critical to sampling.
  
- e) Evaluation validity. Evaluation validity refers to whether the value judgment made by the researcher on the research result is true. In the research process, we often notice those things that are important and meaningful to us, and ignore those things that we think are not important. Especially when engaged in action research (action research), we usually bring our own theoretical framework (or get a clear instruction from the research funder), and think that there are problems in the phenomenon being studied, and we need We discover and provide suggestions for improvement.

## 5 EMPIRICAL PART

Based on the research methods of qualitative research, this part mainly analyzes the customers' opinions and feelings during the purchase process, during the use process and after the purchase. Then combined with the feedback given on loyalty issues, this section makes inferences and conclusions about the relationship between various experiential marketing and loyalty. In this process, basic statistical tools will be used and combined with text analysis.

### 5.1 Research Result

Online questionnaires involve random samples in the questionnaire, and the survey samples are diversified. A total of 52 questionnaires were collected for this study, mainly from VAMK. These 52 questionnaires are all valid, and the collected data are used in the following statistics and analysis. We can see basic demographic information in the table. The author used the information and data analysis tools provided by the SmartSurvey questionnaire survey website to draw icons and text analysis on the collected data.

#### 5.1.1 The general information

The first is the basic gender information of the respondents. According to the information given in ff, 33 of the 52 interviewed respondents were male and 18 were female, and one respondent did not answer this question.

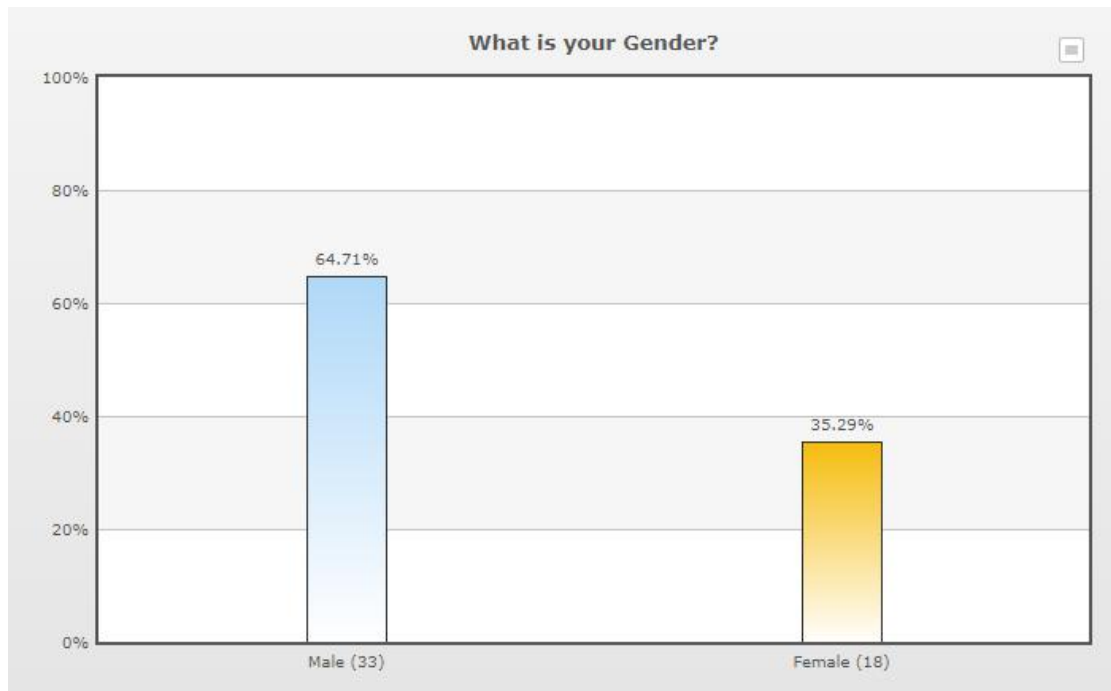


Table 1 The Information of Gender

Next is the age information of the respondent. According to **TABLE 2**, among the 52 people interviewed, 5 people are between 18-22 years old, 45 are between 21-29 years old, and finally 2 people are between 30-39 years old. Because the main body of the interviewees are VAMK students, the majority of respondents are around 20 years old and above.

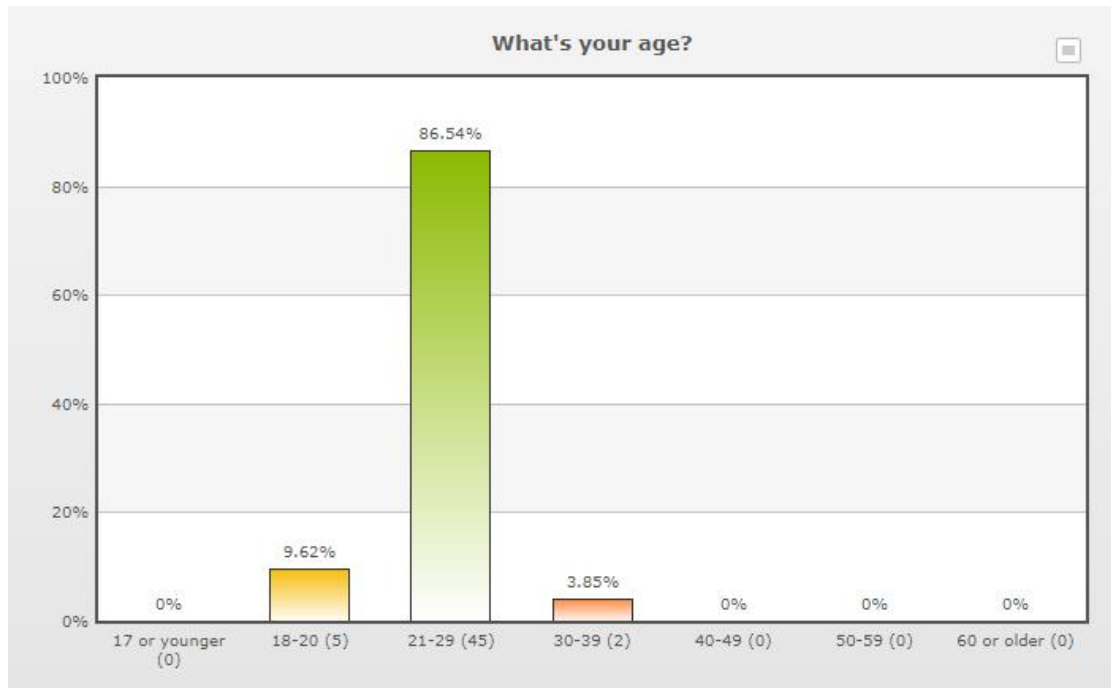


Table 2 The Information of Age

Next is the basic income of the interviewee. Most of the interviewees are students from VAMK or surrounding schools. Some have a job and some do not. This income survey is somewhat equivalent to a monthly expense survey. According to **TABLE 3**, nearly half of the respondents (25 people) have monthly income or expenditure below 1,500 Euros. 16 people are between 1500-2500 euros and 11 people are between 2500-4000 euros.

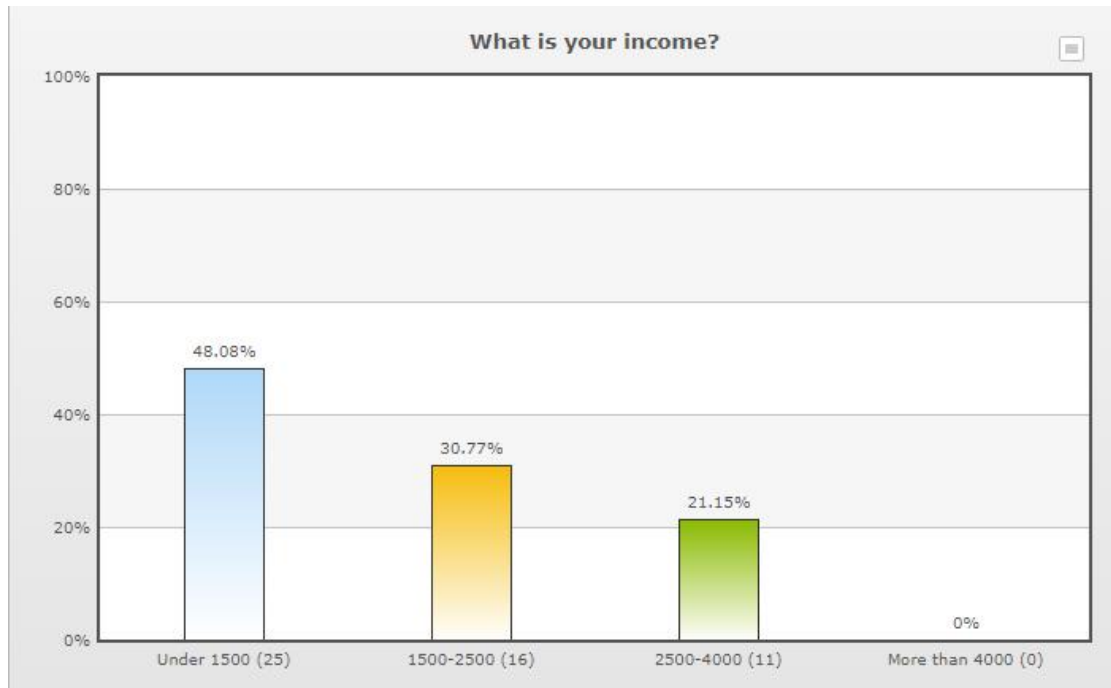


Table 3 The Information of Income(expense)

The fourth question is about the choice of mobile phone brand. According to statistics from Finland's national data survey website StatCounter2020, Samsung occupies 28.67% of Finland's smartphone market and ranks first. The second place is Apple, with a market share of 26.05%. Based on the above basic situation, the author emphatically chose Apple and Samsung as the investigation cases.

## Mobile Vendor Market Share Finland

## Mobile Vendors

## Percentage Market Share

## Mobile Vendor Market Share in Finland - September 2020

| Mobile Vendors | Percentage Market Share |
|----------------|-------------------------|
| Samsung        | 28.67%                  |
| Apple          | 26.05%                  |
| Huawei         | 22.24%                  |
| 另外 3 行         |                         |

gs.statcounter.com > vendor-market-share > finland

[Mobile Vendor Market Share Finland - StatCounter Global Stats](#)

## Chart 2 The Information of Smartphone Market Share of Finland

According to the information collected in the questionnaire (TABLE 4), 53.85% of the respondents (25 people) are using Apple phones and 36.54% of the respondents (19 people) are using Samsung phones. The remaining 5 respondents used mobile phones of other brands.

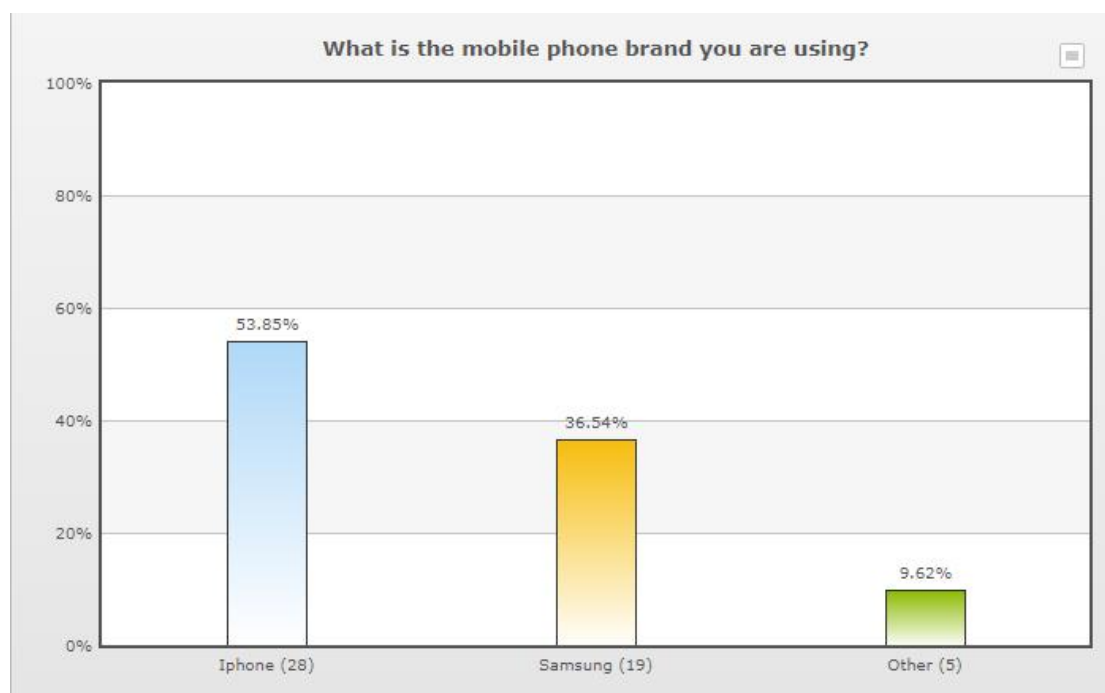


Table 4 The information of Smartphone Brands

## 5.2 The hypothesis analysis of research:

The analysis of the relationship between customer loyalty and experiential marketing of smart phone brands mainly starts from the five dimensions of experience marketing (sensory, feeling, thinking, action and relate). Consumers' preference or loyalty to a brand is a subjective feeling. At the same time, consumers' feelings and experience of the same mobile phone brand are not necessarily the same. In order to measure and explore the relationship between customer loyalty and experiential marketing, the author set up a purposeful question about customer experience and loyalty in the questionnaire. Such questions include whether the customer has been to the mobile experience store or the customer's next purchase choice. Through these questions, combined with the methodology of qualitative research, the author wants to infer the connection and relationship between these subjective consciousnesses by observing and exploring the behavior and psychological activities of consumers and customers. In this process, data and graphs will be combined to analyze the relationship between loyalty and experience.

### a) Sensory

Sensory marketing is the most direct and easiest marketing method to attract customers among the five experiential marketing dimensions. In the questionnaire, there are a total of five questions related to sensory marketing, which are related to the appearance of the mobile phone and its packaging, the layout of the mobile experience store, and the design of the official website.

The first analysis starts with the sensory marketing of the layout of the experience store. According to **TABLE 5**, 82.69% of the respondents (43 people) have visited an experience store of a certain mobile phone brand. According to

**TABLE 6**, among these 43 people, 61.54% of the respondents (32 people) think that the mobile experience store is beautifully arranged and well-arranged.

| 5. Have you ever been to a mobile experience store or retail store? |     |  | Response Percent | Response Total |
|---|-----|--|------------------|----------------|
| 1   | Yes |  | 82.69%           | 43             |
| 2   | No  |   | 17.31%           | 9              |
|   |     |  | answered         | 52             |
|   |     |  | skipped          | 0              |

Table 5 The Information of Experience Store

| 6. Which aspect of the experience store of your mobile phone brand impressed you the most? (You may choose more than one option) |   |  | Response Percent | Response Total |
|--|---|--|------------------|----------------|
| 1  | The experience store is carefully designed and well laid out. |  | 61.54%           | 32             |

Table 6 The Information of Opinion of Customers to Experience Store

According to **TABLE 7**, 22 of the 32 respondents (68.75%) think the product and service are good; 7 votes for the option that thinks the shopping experience is pleasant; 8 votes for the option that thinks the correct choice is made; finally seventeen (53.13%) respondents thought they would use the product for a long time in the future. It should be noted that the respondent can choose more than one option when answering this question about satisfaction. Based on the above situation, the sensory marketing of well-arranged and exquisitely designed mobile experience stores is positively related to improving customer satisfaction.



| 9. After experiencing and using the phone, which of the following points do you agree with? (You can choose more than one option) |   |  |                  |                |
|---|---|--|------------------|----------------|
|   |   |  | Response Percent | Response Total |
| 1   | The products and services of this mobile phone brand satisfy you.         |  | 68.75%           | 22             |
| 2   | The whole shopping experience makes you happy.                            |  | 21.88%           | 7              |
| 3   | You think that choosing this brand of mobile phone is the right decision. |  | 25.00%           | 8              |
| 4   | You are willing to use this brand of mobile phone for a long time.        |  | 53.13%           | 17             |
|   |   |  | answered         | 32             |
|   |   |  | skipped          | 0              |

Table 7 The Question About Satisfaction Survey (related to the experience store)

Next is the sensory marketing of mobile phone brands in customers' daily lives. According to **TABLE 8**, 32 respondents (61.54%) believe that mobile phone brand advertisements are vivid and interesting and attract people's attention, and 16 respondents believe that mobile phone brand websites are beautifully designed and focused.

| 7. Which aspect of the experience store of your mobile phone brand impressed you the most in daily life? (You may choose more than one option) |   |  |                  |                |
|--|---|--|------------------|----------------|
|  |   |  | Response Percent | Response Total |
| 1  | Mobile phone brand advertising is vivid and creative, which inspires your goodwill.                                   |  | 61.54%           | 32             |
| 2  | There are many channels for contacting mobile phone brands, and you often feel that the mobile phone brand is nearby. |  | 57.69%           | 30             |
| 3  | The mobile phone brand will invite popular stars to do some offline promotion.  |  | 51.92%           | 27             |
| 4  | The mobile phone official website is beautifully designed and the page layout highlights key points.                  |  | 30.77%           | 16             |
|  |   |  | answered         | 52             |
|  |   |  | skipped          | 0              |

Table 8 The Questions Related to Sensory Marketing in Daily Life

According to **TABLE 9**, among the 32 respondents who think mobile phone brand advertisements are lively and interesting, 29 think they will choose the same brand of mobile phone next time. All 16 respondents who think that the mobile phone brand's website is beautifully designed and focused think they will choose the same brand of mobile phone next time. Based on the above

information, a reasonable conclusion can be made that effective sensory marketing will have a positive impact on customer loyalty.

|   |   | When you want to replace your existing mobile phone, which of the following points do you agree with... |   |             |
|---|---|---|---|-------------|
| Which aspect of the experience store of your mobile phone brand impressed you the most in daily life... |   | When you buy a mobile phone again, you first think of the brand's mobile phone.                         | You will never choose this brand of mobile phone. | Row Totals  |
|   | Mobile phone brand advertising is vivid and creati... | 29<br>28.7%   | 3<br>75%  | 32<br>30.5% |
|   | There are many channels for contacting mobile phon... | 30<br>29.7%   | 0<br>0%   | 30<br>28.6% |
|   | The mobile phone brand will invite popular stars t... | 26<br>25.7%   | 1<br>25%  | 27<br>25.7% |
|   | The mobile phone official website is beautifully d... | 16<br>15.8%   | 0<br>0%   | 16<br>15.2% |
| Column Total  |   | 101<br>96.2%  | 4<br>3.8%   | 105<br>100% |

Table 9 The Information about the Next Customer Choices

The next sensory experience is about using the phone. According to **TABLE 10**, 41 respondents think that the mobile phone system is smooth and easy to use; 23 respondents think that the outer packaging of the mobile phone is very exquisite; 21 respondents think that the mobile phone presents a good audio-visual effect. More than 10 respondents chose the above three points at the same time.

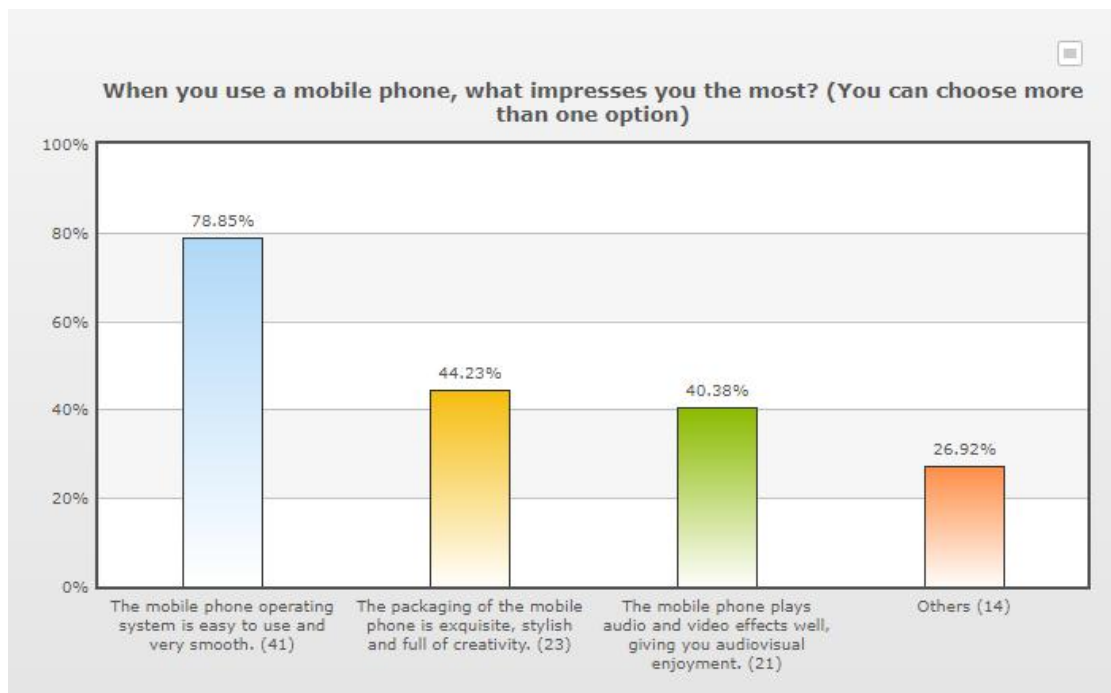


Table 10 The Information of Opinions of Customers using smartphone

According to **TABLE 11**, among 41 respondents who think that the mobile phone system is smooth and easy to use, 39 will choose the same brand of mobile phone for the second purchase; all 23 respondents who think that the mobile phone brand is exquisitely packaged for the second purchase Time will make the same choice as before; all 21 respondents who believe that their mobile phones present perfect audio-visual effects will still choose the same brand of mobile phones for the second purchase. Based on the above data, it can be concluded that appropriate sensory marketing has a positive effect on the second choice (loyalty) of consumers.

|   |   | When you want to replace your existing mobile phone, which of the following points do you agree with... |   |             |
|---|---|---|---|-------------|
| When you use a mobile phone, what impresses you the most? (You can choose more than one option) |   | When you buy a mobile phone again, you first think of the brand's mobile phone.                         | You will never choose this brand of mobile phone. | Row Totals  |
|   |   | You can download apps to your phone as you like.  | 12<br>12.6%                                       | 2<br>50%    |
|   | The mobile phone operating system is easy to use a... | 39<br>41.1%   | 2<br>50%  | 41<br>41.4% |
|   | The packaging of the mobile phone is exquisite, st... | 23<br>24.2%   | 0<br>0%   | 23<br>23.2% |
|   | The mobile phone plays audio and video effects wel... | 21<br>22.1%   | 0<br>0%   | 21<br>21.2% |
|   | Column Total  | 95<br>96.0%   | 4<br>4.0%   | 99<br>100%  |

Table 11 Table 11 The Information of Choices of Customers (related to smartphone using)

In the all above-mentioned sensory marketing problem, the author found that a variety of sensory marketing has a positive effect on improving the customer loyalty of mobile phone brands. Different levels of sensory marketing play different roles or effects. As a marketing method with practical effects, businesses should consider how to coordinate different aspects of sensory marketing to achieve the purpose of maximizing the effect of sensory marketing.

#### b) Emotional

Emotional marketing is a very important part of experience marketing. Compared with sensory marketing, which directly achieves the effect of attracting customers through external images, emotional marketing is more about creating an emotional experience that appeals to customers' inner feelings and emotions.

According to **TABLE 12**, 30 of the 52 interviewees believed that the mobile phone brand sales staff were professional and good attitude; 19 respondents were

satisfied with the mobile phone brand's feedback to consumers; 5 people chose the above two at the same time.

| 6. Which aspect of the experience store of your mobile phone brand impressed you the most? (You may choose more than one option) |  |  |  | Response Percent | Response Total |
|--|--|--|--|------------------|----------------|
| 1  | The experience store is carefully designed and well laid out.                        |  |  | 61.54%           | 32             |
| 2  | The service staff are highly professional and have a good attitude.                  |  |  | 57.69%           | 30             |
| 3  | The experience store will hold some activities or give some gifts back to customers. |  |  | 36.54%           | 19             |
|  |  |  |  | answered         | 52             |
|  |  |  |  | skipped          | 0              |

Table 12 The Information of Emotional Strategy

According to the data given in **TABLE 13**, only one of the 30 respondents who believe that mobile phone brand sales personnel are professional and have a good attitude will choose a new mobile phone brand when making a second purchase; all those 19 respondents who are satisfied with the mobile phone brand giving back to customers would choose the same brand for the second purchase.

| Which aspect of the experience store of your mobile phone brand impressed you the most? (You may cho... | When you want to replace your existing mobile phone, which of the following points do you agree with... |   |   | Row Totals |
|---|---|---|---|------------|
|   |   | When you buy a mobile phone again, you first think of the brand's mobile phone. | You will never choose this brand of mobile phone. |            |
| The experience store is carefully designed and wel...   | 30<br>38.5%   | 2<br>66.7%  | 32<br>39.5%                                       |            |
| The service staff are highly professional and have...   | 29<br>37.2%   | 1<br>33.3%  | 30<br>37.0%                                       |            |
| The experience store will hold some activities or ...   | 19<br>24.4%   | 0<br>0%   | 19<br>23.5%                                       |            |
| Column Total  | 78<br>96.3%   | 3<br>3.7%   | 81<br>100%  |            |

Table 13 The Information of Choices of Customers (related to emotional strategy)

According to the above information, the professional quality and good service attitude of sales personnel can affect a customer's loyalty to a certain brand on a psychological level. If customers believe that they have received good hospitality

and service, their love and trust in the brand will increase. The direct effect is that customers' loyalty to the brand increases. At the same time, the mobile phone brand's practice of giving back to customers will make customers think they are valued by the brand. This emotional marketing method of giving back to customers is also positive for improving customer loyalty.

### c) Thinking

For high-tech products, the plan of thinking about marketing is commonly used. Thinking marketing is generally based on various open thinking activities carried out by the brand's products. For example, inviting customers to conduct product seminars and discussing product design with customers is a case of thinking marketing. According to **TABLE 14**, 19 of the 52 respondents have participated in similar thinking marketing activities of a certain mobile phone brand.




| 6. Which aspect of the experience store of your mobile phone brand impressed you the most? (You may choose more than one option) |  |  | Response Percent | Response Total |
|--|--|--|------------------|----------------|
| 1  | The experience store is carefully designed and well laid out.                        |  | 61.54%           | 32             |
| 2  | The service staff are highly professional and have a good attitude.                  |   | 57.69%           | 30             |
| 3  | The experience store will hold some activities or give some gifts back to customers. |   | 36.54%           | 19             |

Table 14 The Information of Thinking Strategy

According to **TABLE 15**, all 19 respondents who have participated in mobile phone brand thinking marketing activities will still choose the same brand for the second purchase. According to **TABLE 16**, among the 19 respondents who participated in the mobile phone brand thinking marketing activities, only one respondent would not recommend this brand to a friend.

Although thinking marketing can only attract a small number of customers because it cannot be carried out regularly or on a large scale, its impact on customer loyalty is still positive and cannot be ignored. If thinking marketing is carried out appropriately and reasonably, its impact on customer loyalty is more profound and lasting than sensory marketing and emotional marketing.

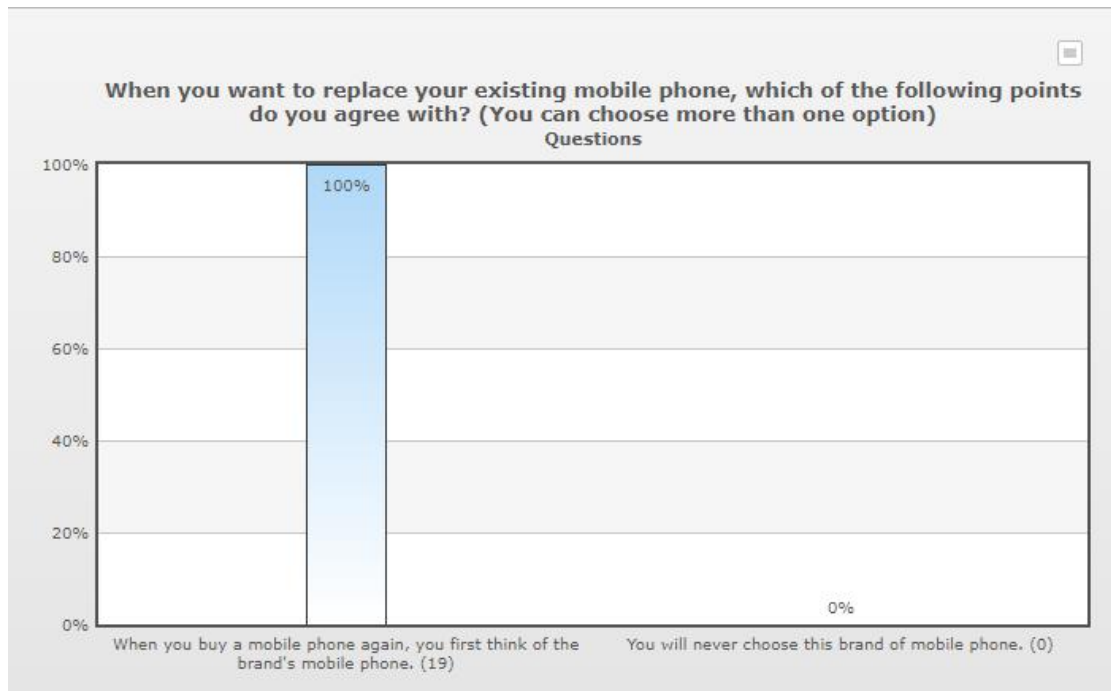


Table 15 The Information of Choices of Customer 1 (related to thinking strategy)

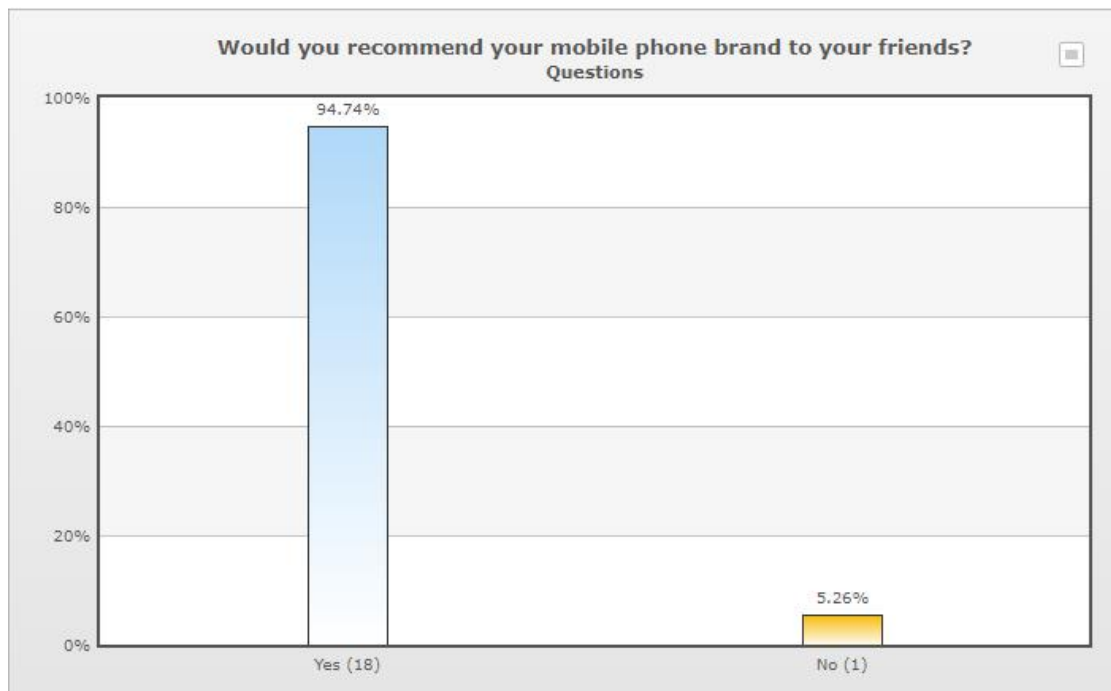


Table 16 The Information of Choices of Customer 2 (related to thinking strategy)

d) Action strategy

The focus of mobile marketing is to change the lifestyle of customers. In short, the mobile marketing of a mobile phone brand is to guide customers to form a lifestyle of using their branded mobile phones. The changes in customers' lifestyles are stimulating or spontaneous, and the most direct way is to invite people with a certain social influence to speak for their brand. The behavior of a brand's spokesperson will have a certain impact or hint on its fans or the people around, and the customer who accepts this stimulus and chooses the brand will have more or less irritation to the people around him or her. If the spokesperson endorses the brand for a long time, this behavior is also long-term for the people affected by it. Thus formed a certain degree of brand loyalty. According to **TABLE 17**, more than 50% of the respondents (27 people) have been attracted by the mobile phone brand's mobile marketing strategy of inviting spokespersons.



|   |   |   |        |    |
|---|---|---|--------|----|
| 3 | The mobile phone brand will invite popular stars to do some offline and online promotion. |  | 51.92% | 27 |
|---|---|---|--------|----|

Table 17 The Information of Action Strategy

According to **TABLE 18**, among the 27 respondents who became or want to become customers of a certain mobile phone brand due to the promotion of the spokesperson, 26 people would choose the same brand of mobile phone for the second purchase. It can be seen that the action marketing effect produced by a suitable spokesperson has a positive and obvious effect on the loyalty of mobile phone brand customers.

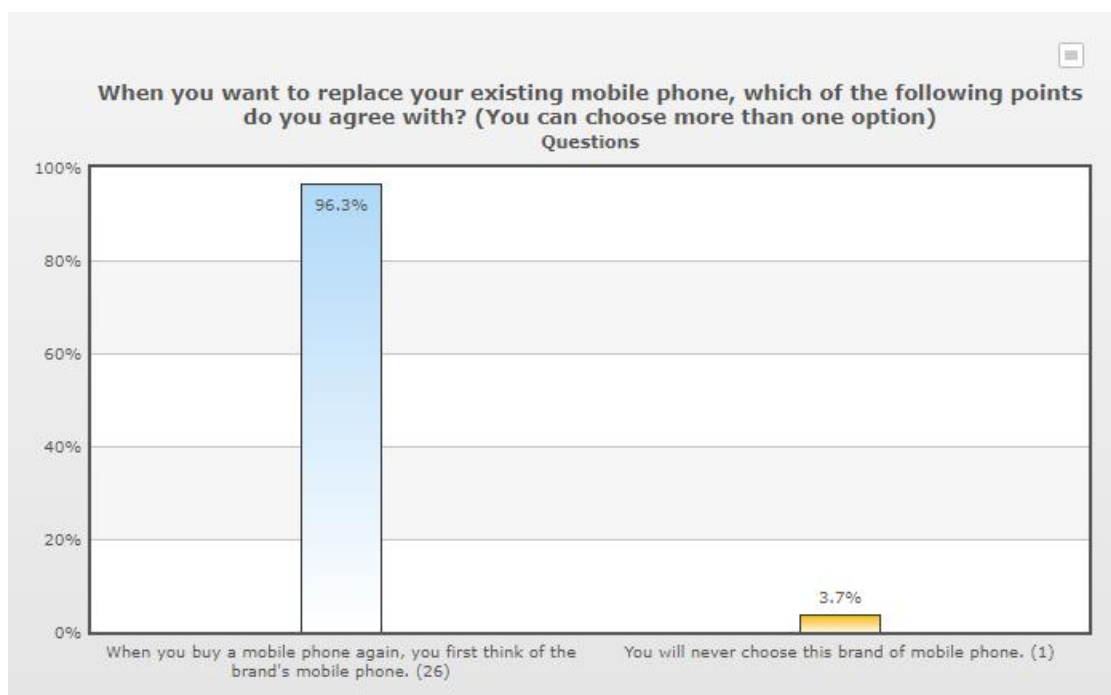


Table 18 The information of Choices of Customers (related to action strategy)

#### e) Relate Strategy

The key to affiliate marketing is to link a person with an organic system. For smart phone brands, it should focus on how to create a bond between the brand and the customer. If this bond is formed, customer loyalty will be affected to a

certain extent. The smart home system pioneered by Samsung associates a set of furniture with its smartphones, creating a link between Samsung's mobile phones and customers' home lives. This kind of bond allows customers who choose Samsung mobile phones and its smart home form to continue to be in an environment with Samsung brand products. Over time, they will have a sense of dependence or loyalty to the brand. According to **TABLE 19**, 30 of the 52 respondents have been affected by the related marketing of a certain mobile phone brand.

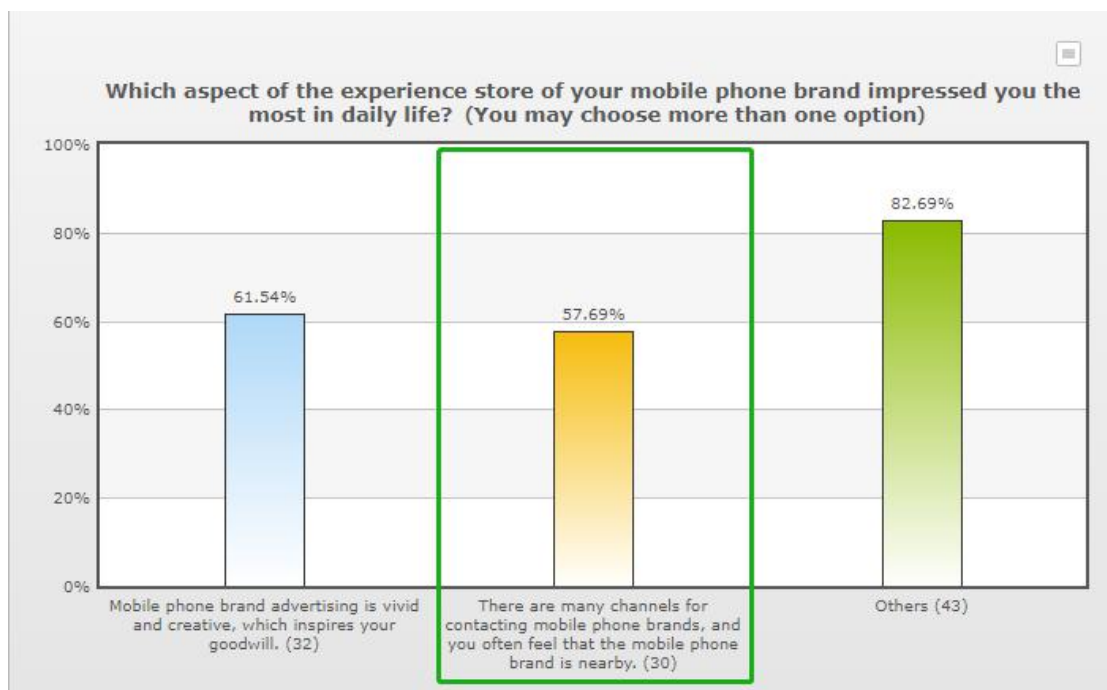


Table 19 The Information of Relate Strategy

According to **TABLE 20** and **TABLE 21**, all the 30 respondents who have been affected by relevant marketing will choose the same mobile phone brand for the second purchase. This shows that related marketing does have a positive effect on customer loyalty to a certain extent.

Among the 30 interviewees who have been affected by related marketing, 25 believe that even if the brand's products are within the acceptable range, they will

still choose its products. The reason for this phenomenon is that a certain number of customers have become more or less dependent on a certain brand product due to the linkage of related marketing. When the product has some minor problems, these customers cannot get rid of it immediately or it takes a certain time to get rid of the influence of the brand product on themselves. Another possible reason is that these customers have gained enough trust in the brand under the influence of long-term related marketing. So that when the brand has acceptable minor problems, these customers still retain considerable trust in it. The above two points are actually the embodiment of customer loyalty to a certain brand.

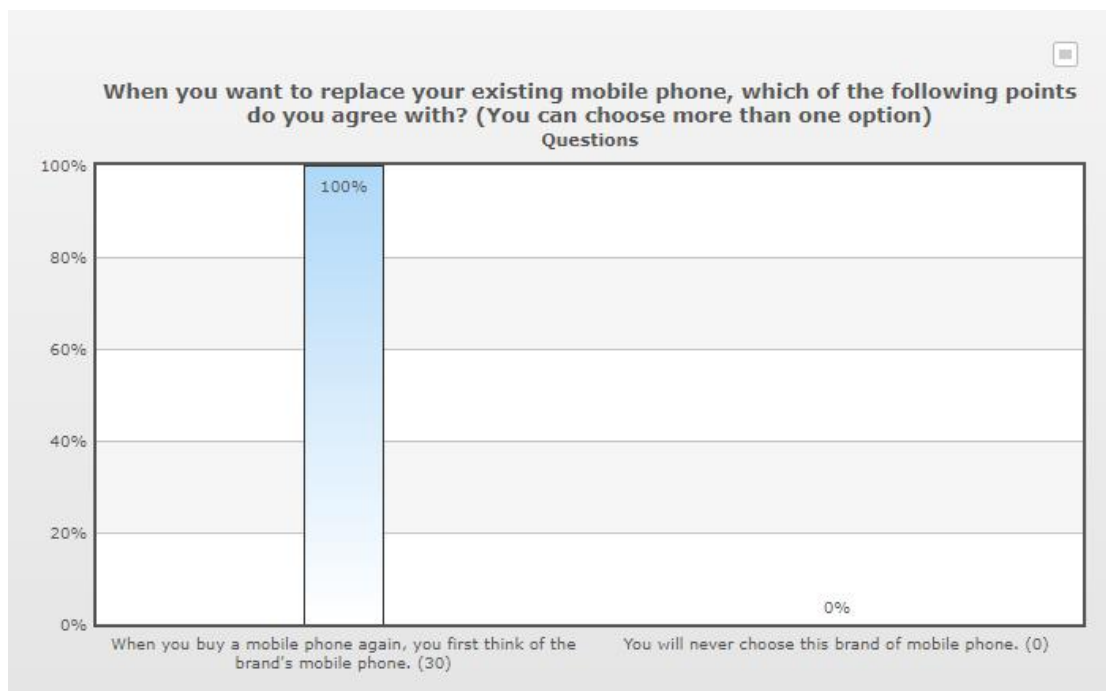


Table 20 The Information of Choices of Customers 1 (related to relate strategy)

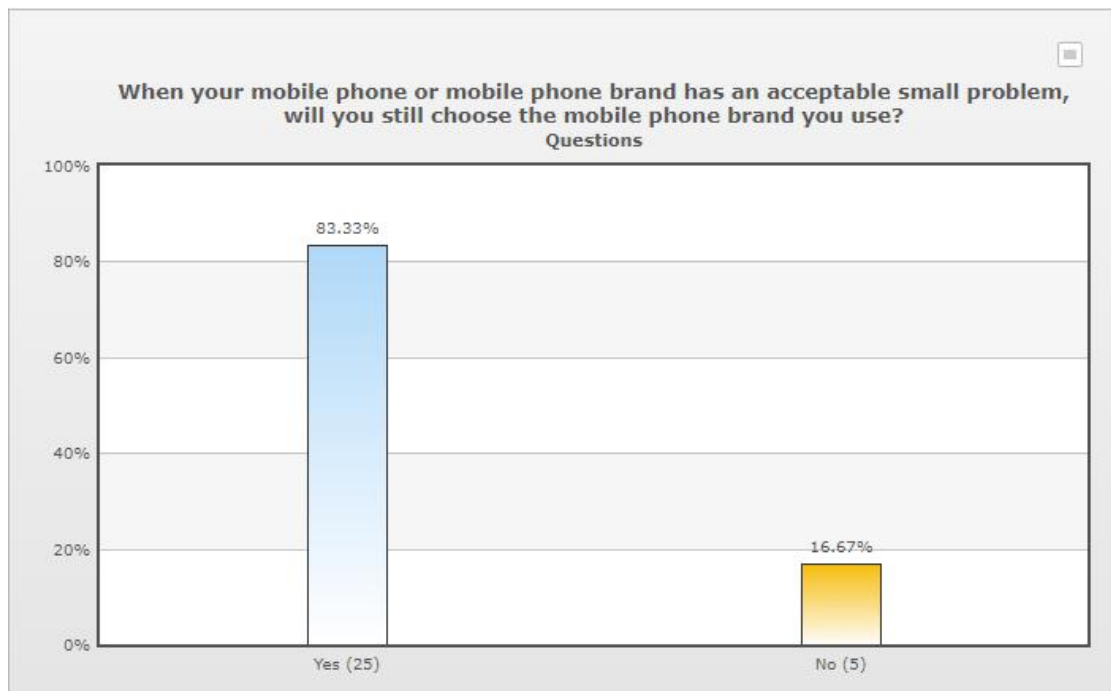


Table 21 The Information of Choices of Customers 2 (related to relate strategy)

### 5.3 Flaws of the research:

Due to the limitation of conditions, the research has the following shortcomings:

a ) In the entire European and Finnish markets, neither Samsung nor Apple dominates the market. In recent years, the market share of Huawei and OnePlus from China in Finland has increased year by year, and will soon surpass Apple's market share in Finland. In this study, the author only focused on consulting and describing information and materials related to Apple and Samsung. The main body of the questionnaire was also based on the two companies Apple and Samsung. This will lead to incomplete and objective investigation results.

b) In this study, the author adopted a qualitative research method, and wanted to obtain a conclusion by observing, describing and summarizing the behavior and psychology of the interviewee. In addition to the questionnaire, the survey plan for qualitative research also includes face-to-face interviews and interviews. Due to the social environment, the author did not conduct face-to-face interviews and

interviews, which, to a certain extent, would cause the qualitative research to fail to obtain sufficient and objective information and data of the interviewee.

#### 5.4 Suggestions on conducting experience marketing

a) Guide customers to participate through sensory impact. Not only to spread the brand image through brand image advertising, celebrity endorsements and other methods, to give customers recognition and leave a unique and deep impression; at the same time, the store decoration, furnishings, and the quality of personnel and services should be innovative , Comfortable and nostalgic feeling. By creating a distinctive visual impact and a clear experience theme, it will bring customers an unforgettable sensory experience. The display of brilliant colors, professional makeup artist's make-up modeling display, etc., allow consumers to watch and understand the attributes of the product while generating a sense of trust, so that they can experience the enjoyment of beauty everywhere during use. If companies add experience to products, they can grab consumers' attention on terminal displays and increase the added value of products.

b) In order to win in the competition, while companies continue to provide quality products and services, they must also enhance the differences in emotional advantages and establish a distinctive emotional connection with customers. Emotional marketing is a strategic method to achieve marketing goals by stimulating and satisfying customers' emotional experience based on consumers' inner emotions. The core of emotional marketing is to consider issues from the standpoint of customers, pay close attention to customer needs, and provide customers with satisfactory products and services.

c) With the development of society, people's choice of products is no longer just the choice of price and quality, but more and more attention to the choice of brand. A good brand not only represents the guarantee of quality and credibility,

but also a tool used by a person to show wealth, personality and spirit. There are more and more types of brands in modern society. To stand out among many brands, to successfully attract customers, you must establish your own brand with the most distinctive and outstanding individuality.

From the perspective of experience marketers, brand = (market) reputation + (market) promise + (customer's) experience. Create a brand image that emphasizes experience, and customers will flock to it. Then, when carrying out brand marketing, we should first fully understand the psychological characteristics of customers, such as the perception of colors, the feelings of brand symbols, etc., and at the same time design targeted, such as through novel and image creativity, through colorful, colorful, Lively and interesting means to interpret the brand's style, express the brand's propositions (such as dynamic, etc.), achieve the purpose of communicating with customers, arouse customers' inner resonance, and thus encourage customers to accept the brand and establish a good brand impression. Of course, while building a brand, companies must also provide products and service experience levels that are consistent with the brand. Through good quality and brand image, they can bring customers a special psychological experience, meet customers' material and spiritual needs, and increase customer value, so as to improve customer loyalty and achieve the goal of maximizing corporate value.

## **6 CONCLUSION**

This research focuses on the link between experiential marketing strategies and smartphone brand customer loyalty. Based on data research, the author uses Apple and Samsung companies in Europe and Finland, combined with

information from questionnaires, to analyze the ways and significance of experiential marketing for improving customer loyalty of smartphone brands. Through theoretical and practical research, the author puts forward some suggestions for other companies when implementing experiential marketing strategies.

The constant changes in the market environment have begun to cause more and more companies to abandon traditional marketing models and focus on creating experiences for consumers. In the experience economy, consumers pay more attention to the symbolic meaning and symbolic function of commodities, and pay more attention to obtaining individual satisfaction through consumption. In this case, people will create more and more experience-related economic activities, and businesses will rely on providing experience services to meet customer needs to improve competitiveness and obtain higher market returns.

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## **QUESTIONNAIR**

1.What's your gender?

a) Male b) Female

2.What's your age?

a) Under 18 b)18-25 c)26-30 d)31-40 e)41-50 f)51-60 g) Over 60

3. What is your income?

a) Under 1500 b) 1500-2500 c) 2500-4000 d) More than 4000

4. What is the mobile phone brand you are using?

a) iPhone b) Samsung c) Other

5. Have you ever been to a mobile experience store or retail store?

a) Yes b) No

6. Which aspect of the experience store of your mobile phone brand impressed you the most? (You may choose more than one option)

a) The experience store is carefully designed and well laid out.

b) The service staff are highly professional and have a good attitude.

c) The experience store will hold some activities or give some gifts back to customers.

7. Which aspect of the experience store of your mobile phone brand impressed you the most in daily life? (You may choose more than one option)

a) Mobile phone brand advertising is vivid and creative, which inspires your goodwill.

b) There are many channels for contacting mobile phone brands, and you often feel that the mobile phone brand is nearby.

c) The mobile phone brand will invite popular stars to do some offline and online promotion.

d) The mobile phone official website is beautifully designed and the page layout highlights key points.

8. When you use a mobile phone, what impresses you the most? (You can choose more than one option)

- a) You can download apps to your phone as you like.
- b) The mobile phone operating system is easy to use and very smooth.
- c) The packaging of the mobile phone is exquisite, stylish and full of creativity.
- d) The mobile phone plays audio and video effects well, giving you audiovisual enjoyment.

9. After experiencing and using the phone, which of the following points do you agree with? (You can choose more than one option)

- a) The products and services of this mobile phone brand satisfy you.
- b) The whole shopping experience makes you happy.
- c) You think that choosing this brand of mobile phone is the right decision.
- d) You are willing to use this brand of mobile phone for a long time.

10. When you want to replace your existing mobile phone, which of the following points do you agree with? (You can choose more than one option)

- a) When you buy a mobile phone again, you first think of the brand's mobile phone.
- b) You will never choose this brand of mobile phone.

11. Would you recommend your mobile phone brand to your friends?

- a) Yes b) No

12. When your mobile phone or mobile phone brand has an acceptable small problem, will you still choose the mobile phone brand you use?

- a) Yes b) No

13. When the price of the mobile phone brand rises, will you still choose the mobile phone brand?

- a) Yes b) No



