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The Strategy Of New Age Marketers, Experiential Marketing: An Analytical Introspection

Dr. Namita Rajput

Associate Professor, Sri Aurobindo College (M), University of Delhi, India

Simple Arora

Assistant Professor, Shyam Lal College (M), University of Delhi, India

Nitish Bagdi

Assistant Professor, Sri Aurobindo College (M), University of Delhi, India

Abstract:

The popularity of social media among customers has opened up new avenues for marketers to provide them holistic brand experience. In today's marketplace the success of a brand depends upon the combined and mutual experiences of consumers. The biggest challenge faced by marketers nowadays is to secure effective interaction with customers and inspire them to share their experiences with others. This way only they can create constructive and unforgettable experiences that can attract and retain customers. The contemporary strategy being used by marketers nowadays is experiential marketing. It allows the customers to intermingle completely with the brand, appealing to their rational as well as emotional sides and forming experiences that are truly memorable. This customer's interaction and involvement with the brand brings it to the life and helps in thinning the line between their memorable experiences and brand awareness. The main objective of the paper is to gain insights into the evolution of the notion of experience applied in experiential marketing and also drawing its comparison with traditional marketing strategies. An attempt has been made to add live cases of experiential marketing to justify the significance and relevance of this concept.

Key words: *Experiential marketing, Brand, Experiences, Traditional Marketing Strategies*

1.Introduction

Experiential marketing according to Schmitt focuses on client experiences which take place as a consequence of encounters. This understanding replaces well-designed standards owing to the transformation in observation caused by poignant, sensory, substantial association values. Clients get further poignant motivated due to empirical marketing methods for involving right mind which can fluctuate to give a whole experience. The eventual objective of experientially marketing is to generate holistic experiences that incorporate human experiences by appealing all individual senses in all magnitudes. The rationale behind the progressing enlargement in demand for experiential marketing is that it works mutually for brands and clients. It can accomplish quantifiable results by contributing original brands ground-breaking ways of communicating with customers in their own environment, leading to a better return on investment (Witthaus, 2004). Experiential marketing allows customers to have a private stroke according to Bashford (2004). An experience occurs when a corporation uses services as the stage – and goods as props – for appealing folks in a way that creates a memorable event (Pine and Gilmore, 2003). Thus, experiential marketing attempts to bring to mind a strong emotional (cognitive) answer by the use of sensory modus operandi (Shukla, 2007). Experiential marketing every now and then called "rendezvous marketing" or "involvement marketing," is a marketing stratagem that directly engages consumers and invites and encourages consumers to participate in the evolution of a brand. To a certain degree than looking at clients as submissive receiver of communication, rendezvous marketers consider that clients have to be enthusiastically implicated in the construction and joint formation of marketing programs, developing a association with the brand. Consumer engagement is the decisive summit in which a brand and a consumer unite in order to recommend a factual understanding connected to the brand's nucleus values. It is an elongated term correlation that must be improved over time. In comparison to conservative endorsement blend course of action experiential marketing have a predisposition to proliferate private and emotional sense which results in utmost alteration rate of consumer at very near to the ground cost. Experiential marketing helps to take jam-packed pro of the return on investment pertaining to endorsement of brand (goods and services). It can be useful in any market subdivision as marketers look for new ways to fit into place experiential

marketing steps into the mix with exclusive and spanking new ways to get in touch with mysterious customers. Experiential marketing is a brand strengthening strategy (Robertson & Wilson, 2008). The experiential marketing provides the genuine experiences to customer with brand (goods and services) that coerce sales and augment the brand image and brand awareness in the midst of the customers. In reality it is the difference amid telling folks about the description of goods and services and letting them experience the benefits. When accomplished in right direction it is the most powerful instrument out there to catch brand loyalty.

Experiential marketing is everywhere and has occurred as an outcome of three instantaneous developments in the business environment:

- The Omnipresence of Information Technology
- The Supremacy of Brand.
- The Ubiquity of Communications and Entertainment.

The experiential marketing provides the authentic experiences to shopper that steer sales and amplify the brand likeness and brand wakefulness in the midst of the clients. It is in fact the divergence sandwiched between telling folks about characteristics of goods and services and leasing them know-how about the benefits. It is one of the most commanding apparatus at hand to catch brand loyalty. Previous research and the secondary data available on experiential marketing its been found that the majority of marketers has adopted the ideology of experiential marketing examples like (Eureka Forbes Ltd), (Tata Motors Ltd), (Hyundai) etc. Gives this statement a proof of authenticity. Experiential marketing is a process which starts from locating potential customers and further selling customer's dream (Experience). Experiential marketing is a media blend encouragement discipline worn to persuade corporeal interaction and substantial attraction of the customer into brands (goods and services). In association to conventional endorsement mix progression empirical marketing have a propensity to disseminate private and poignant contact which results in greatest alteration tempo of customer at very low cost? Hence, pragmatic marketing helps to take full advantage of the ROI pertaining to encouragement of brand (goods and services). It can be useful in any marketplace division. As marketers look for innovative ways to fit into place, experiential marketing steps into the blend with only one of its kind and unmarked ways to accomplish inexplicable customers. The experiential marketing provides the bona fide experiences to customer with brand (goods and services) that impel sales and augment the trade name figure and brand wakefulness in the midst of the clients. It is in point of fact the disparity stuck between telling folks about description of goods and services and leasing them experience the reimbursement. When gifted in right bearing it is the most authoritative appliance out there to clutch brand trustworthiness. The theory at the rear of pragmatic promotion is the marketers using the transformation law and set in motion to comprehend the wished-for audiences, what makes them mark off, and unremittingly search for the ideal flash where to paramount legalize the peripheral customer by controlling their expressive balance by providing momentous and appropriate brand name experiences, where and when the customer will be most amenable to it. Marketers try to accomplish this by connecting their personal and interpersonal customer obliges. After investigating the resultant statistics on the subject it has been established that bunch of marketers are undertaking experiential marketing e.g. Vacuum Cleaner (Eureka Forbes Ltd), Indica Vista (Tata Motors Ltd), Santro Xing (Hyundai), Pepsodent (HUL), Jawa Cafes (NIIT), Pepsi (PepsiCo), Dish TV (Dishnet) etc. Pragmatic marketing is in addition in relation to choosing genuine target clients, selling consumers imaginings (Experience).

2.Objectives Of The Study

The main objective of the study is:

- To reveal the evolution of the notion of experience applied in experiential marketing and
- To get an insight of difference between experiential marketing and traditional marketing practices.

To achieve the objectives of the study the paper is divided into following sections, Section 1, i.e the present section gives the main insights of experiential marketing, its enablers, drivers which have led to a paradigm shift from conventional to experiential marketing. Section 11 gives a brief review of literature; Section 111 gives analysis and interpretations, followed by summary, conclusions and interpretations of the results. Section IV gives references used in the paper.

3.Review Of Literature

Experiential marketing is relatively a contemporary marketing concepts which has been around for some time and discussed extensively by marketers. Its been said that it has its origin in Holbrook and Hirschmann (1982) theories which concluded that consumption has experiential aspects i.e.consumption of fantasies, feelings and fun. But as per Csikszentmihalyi (1991) it is the outcome of experience 'flow', a thing which is beyond mere need satisfaction and gives ultimate pleasure. In their renowned study Pine and Gilmore (1998) claimed that its the performer-viewer relationship that exist between consumers and marketers and not merely of vendor and purchaser. However Bernd Schmitt (1999) in their landmark study introduced the concept of customer experience to the field of marketing and brand management. He beautifully brought out the difference between traditional marketing strategies and modern experiential marketing strategies by explaining strategic experience modules and experience providers. It been noted that Experiential marketing symbolize a elementary move from the customary traditional marketing theory to wholesome brand building theory. In 2003, it was reported by Newzealand Marketing Magazine that "in this new world traditional marketing has lost its effectual and efficiency. The experiential marketing advance try to find behaviors or attitudes among customers who come from diverse demographic segments. In their study, Douglas & Craig (2000) widen the traditional notion of experiential value to integrate three ideas: intrinsic vs. extrinsic value; active vs. reactive value; and self- vs. others value. In context of shopping, intrinsic value is derivative of an pleasurable and memorable shopping trip whereas extrinsic value is obtained from rewarding practical utilization

purpose like economical purchase.(Caru & Cova, 2007). According to Brakus et al, (2009); Zarantonello and Schmitt, (2010) The notion of experiential marketing has been renowned in the marketing literature but in contradictory perspectives, chiefly as, service experience, consumption experience, shopping experience, product experience and brand experience. Later on Brakus et al. (2009) researched about how brand is measured and how it is experienced by customers, whether consumer behavior is affected by it or not. As per (Gentile, Noci and Spiller, 2007) this experience implies the involvement of customers at varied levels viz. mental, physical, spiritual, rational and sensorial. Applying the holistic approach to experiential marketing it is imperative to discover that a purchaser experience is the mixture of experiences evolved over different phases and not merely constrained to his in store interactions alone (Neslin et al. 2006). Also, in some studies it was established that existing customer satisfaction levels affects potential expectations (Boulding et al. 1993; Bolton and Drew 1991;Mittal et al. 1999). This brief review of literature regarding experiential marketing has laid the basis for our study to get a better understanding of this contemporary concept.

4.Data And Methodology

An explorative case study method is adopted in this study to get an insight of implementation of Experiential Marketing by Indian marketers. It's been noted that since last few years the Indian Marketing sector has become more brand conscious and is attempting to provide wholesome brand experiences to the customers by practicing experiential marketing. Moreover the companies nowadays are taking services of specialised Experiential Marketing agencies for their marketing campaigns. Detailed market reports, surveys, journals have been consulted and used to achieve the objectives of the study.

5.Analysis And Interpretations

The following section gives insights into the evolution of the notion of experience applied in experiential marketing and also drawing its comparison with traditional marketing strategies. An attempt has been made to add live cases of experiential marketing to justify the significance and relevance of this concept.

5.1.Exploring The Notion Of 'Experience'

Know-how is on top of all a individual incidence, over and over again with imperative poignant connotation, founded on the interface with stimulus which are the merchandise or services consumed. This happening may lead to a conversion of the human being in the experiences defined as astonishing. Captivating the disagreement of sociology investigates in shopper conduct considers familiarity as a innermost ingredient of the existence of today's consumer, a consumer who is looking for intellect: "for the post-modern customer, utilization is not a simple act of demolishing, devastating, or consuming belongings. It is furthermore not the last part of the (central) fiscal cycle, but proceeds of building of experiences and selves or self-images..." Life is to be shaped and fashioned, in upshot, constructed all the way through the numerous experiences in which the purchaser implicates. In the pragmatic standpoint, the utilization know-how is no longer restricted to a number of pre procure doings, nor to a little post procure doings, e.g. the evaluation of contentment, but includes a succession of erstwhile deeds which manipulate customers' decisions and outlook actions. Utilization practice is thus stretch in excess of a epoch of time which, according to Arnould and Price (1993), can be alienated into four chief stages:

- The pre-utilization practice, which involves penetrating for, setting up, day-hallucination about, envisioning the familiarity;
- The procure understanding which gains from alternative, compensation, wrapping, the bump into with the facility and the surroundings;
- The nucleus utilization occurrence together with the impression, the contentment/disappointment, the exasperation/pour, the conversion;
- The memorized utilization familiarity and the reminiscence familiarity trigger's shoot to re-live a past occurrence, which is formed on the books of legends and on opinions with acquaintances regarding the precedent, and which shifts in the direction of the categorization of reminiscences.

Know-how, in this paper, is defined as a prejudiced incident in the production/alteration of the entity, with on the other hand; a stress on the sentiments and sanity existed for the period of the fascination at the disbursement of the subconscious facet. Marketing, on the other hand, gives experience a much more objective (rather than subjective) meaning, confirming the idea that the outcome may must be somewhat awfully noteworthy and remarkable for the user immersed into the understanding.

5.2.Changing Flow Of Traditional Marketing To Experiential Marketing

Traditional approaches are losing effectiveness as marketers are realizing through extensive research that traditional media channels and one-way communications are becoming obsolete. This can be attributed to many different factors, such as Generation X and Y, media fragmentation, noise/clutter and the emergence of interactive technologies. The internet generation (aka Generation Y: those born between 1980 and 1995), are a media savvy generation adverse to obvious marketing and advertising ploys. This is the iPod generation. While mass media and traditional advertising are being shunned by this demographic, online social networking media such as Face book and MySpace are growing exponentially and demonstrate the power of word-of-mouth via word-of-web. Technology is another factor that is leading to the decline in the success of traditional media channels. TV advertising still boasts the biggest budget slices in the marketing cake, but consumers are using technology to actively avoid the very adverts that cost millions to produce and air. TiVo in the United States, Sky Plus in the United Kingdom, plus countless other brands with copycat technology, allow consumers to fast-forward and rewind past adverts. The fragmentation of TV channels is another familiar challenge for marketing and advertising

professionals, with hundreds or even thousands of TV channels allowing consumers endless choice. It is hard to decide how to plan a TV advertising budget effectively without having to water it down across countless TV channels, or spend a big budget that generates low ROI. As marketers, we must think creatively and engage with consumers in ways that make them want brand communication. We want them to choose not only to receive messages, but to communicate back with the brand and their immediate peers and publics. This raised level of business consciousness we are experiencing around the world is elevating us to a new marketing era: that of experiential marketing. In the experiential marketing era, the consumer and the employees of a company are equally part of its marketing as its ad agencies and marketing department.

Experiential marketing: a differentiator in the business world, commoditization is a process where unique brands and products compete. As a result, standards are raised and equalized, forcing brands into undifferentiated price competition. In the early days of marketing and advertising, companies used to focus on differentiation based on the product features and benefits. As competition forced rival brands to create competitive products, price wars began lowering the cost of products and driving consumers to make cost-based purchase decisions. Thanks to innovators in the mid-20th century such as Ogilvy, advertising was revolutionized and brands evolved, taking on unique personalities. Through customer-focused marketing communications, they encouraged consumers to aspire to a lifestyle that the brand represented. Thus began the shift from a product-focused era to the customer-focused, brand and lifestyle inspired advertising era. This marked a shift from a rational message to an emotional message, or a combination of both.

As competitive brands were positioned similarly to each other, and differentiation became difficult again, consumers started to demand more. Successful companies realized that high quality service was an excellent way to add value and differentiate from their competitors; for example, adding free delivery to a video chain or picking up customers from their home to take them to the car rental shop. As time went on, fierce competition snowballed with competitors all offering relatively similar added-value services with their products, or by adding relatively similar added-value products to their services. Lifestyle branding and differentiation through service became the norm. Again, once there are no clear points of differentiation, price becomes a primary differentiating factor. Traditional channels aim to increase brand awareness, market share and sales. Experiential marketing can achieve these objectives, but the live brand experience must be at the core of the integrated marketing communications strategy in order to gain maximum results. Experiential marketing brings a great deal more than brand awareness to the table. It also brings more than a quick sale from a promiscuous customer. To gain maximum benefits from implementing experiential marketing we should look at the more sophisticated results that it can achieve.

5.3. In The Following Section We Present The Experiential Marketing Case Studies Of Few Indian Companies Practiced In Recent Years

- **Bisleri:** Bisleri, The pioneer mineral water brand under took an experiential marketing activity aiming to spread awareness about their new campaign 'Protect The Ones You Love' and ran an on ground drive across all major cities of India like Delhi, Mumbai, Bengaluru. It was spread over a period of 5 weekends and could achieve outstanding results. It managed to impress as much as 9 lakh customers.
- **Homeshop18:** Homeshop 18 has ventured into the experiential marketing arena by introducing India's first mobile aided virtual, shopping experience. It has erected a virtual wall showing a range of merchandise that fliers can shop for by scanning the products' QR codes on their mobile phones at New Delhi's Indira Gandhi International Airport, terminal 3. The customers are directly linked to the website from where they can buy the product and get it delivered straight to their homes with pay on delivery facility.
- **Micromax:** Micromax, one the leading domestic Indian mobile handsets company, in partnership with "Kidstuff, a division of Mudra Max launched Mall activations activity in mid 2010 to provide real mobiling experience to people. It was spread across 12 Cities of India covering 26 Malls where Micromax gaming zones were created. This gaming zone allowed mall visitors to experience virtual gaming sessions and record their time and scores. Every hour a winner was announced and given a gift and was asked to fill up the lucky draw coupon. Out of these coupons, a daily winner was selected at the end of the day and was presented Micromax handset. The results of this activity were amazing as nearly 740 phones were sold with maximum at Kolkata and Mumbai
- **Coca-Cola:** To strengthen India Pakistan unity and bring them closer, Coca-Cola placed 'Small World Machines' in New Delhi and Lahore malls which allowed the shoppers in both countries to interact with their counterparts through 3D touch-screens. It facilitated the people to draw peace signs join hands, wave to each other, and even sing, dance and enjoy together. A Coca-Cola can was dispensed by the machine, at the end of it, to each one of them. It was highly appreciated and enjoyed by shoppers of both countries.
- **Mahindra Monastery Escape:** Mahindra's SUVs have launched Mahindra Monastery Escape campaign to give adventure lovers the genuine Himalayan experience. It is an annual event promoted as 'drive of a lifetime' giving travelling experience from Delhi to Leh on Mahindra SUV. This journey is becoming very popular among adventure seekers.
- **Puma Social club:** Puma Social strengthening the fact that it's a sports lifestyle brand and not just a sports brand has set up The Puma Social Club in Bengaluru which is a new and attractive hang out place for the 'after-hours athlete' to enjoy and relax. It offers beverages, food, eccentric game consoles like Super Mario and even a breath analyzer machine.
- **Maybelline:** Maybelline recently launched India's Super Stay 14-hour lipstick in Mumbai with a social-media driven activity. Throughout the country people were told to tweet the names of those things that gets over rapidly using Twitter handle #doesn't last long enough. A 14 hour countdown was initiated for this purpose, where with each tweet a part of the new Maybelline lipstick was exposed to the world on a 25 Feet large screen.

- **Nestea:** The Nestea, a joint venture between the Coca-Cola Company and the Nestlé S.A. was launched, at the Taj Lands End, in Mumbai. It was being introduced in phases with the Mumbai launch being the first part of this phased launch. Product distribution covered multiplexes, college campus, malls and convenience stores focusing on all high and medium income localities. Besides sampling and BTL activation, it adopted aggressive broadcast and print announcement. Innovative and creative point of sale branding was done. Within the period of four months, around about 50,000 product samples were sold across 7,000 outlets in Mumbai.

6. Summary And Conclusions

Experiential marketing has found its means into the contemporary marketing mix and its been recognised fact that brands are adopting offline as well as online innovative activities to help customers have a truly memorable and enriching brand experience. In general, this study attempted to reveal the evolution of the notion of experience applied in experiential marketing and to gain an insight into the relationships between experiential marketing and traditional marketing. We found positive and significant relationships between experiential value, purchase behaviour, experiential marketing and customer loyalty. Experiential marketing is a powerful marketing tool and the manner it is practiced is important and critical, in view of the fact that its significance and relevance to customers is the focal point of entire experience building activity. When used efficiently and effectively across channels, it can be truly influential, in creating unforgettable, appropriate and often precious experiences. Its appropriate application will have a superior impact on the consumer, enlarged success for the advertiser, and less costlier for society in comparison to traditional marketing practices.

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