

Marketing Research and Analysis Improvement Effect on Production

Authors : Mina Zaky Sarofim Zaky

Abstract : Experiential marketing is a form of marketing that offers a unique integration of experiential and entertainment elements into a product or service. Experiential marketing is defined as an unforgettable experience that penetrates the customer's mind. Customer satisfaction is also defined as the emotional response to the experience provided with the purchased product or service. Experiential marketing activities can, therefore, affect the level of customer satisfaction and loyalty. In this context, the study aims to determine the relationship between experiential marketing, customer satisfaction and customer loyalty in cosmetic products in Konya. The least squares method (PLS) was used to analyze the research data. Existing research has shown that experiential marketing is a significant predictor of customer satisfaction and customer loyalty, and that experiential marketing has a positive impact on customer satisfaction and customer loyalty.

Keywords : internet, marketing, tourism, tourism management corporate responsibility, employee organizational performance, internal marketing, internal customer experiential marketing, customer satisfaction, customer loyalty, social sciences

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