

**A STUDY OF EXPERIENTIAL MARKETING'S INFLUENCES
ON SUPERMARKET CUSTOMER SATISFACTION
IN THAILAND**



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ON SUPERMARKET CUSTOMER SATISFACTION IN
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ABSTRACT

Customers nowadays seek for products, communications, and marketing campaigns that deliver an experience they can relate to and that they can incorporate into their lifestyles. Experiential marketing is a new approach that was introduced as a tool for creating such affect to customers. This study is aimed to verify the influences and relationship of experiential marketing modules and Thai supermarket customer satisfaction. The research was conducted on 116 respondents using online survey and mall intercept approaches. The data was analyzed by SPSS software using frequency analysis and cross-tabulations to summarize that experiential marketing can lead to customer satisfaction in supermarket in Thailand. In addition, the result indicated that among the 5 strategic experiential modules, Sense, Think, Feel, Act and Relate, the modules that are positively lead to customer satisfaction are Sense, Feel and Think respectively.

KEY WORDS: Experiential Marketing / Food Retail/ Supermarket / Shopping
Experience / Customer Satisfaction

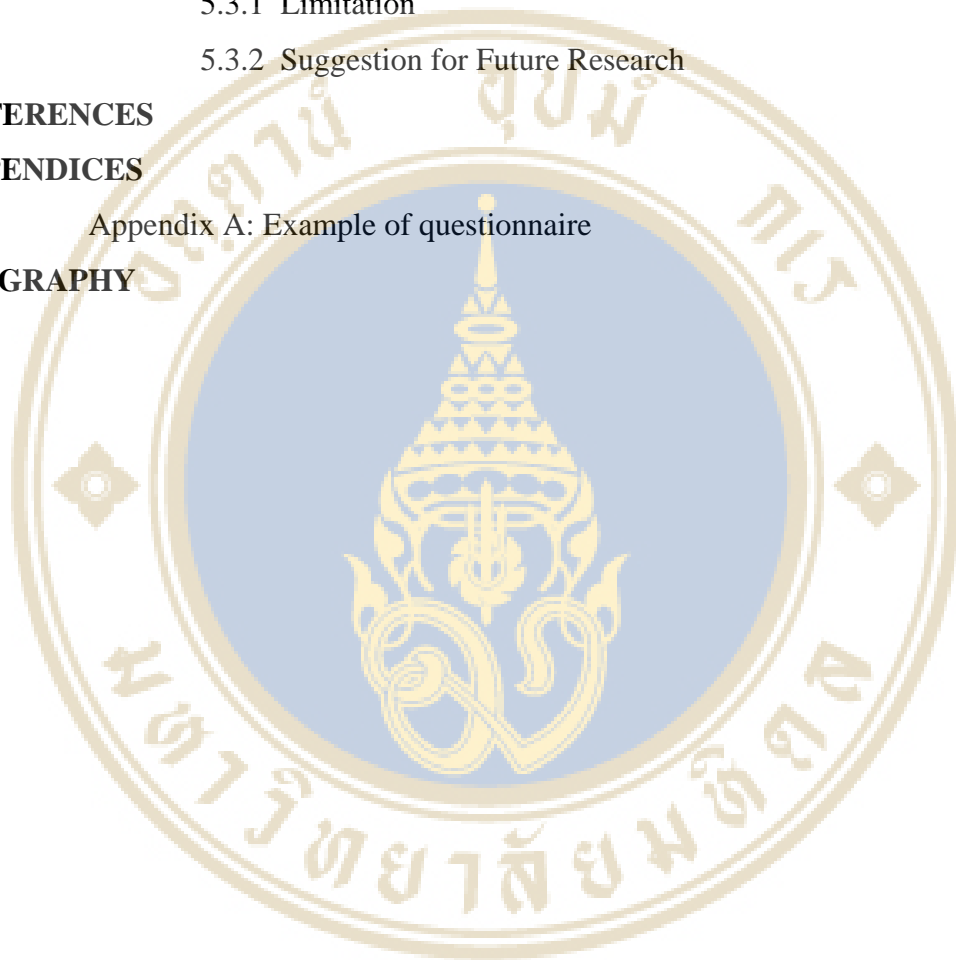
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CHAPTER I

INTRODUCTION

1.1 Background of the Study

The term “experiential marketing” is introduced by Bernd Schmitt, Director-Centre of Global Brand Management Columbia Business School, in 1999 as a new approach to marketing which is in contrast with traditional marketing. According to Schmitt, traditional marketing “views consumers as rational decision-makers who care about functional features and benefits” (Schmitt, 1999, p.53). Instead of presenting the features of product to fulfill customers’ satisfaction, experiential marketers focus on experiences which provide sensory, emotional, cognitive, behavioral, and relational values that replace functional values of the products. The consumption of products is viewed as a holistic experience in consumption situation which will give a broader concept of product category and a new perspective of how to compete in competitive environment. Also, for experiential marketing approach, customers are not solely rational decision-makers. That is, while customers may frequently engage in rational choice, they are just as frequently driven by emotions because consumption experiences are often directed toward the pursuit of fantasies, feelings, and fun.” (Holbrook and Hirschman 1982).

Experiential marketing focuses heavily on the importance of the brand. It does not look at products just in terms of their functional features and benefits only, it also includes “brand equity” which consists of “assets (and liabilities) linked to a brand, its name and symbol” (Aaker 1991). More importantly, the brand is “a rich source of sensory, affective, and cognitive associations that result in memorable and rewarding brand experiences” (Schmitt, 1999, p.57). Customers nowadays seek for products, communications, and marketing campaigns that deliver an experience they can relate to and that they can incorporate into their lifestyles. The degree to which a company is able to deliver a desirable customer experience will largely determine its success in the global marketplace of the new era.

Researches had been conducted internationally on experiential marketing and its influences on customers. Oliver (1999) studied and found that experiential behavior would present significant explanatory power on the customer loyalty; Gentile, Spiller and Noci (2007) researched to show that the experiencing would play a fundamental role first in the determination of customer preferences and then in the decision of their purchases; Mano & Oliver (1997) believed that emotional experience would play a positive influence on satisfaction, which would be related to word of mouth, whereas experiences of enjoyment and practical perception would jointly impact the consumer satisfaction behavior; Babin (2005) found that the experiencing value would present positively correlated to retail preferences and further patronage intention.

However, there has not been any research conducted in Thailand regarding experiential marketing in food retailer yet. Nowadays, the modern trade food retail market in Thailand offers more than 30 brands to answer different needs of customers in the 3 main formats: convenience stores, hypermarket and supermarket. With the lower spending per household and the expansion of urban area (Nielsen Homescan 2014), pricing and location might be what customers are looking for. However, according to Shannon (2004), Thai consumers has some unique characteristics like low time pressured, present oriented, face and status value and ‘sanuk’ (fun and enjoyment) value. Obviously, these characteristic and needs cannot be fulfilled with low price or convenient location. This is when supermarket plays a role in giving pleasurable shopping experiences which can be created through experiential marketing

1.2 Objectives

Schmitt explains that there are 5 strategic experiential modules: sense, feel, think, act, relate that can create different experience to customers. Therefore, the study of experiential marketing’s influences on customer satisfaction in Thailand’s food retailers aims to provide definition and reflect many views regarding the term “Experiential marketing” then narrow down to the application of it at modern trade food retailers in Thailand with the following hypothesis

H1: Sense experience in supermarket positively leads to customer satisfaction.

H2: Feel experience in supermarket positively leads to customer satisfaction.

H3: Think experience in supermarket positively leads to customer satisfaction.

H4: Act experience in supermarket positively leads to customer satisfaction.

H5: Relate experience in supermarket positively leads to customer satisfaction.



CHAPTER II

LITERATURE REVIEW

This chapter consists of 2 sections. First section describes the relevant empirical studies on experiential marketing and customer satisfaction. Another section explains the mechanism of experiential marketing and its influences on customer satisfaction through 2 main variables which are “environment” and “conscious”. All validated variables are used for structuring conceptual model.

2.1 Relevant Empirical Study

A research by Gentile, Spiller and Noci (2007) shows that the experience would play a fundamental role first in the determination of customer preferences and then in the decision of their purchases. The study proved that a relevant part of the value proposed to customers, and actually recognized by them, is linked to experiential features; successful products involve customers’ senses, emotions, thoughts, acts, values and relations.

Johnson, Kim, Mun and Lee (2014) examined the interrelationships among store attributes, shopping enjoyment, place attachment, and store loyalty in American fashion retail and concluded that shopping enjoyment plays an important role in ‘brick and mortar’ store retailing. The study also suggests that apparel retailers can cultivate their customers’ place attachment and ultimately store loyalty to their stores by enhancing shopping enjoyment.

According to a study by Fiore and Kim (2012), both positive cognition and consciousness customer gains from shopping experience can lead to consumer behavior e.g. buying intention and store patronage.

An examination of the literature in many countries reveals that there are many factors contributing to creating a positive customer experience. The following section discusses these factors and the mechanism of them in order to create customers satisfaction

2.2 Implementation of Experiential Marketing

According to Schmitt, there are 5 strategic experiential modules (SEMs) that marketer can use to create different types of experience for customers. The experiential modules to be managed in experiential marketing include sensory experiences (SENSE), affective experiences (FEEL), creative cognitive experiences (THINK), physical experiences, behaviors and lifestyles (ACT), and social-identity experiences that result from relating to a reference group or culture (RELATE).

The SENSE module aims to creating sensory experiences, through sight sound, touch, taste and smell. It helps differentiate companies and products, motivate customers and add value to products through aesthetics or excitement. (Schmitt, 1999, p.61) According to Farias, Aguiar and Melo (2014), the sensory system (consumer perception) has already been investigated in the literature of consumer behavior since the beginning of the systematization of this theory (Solomon, 2008), and is considered “the gateway” of information around the individual as he perceives the world around him. Vision, hearing, olfaction, palate and tact are the senses that enable humans to understand the world, and they bring positive and negative feelings to a particular consumer experience. Thus, the sensory appeals present in a retail environment (such as lighting and music) emerge as tools for the provision of experiences to consumers, which can bring competitive advantages, if treated consistently with the target market segments.

The FEEL module appeals to customers' consciousness such as affection that range from mildly positive moods, which is defined as a mild, transient, subjectively perceived affective state, not an intense emotion and not directed at specific consumer offerings (Swinyard, 1993), to strong emotions of joy and pride. Consciousness expands beyond the lower-order mental processes of cognition. It also includes higher-order cognitive processes, such as product use-related fantasy, product-related imagery, creative play, and recalling pleasurable memories (Holbrook, 1986) that influence response to consumer offerings. A close understanding of what stimuli can trigger certain emotions as well as the willingness of the consumer to engage in perspective taking and empathy is very important to create this successful impact. However, it is important for marketers to be aware that it is difficult to create successful FEEL campaigns on an international scale because both the emotion-inducing stimuli and the willingness to empathize in a given situation often differ from culture to culture.

The THINK module appeals to the intellect with the objective of creating cognitive, problem-solving experiences that engage customers creatively. THINK appeals to target customers' convergent and divergent thinking through surprise, intrigue and provocation (Schmitt, 1999). Cognition consists of beliefs, thoughts, or perceptions formed through direct interaction with consumer offerings (i.e. goods, services, shopping environments), processing secondary source information (e.g. advertisements, friend's word-of-mouth, blogs, online product reviews, and comparison of information against cognitive memory (Holbrook, 1986).

The ACT module enriches customers' lives by targeting their physical experiences, showing them alternative ways of doing things, alternative lifestyles and interactions. Changes in lifestyles and behaviors are often more motivational, inspirational, emotional and often motivated by role models (such as movie stars or athletes).

The last module of Schmitt's strategic experiential modules is RELATE. It contains aspects of SENSE, FEEL, THINK and ACT and expands beyond the individuality, private feelings, thus relating the individual to something outside his/her private state. RELATE marketing campaigns appeal to the individual's desire for self-improvement and normally use celebrity endorsement to appeal to customers. This RELATE module can be used to influence Thai customers' decision making as "Thai consumers are laid back and easy going, yet expect high levels of service, often follow trends and are concerned about looking good" (Shannon, 2014).

2.3 Customers Needs

In order to understand about customer satisfaction, the understanding of what makes customer satisfied is essential. The needs and motivations of supermarket customers can be explained into 2 types: hedonic and utilitarian.

2.3.1 Hedonic Needs

For customers with hedonic needs, different types of emotional feelings, which are both physiological and psychological, play major roles in the decision to purchase. Hedonic consumption involves emotional arousal taking place while purchasing or consuming (Holbrook & Hirschman, 1982). For supermarket aspect, hedonic

customers look for joy and excitement from shopping experience and purchasing can be a result of any unplanned feeling occurred in store.

2.3.2 Utilitarian Needs

For customers with utilitarian needs, purchasing has been viewed as a problem-solving activity in which consumer moves through a series of logical steps (Bhatnagar & Ghosh 2014). Utilitarian shopping behavior focuses on the needs of completing the tasks in a rational manner. Therefore, it can be concluded that supermarket customers with utilitarian needs tend to have the goal of what they want to purchase and they go to supermarket to complete their goal.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The selected methodology for this study is quantitative method with the focus on frequency analysis and regression. Quantitative method is used to conduct a survey on food retailer customers in Thailand to outline and measure the influences of each strategic experiential module on their satisfaction. There are 2 techniques selected. Firstly, internet survey is selected as the most suitable data collecting method. As the online population in Thailand is a fairly representative of the total population and the targeted sample, which will be explained in 3.2, is presumably to have internet access. Also, it allows all respondents to answer the questionnaire at their convenience without any bias and pressure. Another technique used is supermarket intercept to ensure that the answers are genuinely from supermarket customers. Samples were collected from supermarket in Bangkok area which are: Tops supermarket (Chaengwattana branch), Villa market (J Avenue branch), Central Food Hall (Chidlom branch), Gourmet market (Siam Paragon branch).

3.2 Sample Size

The targeted sample size is 200 samples from both techniques; however, according to various constraints from supermarket intercept, there were 116 samples collected in this survey.

3.3 Data Analysis

For the quantitative method, the emphasis is on the analysis of variables' relationship and how it contributes to customer satisfaction. SPSS (Statistical Product and Service Solution) program is used to analyze all data. From this effective process, it drives the researcher to examine the attitude and perception of consumer towards each strategic experiential modules and how it leads to their satisfaction. Then, cross-tabulations analysis is used to reconfirm the findings by studying more on the relationship among each strategic experiential module and customer demographical groups to see which variables are more likely to satisfy specific groups of customers of supermarket brands in Thailand. This result will be useful for supermarket management who can use this knowledge to gain competitive advantage by designing a more customized and customer-oriented marketing campaign to answer different needs of its targeted customers.

3.4 Conceptual Model

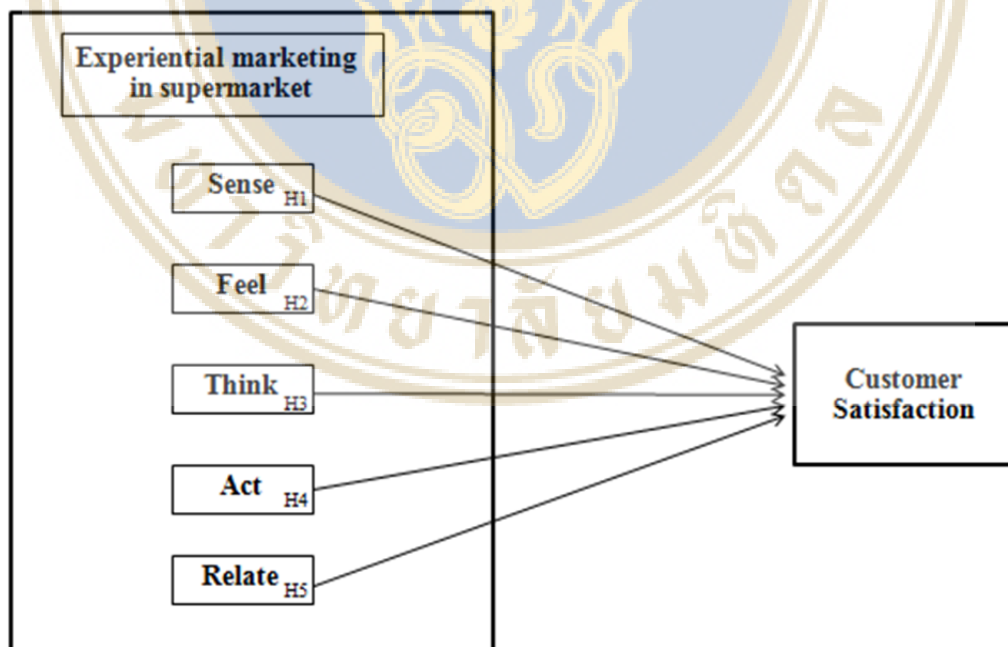


Figure 3.1 Conceptual model

- H1: Sense experience in supermarket positively leads to customer satisfaction.
- H2: Feel experience in supermarket positively leads to customer satisfaction.
- H3: Think experience in supermarket positively leads to customer satisfaction.
- H4: Act experience in supermarket positively leads to customer satisfaction.
- H5: Relate experience in supermarket positively leads to customer satisfaction.



CHAPTER IV

FINDING AND DATA ANALYSIS

The survey was carried out on 116 respondents who are Thai supermarket customers. This chapter will present general information of the samples then verify whether experiential marketing and its 5 strategic experiential modules lead to customer satisfaction in supermarket. In addition, cross-tabulation analysis was used to find significant relationship among experiential marketing variables and customers of top 3 selected supermarket brands. The findings were aimed to answer objective of the study to clarify how to strategically use experiential marketing to increase satisfaction and competitive advantage for food retail business in accordance to each brand and its target group.

4.1 Demographic Information

Demographic profile of the respondents in terms of age, gender, income can be illustrated below

Table 4.1 Demographic Profile of 116 Respondents

	Demographic	Number of Respondents	Percentage (%)
Age	20 - 30	63	54.3
	31 - 40	43	37.1
	41 - 50	5	4.3
	more than 50	5	4.3
	Total	116	100
Gender	Male	34	29.3
	Female	82	70.7
	Total	116	100

Table 4.1 Demographic Profile of 116 Respondents (cont.)

Demographic		Number of Respondents	Percentage (%)
Monthly Household Income (Thai Baht)	less than 15,000	1	0.9
	15,001 - 35,000	20	17.2
	35,001 - 50,000	19	16.4
	50,001 - 70,000	11	9.5
	70,001 - 100,000	18	15.5
	more than 100,000	47	40.5
Total		116	100

According to Table 4.1, age is divided into 4 groups and 54.3% of the respondents aged between 20 – 30 years old while 37.1% aged between 30-40 years old. For gender, it is researcher's intention to focus on female respondents more than male as women usually do the supermarket shopping in majority of Thai families; therefore, 70.7% of respondents are female and the other 29.3% are male. Last of all, household income is asked as sometimes respondents do the shopping for the family. The table shows that 40.5% of the respondents have household income per month at more than 100,000 thb, 17.2% have 15,001 – 35,000 thb, 16.4% have 35,001 – 50,000 thb, 15.5% at 70,001 – 100,000 thb, 9.5% have 50,001 – 70,000 thb and only 0.9% has less than 15,000 thb. The high household income of respondents fits well with the characteristics of supermarket that implements experiential marketing where price is not the only critical success factor of the business.

4.2 Shopping Behavior

The research explored further about shopping behavior of 116 respondents who have been shopped in supermarket. The general information such as shopping frequency and their frequent shopping destinations are shown in the table below. Most of the customers shop once a week to 2-3 times a month and the top most selected supermarket brands of respondents are Tops supermarket, Villa market an Foodland respectively.

Table 4.2 Shopping Behavior of 116 Respondent

Shopping Behavior		Number of Respondents	Percentage (%)
Frequency	2-3 times per week	11	9.5
	once a week	44	37.9
	2-3 times per month	40	34.5
	once a month	17	14.7
	less than once a month	4	3.4
Total		116	100
Familiar Brands	Tops supermarket	95	81.9
	Central Food Hall	39	33.6
	Foodland	51	44
	Home Fresh Mart	21	18.1
	Villa	52	44.8
	Gourmet Market	46	39.7
	Isetan	8	6.9
	Max Value	41	35.3

4.3 Respondents' Satisfaction

After gaining information about respondents, the 5 hypothesizes listed below were examined through the use of frequency analysis.

- H1: Sense experiences in supermarket positively lead to customer satisfaction.
- H2: Feel experiences in supermarket positively lead to customer satisfaction.
- H3: Think experience in supermarket positively lead to customer satisfaction.
- H4: Act experience in supermarket positively lead to customer satisfaction.
- H5: Relate experience in supermarket positively lead to customer satisfaction.

Using Likert scale, respondents were requested to rate the level of agreement or disagreement towards the statements elaborating activities in supermarket that represent each strategic experiential module as the cause of satisfaction and the result is clarified in the tables below.

Table 4.3 Customer Satisfaction caused by SEMs

Strategic Experiential Modules (SEMs)		Does each SEMs activity leads to shopping satisfaction?				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SENSE	Ambient music	2.6	4.3	30.2	38.8	24.1
	Beautiful product display	0.0	0.9	6.0	36.2	56.9
	Fragrance of food	1.7	7.8	23.3	39.7	27.6
	Food tasting	0.0	3.4	16.4	45.7	34.5
	Beautiful store design and decoration	0.0	1.7	5.2	30.2	62.9
	Average	0.0	2.6	6.0	49.1	42.2
FEEL	New / rare products	0.0	0.0	6.0	31.9	62.1
	Best price	0.0	0.0	4.3	21.6	74.1
	Best services	0.0	0.0	1.7	16.4	81.9
	Customer recognition	0.9	3.4	17.2	29.3	49.1
	Customized Birthday gift (CRM)	0.0	0.0	13.8	26.7	59.5
	Free premium in store on special days	0.9	1.7	19.0	35.3	43.1
	Average	0.0	0.0	0.9	29.3	69.8
THINK	Discount coupon	0.0	5.2	12.9	30.2	51.7
	Product information signage	0.0	0.9	8.6	26.7	63.8
	Convenient and simple store layout	0.0	0.0	4.3	25.0	70.7
	In-store activity	3.4	9.5	35.3	27.6	24.1
	Price comparison system	0.0	3.4	22.4	34.5	39.7
	Average	0.0	0.9	10.3	40.5	48.3
ACT	Free cooking recipe	5.2	12.9	28.4	27.6	25.9
	Food demonstration by guru	5.2	9.5	26.7	33.6	25.0
	Consulting services by chefs, nutritionists	3.2	8.6	29.3	31.9	26.7
	In-store meet & greet with celebrities	11.2	15.5	37.9	20.7	14.7
	Average	5.2	12.9	25.9	28.4	27.6
RELATE	health & wellness facts for self-improvement	2.6	5.2	22.4	44.8	25.0

As illustrated in table 4.3, it is obvious that all strategic experiential modules and their related activities in supermarket have positive influences on causing respondents' satisfaction. According to the survey, the most effective modules is FEEL, SENSE and THINK which received points on the scales of "agree to strongly agree" at 99.1%, 91.3% and 88.8% respectively. As for RELATE and ACT, the "agree to strongly agree" results are lower at 69.8% and 56%.

The result of this survey proves that experiential marketing and its 5 strategic modules have positive influences on customer's satisfaction in Thailand supermarket. The most effective module, according to the study, is FEEL that connects to customers' consciousness and leads to positive mood, joy, pride or recall pleasurable fantasy. Secondly, SENSE that creates aesthetic and excitement through customers' sight, sound, taste, touch and smell has high possibility to create customer's satisfaction. Next, THINK module which offers problem solving and comparison experiences that enable customers to feel surprised, intrigued and provoked ranked the third in our survey. RELATE, which ranked number 4, acts like an inspiration for customers to have self-improvement and finally ACT normally uses role model to create participation of customers' physical activities. Without a doubt, the top rated activity of the survey is "Best Service" which 81.9% of respondents strongly agreed that it will leads to satisfaction.

It can be implied that the top 2 modules that received highest scores are direct actions towards customers ranging from offering customers with their favorite products, treating them with best service, valuing them with CRM to providing best sensorial experiences in store for them. On the other hand, THINK starts to be more complicated as it encourages customers to use problem solving abilities. For RELATE and ACT, although the scores are still high but they were ranked the last as these 2 modules involved with physical activities that customers have to take away from supermarket to their home such as cooking demonstration or health and wellness facts that needs to be implemented by customers; also they are involved with interactions such as consulting service or meet & greet activities that may irritate individual customer who sees oneself as an only subject who has authority to decide and conduct the shopping and enjoy the time on one's own.

4.4 Relationship of Experiential Marketing Activities and Familiar Brands

After being able to prove the 5 hypothesizes, it is beneficial to study more on the relationship among SEMS and customer demographical groups to see which variables are more likely to satisfy specific groups of customers of supermarket brands in Thailand. The use of cross-tabulations is suggested for the study of relationship

among 2 variables. Expected result is to find significant relationships between experiential marketing activities in supermarket and different group of customers. This result will be useful for supermarket management who can use this knowledge to gain competitive advantage by designing a more customized and customer-oriented marketing campaign to answer different needs of its targeted customers.

From Table 4.2, the top 3 brands that are most chosen among our sample size are Tops supermarket (81.9%), Villa Market (44.8%) and Foodland (44.0%). Therefore, this section will reconfirm the result that top 3 most influential SEMs are FEEL, SENSE, THINK have influences on the top 3 brands' customer groups and also specify what SEMs we should focus in order to increase satisfaction of each brand.

The result shows that for all the top 3 supermarket brands in respondent's brand repertoire have similar result which help confirms that the FEEL, THINK, SENSE are the top 3 SEMs that leads to customers' satisfaction respectively.

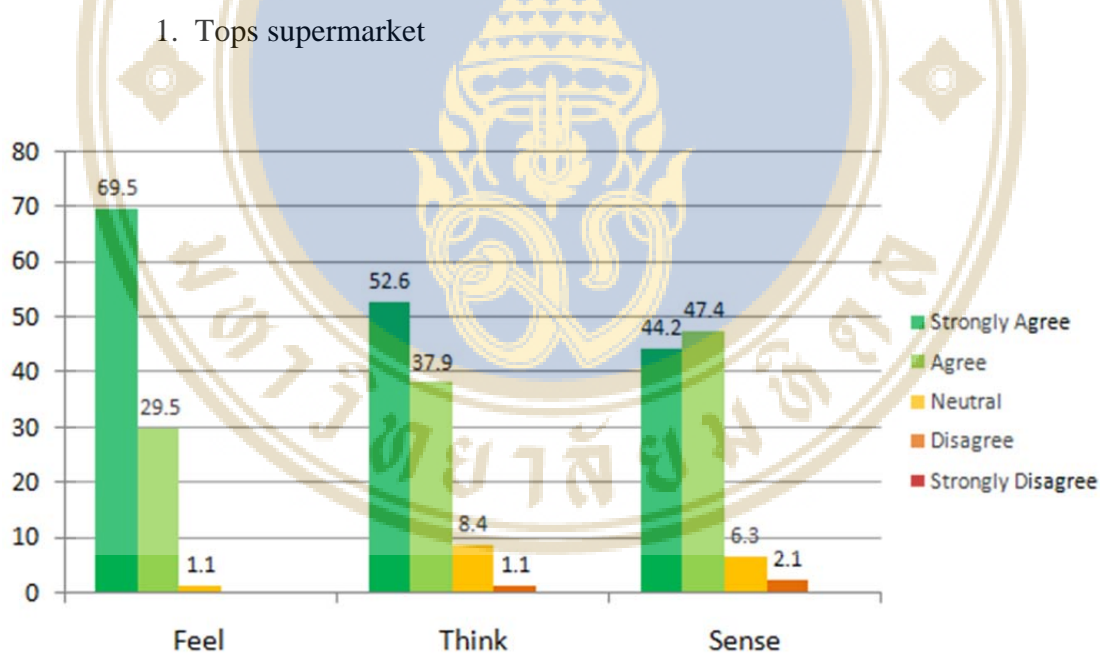


Figure 4.1 Tops supermarket customers' response to SEMs

2. Villa Market

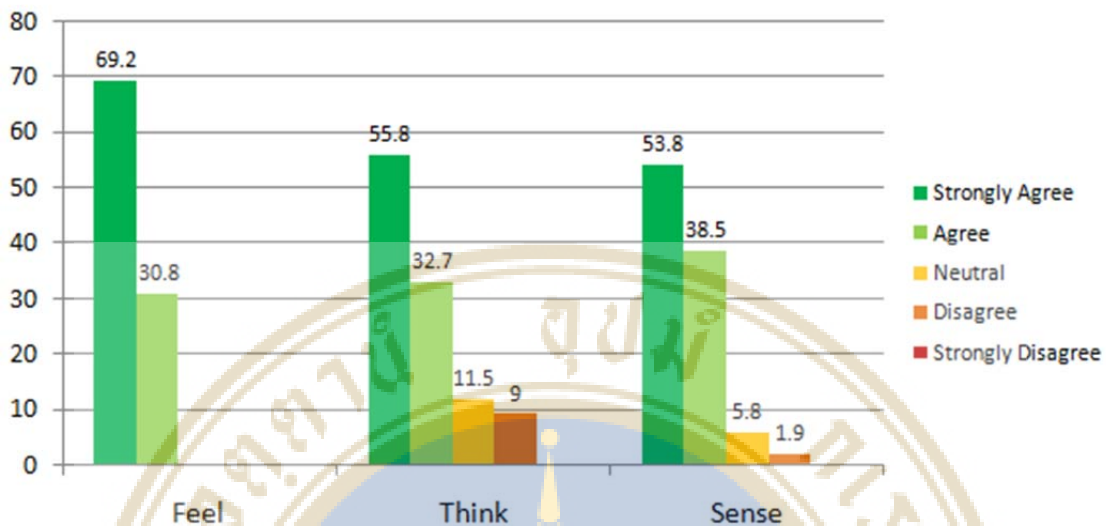


Figure 4.2 Villa Market customers' response to SEMs

3. Foodland

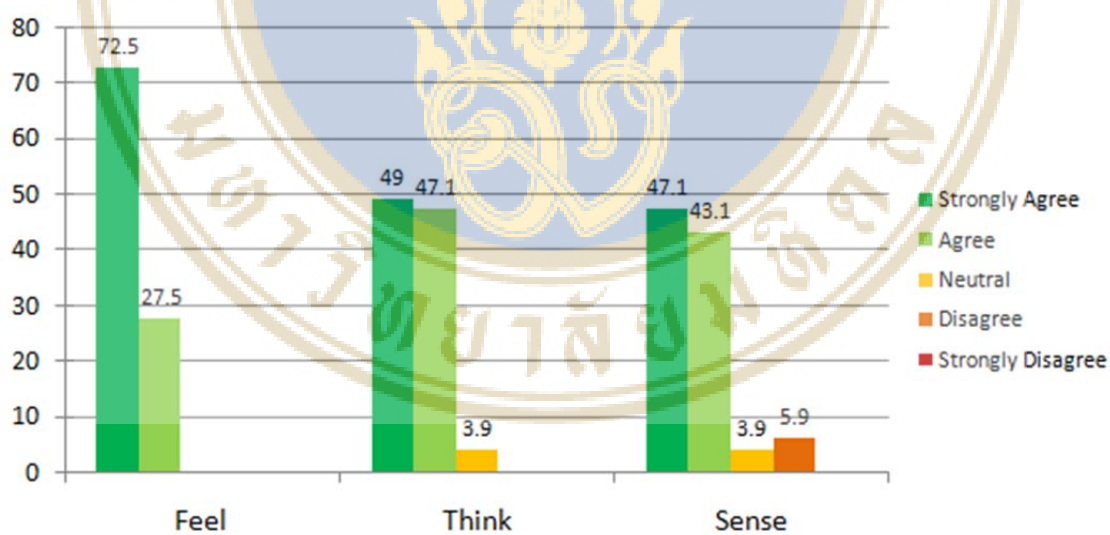


Figure 4.3 FoodLand customers' response to SEMs

4.5 Hypothesizes Summary

As a result of the research, it can be concluded that:

H1: Sense experiences in supermarket positively lead to customer satisfaction.

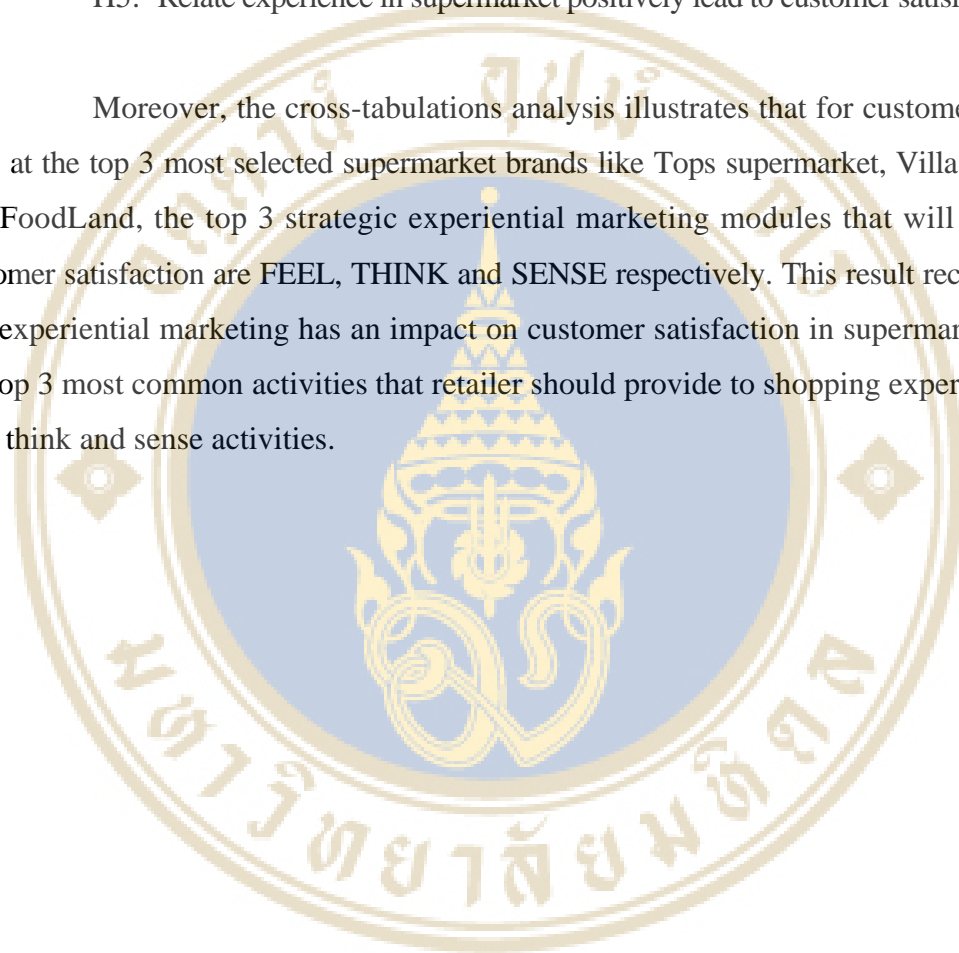
H2: Feel experiences in supermarket positively lead to customer satisfaction.

H3: Think experience in supermarket positively lead to customer satisfaction.

H4: Act experience in supermarket positively lead to customer satisfaction.

H5: Relate experience in supermarket positively lead to customer satisfaction.

Moreover, the cross-tabulations analysis illustrates that for customers who shop at the top 3 most selected supermarket brands like Tops supermarket, Villa Market and FoodLand, the top 3 strategic experiential marketing modules that will lead to customer satisfaction are FEEL, THINK and SENSE respectively. This result reconfirms that experiential marketing has an impact on customer satisfaction in supermarket and the top 3 most common activities that retailer should provide to shopping experience is feel, think and sense activities.



CHAPTER V

DISCUSSION AND CONCLUSION

5.1 Conclusion

The research's objective is to test the following hypothesizes about experiential marketing and how its 5 strategic experiential modules (SEMs) lead to customer satisfaction in supermarket in Thailand. The 5 hypothesizes are as follows.

- H1: Sense experiences in supermarket positively lead to customer satisfaction.
- H2: Feel experiences in supermarket positively lead to customer satisfaction.
- H3: Think experience in supermarket positively lead to customer satisfaction.
- H4: Act experience in supermarket positively lead to customer satisfaction.
- H5: Relate experience in supermarket positively lead to customer satisfaction.

The survey was conducted by using quantitative method through internet survey and supermarket intercept. After gaining results from 166 samples who have shopped in supermarket, Regression analysis was used to explain the relationship between experiential marketing modules and customers satisfaction. Then, cross-tabulations analysis is used to find the variables that truly effect the level of satisfaction of different group of customers. The research findings are as follows.

H1: SENSE experiences in supermarket positively lead to customer satisfaction. SENSE experiences include any activities that create aesthetic or excitement through customer's senses: sight, sound, touch, taste, smell. The analysis showed that female customers tend to be more likely to be influences by sight such as beautiful store design and decoration more than men.

H2: FEEL experiences in supermarket positively lead to customer satisfaction. FEEL experiences lead to positive mood, joy, pride and recall pleasurable fantasy by connecting through customers' consciousness. Positive mood and pride from being able to find products at best price is positively affected by the increase of age.

H3: THINK experience in supermarket positively lead to customer satisfaction. THINK experiences involve with problem solving and comparing skills which create surprise, intrigue, provocation. There are 2 interesting findings that signage about product category and product information is preferred by older respondents; in contrary, in-store game and activity are preferred by younger groups.

H4: ACT experience in supermarket positively lead to customer satisfaction. This involves physical experience and change of lifestyle which usually let by role models. However, it is confirmed by the research finding that the meet and greet activity with presenters and celebrities is more likely to create dissatisfaction to customers with higher income.

H5: RELATE experience in supermarket positively lead to customer satisfaction.

5.2 Recommendation

It is suggested that supermarket manager use this finding as criteria to create a more customer-oriented marketing campaign. When it's an era where customers are looking for product and service that they can have experience and relate themselves to it not just product and service with benefit, the marketing campaign that can dig down into customers' mind and offer the right communication message is needed.

Experiential marketing is something manager should consider adapting to his strategy with a thorough aware of his target group. It can be seen that come experiential marketing activity is not preferred and even creates dissatisfaction among a certain group of customers. On the other hand, some activities have stronger positive effects than others toward some groups. It is strongly advised for manager to have clear understanding of the brand's customers and their wants and needs before planning about experiential marketing as it is proved that not only experiential marketing discipline can create satisfaction for Thailand's supermarket but it also can create dissatisfaction and the losing of customers if the wrong strategy is implemented to the wrong group of customers.

For the top 3 strategic experiential modules which are FEEL, THINK, SENSE, it is recommended to be used with different groups of customers for a holistic result. Firstly, FEEL and SENSE modules should be used with customers with hedonic needs

who seek for aesthetic and excitement from shopping experience while THINK should be used with customers with utilitarian needs who see shopping as a problem-solving activity to complete the task of finding the products they need. Finally, I strongly believe that the implementation of experiential marketing activities can possibly turn these 2 groups of customers into loyal customers which manager can also use CRM activity which is a part of FEEL module to make them feel the pride of being the customers of the brand.

5.3 Limitation and Suggestion for Future Research

5.3.1 Limitation

Firstly, with the time constraint, the sample size is 116 people in Bangkok area only. The result from this group may not be able to represent the whole customer attitude towards experiential marketing in Thailand's supermarket.

5.3.2 Suggestion for Future Research

It is recommended for manager to conduct research on specific demographic profile of respondents that match with brand's target and positioning. Furthermore, apart from quantitative method, the use of qualitative method such as focus group is recommended to explore more into customers' insight in order for manager to come up with new ideas for a more solid marketing plan.

Last of all, it will be more beneficial if the study can clarify further from the relation of experiential marketing and customer satisfaction to the influences on purchase intention. Experiential marketing should be able to increase both awareness and sales because what food retail business needs for its sustainable growth is both profit and customer satisfaction.

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Appendix A: Example of questionnaire

QUESTIONNAIRE: EXPERIENTIAL MARKETING'S INFLUENCES ON SUPERMARKET CUSTOMER SATISFACTION

แบบสอบถามนี้เป็นส่วนหนึ่งของสารนิพนธ์ในการศึกษาระดับปริญญาโท สาขาการตลาด (ภาคภาษาอังกฤษ) วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล (CMMU) เพื่อศึกษาผลกระทบของการตลาดประสบการณ์ (experiential marketing) ต่อความพึงพอใจของลูกค้าซูเปอร์มาร์เก็ตในประเทศไทย

ผู้วิจัยขอขอบพระคุณในความอนุเคราะห์ในการตอบแบบสอบถามของท่านเป็นอย่างสูง และขอรับรองว่าข้อมูลที่ได้รับจะถูกนำไปประมวลผลเพื่อใช้ในการงานวิจัยครั้งนี้เท่านั้น

ส่วนที่ 1 ข้อมูลส่วนตัว

1. เพศ

ชาย

หญิง

2. อายุ

• 20 – 30 ปี

31 – 40 ปี

41 – 50 ปี

51 ขึ้นไป

3. สถานะครอบครัว

โสด

มีคู่

• มีคู่และมีบุตร

อยู่กับครอบครัวใหญ่

4. รายได้ครัวเรือนเฉลี่ยต่อเดือน

ต่ำกว่า 15,000 บาท

15,001 – 25,000 บาท

5,001 – 35,000 บาท

35,001 – 50,000 บาท

50,000 – 80,000 บาท

70,000 – 100,000 บาท

100,001 บาท ขึ้นไป

ส่วนที่ 2 พฤติกรรมการซื้อสินค้าจากซูเปอร์มาร์เก็ต

5. คุณเคยซื้อสินค้าจากซูเปอร์มาร์เก็ตหรือไม่

- เคย ไม่เคย (หากตอบว่าไม่เคย กรุณาข้ามไปข้อ 8 ค่ะ)

6. คุณไปซื้อสินค้าที่ซูเปอร์มาร์เก็ตบ่อยแค่ไหน

- สัปดาห์ละ 2-3 ครั้ง สัปดาห์ละครั้ง
 เดือนละ 2-3 ครั้ง เดือนละครั้ง น้อยกว่าเดือนละครั้ง

7. กรุณาเลือกซูเปอร์มาร์เก็ตที่คุณไปเป็นประจำ (เลือกได้มากกว่า 1 ชื่อ)

- Tops supermarket Home Fresh Mart Gourmet Market
 Central Food Hall Villa Market Isetan
 FoodLand Max Value

8. ความคิดเห็นต่อเรื่องความพึงพอใจต่อกิจกรรมทางการตลาดภายในซูเปอร์มาร์เก็ต

		ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
1	การเปิดเพลงบรรยากาศในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
2	การจัดโชว์สินค้าที่สวยงามในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
3	กลิ่นหอมของอาหารในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
4	การจัดให้มีการชิมสินค้าในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
5	การตกแต่งร้านที่สวยงามในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
6	การจัดหาสินค้าหายากหรือสินค้าที่กำลังเป็นที่ต้องการมาให้ลูกค้าเลือกสรรในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
7	การที่ซูเปอร์มาร์เก็ตนำเสนอสินค้าราคาคุ้มค่าที่สุดในตลาด ทำให้คุณรู้สึกพึงพอใจ					
8	การได้รับบริการที่รวดเร็วและมีประสิทธิภาพจากพนักงานในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
9	การได้รับความใส่ใจจากพนักงานในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
10	การได้รับของกำนัลหรือข้อเสนอพิเศษเฉพาะคุณจากซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
11	การจัดให้มีการแจกของกำนัลในวันเทศกาลต่างๆในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
12	การได้รับคูปองลดราคาจากซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
13	การคิดป้ายราคาและข้อมูลสินค้าให้โดดเด่นในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					

		ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
14	การจัดแผนผังร้านให้สะดวกต่อการเลือกหาซื้อสินค้าในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
15	การจัดบุชเกมส์ให้ร่วมสนุกในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
16	การมีระบบเปรียบเทียบราคาในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
17	การแจกฟรีเมนูทำอาหารในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
18	การสาธิตทำอาหารโดยเชฟหรือผู้มีชื่อเสียงในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
19	การจัดให้มีผู้เชี่ยวชาญด้านโภชนาการมาให้คำแนะนำในการเลือกซื้อสินค้าในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
20	การเชิญดารานักแสดงมาร่วมกิจกรรมกับลูกค้าในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					
21	การให้ความรู้ด้านโภชนาการของสินค้าต่างๆ ในซูเปอร์มาร์เก็ต ทำให้คุณรู้สึกพึงพอใจ					

