



RESEARCH ON THE IMPACT OF CULTURAL AND CREATIVE
INDUSTRY EXPERIENTIAL MARKETING ON BRAND TRUST
AND CUSTOMER LOYALTY

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Abstract

The development of cultural and creative industries has become the economic policy positively promoted in the world in past years, and cultural and creative parks become a new spatial economic policy. In the fiercely competitive market, consumers do not simply consider about product function and utility, but the consumer experience in the consumption process. In the experience economy time, top enterprises find out experience as an important part in future competition.

Aiming at consumers of cultural and creative industries in Kaohsiung City, total 500 copies of questionnaire are distributed. After deducting invalid and incomplete copies,

363 valid copies are retrieved, with the retrieval rate 73%. The research results show significantly positive correlations between 1. experiential marketing and brand trust, 2. brand trust and customer loyalty, as well as 3. experiential marketing and customer loyalty. According to the results to proposed suggestions, it is expected to provide reference for cultural and creative industries enhancing the customer loyalty.

Keywords: Cultural and Creative Industries, Experiential Marketing, Brand Trust, Customer Loyalty

Introduction

The development of cultural and creative industries has become an economic policy positively promoted in the world in past years, including the UK, the USA, and Japan. Global industry is also gradually transformed due to the boom of cultural and creative industries. It is realized in the world that the energy of cultural and creative industries could enhance the economic strength and industrial technology of a nation to create high economic value added in the marketing. Cultural and creative industries are regarded as the major plan of national development. Cultural and creative parks become a new spatial economic policy, through industry clusters, to become physical environment and infrastructure, reserve cultural heritage value, reinforce other industries and business activities, attract creativity gathering in cities, reinforce city image, and promote citizen identity.

In practice, cultural and creative parks provide customers with experience in creative and leisure life that cultural and creative parks without surprise, difference, or touching experience would not attract customers to return. Customers do not simply purchase products, but expect the experience and satisfaction received from products or the added value. Experiential marketing, an emerging sales strategy, does not simply sell products but customers' experience and feeling. In the fiercely competitive market, customers do not simply purchase products for the function performance and efficiency use, but require the experience, verification, feeling, and enjoyment in the purchase process. Sales promotion with experience and verification was first proposed by Professor Schmitt (1999) of Columbia University, who indicated that customers felt and enjoyed some stimulation through viewing and participation to further induce the consumer behavior of action and agreement with the product.

Creating different experience and verification models for customers was the major idea of sales promotion with experience and verification. The combination of strategic experience and verification models aimed to produce distinct experience and verification for promoting sales to customers' feelings and enjoyment, including experience and verification of thinking, sense, relation, emotion, and action. In other words, a firm should focus the products and service on consumers' experience and verification to provide the price and quality for thinking, sense, relation, emotion, and action.

For service industry, delivering temperature and quality service process is the law of survival for enterprises in the market. Under the fiercely competitive environment, customers are the lifeline for the survival of an enterprise. The sustainable development of an enterprise lies in the good interactive relationship with customers, and the maintenance of customer loyalty is the key. In the fiercely competitive market, consumers do not purely need the product function and utility, but expect the consumer experience in the consumption process. In the approach of the experience economy time, top enterprises find out experience as the key in future competition. Experience economy expects to enhance cus-

tomers' product and service value after personal feeling; in comparison with past service economy, experience economy expects to deepen customers' service process and feeling. As a result, the effect of experiential marketing on brand trust and customer loyalty in cultural and creative industries is discussed in this study, expecting to provide reference for cultural and creative industries enhancing customer loyalty.

Literature Review

Experiential Marketing

Chang et al. (2016) claimed experience as a phenomenon, similar to various creation activities, happy feelings, visual enjoyment, and various emotional reactions that novelty, feeling, and fun should be covered in consumers' experience process. Bachleda et al. (2016) explained that the characteristics of experience characteristics could have consumers remove the defense and be more open-minded to accept and experience products; experiential marketing was a daily behavior to observe details in consumption, to further design what close to consumer needs, and to obtain knowledge and skills through training. Luu et al. (2018) defined experiential marketing as individual customer, after observation or participation in events, perceiving cer-

tain stimulation to induce motivation and appear thinking identity or consumer behavior to enhance product value. Dakduk et al. (2017) also pointed experiential marketing as a marketing model close to consumer needs, including the creation of external environment and climate or considerate and touching service process; in addition to having the experiencers acquire satisfaction through senses and obtain new physical and spiritual experience due to situational feelings, it allowed consumers receiving intangible service and psychological value beyond the expectation.

Brand Trust

Hsiao & Tang (2016) regarded trust as consumers' confidence in the service quality and reliability provided by enterprises. Pick et al. (2016) defined brand trust as consumers' willingness to purchase products according to the brand. When the brand difference was large and the product difference was small, consumers purchasing the product revealed that trust reduced the uncertainty in the selection, as they knew that they could rely on trustable brand. Amyx et al. (2016) regarded brand trust as consumers being willing to actively trust the brand and rely on the products and service offered by the brand, because consumers realized that

the brand was trustable, reliable, safe, and honest, which were primary for brand trust. Hassan et al. (2016) considered brand trust as the quality of product function provided by the brand; consumers would trust it due to the brand. They emphasized that, when consumers did not understand the products to appear doubts and could not make decisions, brand trust could reduce the perceived discomfort and uncertainty of the products. Entrialgo & Iglesias (2016) referred brand trust to consumers' willingness to trust the required profit value offered by a brand. Regarding brand trust as the thoughtful process with careful considerations to affect the brand selection was a spontaneous behavior, rather than purposive reasoning.

Customer Loyalty

In the definition of customer loyalty, Lin (2016) indicated that customers, under the effect of environment or marketing tactics, might appear temporary transformation, but would not change the repurchase intention to the preferred products or service. Butler et al. (2016) regarded the basis of customer loyalty as customer retention, repurchase behavior, and long-term customer relationship; besides, customer loyalty was considered as the key source of remaining competitive-

ness. Arslanagic-Kalajdzic & Zabkar (2017) indicated that loyalty was divided into cognitive loyalty, emotional loyalty, intentional loyalty, and behavioral loyalty, and product and service providers should maximize customer satisfaction and pursue loyalty as the business goals. Srivastava et al. (2016) defined behavioral loyalty as to measure the purchase frequency and number of a customer spending on a retailer in comparison with on other retailers. Hidayanto et al. (2017) referred loyalty as a person being willing to purchase the products of a company, giving the product with positive word of mouth, and being willing to recommend to others. Fang et al. (2016) considered that the overall perceived evaluation value of customers paying for benefits (service or products) and the service quality conforming to customer expectation would directly affect the loyalty.

Relationship Between Experiential Marketing And Brand Trust

Chao et al. (2016) proposed that personal experience would have consumers appear higher familiarity, stronger brand association, and deeper brand image to have an individual present trust association with the brand. Badi et al. (2017) indicated that consumers with experiential marketing, compared to those without experiential

marketing, presented stronger impression of brand trust. Wu et al. (2018) indicated that consumers with positive emotional response to products would have higher positive evaluation and positive emotional response to brand trust, e.g. feeling joyful, pleasant, and happy. On the contrary, consumers with negative emotional response to products would appear negative evaluation of brand trust, e.g. disappointment and discouragement. In this case, brand emotion might affect brand trust. The following hypothesis is therefore established in this study.

H1: Experiential marketing presents significantly positive correlations with brand trust.

Relationship Between Brand Trust And Customer Loyalty

Tsai & Wang (2017) proved that trust between consumers and suppliers to enhance relationship exchange and establish loyalty was the key success factor. It was considered that economic approach and psychological approach were the approaches to integrate relationship exchange. Brown et al. (2017) discussed the contract and interaction between consumers and service providers and considered trust as an important factor in product or service consumption that customers' long-term

loyalty presented certain effects on trust, and customers' perceived trust of enterprises would positively affect the loyalty. Chang & Ko (2017) regarded that trust and commitment would affect the consumption intention of consumers with frequent interaction, and the trust to the business would enhance the commitment. Accordingly, the following hypothesis is established in this study.

H2: Brand trust shows remarkably positive correlations on customer loyalty.

Relationship Between Experiential Marketing And Customer Loyalty

Chen & Chang (2016) mentioned that, after receiving service, customers' perceived experience would affect the cognition of service quality to induce satisfaction and loyal behavior. Tseng & Lee (2016) discovered that the perception of products provided through experiential marketing could effectively enhance customer loyalty. Choo et al. (2016) found out the overall positive effect of experiential marketing on customer loyalty to prove the better experiential marketing, the higher customer loyalty. Hwang & Seo (2016) found out positive effects of experiential marketing on customer loyalty in camera industry. Wu & Chang (2016)

discovered positive effects of experiential marketing on customer loyalty in the research on Ten-Drum Cultural Village. Hung et al. (2017) indicated that consumer experience was the perception of benefits to give positive affirmation and negative oral perception through the judgment of product function and utility to further affect the loyalty value. As a result, the following hypothesis is established in this study.

H3: Experiential marketing reveals notably positive correlations with customer loyalty.

Definition Of Research Dimension And Design Of Research Method

Definition Of Research Dimension

Experiential Marketing.

Referring to Wu et al. (2018), the idea of experiential marketing is used for stating consumers experience in this study.

1. Sensory experience: Sensory marketing appeals to five senses of sight, hearing, smell, taste, and touch.
2. Emotional experience: Emotional marketing is the strategy of providing certain experience for consumers appearing emotion to the company brand.
3. Thinking experience: Thinking experience appeals to intelligence, aiming to create consumer cognition with

creativity.

4. Relational experience: Relational experience presents powerful experience through socio-cultural meaning and consumer interaction.

Brand Trust

Referring to Chang & Ko (2017), brand trust is divided into cognitive trust and affective trust in this study.

1. Cognitive trust: Based on the accumulation of past knowledge to have the opposite party appear reasonable belief.
2. Affective trust: To invest trust in the opposite party's concern, in the interpersonal relationship.

Customer Loyalty

Referring to Hung et al. (2017), loyalty contains word of mouth and repurchase intention in this study.

Word of mouth: Word of mouth refers to users' service experience, which is spread through individual interpersonal network to achieve the effect of word of mouth. In this case, enterprises have to satisfy customers and provide service higher than customer satisfaction for customers being glad to share and recommend.

Repurchase intention: Loyalty is divided into four stages, where the third stage of intentional loyalty is repur-

chase intention. Accordingly, repurchase intention refers to being satisfied with certain product to further appear the repurchase intention.

Research Subject

Consumers of cultural and creative industries in Kaohsiung City, Taiwan, as the research samples are distributed 500 copies of questionnaire. After deducting invalid and incomplete ones, total 363 copies are valid, with the retrieval rate 73%.

Analysis Method

Regression analysis is applied in this study to understand the relationship among experiential marketing, brand trust, and customer loyalty. Factor analysis and internal consistency are used for testing the validity of the questionnaire (Construct Validity), and the questionnaire items "experiential marketing", "brand trust", and "customer loyalty" are analyzed with factor analysis. Principal components analysis is applied to extract factors with the eigenvalue higher than 1, and Varimax in orthogonal rotation is used for factor rotation. Items with the absolute value of factor loadings higher than 0.5 is used for naming the scales, and Cronbach's α is used for testing the reliability of items in various factors.

Analysis and Discussion

Factor Analysis

(1) Experiential marketing

The experiential marketing scale, with factor analysis, is extracted four factors of “sensory experience” (eigenvalue=3.261, $\alpha=0.83$), “emotional experience” (eigenvalue=2.756, $\alpha=0.80$), “thinking experience” (eigenvalue=2.275, $\alpha=0.85$), and “relational experience” (eigenvalue=1.624, $\alpha=0.88$). The cumulative covariance explained achieves 75.371%.

(2) Brand trust

The brand trust scale, with factor analysis, is extracted two factors of “cognitive trust” (eigenvalue=3.582, $\alpha=0.90$) and “affective trust” (eigenvalue=2.496, $\alpha=0.91$). The cumulative covariance explained reaches 0.437%.

(3) Customer loyalty

The customer loyalty scale, with factor analysis, is extracted two factors of “word of mouth” (eigenvalue=4.324, $\alpha=0.87$) and “repurchase intention” (eigenvalue=3.593, $\alpha=0.90$). The cumulative covariance explained achieves 83.167%.

From above statistics and analysis results, the cumulative variance of factors among experiential marketing, brand trust, and customer loyalty in

cultural and creative industries reaches above 75%, and the Cronbach’s α is more than 0.8, revealing the higher reliability of the factors extracted from above scales. Furthermore, the extracted factors conform to the variable defined in this study that the scales present higher validity.

Correlation Analysis Of Experiential Marketing And Brand Trust

With regression analysis to test the hypotheses and theoretical structure, the first regression results are shown in Table 1. The regression equation reaches the significance ($F = 22.763$, $p < 0.001$). Experiential marketing shows remarkable effects on cognitive trust, where “sensory experience”, “emotional experience”, “thinking experience”, and “relational experience” in experiential marketing reveal notably positive effects on cognitive trust in brand trust ($\beta = 2.075$, $p < 0.01$, $\beta = 2.122$, $p < 0.01$, $\beta = 2.281$, $p < 0.01$, $\beta = 1.976$, $p < 0.05$).

The second regression results are shown in Table 1. The regression equation reaches the significance ($F=25.141$, $p < 0.001$). Experiential marketing appears notably effects on affective trust, where “sensory experi-

ence”, “emotional experience”, “thinking experience”, and “relational experience” in experiential marketing present significantly positive effects on affective trust in brand trust ($\beta = 1.933$,

$p < 0.05$, $\beta = 2.267$, $p < 0.01$, $\beta = 2.432$, $p < 0.01$, $\beta = 2.154$, $p < 0.01$). H1 is therefore supported.

Table 1. Regression Analysis Of Experiential Marketing To Brand Trust

dependent variable→	brand trust			
independent variable↓	cognitive trust		affective trust	
experiential marketing	β	ρ	β	ρ
sensory experience	2.075**	0.000	1.933*	0.016
emotional experience	2.122**	0.000	2.267**	0.000
thinking experience	2.281**	0.000	2.432**	0.000
relational experience	1.976*	0.013	2.154**	0.000
F	22.763		25.141	
P	0.000***		0.000***	
R2	0.213		0.247	
Adjusted R2	0.206		0.232	

Note: * stands for $p < 0.05$, ** for $p < 0.01$.

Correlation Analysis Of Experiential Marketing And Brand Trust With Customer Loyalty

Regression analysis is applied in this study to test the hypotheses and theoretical structure. The first regression result are shown in Table 2, with the regression equation achieving the significance ($F=27.183$, $p < 0.001$). Experiential marketing reveals remarkable effects on word of mouth, where

“sensory experience”, “emotional experience”, “thinking experience”, and “relational experience” in experiential marketing appears notably positive effects on word of mouth in customer loyalty ($\beta = 2.125$, $p < 0.01$, $\beta = 2.416$, $p < 0.01$, $\beta = 2.277$, $p < 0.01$, $\beta = 2.353$, $p < 0.01$). The second regression result, Table 2, presents the regression equation reaching the significance

($F=35.427$, $p<0.001$). Experiential marketing shows significant effects on repurchase intention, where “sensory experience”, “emotional experience”, “thinking experience”, and “relational experience” in experiential marketing reveal remarkably positive effects on repurchase intention in customer loyalty ($\beta = 2.386$, $p<0.01$, $\beta = 2.543$, $p<0.01$, $\beta = 2.327$, $p<0.01$, $\beta = 2.412$, $p<0.01$). H3 is therefore supported.

The third regression result, Table 2, shows the regression equation reaching the significance ($F=30.864$, $p<0.001$). Brand trust appears notable effects on word of mouth, where “cognitive trust” and “affective trust” in brand trust present significantly positive effects on word of mouth in customer loyalty ($\beta = 2.396$, $p<0.01$, $\beta = 2.587$, $p<0.01$). The fourth regress result, Table 2, shows the significance of the regression equation ($F=38.195$, $p<0.001$). Brand trust reveals remarkable effects on repurchase intention, where “cognitive trust” and “affective trust” in brand trust appear notably positive effects on repurchase intention in customer loyalty ($\beta = 2.344$, $p<0.01$, $\beta = 2.483$, $p<0.01$). Accordingly, H2 is

supported.

Conclusion and Suggestions

The research results show that consumers of cultural and creative industries appearing positive emotion through experience would have positively emotional response to brand trust, i.e. feeling trustable and good of the brand. On the contrary, consumers with negative emotion, after the experience, would appear negatively emotional response to brand trust, i.e. being disappointed with specific brand. It highlights the importance of customer experience. Enterprises being able to provide customers with good experience and climate to induce the perceptual psychology as well as appear brand trust and leave good memory would enhance customer loyalty to the brand. For this reason, cultural and creative industries being able to provide customers with unforgettable purchase experience to present pleasant and happy emotions would enhance customers’ brand trust. Customers with positive evaluation of brand trust to appear loyalty would share the satisfactory feeling and experience with friends that cultural and creative industries could develop potential customers and enhance profits. Aiming at experiential marketing in cultural and creative industries, the following

Table 2. Regression Analysis Of Experiential Marketing To Customer Loyalty

dependent variable→	customer loyalty							
independent variable↓	word of mouth		repurchase intention		word of mouth		repurchase intention	
experiential marketing	β	ρ	β	ρ	β	ρ	β	ρ
sensory experience	2.125**	0.000	2.386**	0.000				
emotional experience	2.416**	0.000	2.543**	0.000				
thinking experience	2.277**	0.000	2.327**	0.000				
relational experience	2.353**	0.000	2.412**	0.000				
brand trust								
cognitive trust					2.396**	0.000	2.344**	0.000
affective trust					2.587**	0.000	2.483**	0.000
F	27.183		35.427		30.864		38.195	
P	0.000***		0.000***		0.000***		0.000***	
R2	0.268		0.347		0.288		0.347	
Adjusted R2	0.254		0.336		0.275		0.334	

Note: * stands for $p < 0.05$, ** for $p < 0.01$.

suggestions are proposed in this study.

Cultural and creative industries should well utilize experiential marketing to sell products for customers understanding and contacting products through diverse methods as well as

create climate through rationality and sensibility for customers' beautiful experience and feeling. Customers with good evaluation and trust to the brand would appear loyalty. Effects on customer loyalty do not simply appear on the consumption process, but from the

cognition before consumption to the successive feeling after consumption.

Consequently, cultural and creative industries have to stress on each detail to acquire customer loyalty. Cultural and creative industries being able to establish complete mechanisms and make good strategies would promote brand image, brand trust, and customer loyalty, induce customers' willingness to repurchase, and enhance the overall performance.

The application of big data analysis allows cultural and creative industries accurately predicting consumer behavior and providing service close to customer needs and with temperature for further experiential marketing. The approach of artificial intelligence results in different service process in the innovative business model, allowing customers enjoying novel consumer experience. Moreover, cultural and creative industries, with changeable technologies, could enhance the visibility and establish good word of mouth by well applying network community. Besides, customers' suggestions should be emphasized for good interaction with customers to enhance customer trust.

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