

# The Effect of Experiential Marketing, Brand Image, and Social Media Interaction on Consumer Purchase Intension: A Case Study of IKEA

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## Abstract:

The research is expected to explore the status of IKEA of Taiwan for experience marketing, participants' perceptions of experiential marketing events, and brand connections; furthermore, to investigate customers' interactions through social media tools and its effect on purchase intention. The results indicates that experiential marketing, brand image, has significantly positive effect on purchase intension. However, it reveals that social media interaction does not have significantly positive effect on purchase interaction. The level of understanding IKEA have significantly positive effect on social media interaction, neither. Moreover, it appeals that the better experience in the store, the higher level of understanding IKEA. Therefore, the better experience led to more impressive brand image. The experiential marketing, brand image, and living area have significantly positive effect on social media interaction (consumers' behaviors of sharing via social media.).Based on the research, marketing manager should design interactive and interesting activities to help participate and recognize messages of brand. The experiential marketing events set up connection with customers, recall brand image, and make them willingly share experience and trace sale information.

**Key Word:** Experiential Marketing, Brand Image, and Social Media Interaction, Consumer Purchase Behavior

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## I. Introduction

### 1.1 Research Background and Motivation

IKEA is a Swedish-based multinational household goods retail company with a presence in many countries around the world, selling flat-packed furniture, accessories, bathroom, and kitchen supplies. It was founded in 1943 in Amhult, Sweden by Ingvar Kampura. At present, IKEA is operated by Inter IKEA Systems, which is owned by the Interogo Foundation in Netherlands. IKEA is a leading brand that sells self-assembled furniture at affordable prices, and is currently the world's largest furniture retail company. IKEA was introduced to Taiwan in 1994, creating business opportunities with catalogs and experiential marketing, allowing consumers to create strong buying desires through contextual furnishings and pictures, as well as precise product size specifications, opening up the concept of DIY in Taiwan. It directly affects the consumption patterns of Chinese people and further opens up Taiwan's new home furnishing market ecology.

As of 2019, IKEA's full-year retail sales exceeded 40 billion euros (44 billion U.S. dollars). It is the first time in history that there are more than 50 markets worldwide, with a total amount of 433 stores. It is currently in the most active period of global expansion, including setting up stores in South America, and expecting to open new stores and launch e-commerce services in Ukraine, New Zealand, and Vietnam in the next few years.

IKEA furniture has been known for its modern and unusual designs. Many of them are self-assembling furniture designed as simple kits that allow consumers to self-assemble, which is very different from ready-made furniture sold in other furniture stores. This unassembled or "flat-packed" furniture are much smaller than off-the-shelf furniture and have lower packaging, storage, and shipping costs. IKEA claims that this will allow them to lower the price of their products. The founders of IKEA have called their designs "Democratic Design", which means that IKEA integrates manufacturing and design. In response to the population explosion and expectations for materials in the 20th century, IKEA is good at controlling scales of economy mastered the trend of materials and created a set of production processes that reduce costs and save resources. Therefore, it produces highly adaptable furniture that can accommodate large houses or a growing number of neglected small ones. What IKEA takes pride in is that it creates a different furniture style than that of the European and American traditions, and focuses on the aesthetics of economy.

Marketing scholar Schmitt (1999) proposed the consumer-oriented experience marketing (Experiential

Marketing) view. For today's consumers, the use of experience marketing is to pay attention to consumers' every rational and emotional thing in daily life. Through the experience strategies of senses, emotions, thoughts, behaviors, and associations, with experience media, including communication, speaking with visual identity, product presentation, co-establishment of the brand, space environment, website, and electronic media and personnel, form a set of strategy modules for experience marketing . Schmitt (1999) clearly defines experience marketing as the experience of an individual consumer who, after observing or participating in an event, feels certain stimuli and then motivation is induced and generate thinking identity or purchase behavior, thereby increasing the value of the product. Experience marketing mainly aims to allow consumers to actually experience and enhance value through various marketing strategies, such as space environment, communication media, service personnel, product presentation, brand building, (Yan, 2012).

Ihtiyar, Barut, Ihtiyar (2019) stated that experiential marketing module led to positive post-purchase behavior among customers. It meant that customers would continue to compare the pleasant environment with reasonable prices and prices they received. Therefore, for higher satisfaction, stores should consider this technique and control prices wisely. Research on experiential marketing indicated that consumers' perception of a brand's essence could be changed by making them go through what they term a significant experience in an experiential marketing event. In essence, providing customers with memorable positive experiences makes a company's marketing objectives more likely achieved.

Brand image is generally regarded as a product identification that can satisfy consumers' feelings. A good brand image can not only deepen consumers' impressions of products but also increase consumers' willingness to buy (Chuan and Lee, 2008). Wan (2006) believed that when a brand or product was loved by consumers, the consumers' perceived quality and value of a product would increase, which would encourage purchasing behaviors. Lo (2008) also proposed that a brand with a good company could help the communication between the brand and the consumer, consumers' trust in the brand, and the establishment of a good relationship with their consumers. A brand was like the name of a product. Essentially, it was part of the product for consumers. It could be regarded as a medium for conveying product information. Consumers could use the brand to identify products, the quality of products, productive sources, quality, consistency, guarantee basis; moreover, brand image was often an important consideration in consumer purchase decisions (Lin, 2011).

Dobni and Zinkhaml (1990) believed that brand image showed that how consumers relate easily to the product, which was mainly the subjective perception formed by consumers' rational or emotional interpretation. Unlocking the meaning of iconicity involved both external sensitivity and internal similarity. Although the brand was regarded as a gestalt within the idol, it allowed an understanding of symbols that might otherwise resemble the state of objects or things, embedded meaning is not automatically assumed when branding symbol structure (Rossolatos, 2018). Ortegón-Cortazar and Royo Vela (2015) stated that the information enabled us to prove that implementation is an effective and systematic memory for professionals who had a deeper understanding of the brand 's marketing strategy, marketing concepts, and methodologies. The research of Feng and Chen (2015) believed that no matter purchase intention was content-driven or demand-derived, it was affected by the quality of interactivity and information arguments, especially the evaluation or quality of communication, word of mouth, and the weak argument that emphasized the abstract connection of products willingness to buy is more important. Therefore, if an individual or a company could provide two-way, real-time product information or interactive services on social platforms such as Facebook, spread the news via social media, and present better product graphic design, it will help to enhance the community willingness of product consumption by media users.

In the research of Jiang, Wu, Zhang, and Liu (2018), the popularity of social network drives the development of social media platform. These social networking sites provide convenient interactive service mechanisms that enable users to communicate and experience. Sharing, information exchange, and knowledge transfer, as a platform with a long-distance and rich functionality, its popularity has increased over time. Social media has become a newer but more powerful marketing tool today. Its popularity has also attracted marketing scholars. Because of the popularity of social networking sites, individuals and companies have established fan pages on online platforms and development opportunities through the power of social media. In terms of management, this research inspires customized social services. According to the research of Carlson, Rahman, Voola, and Vries (2018), media marketing methods are used to actively develop customer engagement behaviors (CEB) and customer feedback and collaboration intentions on brand pages that appeal to consumers to capture innovation opportunities. Therefore, brand page managers should develop and promote members' social interaction opportunities to meet and interact, and stimulate the exchange of brand content on brand pages to achieve this social interaction, thereby generating a positive emotional state to enhance the intention of CEB.

In the field of social media, and more specifically, previous research has shown that consumers with different cultural backgrounds may have different priority media when choosing social media. Most notably, Kim, Sohn, and Choi (2011) found that South Korean social media users prioritize the support of social media from existing social relationships, while American consumers relatively more focused on finding entertainment

function. In this study, social media interaction means that customers actively sharing the brand information via social media to their friends, relatives, and so on.

## **1.2 Research purpose**

This article uses a validated method to explore the current status of IKEA of experience marketing, the changes in participants' perceptions of experiential marketing events, and brand connections; furthermore, to investigate customers interactions through social media tools. The above questions can be answered in more detail through the discussion of the following topics: the correlation between "experiential marketing", "brand image" and "social media interaction".

The main research objectives are:

1. to explore the current state of experiential marketing at IKEA.
2. to explore the impact of brand image on consumers.
3. to explore the impact of social media interaction on consumers.

## **II. Literature Review**

### **2.1 Experiential Marketing**

Experiential marketing is a marketing method that has been popular in recent years. Different from traditional marketing methods, it has no longer focused on product functions, features, quality, prices, sales channels, and product benefits, interests, etc. Schmitt (1999) clearly defined experiential marketing as the experience of individual consumers who, after observing or participating in an event, felt certain stimuli and then induced motivation, and generated thinking identity or purchasing behavior, thereby enhancing the value of the product. Schmitt (1999) put forward the consumer-oriented experience of marketing view that induced the term - experiential marketing. Through the experience strategies of senses, emotions, thoughts, actions, and associations, with experiential media, including communication, speaking, with visual identity, product presentation, co-establishment of the brand, space environment, website, and electronic media and personnel, form a set of strategy modules for experiential marketing (Schmitt, 1999). Schmitt (1999) pioneered five different types of Experiences: Sense, Feel, Think, Act, and Relate.

- (1) Sensory experience: It included five senses: sight, hearing, smell, taste, and touch, to provide consumers with pleasure or excitement.
- (2) Emotional experience: The appeal of emotional experience was a consumer situation. You should understand how to induce emotions and provide the right stimulus. The emotional response triggered would encourage consumers to participate or purchase.
- (3) Thinking experience: The main appeal of thinking experience was intelligence. You must first understand the information about products or services that are of interest to consumers' knowledge structure.
- (4) Mobile experience: Mobile experience would go beyond the scope of sensations, emotions, and cognition. Most of them result from open interaction. Consumers can show their perceptions and values through actions.
- (5) Relevant experience: Relevant experience included four levels of sense, emotion, thinking, and action, which make consumers personally associate with the ideal self, others, society, and cultural environment.

Ruan and Bao (2018) did research on the relationship between experiential marketing and flow experience on exhibition effectiveness-taking cultural and creative exhibitions as an example, the research results showed that experiential marketing has a positive and significant relationship to flow experience. Experiential marketing can indeed stimulate consumers' flow experience. On the other hand, when curators chose the appropriate experiential medium, consumers could get into the thematic world of the exhibition in a short time. Besides, consumers would produce a flow experience and communicate without immersing themselves for a long time.

Liu and Chen (2016) explored middle-aged and elderly tourists' identity sense of experimental marketing strategy applied in tourism factory. The results showed that middle-aged and senior tourists identify with the experiential marketing situation of the Taiwan Mochi Theme Pavilion, especially the service attitudes of staff, the nostalgic display, and the atmosphere in the museum. In terms of target groups, middle-aged and senior tourists highly agreed that the mochi food sold in the museum is very special and delicious. In addition, experiencing activities stimulated the desire to purchase products. Ihtiyar, Barut, and Ihtiyar (2019) examined the influence of experiential marketing modules, service quality, and social judgement on experiential values of young customers for coffee stores' services/goods. Experiential marketing contributed to positive customer experiences, which led to customer satisfaction, which, in turn, led to positive post-purchase behavior among the customers.

Experiential marketing research shows that consumers' perceptions of the nature of a brand can be changed through experiencing experiential marketing activities by allowing them to experience what they consider important. Experiential marketing research shows that consumers' perceptions of the nature of a brand

can be changed by experiencing experiential marketing activities by allowing them to experience what they consider important. In essence, providing customers with unforgettable positive experiences makes it more likely that the company's marketing goals will be achieved (Aronne and Vasconcelos, 2009).

## **2.2 Brand Image**

Brand image is generally regarded as a product identification that can satisfy consumers' feelings. A good brand image can not only deepen consumers impressions of products but also increase consumers' willingness to buy (Chuan and Lee, 2008). Wan (2006) believes that when a brand or product is loved by consumers, the perceived quality and value of consumers will increase, which will promote purchase desires. Lo (2008) also believes that a brand with a good image can help the communication between the brand and the consumer, the trust of the consumer in the brand, and the establishment of a good relationship with the consumer.

Therefore, consumers' perception of a brand is closely linked to their willingness to make a purchase. Zhang, Zhong, Zhang, Li, and Zhang (2017) explored the influence of the brand image of the bicycle on the purchase intention of consumers. The results showed that the bicycle brand image had a positive influence on the purchase intention. Moreover, the functional and symbolic concepts of brand image of bicycles had positive influences on the purchase intention of customers.

Chen, Huang, and Tsai (2017) showed that brand image had high level of positive correlation with customer purchasing willingness. If the consumers had a firm concept of brand image, they would be willing to join the membership of a drug store. That meant the consumer had reached a certain level of recognition of the drug store, and led to a possibility of repurchase. Therefore, they were willing to provide personal information to the drugstore to create a member profile, and this is the performance of customer loyalty.

This foundation paves the way for appreciation of why further distinctions such as coding level (Eco) and semi-symbol structure (Floch) constitute the most useful conceptual system for studying and managing brand logos. By integrating such concepts into a semiotic perspective in a particular language, we can seamlessly integrate other conceptually coherent conceptual frameworks, rather than randomly borrowing theories from concepts that are diverse and potentially inconsistent (Rossolatos, 2018). The study's observations could enrich non-verbal elements by including sales information about each brand and question to be evaluated. Moreover, it pointed out that brand image has a strong non-verbal component; so many brands (especially strong brands) are usually associated with symbols that appear in the mind immediately after the brand is displayed.

## **2.3 Social Media Interaction**

Chiang, Wong, and Huang (2019) stated social marketing as a business marketing activity and channel through social media that attempts to guide consumers to change their temporary or permanent consumption decision-making behaviors. The popularity of social networks has led to the development of social media platforms. These social networking sites provided convenient interactive service mechanisms that enable users to communicate, share experiences, exchange information, and transfer knowledge. Popularity platform has been increasing year by year. Social media has become a newer but more powerful marketing tool today. Its popularity has also attracted the attention of marketing scholars and practitioners. Individuals and businesses have established fan programs and fan pages via online platforms that explore more opportunities through the power of social media.

Feng and Chen (2015) explored the influence of online interactivity of social media marketing and the quality of information arguments on purchase intentions. This study found that not only the communication between companies and users, but also the interaction between users have become key elements in the current social media marketing environment. Moreover, the opinions or evaluations accumulated by users on social networks have become an important basis for consumers to judge the information of this product or service, which is word of mouth. It meant that word of mouth is gradually included in user evaluation or references from social media information.

Jiang, Wu, Zhang, and Liu (2018) A study on the public's identification and participation in the social media marketing activities of the World Universiade. The results of the data showed that the public people have been exposed to five social media marketing activities had a significant impact on the support of the World Universiade and purchasing tickets. In terms of influencing the public's recognition of the success of the World Universiade, just the Internet celebrities and theme songs have reached a significant level. It showed that all five social media marketing methods could help the promotion of the event, expand the message receiving surface, increase public attention, promote public supportive willingness, and help increase the sales numbers for purchasing ticket.

Carlson, Rahman, Voola, and De Vries (2018) suggested that managers applied social media marketing approaches to proactively design, optimize and manage online-service characteristics that induce entitativity

value, brand learning value and hedonic value. Therefore, these values proactively developed customer engagement behaviors (CEBs) relating to customer feedback and collaboration intentions on brand pages with consumers to capture innovation opportunities.

In this study, social media interaction means that customers actively sharing the brand information via social media to their friends, relatives, and so on. Finally, as mentioned earlier, our research opens a way to consider whether social media advertising under some certain circumstances would increase the effectiveness of advertising or not (Errmann, Seo, Choi, and Yoon, 2019).

### III. Research Methods

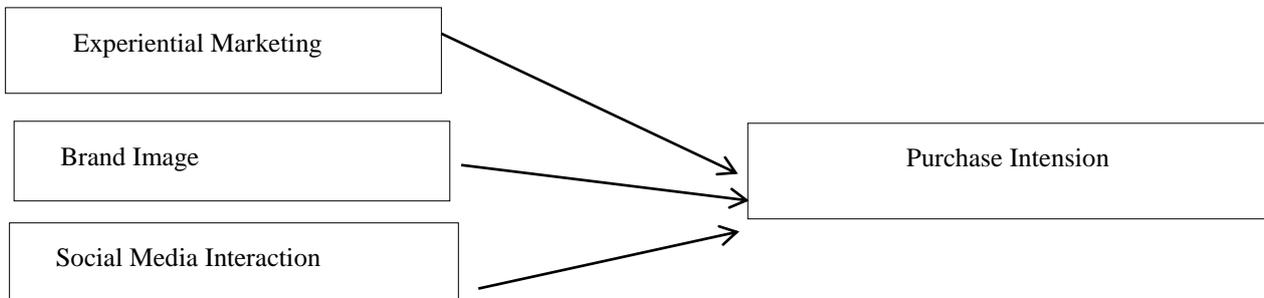
#### 3.1 Research Design

Based on the integration of the previous literature, this questionnaire was designed to obtain information about the consumers' knowledge and understanding of IKEA (Zhang Zhaoxu, 2019; Liu Cailong, 2013). Fifty statements were measured by five scales from 1 strongly disagree to 5 strongly agree. The questionnaire was divided into four parts. The first part is to list the respondents' personal data, and the second part is to experiential marketing (sensory, emotional, thinking, mobile, and relevant experience), a total of 18 questions. The third part of the brand image has a total of 11 questions, including symbolic, functional, experiential concept. the fourth part is social media interaction(consumers' behaviors of sharing via social media), a total of 13 questions. The Cronbach  $\alpha$  was applied to test coefficient of internal consistency for these statements. The values of these last three sections are 0.94, 0.93, and 0.93, all exceeding 0.7. Hence, it can be considered that this questionnaire was consistent and had a high level of reliability. The questionnaire, in Google survey form, filled out by general voluntary consumers. According to a major literature review, the independent variables are experiential marketing, brand image, and social media interaction. The dependent number is the consumers' purchase intension. The relationship among the four variables were calculated as shown in Table 1. Therefore, we have this research model as shown in Figure 1.

**Table 1. Correlation of Each Variable**

variables	1	2	3	4
1. Experiential Marketing	1			
2. Brand Image	.838**	1		
3. Social Media Interaction	.531**	.575**	1	
4. Purchase Intension	.675**	.730**	-0.154*	1

\*P<0.05; P<0.01 \*\*



**Figure1. Research Model**

#### 3.2 Research hypotheses are set as follows:

The development of hypotheses in this study was prepared based on the framework of the influence between variables, theories and results of previous studies to answer the objectives of this study. Some of these hypotheses include:

- H1: Experiential marketing has significantly positive effect on consumers' purchase intension
- H2: Brand image has significantly positive effect on consumers' purchase intension
- H3: Social media Interaction (consumers' behaviors of sharing via social media.) has significantly positive effect on consumers' purchase intension
- H4: Experiential marketing has significantly positive effect on level of understanding IKEA.
- H5: Level of understanding IKEA has significantly positive effect on brand image  
 F(4,195) =4.119, (P<0.05) revealed that the level of understanding IKEA has significantly positive effect on brand image.
- H6: Level of understanding IKEA has significantly positive effect on Social media Interaction.
- H7: The experiential marketing has significantly positive effect on brand image.
- H8: The experiential marketing has significantly positive effect on social media interaction (consumers'

behaviors of sharing via social media).

H9: Brand Image has significantly positive effect on social media interaction.

H10: Background information has significantly positive effect on experiential marketing

H11: Background information has significantly positive effect on brand image

H12: Background information has significantly positive effect on social media interaction

#### **IV. Results and Analyses**

A total amount of 200 respondents was surveyed and valid. The personal data of most respondents were displayed as following. Seventy-seven respondents (38.5%) were male and one hundred twenty-three respondents (61.5%) were female, and the proportion of women was significantly higher. There were 91 (45.5%) people aged 18-30, 46 (23%) people aged 31-40, 41 (20.5%) people aged 41-50, 13 (6.5%) people aged 51-60 and 9 (4.5%) people aged over 61. Therefore, for customers, age tended to be 18-30. There were 66 (33%) of the working students in the first place, and the service industry has 34 (17%) and the second. Of all the survey respondents, 90 (45%) had a major education level, while most of the survey respondents (100%) had an average income of less than 300,000. Furthermore, it confirmed that 149 (74.5%) of the respondents have ever been to IKEA for consumption, 98 (49%) have a general understanding of IKEA's furniture, and 64 (32%) have a little knowledge of IKEA's furniture, accounting for the second place. The largest number of regional fillings was 83 (41.5%) in the middle part of Taiwan.

Analyses of variance (ANOVAs) were applied to detect significant difference among variables. For H1, the value  $F(36,163) = 2.361$ , ( $P < 0.05$ ) revealed that experiential marketing has significantly positive effect on purchase intension. How does experience marketing affect purchase behaviors? For sensory experience, most people (87%) agreed that they paid attention to the display of goods in the store, the neatness and tidiness of the environment, and the comfort and space in the store. Moreover, for emotional experience, they (80%) agreed that the store of Ikea has the feeling of warmth of home, relaxed sensation, and amiable staff. For thinking experience, most respondents (84%) begot curiosity due to the variety of products, and had new ideas of living space and lifestyle. In addition, most of them (77%) wanted to change their life space for mobile experience. Finally, strolling IKEA store enhanced relationship of family and friends for relevant experience. They (68%) would share IKEA consumption experience with relatives and friends.

For H2, the value  $F(23,176) = 2.266$ , ( $P < 0.05$ ) revealed that brand image has significantly positive influence on purchase intension. How does the brand image affect purchase intention? While visiting IKEA, most respondents (84%) agreed that the IKEA products brought out personal style, its after-sale service was reliable, and was the leading brand of home living goods for symbolic concept. Additionally, majority (85%) agreed that its products could beautify the life space of home and learn different life styles from their designers as the functional concept. As for experiential concept, most respondents (78%) agreed that space design and decoration make customers feel warm, considerate and comfortable.

For H3, the value  $F(34,165) = 1.433$ , ( $P > 0.05$ ) revealed that social media interaction does not have significantly positive effect on purchase interaction. How does the social media interaction affect purchase intention? Over half respondents (66%) agreed to decide whether to buy IKEA products based on other consumers' online reviews and online promotions. In addition, half of them (56%) agreed to buy IKEA products because of the word of mouth of members on the Internet. Some of them (41%) bought IKEA products because of surfing opinions of members of the Facebook Fan Club. Almost twenty percent of respondents disagreed that they willing to share what they bought on Facebook. In addition, they would not like to follow Instagram of IKEA and know latest information to increase purchase intension. Moreover, they would not subscribe or pay attention to the news of IKEA.

For H4: the value  $F(36,163) = 2.05$ , ( $P < 0.05$ ) revealed that experiential marketing has significantly positive effect on level of understanding IKEA. For H5:  $F(4,195) = 4.119$ , ( $P < 0.05$ ) revealed that the level of understanding IKEA has significantly positive effect on brand image. These appealed that the better experience in the store, the higher level of understanding IKEA. Therefore, the better experience led to more impressive brand image. For H6, The value  $F(4,195) = 0.447$ , ( $P > 0.05$ ) revealed that the level of understanding IKEA does not have significantly positive effect on social media interaction.

For H7, the value  $F(36,163) = 16.20$ , ( $P < 0.05$ ) revealed that the experiential marketing has significantly positive effect on Brand Image. For H8, the value  $F(36,163) = 3.663$ , ( $P < 0.05$ ) revealed that the experiential marketing has significantly positive effect on social media interaction. For H9, the value  $F(23,176) = 6.044$ , ( $P < 0.05$ ) revealed that brand Image has significantly positive effect on social media interaction.

For H10: Background information has significantly positive effect on experiential marketing. Background items were tested as independent variables to do analyses of variance (ANOVAs) for dependent variable - experiential marketing. The results were presented in Table 2. The gender, age, occupation, income, and living area did not have significantly positive effect on experiential marketing. However, the value  $F(4,195) = 2.967$ , ( $P < 0.05$ ) revealed that education level has significantly positive effect on experiential marketing.

**Table 2. Hypothesis Test of Background Information on Experiential Marketing**

Background	F value	Significance	Supported Hypothesis
Gender	F (1,198) =0.628	.429	No
Age	F (4,195) =0.982	.418	No
Occupation	F (7,192) =1.287	.259	No
Education	F (4,195) =2.967*	.021	Yes
Income	F (4,195) =1.087	.364	No
Living Area	F (3,196) =1.311	.272	No

\*P<0.05

For H11, Background information has significantly positive effect on brand image. Background items were tested as independent variables to do analyses of variance (ANOVAs) for dependent variable – brand image. The results were presented in Table 3. The gender, age, occupation, income, education level, and living area all did not have significantly positive effect on brand image.

**Table 3. Hypothesis Test of Background Information on Brand Image**

Background	F value	Significance	Supported Hypothesis
Gender	F(1,198) = 0.177	.675	No
Age	F(4,195) = 1.058	.379	No
Occupation	F(7,192) = 1.462	.183	No
Education	F (4,195) =2.153	.076	No
Income	F (4,195) =1.333	.259	No
Living Area	F (3,196) =1.259	.290	No

\*P<0.05

For H12: Background information has significantly positive effect on social media interaction. Background items were tested as independent variables to do analyses of variance (ANOVAs) for dependent variable - social media interaction. The results were presented in Table 4. The gender, age, occupation, income, and education level did not have significantly positive effect on experiential marketing. However, the value  $F(3,196) = 4.562$ , ( $P<0.05$ ) revealed that living area has significantly positive effect on social media interaction.

**Table 4. Hypothesis Test of Background Information on Social Media Interaction**

Background	F value	Significance	Supported Hypothesis
Gender	F(1,198) = 0.054	.817	No
Age	F(4,195) = 1.683	.156	No
Occupation	F(7,192) = 1.478	.177	No
Education	F(4,195) = 1.958	.103	No
Income	F(4,195) = 2.080	.085	No
Living Area	F(3,196) = 4.562	.004	Yes

\*P<0.05

## V. Discussions and Implications

Physical retail store is the mainstream of the current retail industry. Facing the challenge of online/virtual channel, brick-and-mortar store should focus on providing innovative service to create customer value and keep customers. Comparing to virtual channels, exhibition room and in-store logistics are the unique new service in physical stores. Customers would perceive the difference by means of touching the experience that is the value not created by virtual channels. According to this study of IKEA, the showroom is the service model for customers to experience directly products. There are various situational topics in different exhibition rooms; for example, customer can lie down on a bed mattress to experience firmness and softness. Customers walk into designed showroom to experience, receive stimulus, further trigger emotions and immerse in joyful atmosphere. Most customers enjoy touching, trying, and looking through products. These experiences inspired customers' perceived value, purchasing behaviors, recommendations, and so on.

Moreover, the experiential marketing has significantly positive effect on brand image. That means the higher satisfaction of experiential marketing customers get, the higher evaluation of brand image. Among five elements of experiential marketing, relevant experience has most powerful prediction. Therefore, IKEA can strengthen activities of relevant experience to raise customers' brand image of IKEA.

However, items from social media interaction does not have significantly positive influence on purchase intention. Nearly twenty percent of respondents disagreed to share what they bought on Facebook, follow Instagram of IKEA, trace latest information, and subscribe or pay attention to the news of IKEA. In addition, if there were bad reviews, consumers would not want to buy its products. On the contrary, if there are promotional activities online, it will attract more consumers to buy its products. Consumers will decide whether to buy because of the word-of-mouth of other members of Facebook fans. A good word of mouth will attract consumers to buy. Therefore, the social media marketing should do best to increase the community trust that could positively affect customers' willingness of knowledge sharing and purchasing intension.

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