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Experiential Marketing On Purchasing Decision: A Systematic Mapping Study

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ABSTRACT

The purpose of this study was to determine the development map of research on experiential marketing and purchasing decision. The research was conducted using a systematic mapping study method to identify, evaluate, and interpret all available and relevant literature related to the research question or domain of interest, through searching the Scopus journal database. Based on the results of SMS, there are 56 studies that meet the inclusion criteria. We classify 56 articles in the topic area by category of type of paper, focus, locus, and year of research publication.

Keyword : Purchase decision, experiential marketing, systematic mapping, research gaps.

INTRODUCTION

In the development of the business world, certain experiences or events are currently considered to be able to make customers interested in buying a product. Thus, nowadays, researchers and market professionals must use different experience views of product consumption to support the traditional model-oriented approach to decision-making (Farias, et. al., 2014). As a result, people perceive experiences as individual events not managed by consumers themselves, but occur in response to stimuli and involve all human beings (Schmitt, 1999). From the consumer's perspective, the experience must be a pleasant, interesting, and memorable meeting for those who consume the product (Oh, et. al., 2007). In line with experiential marketing and purchasing decisions, many previous studies state that there are both direct and indirect experiences that can influence purchasing decisions.

Based on all aspects above, the study of purchasing decisions in experiential marketing is very important to know particularly related to the latest developments from the results of the existing scientific literature. The objective of this study was to provide a background for further research and gain a deeper understanding of experiential marketing studies in purchasing decisions by using the systematic mapping study method. To find articles on purchasing decisions and experiential marketing, the researchers employed the Scopus electronic database.

The researchers analyzed the search results for articles with the main questions (Research   Questions) in this study, as follows:

1. RQ1: What is the research focus on thetopic that has been researched?
2. RQ2: What is the research locus on thetopic that has been researched?
3. RQ3: What is the paper type used?
4. RQ4: What is the approach used?
5. RQ5: What is the trend of each country'spublications from time to time?

The results of this study provided a comprehensive research approach to experiential marketing in purchasing decisions as well as implications and guidelines for academics and otherpractitioners.

LITERATURE REVIEW

Scopus is a leading international scientific publication indexing database consisting of abstracts and citations from scientific journals, books, and peer-reviewed conference proceedings. As a search tool, Scopus can be used as a medium for tracking, analyzing, and visualizing research results. Scopus can map research results based on field of the study, subject, category, author, keywords, publisher, year of publication, geography, and keywords (Burnham, 2006).

The purpose of conducting a systematic mapping study is to identify, evaluate, and review relevant literature on research objectives or research topics of interest (B. A. Kitchenham, et. al., 2020). The most common reasons for conducting systematic mapping are to summarize the existing evidence on a research topic, to identify gaps in current research and provide suggestions for future investigations, and to provide a backdrop for positioning new research activities (Petersen, et. al., 2015). In other words, systematic mapping can be considered a method of getting an overview of a particular research area, but it is not for the quality of the articles. It is because systematic mapping studies dig up detailed information. Systematic reviews are very useful for synthesizing various research results related to research plans, so the researchers can present facts and empirical data in a more comprehensive and balanced manner (Barbosa & Alves, 2011).

In 1998, Pine and Gilmore explained the concept of experience from an economic perspective, so the term experience economy appears (Pine & Gilmore,1998). Consequently, the concept of experience has been analyzed by several disciplines, including marketing. For this purpose, experiences are considered individual events that are not self-managed by consumers but are responses to stimuli and involve the whole being (Schmitt, 1999). Thus, from the consumer's point of view, the experience must be a pleasant, interesting, and memorable experience for those who consume the event (Oh, et. al., 2007). In this way, an experience can be seen as "a means of organizing all the clues that people detect in the buying process" (Berry, et. al., 2002,) given that experience is considered as an object matter orintangible-for consumption (Pereira, et. al., 2015). This perspective drives the experiential economy, including leisure activities, games, and distractions to create bonds, emotions, sensations, and affection (Lipovetsky, 2010). As a result, experience is increasingly important in organizations. Schmitt (1999) states that just as traditional marketing is a response to the industrial era, experiential marketing is a response to developments in the business environment (Schmitt, 1999). Experiential marketing is based on five different types of experiences, also known as strategic experience modules that marketers produce to satisfy consumer needs: feel, feel, think, act, and relate (Schmitt, 1999).

The purchase decision is "In the evaluation stage, the consumer forms preferences among the brands in the choice and may also form an intention to buy the most preferred brand". It means that consumers form preferences among selected brands and may also form intentions to buy the preferred brand (Kotler & Keller, 2016). According to the understanding stated above, it can be concluded that the purchase decision is an action taken by the consumer or buyer after receiving a stimulus, then generates a response to make a purchase action on a product or brand according to the knowledge possessed by the consumer. Sellers must be aware of what factors determining purchasing decisions, so producers can successfully communicate with consumers and buyers can shop. According to Kotler & Keller (2016: 179), the factors that influence why someone buys a product to fulfill their needs and desires are:

1. Cultural factors. It consists of culture, namely, a person creates a set of values, perceptions, and behaviors from the family and important institutions; and sub-cultures, namely those consisting of nationality, religion, caste, geographical area, etc.

2. Social factors. They are factors in relatively permanent divisions of society, such as family, reference groups, roles, and status.

3. Personal factors. Purchasing decisions are based on personal or self-such as age, occupation, economic scope, lifestyle, and self-concept personality.

4. Psychological factors. In the selection of purchases, these factors affect the buyer's decision, such as motivation, perception, learning, beliefs, and attitudes.

With these factors in deciding to buy a product, it can be said that consumers are something unique because they have different preferences for an object and everyone has their uniqueness adapted to various choices.

METHOD

This research was a secondary study with Systematic Mapping Study (SMS). SMS comes from the Study Literature Review (SLR) (Tribis, Bouchti, & Bouayad, 2018). SMS served to describe the types of research activities carried out in research. SMS described the research at a high level and mapped out the research rather than investigating the research questions in detail (Kitchenham, 2007).
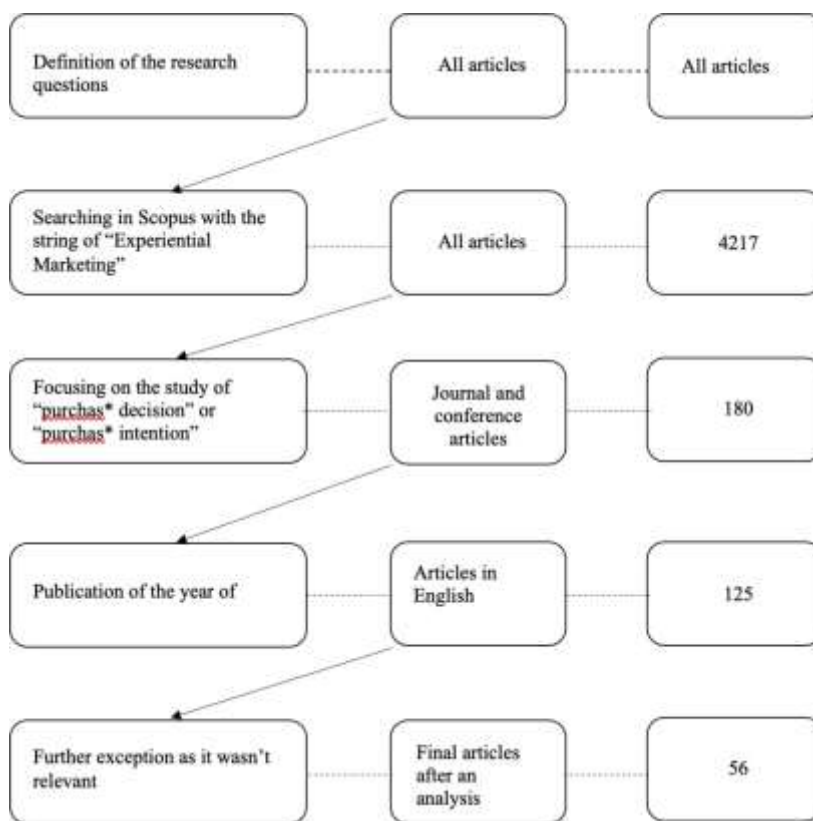
1. **Research Question**

   The research questions in SMS were much broader than those in SLR to address a wider scope of the study (Kitchenham, 2007). The main purpose of this SMS was to map the frequency of publications from time to time to find out research trends. The second objective was to identify forums where research in a given field published. These goals were reflected in research questions (RQ) as indicated (Castañer & Oliveira, 2020). The research questions of this study concentrated on categorizing topics in the areas of Experiential Marketing and Purchasing Decisions.

2. **Search Steps**

   The search process should be carried out as accurately as possible. This accuracy was indicated by selecting mapping data sources, creating appropriate search strings, and determining inclusion and exclusion criteria. In this process, all steps had results and a systematic map. The researcher searched on Scopus-indexed electronic databases. Scopus contains abstracts and articles from reputable international academic journals included in the criteria of the Directorate General of Higher Education (DIKTI) of the Republic of Indonesia. Search strings or search keywords are created using the strategy from Banaeianjahromi and Smolander (2016). The final step was to use the Boolean operator function to synthesize it into a single search string (Ferrari, Cavaliere, & de Marchi, 2019). This study used the Boolean operators AND and OR. The keywords used were "experiential marketing" AND ("purchas* decision" OR "purchas* intention") with the findings of 180 journals. Next, the steps to determine the categories of exclusion articles or exclusion criteria and inclusion articles were one of the mapping study activities to abort irrelevant articles and sort relevant articles. To simplify the steps, the following figure was the formulated inclusion and exclusion criteria (Petersen, Feldt, & Mujtaba, 2008).

The research tracing steps were depicted in Figure 1 below:

Sourced: Kitchenham (2007), modified by the writer (2021)

RESULTS AND DISCUSSION

This section was the result of mapping based on the research questions. Based on the results of the mapping of 56 articles on experiential marketing and purchasing decisions, they were grouped using the Microsoft Excel application with the categories of research focus, locus, country, and research type.

1. **Research Focus (RQ1)**

    To answer RQ1, 56 articles were classified in research topic areas (research focus) with categories of Satisfaction, Trust, e-commerce, Augmented & virtual reality, Consumption Behavior, Perception, Sustainability, Experiential Marketing, Brand Experience, and Brand Loyalty.

Figure 2. Research Focus
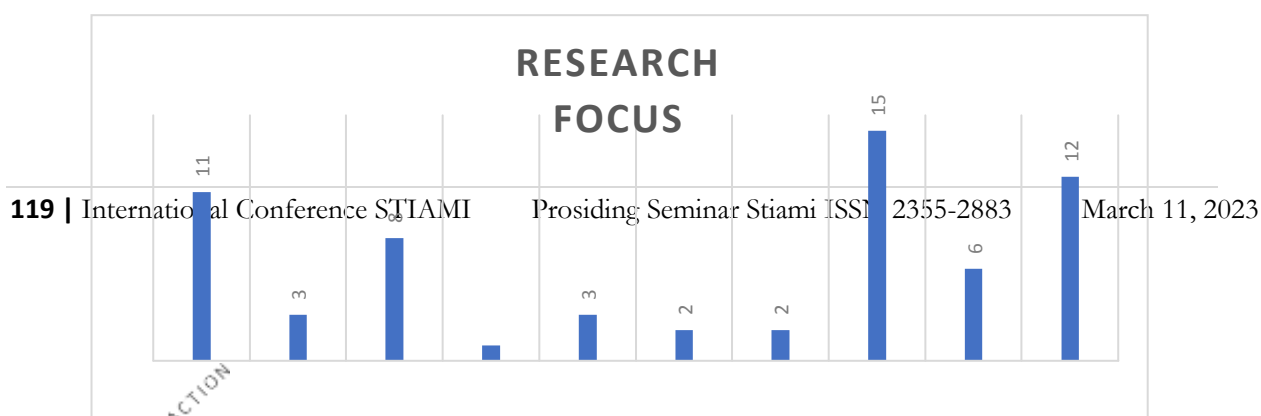
Source: Data managed by the writer (2023)

Related to the topics that have been widely researched, it focused on fifteen articles on experiential marketing, twelve articles on brand loyalty, eleven articles on satisfaction with the brand, eight articles on e-commerce, six articles on experience using the brand, three articles on trust with brand, three articles on consumption behavior, two articles on perception, and two articles on sustainability. The least discussed was one article on the use of augmented and virtual reality technology in the sale.

2. **Research Locus (RQ2)**

To answer RQ2, 56 articles were classified in the research locus area with the following categories: institutions, national firms, multinational firms, small-medium firms, literature databases, and undefined.
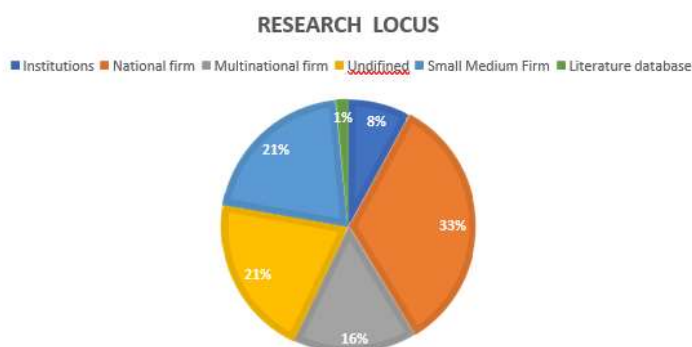

Figure 3. Research Locus

Source: Data managed by the writer (2023)

Figure 3 was the number of articles in the article studied. The loci that have been widely researched were national firms with 21 articles, SMEs ranked the second position with thirteen articles, multinational firms had ten articles, institutional articles were five journals, and finally, the literature database was one article.

3. **Research Types (RQ3)**

The research was grouped into four categories: validation research, evaluation research, solution proposals, and philosophical papers. To provide answers from the RQ3, 56 research results from the classification mapping were categorized.

Figure 4. Research Types

RESEARCH TYPES

■ Evaluation research ■ Validation research ■ Solution proposal ■ Philosophical paper
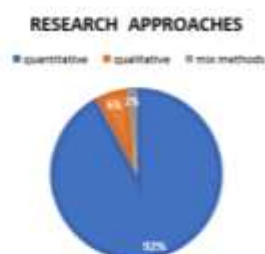

Source: Data managed by the writer (2023)

The distribution of article types (research type) was described based on the classification categories. Based on the results of the systematic mapping study, the most frequently used type of article was evaluation research with a total of 42 (67%) studies. The next most frequent type of article was validation research with a total of 16 (25%) studies. Next, it was the type of solution proposal article 4 (6%) and the least was the type of philosophical paper article of 1 (2%) research.

4. **Approach (RQ4)**

The research was grouped into three categories, namely qualitative, quantitative, and mixed methods. To provide answers from RQ4, 56 research results from the classification mapping were categorized.

Figure 5. Research Approaches

RESEARCH APPROACHES

■ quantitative ■ qualitative ■ mix methods

Source: Data managed by the writer (2023)

The result was that the quantitative approach was the most superior with 58 studies obtaining a percentage of 92%, followed by a qualitative approach with four studies with a percentage of 6%, and finally, the mixed method achieving a percentage of 2% with only one study of the total existing research. The data obtained from Figure 5 described the distribution of research approaches.

5. Publication Trends (RQ6)

Based on the mapping results, it was found that the country that produced the most research on experiential marketing and purchasing decisions was India ten publications in total, followed by Indonesia with nine publications, then China and Malaysia with five publications each. The lowest publication trend was found in Nigeria, Macau, Namibia, Philippines, Iran, Mexico, Saudi Arabia, Vietnam, Sweden, and Spain. Each of them only had one publication.

Figure 6. Country's Publication Trends
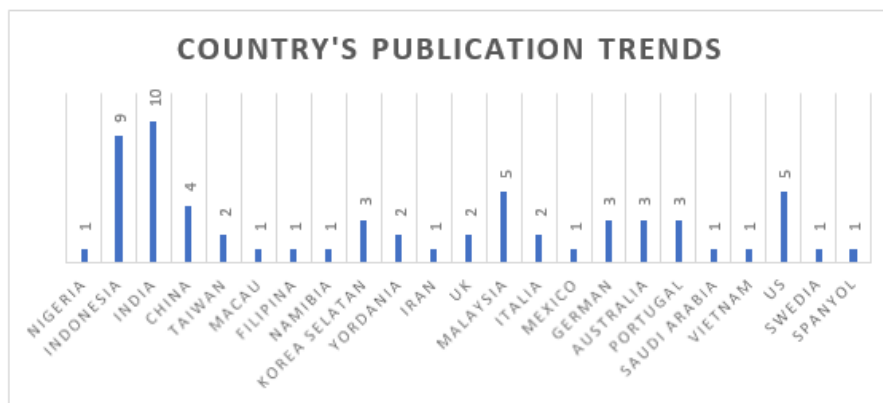
Source: Data managed by the writer (2023)

Figure 7 was a research trend published on Scopus starting in 2014-2023. In 2022, there were eighteen articles with the highest number among the other nine years. 2014 and 2015 were the years with the lowest publication, namely only one article each year.

Figure 7. Publication Trends Based on the Year
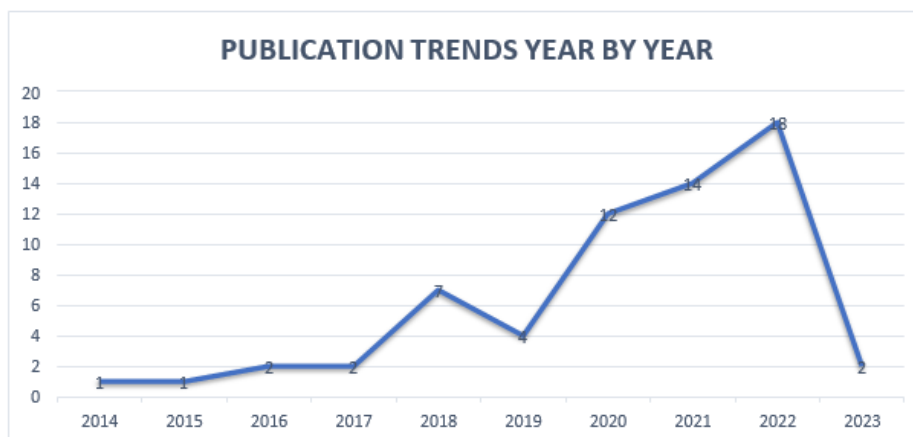
Source: Data managed by the writer (2023)

Based on the results of the mapping as mentioned above, the Systematic Mapping Study (SMS) provided a comprehensive overview of the research that has been conducted related to experiential marketing and purchasing decisions. Researchers from academics and practitioners could use this research as preliminary research. In this systematic mapping, 125 research articles have been traced from the Scopus electronic database. After mapping, 56 relevant articles were found and a classification scheme was

developed that categorizes articles based on research focus, type of research, and research trends by country and year.

Based on the type of article, it showed that research on experiential marketing and purchasing decisions employed evaluation research a lot. Most of the research conducted was research aiming to identify causal relationships and influences from experiential marketing and purchasing decisions associated with other variables. Then, most researchers used a quantitative approach by using statistical techniques in conducting their research. The dominant locus addressed in experiential marketing research and purchasing decisions were national companies, namely companies with a national scope that had trademarks in their countries.

Since 2020, research on experiential marketing and purchasing decisions has been increasing every year. Researchers' awareness of the importance of experiential marketing in determining purchasing decisions has increased research in several countries. The highest contributing countries on experiential marketing and purchasing decisions were India and Indonesia that had ten and nine research articles consecutively. However, with a total of only 56 research articles, it showed that there was still a lack of further and up-to-date research on experiential marketing and purchasing decisions.

CONCLUSION

Changes in the business environment and the impact of the Covid-19 Pandemic have caused companies to need changes in the way they sell their products. Based on the research conducted, several business actors were starting to use social media to help utilize experiential marketing to improve purchasing decisions. This study mapped existing experiential marketing literature and purchasing decisions by searching articles from scientific literature databases. The main reason for the mapped study was to provide an overview of the existing literature regarding experiential marketing and purchasing decisions as a solution for the sustainability of companies and other organizations that used experiential marketing to get clients and sell their products. Based on 56 research journals mapped systematically, they were classified based on research methods with topics discussed on satisfaction, trust, e-commerce, augmented virtual reality, consumption behavior, perception, sustainability, experiential marketing, brand experience, and brand loyalty.

The research was grouped into four research types: validation research, evaluation research, solution proposals, philosophical papers, and experience papers, and mapping trends in the country of origin of publications in the 2014-2023 range. Research on experiential marketing and purchasing decisions still had a lot of potentials to research. Moreover, the high use of social media in the sales process was also interesting for further research, because it related to how purchasing decisions can be improved without the public having to hold or see directly the goods to be purchased.

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