DIGITAL EXPERIENTIAL MARKETING FOR A SUSTAINABLE CUSTOMER RELATIONSHIP MARKETING DRIVEN BY ARTIFICIAL INTELLIGENCE: A LEARNING FOR ENTREPRENEURS

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ABSTRACT

Purpose: The purpose of the present paper includes the study of the SERVEQUAL with respect to luxury cosmetics industry. This paper enlightens the fields of digital marketing and tries to find out the gaps in experiential marketing aspect that appears during an online shopping.

Methodology: The research methodology includes the study of the empirical data from the consumers to understand their emotional aspects and self-fulling concepts of self-concept using digital marketing platform. The paper tries to identify the elements or factors that are responsible for the optimum consumer experience during the online shopping.

Findings: The study findings shows that there is significant contribution of artificial intelligence when used in enhancing the performance of the digital marketing platform to deliver customer delight online. The purpose of this study is to investigate influence of some critical factors of digital experiential marketing (online store atmosphere, customized information, customer experience, AI effectiveness, online purchase and repurchase intention) on sustained customer relationship for the luxury cosmetics sector in India.

Originality: This paper addresses a conceptual framework for digital experiential marketing which is relevant for both academics and practitioners. Suggestion for future aspect and key implications are also discussed in this study.

KEYWORDS: Digital marketing, AI Speech Emotions, Experiential marketing, Digital experiential marketing, online store atmospherics, luxury cosmetics, Artificial Intelligence, sustainable relationship, e-loyalty

INTRODUCTION

Though a lot of research has been done in the digital experiential marketing but there are gaps in industry specific research. We will focus on luxury cosmetic sector in India as cosmetic is a product where the product experiences, service experience and all the related experience matters a lot for the customers. In last few decades we have seen a massive change in the Global business trends. The arrival of Internet and digital platform combined with the upgradation in both computer hardware and software has opened the whole global market to the consumers. The upgradation in the speed with the introduction of 4G and 5g technology as made the online shopping as one the most convenient ways of shopping for the consumers.

Online shopping refers to activity of purchasing goods or services through internet (Kukar-Kinney & Close, 2010). It has provided consumers with ease and comfort to search, compare and select products while sitting at home or workplace without incurring the time and cost associated with physical transactions. The trend has caused many businesses to offer same products at their online stores as well (Adnan, 2014). In the times when products are becoming increasingly similar, experience overtakes price and product as the key differentiator for consumers. This not only makes their presence known but also gives them a strong competitive advantage over traditional businesses. But only the

presence of an online store is not sufficient to attract and retain consumers; it is essential to study the consumer behavior in online context as well. The identification and study of the critical variables that play significant role in attracting and retaining online shoppers is very important. Adequate studies have been conducted on identification of factors affecting online consumer behavior (Poddar, Donthu, & Wei, 2009; Bhardwaj et. al, 2023a,b,c).

LITERATURE REVIEW

Ana-Maria Urdea, Cristinel Petrisor Constantin and Ioana Maderia Pucaru says that Interactivity Design, Social Contact, Atmospherics Choice and Trust are the important digital experiential elements that help in building sustainable customer relationship. Dr. Veto Datta says that Experiential Marketing is powerful instrument, it considers consumer as rational and emotional human being who concerned with achieving pleasurable experiences so company need to consider new concept and approaches within the organization,

Ana-Maria Urdea and Cristinel Petrisor Constantin investigates that what effect experiential marketing campaigns have on both customers' perception and business outcomes, aiming to develop a deeper understanding of experiential marketing, its challenges, and benefits, to understand customers' reactions to experiential touchpoints, to explore what type of technology increases experiential perceived value, and to envisage the evolution of experiential marketing strategy. the present study highlighted the important role that experiential marketing has as a communication strategy, offering additional insights to marketing specialists on the experiential marketing implementation steps. A theoretical framework of the steps needed to put into practice an experiential marketing strategy was proposed.

Rati Dhillon, Bhawna Agarwal and.Namita Rajput (2021) says that Use frequency, Importance, Recommend or not, Integrity and reputation, Staff support, Store factors to determine the impact of experiential marketing on consumer satisfaction in the Indian cosmetics sector

Yogesh K. Dwivedi Et. Al in their study of Setting the future of digital and social media marketing research: Perspectives and research propositions says that there is Lack of appropriate scale of measurement for Digital experiential marketing, Constant change in current and emerging social media platform, B2B research required.

Kashif Abrar, Sobia Zaman and Zoya Wajid Satti says that Online store atmosphere, Customized information and Customer Satisfaction are some of the factors that influence customer's online Repurchase intention

Dr.R.Shanthi and Dr. Desti Kannaiah says that although consumers continue to purchase from a physical store, consumers feel very convenient to shop online since it frees the customer from personally visiting the store. There is much more electronic interactivity with the consumer in the form of emails and FAQs. Through FAQs, theconsumer's questions on shipment, payment, product, policies and other customer concerns can be addressed effectively.

R. Nalini , R. Amudha , R. Alamelu , L. Cresenta Shakila Motha and Vandanakumari.Raja says that customer's Experience, Time spent online, Product preference and Demographic variables are some of the factors that determine A Consumer Perception Towards Online Shopping and to know what are all the facilities attracted customers when shifting from online shopping into offline shopping

Philipp A.Rauschnabel et al. In their study of augmented reality marketing, its definition, complexity, and future says that there is a 4 BICK framework for augmented reality marketing. the Holistic approach towards AR remains sparse and there is a need to establish marketing tools within specific industry in AR marketing.

Margaret Meiling Luo, Ja-Shen Chen,.Russell K.H. Ching b &Chu-Chi Liu in their examination of the effects of virtual experiential marketing on online customer intentions and loyalty says that VEM variables(Sense,Interaction,Pleasure,Flow and Community relationship), Shopping orientation(Economic, Convenience and IT usage),Online browsing and.Online purchase intention are the factors that influences customer loyalty

Saeed Shobeiria, Ebrahim Mazaherib and Michel Larochec says that customer online experience can be improved through website involvement by focusing on Customer ROI, Service Excellence, Esthetics and playfulness of the website

Abdul-Muhmin, A. G. (2010). Says that there is a role of satisfaction, attitude, and online retailers' performance on the Repeat purchase intentions in online shopping. Anderson, R. E., & Srinivasan, S. S. (2003) gives a contingency framework for e- satisfaction and e-loyalty

Ballantine, P. W. (2005) says that interactivity and product information has an important role in consumer satisfaction in an online retail setting

Ha, H. Y., & Janda, S. (2014) studies the effect of customized information on online purchase intentions and finds out that Customized information has a direct effect on both satisfaction and trust. The effect of satisfaction on purchase intentions is mediated by attitude toward web site

Orel, F. D., & Kara, A.says that there is a positive and significant relationship between self-checkout service quality and customer satisfaction and ultimately customer loyalty However it is important for provider of SCS to investigate their customer experiences and evaluation of such technologies. They should identify the factors that influence satisfaction or dissatisfaction of the customers and should not introduce it just because everyone elseis doing it.

Gao, L., & Bai, X, in their study apply the concept of web atmospheric cues (conceptualized as site informativeness, site effectiveness and site entertainment), flow state and purchase intention and satisfaction by applying the S-O-R framework. the results support that there is directional linkage among the model's variables.
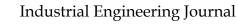
Walker. 2020 studies the customer of 2020 and their progression

Li, C.; Pan, R.; Xin, H.; Deng, Z. researches Artificial Intelligence Customer Service on Consumer Attitude and Its Impact during Online Shopping and says that the main reasons AI customer service is so popular that it is fulltime responsive, absolutely neutral, more objective, and represents a future trend. Nevertheless, 28.5% of consumersare still resistant to AI chatbot, mainly because they are not as relevant, effective, and smooth as a human customer service agent.

Paz, M.D.R.; Delgado, F.J. in their study of Consumer Experience and Omni channel Behavior in Various Sales Atmospheres says that a virtual store environment (online retail sales site) evidently lacks certain features of brick-and-mortar retail settings (such as three of the five senses: smell, taste, and touch), but it has other advantages (such as flexibility in time and space) which combine to make it an ecosystem significantly different from conventional retail environments, with highly promising research opportunities for the fields of neuro marketing and neuroscience applied to business Petit, O.; Velasco, C.; Spence, C focuses on Digital sensory marketing for Integrating new technologies into multisensory online experience. According to them recent progress in the field of human–computer interaction means that online environments will likely engage more of the senses and become more connected with offline environments in the coming years.This expansion will likely coincide with an increasing engagement with the consumer's more emotional senses, namely touch/hap tics, and possibly even olfaction. Forward-thinking marketers and researchers will therefore need to appropriate the latest tools/technologies in order to deliver richer online experiences for tomorrow's consumers.

Swapana, M.; Padmavathy, C explore the conceptual model and describe the essential elements of online shopping experience.they proposed a model called OSE(Online shopping Experience Model). The factors that were found to be influencing online shopping were Motivation, Convenience, service quality, website and accessibility.

Schmitt, B.; Zarantonello, L,in their article say that experiences can be, should be and must be trusted. Experiences are not only helpful in making good decisions but they are also enriching our daily lives. However, more research is needed on the process by which specific cues in experiential touch points create specific consumer experiences and the process by which experiences impact consumer behavior.

Barari, M.; Ross, M.; Surachartkumtonkun, J studies what are the Negative and positive customer shopping experience in an online context and says that that while customer priority in a successful shopping context is affective experience, in a service failure the customer priority moves from an

affective to a cognitive experience. Similarly, compared to cognitive experience, affective experience has a higher impact on customer satisfaction and positive word of mouth in a successful shopping context, while in an unsuccessful shopping context cognitive experience has higher impact on dissatisfaction and negative word of mouth.

The various Gaps in the Literature Review

υ There are many review articles in the fields of digital marketing that are progressively more popular, attracting great attention due to their several benefits to the consumers.

υ In the papers, researchers focus mostly on topics such as online customer behavior, online customer experience and online customer satisfaction. Only a few studies have examined the effective experiential determinants that enhance consumers' involvement in an online store and create sustainable customer relationships.

υ Experiential marketing methods create memorable experience and positive WOM publicity, primary evidence on this phenomenon is lacking in Indian Scenario.

υ Brand experience and emotional responses to luxury cosmetics itself are under explored.

υ The study is not industry specific,. Future studies may investigate this with respect to a particular industry

υ Holistic approach towards AR remains soarse..

υ Lack of established marketing tools within specific industry

As per the gaps identified above, the paper aims to achieve the following objectives:

1) Examine the effective experiential determinants that enhance consumers' involvement in an online store and create sustainable customer relationships using customized AI Speech Emotions, Prosody, Dialects and Accents
2) Study a specific industry i.e luxury cosmetic sector which is absent in the existing literature
3) Takes a Holistic approach towards Augmented Reality (AR)

RESEARCH METHODOLOGY

The methodology includes the empirical study focusing on the factors influencing adoption of digital marketing strategies in cosmetics industry. The study included primary data and respondents were randomly collected. A random sample of 200 online shoppers was taken and a questionnaire was mailed to them, out of which 140 responded. The data collected was analyzed using SPSS tool.

An online questionnaire, containing the input variable items from the conceptual frame work will be used in google form format. A pilot questionnaire having 22 questions and covering various items has been made see the viability of the study. The items of the questionnaire will be used to measure the dependent and independent variables discussed in the stud

The sampling technique included simple random sampling. And the sample size: 140 respondents.

Measurement Scale

The study uses SERVE QUAL (Parashuraman et. al, 1998). Table-1 shows number of items for measuring each variable and sources of these items and which recent studies have validated these scales. The variables were accounted for by using 5 point Likert scale indicating: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

DATA ANALYSIS

Empirical data analysis was used for analyzing the digital marketing customer satisfaction using CRM software and its feedback analysis. The research methodology used the SPSS method. Data analysis of Cosmetics for digital marketing is given below:

Table 1: Descriptive Statistics

	Mean	Std. Deviation	Analysis N	Missing N
website_des	3.7426	.97370	136	0
Sense using AI based voice	3.5515	.98748	136	0
interaction	3.4412	1.04538	136	0
pleasure	3.5882	.94650	136	0
pers_inf	3.4926	1.04702	136	0
stop_pur_inconsistent_exp	3.3382	1.16886	136	0
tech_not_help	3.2426	1.15146	136	0
not_auto	3.2206	1.10682	136	0
slow_tech	3.2794	1.00142	136	0
prod_not_avail	3.5515	1.07373	136	0

Table 1 shows that there are no significant value being dropped in the above table.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.867
Bartlett's Test of Sphericity	Approx. Chi-Square	512.169
	df	45
	Sig.	.000

The reliability is shown above.

Table 3: Communalities

	Initial	Extraction
website_des	1.000	.502
sense	1.000	.645
interaction	1.000	.475
pleasure	1.000	.603
pers_inf	1.000	.632
stop_pur_inconsistent_exp	1.000	.532
tech_not_help	1.000	.636
not_auto	1.000	.797
slow_tech	1.000	.569
prod_not_avail	1.000	.397

Extraction Method: Principal Component Analysis.

Usign the principal componenet analysis and extraction method, the study found that the communalities of the items are within 0.5 which is acceptable and none of the items have got dropped after the analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.630	46.298	46.298	4.630	46.298	46.298	3.391	33.911	33.911
2	1.160	11.599	57.897	1.160	11.599	57.897	2.399	23.986	57.897
3	.854	8.537	66.434						
4	.711	7.113	73.547						
5	.566	5.662	79.209						
6	.559	5.593	84.802						
7	.462	4.624	89.426						
8	.443	4.431	93.857						
9	.315	3.149	97.006						
10	.299	2.994	100.000						

Extraction Method: Principal Component Analysis. The principal component analysis shows that the model predicted by the data nalysis shows that more than 60 per cent of the model is capable of predicting the behavior of customers on digital marketing platform and understand their customer satisfaction levels using CRM software

Table 4: Component Matrix[a]

	Component	
	1	2
website_des	.618	-.346
sense	.746	-.298
interaction	.627	-.287
pleasure	.744	-.225
pers_inf	.768	-.205
stop_pur_inconsistent_exp	.729	-.037
tech_not_help	.606	.519
not_auto	.614	.648
slow_tech	.702	.278
prod_not_avail	.623	.097

Extraction Method: Principal Component Analysis.
a. 2 components extracted.

The component analysis shows that technology not being helpful, no automation, slow technology facilities, and products not available loads on the second variable that is the technological efficiency using artificial intelligence to understand human emotions.

Rotated Component Matrix[a]

	Component	
	1	2
website_des	.702	.092
sense	.776	.207
interaction	.674	.145
pleasure	.731	.264
pers_inf	.738	.294
stop_pur_inconsistent_exp	.607	.405
tech_not_help	.176	.778
not_auto	.106	.886

slow_tech	.397	.642
prod_not_avail	.441	.450

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Rotated component analysis shows that the varimax rotation brings all the items into the model predictor.

Table 5: Component Transformation Matrix

Component	1	2
1	.802	.597
2	-.597	.802

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Table 5 shows the Component Transformation Matrix that helps to understand the transformation of the components that will enable the transformation of the components used on principal component analysis methods.

Table 6: Correlations

		purchase_online_six	sense	interaction	pleasure	entertainment	website_des
purchase_online_six	Pearson Correlation	1	-.056	-.130	-.152	-.096	-.064
	Sig. (2-tailed)		.515	.133	.079	.266	.464
	N	135	135	135	135	135	135
sense	Pearson Correlation	-.056	1	.494**	.578**	.440**	.488**
	Sig. (2-tailed)	.515		.000	.000	.000	.000
	N	135	136	136	136	136	136
interaction	Pearson Correlation	-.130	.494**	1	.410**	.332**	.316**
	Sig. (2-tailed)	.133	.000		.000	.000	.000
	N	135	136	136	136	136	136
pleasure	Pearson Correlation	-.152	.578**	.410**	1	.481**	.415**
	Sig. (2-tailed)	.079	.000	.000		.000	.000
	N	135	136	136	136	136	136
entertainment	Pearson Correlation	-.096	.440**	.332**	.481**	1	.450**
	Sig. (2-tailed)	.266	.000	.000	.000		.000
	N	135	136	136	136	136	136
website_des	Pearson Correlation	-.064	.488**	.316**	.415**	.450**	1
	Sig. (2-tailed)	.464	.000	.000	.000	.000	
	N	135	136	136	136	136	136

The above study shows that there is significant correlation between website design and purchase decisions online. The website design having esthetics value also showed that there are significant value correlations with sense, interaction, pleasure and entertainment.

FINDINGS AND DISCUSSION

The factors that effect that contribute heavily towards the digital experience of consumers are Website design, sensory experience, and pleasure during online shopping, personalized information about the product with values more than 0.7 in principal component analysis.

The findings suggest that the customers are willing to pay more for having better online experience and thereby it helps them to increase their willingness to buy online products from the websites that are providing better experiential marketing to the customers online.

The implications include the application of online experience design for the customer for sustainability and retention of the customers and also the growth through the higher sales online.

The results of present study confirms the statistical and significant association of all determinants of proposed conceptual framework with sustained customer relationship. This research work is among rare contributions in online consumer behavior from a particular industry context (luxury cosmetics) focusing on experienced online consumers rather than concentrating on intentions of inexperienced online buyers.

CONCLUSION

The findings reveal that more a customer is satisfied with the overall digital experience of the product more sustainable relationship will be there between consumer and e-businesses. Providing high levels of interactivity and trust is found to be very crucial for customer satisfaction. The paper studies customer relationship by the factors like increased awareness, positive Word-of-mouth publicity, e-loyalty and customer satisfaction on the online platform and tries to outline a strategic advice for online cosmetic sector.
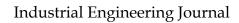
The main objective for this study is to investigate relationship of online store atmosphere, customized information, AI effectiveness, customer experience and online repurchase intention with sustainable customer relationship.. The results shows the association between the independent and dependent variables. The study is of significant importance since it explores unique dimensions of online store atmosphere (informativeness, website navigation, entertainment and website design) and focuses on variables effecting the sustained customer relationship. Another unique attribute about this study is that the data is collected from experienced online consumers only with at least one purchase in last 6 months. This research not only contributes to the existing body of knowledge, but it will also suggest some practical implications for marketers to retain their clients. It was observed from the data analysis that the use of AI driven Speech Emotions, Prosody, Dialects and Accents can create more brand loyalty, emotional association and affinity towards the various brands when used during the various advertisement design. Voice modulation and frequency of pitch was found to have profound impact on the outcomes of the repurchase of brands when this technology is used.

The limitations of the present study is that the other features of I may be included by the other researchers that has not been included in this study such as speech recognition and its interactiveness.

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