

The Relationship Between Experiential Marketing and Customer's Satisfaction of Maternity center: A Case of X Maternity Center[†]

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Abstract

Experiential marketing focuses on the satisfaction of consumers' spiritual and psychological needs, and customer's satisfaction is an important indicator of the effect of experiential marketing. In this context, this paper takes the maternity center as the research background, selects the x maternity center as the research object, and studies the relationship between the 5 modules of experiential marketing and customer's satisfaction. This study used convenience sampling to collect the data as an online questionnaire. The analysis shows that experiential marketing has a positive impact on customer's satisfaction, among which the sensory experience has the greatest impact, while the associated experience is not obviously verified. It is hoped that the conclusions of this study can bring positive effects for more maternity centers to implement experiential marketing.

Keywords: Experiential marketing, Customer's satisfaction, Maternity center

Introduction

With the continuous improvement of living standards, people's consumption concept develops. With rapid changes, we are not just production when buying goods and services, but also more and more attention to the purchase of the experience process, experiential marketing is born.

The concept of experiential marketing: After observing or participating in events, individual customers feel some stimulation and induce the engine, produce thinking identification or consumption behavior, and increase the product value. It is believed that experiential marketing focuses on the customer experience, and how to connect customers to the company and the brand through the sensory, emotional, thinking, action and related experience. Unlike traditional marketing methods, experiential marketing focuses on providing customers with a unique experience to replace products emphasizing functional benefits to attract customers. Experiential marketing mainly aims to create and meet customers' deeper consumption desire, and further expand customers from commodity experience to brand experience through multiple media, so as to promote the lifestyle connection of customers and ordinary people and trigger social recognition (Schmitt, 1999).

Many scholars have carried out relevant empirical research on the impact relationship between experiential marketing and customer's satisfaction. Pine II and Gilmore (1998) believe that the 21st century has entered the era of experience economy, and that the economic development has gradually changed from "agricultural economy" and "industrial economy" to "service economy", and finally entered the "experience economy" of creating customer value. In the era of experience economy, the focus of marketing should be to create valuable experience. Different from the traditional marketing that only points to product performance and efficiency, modern enterprises should regard experience as an important factor in a successful brand management, and pay more attention to creating valuable experience for customers. Yuan and Wu (2008), using Starbucks in Taipei city, showed that experiential marketing induced customer's satisfaction through the emotional value and functional value provided by emotional perception, thinking perception, and service quality. Wu and Liang (2009), study on 4-star and 5-star luxury hotel restaurants in Taiwan, and the results show that restaurant environmental factors and interaction with service personnel

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and other customers positively affect the value of customer experience; moreover, only the interaction with service personnel directly affect customer's satisfaction, and restaurant environmental factors and interactions with other customers positively affect customer's satisfaction indirectly through the experience value. Lee et al. (2010) studied different shopping centers in Tainan city, and the research results showed that experiential marketing has a significant positive impact on customer's satisfaction. Yeh et al. (2019) studied tourists from a tourist factory in Taiwan and explored the relationship between experiential marketing and customer's satisfaction. The results show that experiential marketing and service innovation have a positive impact on customer's satisfaction; in experiential marketing, the awareness of tourists' sensory and emotional experience is very high.

X maternity Center was founded in 2017, and is one of the first maternity centers put into operation in Shantou city, Guangdong Province., X maternity Center is committed to building the brand vision of "the model brand of China's maternal and infant service industry", and has built standardized hardware facilities, and built a professional nursing and service team. It currently has 2 stores in Shantou, Guangdong Province, with a total business area of about 10,000 square meters and 2 joint stores. After 5 years of development, X maternity Center has formed a certain brand effect, which is a leading enterprise in the same industry in the city.

According to the China Demographic Yearbook, about 20 million babies are currently born every year in China, and about 10 % of them employ maternal and child caregivers. According to professionals, the national monthly market capacity exceeds 3 billion yuan, and the national market potential of postpartum recovery exceeds 60 billion yuan. The huge market potential has attracted a lot of funds to enter the maternity center industry, but under the current situation of the low entry threshold, the lack of industry supervision, and the opacity of various links, the development of the maternity center is also in an unstable state. For example, occasional complaints about the living environment, food and beverage quality in the industry, which hindered the development of enterprises. So it is very important to use the relevant theories and strategies of experiential marketing, to improve the perceived experience value of the pregnant mothers, and to improve the customer's satisfaction. The research results of the relationship between experiential marketing and customer's satisfaction are also an important decision basis for software and hardware investment and advertising investment. The results of this study also have certain guiding significance for experiential marketing in X maternity Center and similar companies.

Literature review

Experiential marketing refers to that individual customers feel some stimuli after observing or participating in events and induce the engine, produce thinking identification or consumption behavior, and increase the product value. Experiential marketing focuses on the customer experience, and how to connect customers to the company and the brand through sensory, emotion, thinking, action and related experience. Unlike traditional marketing methods, experiential marketing focuses on providing customers with a unique experience to replace products emphasizing functional benefits to attract customers. Experiential marketing mainly aims to create and meet customers' deeper consumption desire, and further expand customers from commodity experience to brand experience through multiple media, so as to promote the lifestyle connection of customers and ordinary people and trigger social recognition (Schmitt, 1999).

Based on individual consumer psychology and social behavior, Schmitt integrates experiential marketing as a conceptual structure to manage customer experience, which has 2 levels; "strategic experience module" and "experience media". Experience module is the strategic basis of experiential marketing, while experience media is the tactical tool of experiential marketing (Schmitt, 1999).

Specifically, the experience module is divided into 5 experiences, including senses (SENSE), emotion (FEEL), thinking (THINK), action (ACT) and association (RELATE). Among them, the 5 senses are vision, hearing, smell, taste and touch, and provide aesthetic feelings through perceptual stimulation. Emotion is a way to make customers produce emotions by providing certain emotional triggers. Thinking is to cause customers to think about products or activities or ideas triggered, and then make customers to have the cognition of products or activities. Action is the experience of customers to conduct more related activities

through the stimulation of products or activities. Association is the experience of connecting to others through a product or activity.

Experiential marketing was distinguished between 5 experience modules, which can be independently operated or integrated together with the purpose or appeal of marketing planning, aiming to create different forms of experience for customers, which are described as follows:

1) Sensory experiential marketing, through visual, auditory, tactile, taste and smell and other channels to resort to the senses, eyes. It is creating sensory experiences.

2) Emotional experiential marketing, resort to customers' inner feelings and emotions, the purpose is to create emotional experience, its model. It can range from gentle positive emotions for a brand to strong emotions such as happiness and pride and get the emotional awareness and information about the company and the brand for the customers through the experience.

3) Think about experiential marketing, resort to intelligence, the purpose is to create cognitive problems that make customers participate creatively. Solve the experience. Participate customers in creative thinking and cause their reevaluation of the company and its products.

4) Action-based experiential marketing to enrich customers' lives through their physical experience and show them what they do things. Other ways, other lifestyles, and interactive patterns. Create experiences related to the customer's body, long-term behavior patterns, and lifestyle.

5) Associated with experiential marketing, including many aspects of feeling, emotion, thinking and action marketing. However, the association marketing extends beyond the individual level, and refers to links to other people, groups, or society that often trigger sensory, emotional, thinking, and action experiences.

The tactical execution tool used to achieve the strategic objectives of creating the experience is called the experience medium. When creating a sensory, emotional, thinking, action and related activity occurs through what is so-called "experiential medium", which includes: Communication tools, visual or verbal identification, product presentation, brand or co-brand, space environment, electronic media, staff introduction or presentation (Schmitt, 1999).

Schmitt (1999), believes that the experiential marketing station redefines and designs the marketing thinking mode in the 5 aspects of the senses, emotion, thinking, action and association of the consumption object. After observing or participating in events, experiential marketing individual customers feel some stimulation and induce the engine, produce thinking identification or consumption behavior, and increase the product value. Experiential marketing focuses on the customer experience, and how to connect customers to the company and the brand through the sensory, emotion, thinking, action and related experience. Unlike traditional marketing methods, experiential marketing focuses on providing customers with a unique experience to replace products that emphasize functional benefits to attract customers. experiential marketing mainly aims to create and meet customers' deeper consumption desire, further expand customers from commodity experience to brand experience through multiple media, and promote the lifestyle connection of customers and ordinary people and trigger social recognition.

Traditional marketing is the creation, discovery, dissemination, transmission and exchange of the value of goods and services, and experiential marketing, More emphasis on a social cultural background and specific consumption situation, emphasizing the establishment of a closer and stable connection with customers Department and stickiness (loyalty); traditional marketing focuses on product characteristics or performance, while experiential marketing emphasizes customer experience, experience and perception; traditional marketing strategy combination is more a combination of product function, price, channel and promotion, while experiential marketing focuses on the overall experience and experience content of consumption process; and experiential marketing emphasizes customer engagement through consumer consumption situation, atmosphere and experience (Yan, 2020).

Morris and Elizabeth (1982), believes that for an experiential marketer, customers is a mixture of rationality and sensibility. Although customers can often make rational decisions, the same is often driven by feelings, because consumer experience often tends to pursue dream, feeling and fun.

In recent years, the concept of customer relationship management has received wide attention in the industry, and one of them is the most representative. The indicator is "customer's satisfaction". For the

operation of the enterprise, customer's satisfaction is extremely important, because to the enterprise Consumers who are satisfied with the industry will repeat their consumption, but also bring a word-of-mouth effect and attract more. New customers to consume. Meeting the needs and desires of customers is the only constant principle of the organization.

Customer's satisfaction is the degree of pleasure or disappointment felt by individuals, which comes from their perception of product quality and personal expectation of the product (Kotler, 2003).

Scholars define customer's satisfaction from 2 different perspectives, namely transaction related and cumulative. A transaction-related perspective refers to the evaluation of the value gained by customers after the completion of a specific transaction. The cumulative perspective refers to the overall measurement of a customer's purchase and consumption experience related to the past, present, and future performance of an organization (Yan, 2020).

Customers have their own expectations or experience before experiencing the products and services. These are the whole part of the experience will also affect the level of customer's satisfaction during and after the experience (McGraw-Hill, 1997). Therefore, the cumulative perspective of customer's satisfaction is more consistent with the concept of experiential marketing. The author summarizes the customer's satisfaction as: The customer's evaluation and emotional cognition of the whole purchase or consumption process after the purchase or consumption.

Schmitt notes that experience marketers believe that the most powerful opportunities for influencing a brand occur at the post-shopping stage, and that these experiences are key factors affecting customer's satisfaction and brand loyalty (Schmitt, 1999).

Pursuing customer's satisfaction is an important goal for the organization. Customers can choose from many options and switch from 1 service provider to another. customer's satisfaction plays an important role in achieving customer loyalty and profit (Cornell Hotel and Restaurant Administration Quarterly, 2003).

Anderson et al. (1994) pointed out that customer's satisfaction is the direct response to the service quality of enterprise customers, but also reflects the performance and profitability of the enterprise, he thinks customer's satisfaction can be divided into 2 cumulative and specific transaction, including specific transaction customer's satisfaction refers to the customer for a product or a service experience specific satisfaction.

Oliver et al. (1980), believes that customer's satisfaction is a psychological state generated when the expectations formed by customers based on their own consumption experience are consistent with their consumption experience.

Since Schmitt proposed experiential marketing, many scholars have carried out relevant empirical research on the impact relationship between experiential marketing and customer's satisfaction.

Yuan and Wu (2008) using Starbucks in Taipei city, showed that experiential marketing induced customer's satisfaction through the emotional value and functional value provided by emotional perception, thinking perception, and service quality.

Wu and Liang (2009) study on 4-star and 5-star luxury hotel restaurants in Taiwan, and the results show that restaurant environmental factors and interaction with service personnel and other customers positively affect the value of customer experience; moreover, only the interaction with service personnel directly affect customer's satisfaction, and restaurant environmental factors and interactions with other customers positively affect customer's satisfaction indirectly through the experience value.

Lee et al. (2010) studied many shopping centers in Tainan city, and the research results showed that experiential marketing has a significant positive impact on customer's satisfaction.

Yeh et al. (2019), studied tourists from a tourist factory in Taiwan and explored the relationship between experiential marketing and customer's satisfaction. The results show that experiential marketing and service innovation have a positive impact on customer's satisfaction; in experiential marketing, the awareness of tourists' sensory and emotional experience is very high.

Methodology

In this study, the 5 strategic experience modules proposed by (Schmitt, 1999), namely sensory, emotional, thinking, action, and related experience, were used as the measurement dimensions of experiential marketing, to discuss the relationship between experiential marketing and customer's satisfaction, and put forward the theoretical models.

Based on the framework of this study, the hypothesis to be tested is that: There is a positive relationship between experiential marketing and customer's satisfaction.

H1: There is a positive relationship between sense judgment and customer's satisfaction.

H2: There is a positive relationship between emotional experience and customer's satisfaction.

H3: There is a positive relationship between thinking experience and customer's satisfaction.

H4: There is a positive relationship between action experience and customer's satisfaction.

H5: There is a positive relationship between association experience and customer's satisfaction.

This study used convenience sampling to collect the data as an online questionnaire. A total of 400 questionnaires will be distributed and the convenience sampling will be adapted. Quantitative data will be collected using a questionnaire survey method. Data analysis was done using SPSS software. Descriptive analysis will be used to describe the information of the samples. Multiple Regression Analysis will be used to test the hypotheses regarding the relationships between the independent and dependent variables.

Results and discussion

This survey selected the customers who received the X maternity center and 400 questionnaires were distributed and 378 questionnaires were collected, including 362 valid questionnaires. The effective rate of the questionnaire was 90.5 %. The main reason for the invalid questionnaire was the incomplete answer of the questionnaire.

Table 1 Respondents profiles.

Attribute	Category	Frequency	Percent (%)
Gender	(1) Male	117	32.3
	(2) Female	245	67.7
Age	(1) 18 - 25 years	17	4.7
	(2) 26 - 30 years	92	25.4
	(3) 31 - 35 years	113	31.2
	(4) 36 - 40 years	84	23.2
	(5) 41 years and above	56	15.5
Education Status	(1) Junior secondary and below	21	5.8
	(2) Senior high school	36	9.9
	(3) Junior college	95	26.3
	(4) Undergraduate	165	45.6
	(5) Master	42	11.6
	(6) Doctor and above	3	0.8
Vocation	(1) Private companies	165	45.6
	(2) Liberal professions	32	9.7
	(3) Unemployed	72	19.9
	(4) Public functionary	41	11.3
	(5) Other	49	13.5

In come (yuan/year/family)	(1) Under 100,000	74	20.4
	(2) 100 - 200,000	139	38.4
	(3) 200 - 300,000	88	24.3
	(4) More than 300,000	61	16.9

In this survey, there were more female respondents, accounting for 67.7 %; those aged 26 - 40, accounting for 79.8 %; consumers with bachelor degree, accounting for 45.6 % of the sample, office workers, 45.6 % of the sample, followed by 19.9 %; consumers with annual family income of 100,000 to 300,000,000 Yuan has accounting for 62.7 %.

Table 2 Analysis of reliability validity.

			Sensory experience	Emotional experience	Thinking experience	Action experience	Association experience
Sensory experience	A1	Visual	0.507				
	A2	Hearing	0.601				
	A3	Smell	0.790				
	A4	Touch	0.804				
	A5	Taste	0.880				
Emotional experience	B1	Emotional appeal		0.896			
	B2	Environmental atmosphere		0.918			
	B3	Feel care		0.937			
Thinking experience	C1	Encourage thinking			0.748		
	C2	Arouse interest			0.798		
	C3	Induced curiosity			0.900		
Action experience	D1	Firsthand experience				0.760	
	D2	Life style				0.782	
	D3	Interactive way				0.792	
Association experience	E1	Social ownership					0.846
	E2	Value embodiment					0.793
	E3	Brand preference					0.859

This study was performed using the Cronbach α coefficient to analyze the scale reliability. The Cronbach α coefficient of this scale is 0.839, ranging between 0.80 and 0.90, indicating the good reliability of the scale. The KMO value of the corresponding independent variables of the 5 experience modules is 0.781, and the value is greater than 0.7, indicating that the data is suitable for factor analysis. Through the principal component analysis method, the initial matrix is performed by variance maximum orthogonal rotation, the independent variable is derived from 5 factors, explaining the total variance of 71.372 %, the

standard factor load is above 0.5, The instructions are significant. The results of the reliability and validity analysis showed that the study variables had good reliability and validity.

Customer's satisfaction of the dependent variable was extremely orthogonally rotated on the initial matrix by principal component analysis. The independent variable obtained 1 factor, explaining that the total variance was 61.159 %, and the standard factor load was above 0.7, indicating that it is significant. The results of the reliability and validity analysis showed that the study variables had good reliability and validity.

Pearson Correlation Coefficient was used to measure the level of correlation of each variable:

When $R < 0$, variables is negative correlation, when $R = 0$, variables is no linear correlation; when $R > 0$, variables are positive correlation. Significant correlation when $|R| > 0.95$; when $|R|$ Highly correlation at 0.8; moderate correlation at $0.5 < |R| < 0.8$; low correlation at $0.3 < |R| < 0.5$; and extremely weak at $|R| < 0.3$.

The results of the correlation analysis are shown in **Table 3**, and all 5 dimensions were significantly associated with customer's satisfaction at the 0.01 level. Among them, the sensory experience has the highest correlation coefficient, at 0.565; followed by the emotional experience and the action experience, at 0.317 and 0.364, respectively; Finally, the thinking experience and the related experience were 0.290 and 0.256, respectively. Sensory experience and customer's satisfaction are moderately correlated, emotional experience, action experience and customer's satisfaction are a low correlation, and the correlation between thinking experience and related experience and customer's satisfaction is weak.

Table 3 Correlation analysis.

	Sense judgment	Emotional experience	Thinking experience	Action experience	Association experience	Customer's satisfacti
Sense judgment	1					
Emotional experience	0.358	1				
Thinking experience	0.308	0.245	1			
Action experience	0.170	0.068	0.062	1		
Association experience	0.157	0.060	0.049	0.549	1	
Customer's satisfacti	0.565**	0.317**	0.290**	0.364**	0.256**	1

Ps: ** indicates $p = 0.05$

In table below, this study uses multiple linear regression to analyze the causal relationship between the various dimensions of experiential marketing and customer's satisfaction in the X maternity center.

It can be seen that the sensory experience, emotional experience, thinking experience and action experience of experiential marketing are significantly related to customer's satisfaction at the level of 0.01, while the significance level of the associated experience is low, so the associated experience is not significantly related to customer's satisfaction. The standardized regression coefficient of sensory experience is 0.406, which has the strongest effect on customer's satisfaction. The influence of action experience is ranked in the second place, while the standardized regression coefficient of emotional experience and thinking experience is low, which has a weak effect on customer's satisfaction.

Table 4 Multiple regression.

	Beta	t	Sig.	R²	ΔR²
Sense judgment	0.406	8.975	0.000	0.439	0.431
Emotional experience	0.158	3.646	0.000		
Thinking experience	0.147	3.454	0.001		
Action experience	0.287	5.977	0.000		
Association experience	0.051	1.068	0.286		

According to the analysis, it can be concluded that in the 5 hypotheses of this study, there is indeed a positive correlation between sensory experience, emotional experience, thinking experience, action experience and customer's satisfaction, while hypothesis 5 is not verified, and the positive correlation of correlation experience for customer's satisfaction is not obvious.

Table 5 Hypothesis test results.

No.	Hypothesis	Results
H1	There is a positive relationship between sense judgment and customer's satisfaction.	Accepted
H2	There is a positive relationship between emotional experience and customer's satisfaction.	Accepted
H3	There is a positive relationship between thinking experience and customer's satisfaction.	Accepted
H4	There is a positive relationship between action experience and customer's satisfaction.	Accepted
H5	There is a positive relationship between association experience and customer's satisfaction.	Not verified

Combined with the research of this paper, the empirical marketing effect of X maternity center is empirical and summarized. The research results show that: First, Strengthen the design of sensory marketing, Optimize the integration of a multimodal sensory experience, It can comprehensively and effectively improve customer pleasure; next, Increase the design and investment of emotional scenes in various service projects, Making themes of marketing campaigns with empathy, Can trigger the resonance and emotional identity of customers; once more, Enhance the creativity of thinking about marketing campaigns, Can better promote the enterprise brand; If you can create enough full range of experience opportunities, Reouse potential experience engagement, To induce the change of their consumption behavior; Although the correlation between correlation experience and customer's satisfaction is not obvious, But drawing on the results of historical research studies, Scientific positioning of consumer groups, Still can continue to explore, Enhance customers' recognition of the corporate brand.

Conclusions

It can be learned from the empirical analysis that the sensory experience, emotional experience, thinking experience and action experience effect of X maternity center experiential marketing will all have a positive impact on customer's satisfaction. Sensory experience effect has the greatest impact on customer's satisfaction.

The association experience failed hypothesis validation. It may be related to the more attention to sensory and action experience in enterprise marketing work, and the lack of related marketing publicity between enterprises and customers.

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