

A STUDY ON EXPERIENTIAL MARKETING STRATEGIES WITH SPECIAL REFERENCE TO PRODUCTS OF THE CAR INDUSTRY IN TAMILNADU

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Abstract

In the modern marketing approach, there is a change in marketing strategies called experiential marketing. It engages the customer, makes them make rational decisions, and is emotionally attached to the brand experience. It is also known as live marketing and event marketing. The study aims to analyze the customer experience with their car service and measure satisfaction. The study measures experiential marketing strategies of car manufacturing companies and service centres. The experiential value, as well as consumer value and satisfaction, are investigated throughout this study. The findings demonstrated that the customers are drawn in by the experiential marketing strategy features, specifically sense, feel, think, act, and relate, which are used by the service centres and vehicle businesses to give a gratifying touch to the customers' emotional side. The finding demonstrated that there is a beneficial influence on customer satisfaction brought about by customer values and experience factors.

Keywords: Marketing strategies, Experiential Marketing strategies, experiential values, customer values and satisfaction, Car Companies and Service Centres.

Introduction

The strategy known as experiential marketing is a one-of-a-kind method that tries to instill positive feelings about a company's offerings within the head of the consumer. The modern marketing framework and an attempt made by businesses that offer a variety of product bundles to develop emotional attachment with the brands is known as the experiential marketing strategy.

In today's digitally competitive market, experiential marketing strategies are a method to build and develop new strategies and tactics to ensure the customer experience through the use of the five senses for goods or services that serve to satisfy the customer and retain them to gain repurchase. Experiential marketing strategies are a way to create and develop new strategies and tactics to ensure the consumer experience through the use of the five senses. According to Budovich et al. (2019), the notion of experiential marketing strategies has contributed to the development of practical experience, creative concepts (think), and consumer experience with the body through physical behaviour and lifestyles as well as experiences arising from interactions and the creation of social experience. Ihtiyar et al. 2019 published a paper in which they stated that the complicated subject of experiential marketing implementation and evaluation methodologies has not been examined as thoroughly as other paradigms in the broad field of marketing.

Both theoretical and practical research are involved in marketing. Over the course of the past few years, there has been a significant increase in the number of scientific articles that have been published concerning the effect that experiential marketing strategy has on customers.

Emotional man

This model confirms clearly how and what our feelings and emotion play a large part in our purchase decisions. Customers who feel good about the brand buy impulsively without any information search. Emotional satisfaction is a rational buy because it satisfies needs and feelings. Therefore, from this model, experiential marketing concepts developed.

Black box models and stimulus-response

According to Kotler, in the decision environment, buyers are influenced by reference groups, retail outlets, family, brands, and marketing communications, and some of the stimulus variables also influence them, namely price, quality, availability, service, and advertising, which can motivate the customer to make decisions.

Promotion strategies in Car companies

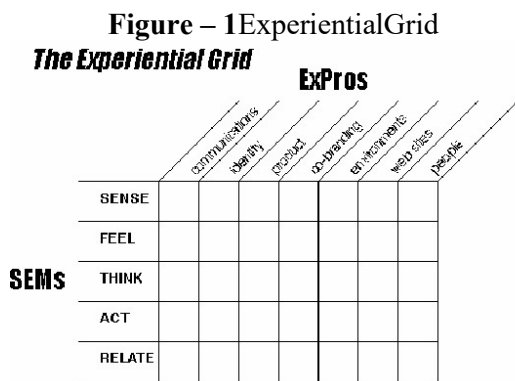
Planning, executing, and maintaining a commanding presence in persuasion interactions with clients are the primary focuses of promotion techniques. These strategies are developed using a combination of integrated marketing communication in order to produce strategies that may be used for experience marketing.

This particular motor industry has developed over the course of the last few years (Rather et al., 2020), as evidenced by the fact that sales are doing very well and the desire for all new models of automobiles is gradually rising. There are many different factors contributing to this rise. Another reason for this rise is that the Indian government has implemented a number of reforms in recent years. These reforms include allowing for 75% Foreign Direct Investment, deregulating foreign currency, lowering import tax rates, and implementing financial reforms that made it easier to buy more good cars while financing them (Ferreira et al., 2020; Yeh et al., 2019). These reforms have contributed to the increase in the number of people buying cars in India. These days, the automobile sector in India, particularly the vehicle business, is experiencing a period of phenomenal growth. According to Garcia et al. (2018), there is a significant increase in the demand for luxury automobiles that are sold under the guidance of a salesperson. Therefore, it is necessary to do research on the newly developed marketing tactics that have emerged in the automotive industries. Experiential marketing is a type of modern promotion marketing strategy that aims to provide customers with a more satisfying experience.

Model for experiential marketing

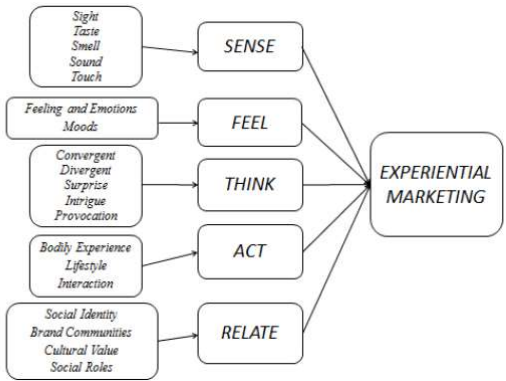
Schmitt (1999) defines experiential marketing as a strategy that motivates customers "to sense, feel, think, act, and relate" with a particular brand. He outlines five different aspects of 'strategic experience modules' (SEMs) and 'customer experience management' (CEM). (a) SENSE: These are sensual and tactile qualities of a product experience that appeal to the senses of sight, sound, aroma, taste, and touch. For example, a product might be designed such that it makes a certain sound, has a particular scent, or has a certain texture. Particularly helpful in differentiating products or services, motivating potential customers, and establishing value in the eyes of the purchaser are experiences that engage the senses. (b) FEEL: The feel marketing strategy focuses on producing effects in order to create moods and feelings that are associated with the company and brand. A person's attitude towards a product or service, whether it be favourable or unfavourable, will affect the amount of consumption of that product or service. (c) THINK: The purpose of the "think marketing" strategy is to get consumers to participate in in-depth and imaginative reflection, with the hope that this will lead to a reappraisal of the business and its offerings. (d) ACT: Act marketing is geared towards the

production of experiences through behaviour on the part of the client, either privately or in the company of others. These experiences can be had either in private settings or in public settings. The objective is to alter the long-term behaviours and routines of consumers so that they favour a specific product or service. (e)RELATE: The concept of relate marketing goes beyond the person's private sensations, sentiments, cognitions, and behaviours by linking the individual self to the larger social and cultural context portrayed in a brand. In other words, connected marketing makes use of the concept of identifying one's self in relation to the circumstances and associations that are bound up in the product or service that is being utilised.



Source: Grundey D. (2008), "Experiential Marketing V/s Traditional Marketing: Creating Rational and Emotional Liasons with Consumers" *The Romanian Economic Journal*, Year XI no29, pp 133-151.'

Figure–2 Model for Experiential Marketing



Source: Schmitt, 1999

Schmitt (1999) suggests a dual-track approach to strategic experience: (a) Strategic Experiential Modules (SEM): SEM creates synchronisation between customers and their responses to several attributes or the contemporary marketing mix, such as sense, feel, think, act, and relate. SEM is an abbreviation for "strategic experiential modules." Customers' perceptions are shaped by their experiences, which are provided through the qualities. (b) Experience Providers (ExPros): These are the many organisations that carry out the actual delivery of the experiences. It is important that the required attribute for experiences be controlled in a consistent, coherent, and attentive manner. In addition to this, he asserted that marketers are able to deliver customer experience through the use of experience modules. These modules include communication, visual and verbal identity, product presence, co-branding, surroundings, websites, electronic and digital media, and people.

The following are the five fundamental steps that go into the formulation of customer experience management strategies: 1. Conducting research into the experiential world of the customer; 2. Constructing an experiential platform and programme; 3. Designing the brand experience; 4. Structuring the customer interface; and 5. Engaging in continual innovation. According to the findings of this study, many of the respondents believed that taking part in live events was a more engaging promotional strategy than any other programme. The vast majority of consumers believed that experiential marketing provided them with more information and understanding than other methods. Engaging clients in live drives or tours in the company's latest model car is a great way for automobile manufacturers to build a positive image.

Discussion of the Relevant Texts

Levy (1959) states that "people buy things not only for what they can do but also for what they mean." He emphasised the fact that the way of life of a consumer is frequently related to the symbolic connotations that are associated with a particular product. According to the research carried out by Holbrook and Corfman (1985), the term "experiential value" refers to perceptions and interactions that either involve the direct use of products and services or a more detached assessment of them. These encounters serve as the foundation for the relativistic preferences that the individuals involved in the conversation hold. Mathwick et al.'s research was published in 2001. According to Batra and Ahtola (1991) and Holbrook (1994), there are benefits that are both extrinsic and internal to the concept of experiential value. A pioneer in the field of experiential marketing, Schmitt (1999), describes it as a shift away from traditional "features-and-benefits" marketing and towards the creation of experiences for the end user. He suggested that this post-modern shift in thinking might be linked to three recent developments in the commercial market:

the ever-increasing presence of information technology, the supremacy and importance of a valuable brand, and the omnipresence of communications and entertainment. All three of these trends have occurred very recently in the market. These concurrent happenings in the corporate sector have had a direct impact on the manner in which corporations sell their brands, compelling them to shift gears and move into the experiential mode. Rather than using the "traditional approach" to marketing, we are concentrating on the practical features and advantageous aspects of our products. The concept of experiential marketing incorporates four new qualities, including a tight definition of product category and competition; a view of customers as rational decision-makers; analytical, quantitative, and linguistic methodologies and tools; and a view of customers as emotionally invested in the brand. In the essay titled "Experiential Marketing," Schmitt (1999) defined the essential features of experiential marketing. These qualities include a focus on the customer experience, a focus on consuming as a holistic experience, a view of customers as rational and emotional animals, and the utilisation of mixed methods and instruments. Experiential marketing was first described by Wood (2009) as "an interaction between a consumer and a brand that creates a memorable, one-of-a-kind, and emotional experience." In order for this to be translated into experiential event marketing, the author stated that brands should incorporate live events into their marketing communications strategy. This would enable audiences to interact with a product or brand face to face, which would generate short-term impact while also building long-term changes in attitude and belief. According to Blackjack Promotion (2014), according to the statistical data, there are several trends associated with experiential marketing. These trends indicate that 64 percent of visitors support experiential campaigns, and 80 percent agree that experiential marketing enables information other than communication and makes it easier to accept marketing of products, services, or brands. Cuellar et al. (2015) conducted research on how firms might make use of experiential marketing to enhance their market share by fortifying their ties with existing customers. Therefore, experiential marketing specialists must to centre their attention on the experience of client consumption in order to achieve both intellectual and emotional participation. The use of experiential marketing strategies helps to forge more meaningful connections between

customers and brands. According to the findings of Gheorghe et al. (2017), if a client believes that the service they have received is performing as it was supposed to, then the quality of the service should be considered to be both reasonable and satisfying. This will allow customers to buy or choose to use the service, and as a result, promote it to others. An effective strategy in marketing communication, according to Chaney et al. (2018), is an experiential marketing strategy. This is a new method for enhancing customers' overall perception of the encounter they had with a business. Hong et al. (2020) measured that for the initial quality study, the description creates a new car with a quality standard for nine components of the structure. These components include both the external and internal components of the vehicle.

Components, travel dynamics, audio, seats, motor, and gearbox, as well as controls for features and shows.

Research Methodology

In this investigation, a quantitative method was taken. To isolate the variable that represents the customer's point of view, a descriptive analysis is carried out. The data were evaluated and measured using descriptive statistics, SPSS tools were utilised, and a structural equation modelling (SEM) model was utilised to test the hypothesis. A questionnaire was developed for the purpose of collecting data from around 150 respondents. The vast majority of the questions were of the closed-ended variety, which are beneficial to researchers in the process of producing significant documentation. The author took samples from cities in Tamilnadu based on a non-probability sampling method. They consisted of 84.2 percent men and 15.8 percent women, respectively. The secondary data came from secondary sources such as books, journals, periodicals, papers, and other studies that came before it.

Objective of the study

To study and analyze the experiential marketing strategies of selected car companies and their customer satisfaction.

To measure the factors influencing experiential marketing strategies with customer satisfaction with car sales and service.

The Hypothesis of the Study

H1: There is a significant positive influence between experiential marketing strategies and customer satisfaction.

H2: There is a significant positive influence between customer value and satisfaction.

H3: A significant positive relationship exists between customer experience and purchased decision.

Analysis of data

This study analyzed the data with Cronbach's alpha test with five-point scales and obtained 0.821 for customer experience, and its factors, 0.661 points were found for customer satisfaction. This point showed good consistency in the data collected.

Result and discussions

In the age level, the proportion is dominant in the samples; the productive age group between 35 to 45 years was 87 percent. The majority of respondents have undergraduate education background 46.2 percent. In addition to that, most of them (52 percent) have professional occupations. Finally, in the demographic variable, the income profiles of respondents were 44.2 percent between 30,000 to 45,000 monthly incomes dominated the sample composition.

Table-1. Correlation analysis			
Variable	Customer Experience	Customer Value	Customer Satisfaction
CE	1.00		

CV	0.001**	1.00	
CS	0.00**	0.01**	1.00
N	146	**Correlationis significantat the 0.01level	

The correlation coefficient is used for the purpose of testing and analysing customer value and satisfaction in order to determine how closely they are related to the customer experience. A correlation value of $r = 0.528$ demonstrates that there is a positive significance between customer experience, customer satisfaction, and customer value. This is evident from the data shown in Table 1, which demonstrates this connection.

Model	B	Std.Error	Beta	Std.coefficients	T	Sig.
1	Constant	0.275	0.164		1.712	0.084
	Customerex perience	0.673	0.063	0.527	10.644	0.000**

To test the hypothesis of customer experience's influence on customer satisfaction, this study used regression analysis in Table 2 with a beta of 0.527; $p < 0.01$. Hence it is concluded that the customer experience positively influences customersatisfaction.

Hypothesis	Pathcoefficients	t-value	p-value	Sig.
H1	0.92	12.84	0.000	Significant
H2	0.84	102.65	0.000	Significant
H3	0.56	87.14	0.001	Significant

Factors of sense, thinking, relatedness, and activities were assumed to be the measurement variable of experiential marketing strategies tested with customer value and satisfaction. All values in Table 3 represent a significant relationship and influence amongthem.

Conclusion

The purpose of this research is to investigate the relationship between consumers' experiential marketing techniques and the level of pleasure they feel with the products and services they receive from selected automotive companies in Tamilnadu. The responses received from a number of cities in Tamilnadu make it possible to establish a connection between the contentment of customers and the beneficial influence that has been exerted on their experiences as customers. The results of this study came to the conclusion that experiential marketing methods have a favourable effect on consumer satisfaction. Improving a company's brand image is a necessary part of this process. Loyalty shown by a customer base. Because of this, experiential marketing has the potential to develop a good effect and relationship with customers who continue to purchase the products.

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