

Humanistic Care under Experience Economy --Analysis of Ikea's Experiential Marketing Strategy

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Abstract: Since 21 Centuries, Mankind Begins to Enter Experience Economy Era. in the Past Ten Years, as the Product of Experience Economy, New Experiential Marketing Has Achieved Great Success in Helping Enterprises to Develop. However, It Seems That Most Chinese Enterprises Lack Experience, Leading to Many Problems in the Implementation of Experience Marketing. Based on the Family's Float Subsequently Unicorn - Ikea as the Research Object, First Expounded the Basic Characteristics of Experiential Marketing, and the Rightness of Ikea is Analyzed, Finally Evolved from Ikea Use Experiential Marketing Mode to Sum Up Experience in One of the World's Largest Home-Improvement Retailer, Hope to Provide Some Experience for Our Domestic Household Enterprises for Reference.

1. Introduction

1.1 Background, Purpose and Significance of the Topic

Research Background. the arrival of the era of experience economy. after experiencing the product economy era focusing on the quantity and quality of products and the service economy era focusing on the quality of life, we have now entered the experience economy era that pays more attention to the consumption of products and services to meet our own psychological needs and preferences. from the analysis of maslow's hierarchy of needs theory, we can find that experience marketing from satisfying consumers' "social needs", "respect needs" and "self-realization" three aspects, further develop into a deeper exploration of modern people's potential needs and desires. at the same time, the current market product homogenization is serious, which gives consumers more choices, making the traditional marketing mode that only emphasizes product quality no longer adapt to the development trend of the times, and experiential marketing mode is more and more valued by enterprises.

Research Purpose And Significance. In the past, there have been a lot of studies on marketing innovation, but most of them are in the traditional marketing methods and skills, but these studies have obviously failed to meet the needs of the modern social environment. This paper starts from the origin of experience economy, then analyzes the meaning, content and characteristics of experience economy, studies the change of marketing model, and functions the innovative experiential marketing model based on this. The purpose of this study is to find out the problems in the home furnishing industry by analyzing the marketing strategy of ikea, an internationally renowned enterprise, and combining with the development of the home furnishing industry in China, and put forward some Suggestions for the home furnishing industry in China. Through this paper, the author hopes to promote the development of experience economy theory and experiential marketing strategy in China, so as to help enterprises improve their competitiveness.

1.2 Current Research Status

Theoretical Review. Current research on experiential marketing theory. American experts "ender. H schmidt (Bernd h. Schmitt) first proposed the" experiential marketing "concept, in the book" experiential marketing ", Dr Schmidt wrote, "experience marketing" (ExperientialMarketing) from consumer senses (Sense), emotional (Feel), Think (Think), action (Act) and lenovo (Relate) five aspects to design, the definition of a marketing mode, the goal on the break through the traditional

“rational consumer” the assumption, It believes that consumers are the combination of rationality and sensibility, and that “experience” in the whole consumption process is the key to determine customers' purchasing line. Gilmore and Pine published the experience economy in 1999, in which they divided experience marketing into four phases: experience, service, commodity and commodity. At present, there are few scholars studying experiential marketing in China. The experiential model suitable for Chinese enterprises is still in the exploration stage, and the theoretical research is not in-depth enough, so it cannot provide systematic and scientific theoretical guidance for Chinese enterprises.

Practice Review. Since the beginning of the 21st century, experiential marketing has been introduced into China one after another. At present, the experiential marketing environment in China has taken initial shape. Many large enterprises in China have also started to implement experiential marketing and achieved certain results, but many enterprises have not applied it to the right place. In China, experiential marketing is mainly applied in home appliances, IT and service industry, among which 3G business launched by China mobile and Haier group have achieved good results through experiential marketing. The existing 3G, 4G and even the recently proposed 5G data services include videophone, MMS, video download, mobile securities, etc., which are a new concept for the majority of users, thus greatly increasing the number of customers of mobile companies. In 2009, Haier launched their own new water heater, set up a “user experience center” and form a complete set, let consumer detailed comprehensive understanding of the product in the center of the experience of use value, and provides customers with the use of the products and link method, let the consumer feel the product in a short time unique charm, and formed a kind of brand-new consumption experience. In this experience of water heater sales, Haier's sales have been greatly improved, and successfully established Haier's brand image in the eyes of customers, creating a dynamic consumer group for the enterprise's publicity and development, so that the enterprise occupies a considerable advantage in the future development. However, at present, most enterprises just regard experiential marketing as a tactical means and do not realize the importance of experiential marketing in today's market.

2. Case Profile

2.1 Company Profile

IKEA, founded in 1943, is a Swedish company specializing in retail products. After more than 70 years of development, Ikea now has more than 30 stores in 40 countries and is the world's largest home furnishing retailer. It entered the Chinese market in 1998 and brought different experiences to Chinese consumers with novel products and marketing methods. In 2003, Ikea has become the unicorn of home furnishing enterprises. By 2015, Ikea had captured 25% of the Chinese market, ranking first. Since Ikea entered the Chinese market, it has been widely welcomed by consumers. With its unique experiential marketing strategy, Ikea has become a giant in China's furniture industry.

2.2 Introduction to Experiential Marketing of Ikea

This paper mainly expounds how Ikea is consumer-centered and adopts the experiential marketing model to create a comprehensive and in-depth experience for customers, so that customers can experience the product itself and feel the warmth of home.

2.2.1 Create a Comfortable Experience Environment

Ikea fully embodies the people-oriented store design, so that consumers can experience a comfortable environment. Ikea USES phrases such as “please sit up! “Feel how comfortable it is,” instead of the “don't sit on samples” warnings that traditional home furnishing stores display. Ikea's sales assistants only appear at customers' side when they need them. Otherwise, they just stand by quietly. In addition, most of the drinks in the store are free, and the double-color cone is only charged 2 yuan each, which is indeed a good price. Even if parents take their children with them at

shopping, they don't need to worry that they can't take care of their children at shopping. They can let their children play in the children's park and have special staff to accompany them. Investigation shows that consumers have a higher satisfaction with ikea's overall atmosphere and staff service, and these factors have even become important conditions for ikea to attract consumers.

2.2.2 Provide Quality Products

Full-bodied Swedish style is the characteristic that has become ikea. The products designed by ikea represent the fresh and healthy lifestyle in northern Europe. Ikea strictly controls the cost from the aspects of raw material procurement, suppliers and transportation channels, so as to provide consumers with high-quality and inexpensive products and enable people of different classes to be able to buy ikea products. Today, ikea group has covered about 10,000 products in the home furnishing series

2.2.3 Advocate Free Diy for Customers

Ikea divides furniture into modules that can be combined into different shapes and USES. After the customer buys a product, can pass the program that references installation instruction manual, assemble oneself begin work, ikea offers consumer to assemble household product, oneself tie-in furniture, this is the one big characteristic that differs from other furniture things, bring infinite freshness to compatriots and very strong experience feeling. Especially for the young people nowadays, they have personality, creativity and ideas, and many things want to express themselves, including furniture. Ikea DIY product setup is exactly what makes some people who love novelty start to try this DIY way to express themselves.

3. Case Analysis

Marketing Differences Between Ikea And Traditional Chinese Furniture Retailers. differences in marketing orientation. The most fundamental difference between ikea and traditional Chinese furniture retailers lies in the difference of their marketing orientation. China's traditional furniture retail industry is mostly product-oriented. Ikea furniture from consumer demand as the starting point, no matter the layout or product types, after-sales service and so on are convenient, fast and comfortable to consumers as the principle, no matter whether consumers buy or not, in the whole shopping process can enjoy a relaxed and pleasant feeling.

Differences in product strategies. Traditional furniture retail enterprises are mainly engaged in selling traditional furniture products, such as tables, chairs and benches. Is generally believed that the customer has been accustomed to choose furniture furniture retail enterprise classification, other household products to other stores to buy respectively, the retail store design seems to have a clear division of responsibilities, but if you want to buy a complete home, you need to run many places, in the intangible but actually increased the manpower cost. Ikea offers everything from bed cabinets and bookshelves to hooks, stickers, candles and lamps. Customers can choose according to their needs, which greatly reduces the time for consumers to find, compare and judge, and thus reduces the cost of consumers.

Product And Service Differences. Ikea's products are mainly designed by itself. Its products are not only beautiful and practical, but also can be sorted out and packaged separately. When customers bring the products home, they can assemble them by themselves with the assistance of the installation instruction manual. Although it will take a certain amount of time and energy, it also provides creative space, shortens the distance between the products and customers, makes consumers have a great sense of achievement, and reduces the cost of transportation and storage.

4. Conclusion

At Present, Chinese society has gradually entered the era of experience marketing. Under the current social conditions, enterprises are required to pay more attention to the needs of people, to pay attention to not only economic benefits, but also social benefits, and to create a better world

with consumers. With the advent of the era of experience economy, the focus of business attention should be to create the hearts of consumers, seize the cultural identity of customers, and win the attention of consumers from the perspective of life and situation.

Experience economy is the product of rapid development. However, in China, the economic development is still very unbalanced, in the state of agricultural economy, industrial economy, service economy and experience economy coexist. Therefore, enterprises should first conduct field research on whether they need to implement experiential marketing. In addition, enterprises' products and services have done well enough is the premise of implementing experiential marketing, and products and services are the basis of implementing experiential marketing model, on which consumers can pursue higher level of experience on the basis of ignoring product features.

The difference between this mode and the traditional marketing mode is that enterprises are required to highlight services, strengthen customer experience management, and gradually establish a good reputation among customers, so as to build customer loyalty to the brand. Whether the display of products is orderly and reasonable, whether the environment is comfortable and comfortable, whether the main products can be quickly let customers feel, whether the customers can bring good visual experience, is also worth thinking about. If the emotional and practical needs of the customer are fully released in the experience, then the most important step in sales has been completed in this mode.

5. Promotion of Experiential Marketing in Home Furnishing Enterprises in China

Currently, industries where experiential marketing works well include smart homes, high-tech electronics, cosmetics and food. However, it has to be admitted that, compared with the extensive application and rapid development of experience marketing in excellent foreign enterprises, the study of experience marketing in China is still in its infancy in terms of practice. On the one hand, most Chinese enterprises have obvious deficiencies in their marketing system and technical strength, which are mainly manifested as weak marketing awareness, and their understanding of marketing is still in the original stage of seller's market, which makes it difficult to accurately grasp the needs of consumer groups. On the other hand, Chinese consumers still do not have a deep understanding of the term "experience", which makes them easily resist the marketing methods they are not familiar with. The following household industry as an example, for the promotion of experiential marketing in China put forward some Suggestions.

5.1 Proceed from the Psychological Needs of Consumers

Traditional furniture retail enterprise in our country for a long time, sales of the products are mainly tables and chairs, etc, so that consumers want to buy a complete home, you need to buy different household in different retail stores, such as the lamp is acted the role of retail stores to buy lamps and lanterns, the adornment such as retail stores to buy hook widget, in cloth art store to buy curtains, tablecloths, in the supermarket to buy cups, dishes and other household products. This looks like a clear division of labor, but in fact both time-consuming and laborious. Ikea lives from the home that needs to be in order to consumer as jumping-off place, sell all the goods that live concerned with the family, its product from bed ark, bookshelf to hook, handle, sticker, candle, desk lamp, everything can be had. Ikea household still rolled out model between example, consumer can copy the all decorate in even between example of ikea directly. Thus, the time and energy for consumers to search, compare and judge are greatly reduced, and the cost of consumers is reduced.

5.2 Experiential Service Marketing Strategy

From the perspective of layout of traditional Chinese retail enterprises, most of them are product-oriented. According to the survey, once a customer enters the store, no matter whether the customer buys or not, there will be some service staff following behind, and some service staff will even lobby the customer to buy, but this is easy to cause annoyance to the customer. Ikea is starting from the demands of consumers and comfort, on sales layout, product variety, after-sales service are embodied humanistic care, to learn traditional Chinese household marketing is ikea consumer

demand oriented marketing idea, the differentiation marketing strategy and accurate market positioning and experiential marketing strategy.

5.3 Provide Quality Products

If there is no quality product, no matter how good the service is, customers will still not choose to buy it. Therefore, enterprises need to understand the needs of consumers and create a good experience buying environment. The research shows that with the development of economic society and the improvement of consumer's consumption ability, consumers pay more and more attention to emotional consumption on the basis of rational choice of products. Therefore, when providing products, enterprises need to take full consideration of product features and tailor suitable products for different customers when facing customers of different age groups.

5.4 Analyze Customer Experience Data

Customers of ikea are composed of different age stages, and the experience of customers in each stage is different. Chinese enterprises can investigate the experience and feelings of different customers, and guide customers to evaluate the home, so as to provide directions for the improvement of the home. In the era of Internet + and big data, business opportunities are often hidden behind the data. The furniture industry can sort out and analyze the data of experience results, so that each experience result of customers can become the source of enterprise innovation and growth.

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