

Experiential Marketing for Online Shopping Innovation: A Correlation in the Fashion Industry

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Abstract: The fashion industry is in a moment of change and innovation due to the growth of e-commerce and many companies have to adapt their physical stores to online stores. This is a great opportunity for the growth of female entrepreneurship as it highlights their ability in the sector. The present research work was carried out with the objective of determining the influence of experiential marketing in the online purchase decision in the field of fashion in people between 18 and 35 years of age in Metropolitan Lima. Throughout the study, information about experiential marketing is known, as well as the current situation of e-commerce in Peru and relevant information about the fashion industry in the country. This study was conducted with a quantitative approach and a non-experimental design of correlational scope. The study instrument was applied to a sample of people who met the established criteria. A probabilistic sampling was applied, the sample size was 384 people between the ages of 18 and 35 years, residents of Metropolitan Lima (capital of Peru), men and women, who are online buyers of fashion items; the collection of information was done through the Google Forms platform. The descriptive statistical analysis of the data was performed in the SPSS statistical program, in terms of inferential statistics, Spearman's Rho was applied to determine the relationship between both variables. The results show that the factors most valued by the respondents in relation to the experiential marketing variable are: tangibility, purchase experience and exclusivity of the product; and in terms of the purchase decision, the following stand out: available information, ease of use, trust and ease of exchange or returns. Finally, we conclude on the relationship between both variables knowing that experiential marketing is positively related to the online purchase decision. Thus, this research can contribute to those companies that do not apply experiential marketing by explaining the importance of creating strategies to influence the purchase decision in online sales channels.

Keywords: Experiential marketing, online shopping, shopping experience, e-commerce, consumer behaviour.

1. Introduction

The companies are competing in the market since they offer similar products and services. In fact, Vijay et al. (2019) mention the importance of constantly interacting directly with your customers and continuously examining their needs and intentions because they change or are modified. This leads to planning any strategy around developing a personalized experience for each client (Nazel, 2014; Cordova-Buiza et al., 2022). It can be pointed out that now the buyer demands to acquire a "Total Product" which includes, in addition to the product, the shopping experience (Schmitt, 2010; Lenderman, 2008; Maklan and Klaus, 2011). In general, the experience lived when buying a product is in a physical establishment where the consumer awakens his five senses, generating a shopping experience (Datta, 2017). On the other hand, the fashion industry in Peru has been in constant transformation in the last 10 years, growing together with new markets thanks to the expansion of shopping centres and retail stores (Peru Retail, 2020). There is a record of recent years indicating that the fashion

sector is currently in the first three leading categories of online retail; Likewise, it is predicted that it will continue to grow thanks to the development of the online market (Andina, 2019).

In Lima, Ecommerce News (2021) explains that the study carried out by GRM shows that 34% of the Lima population acquires their products through digital commerce. Information supported by the same author, Ecommerce News (2020) in which he maintains that ecommerce in Peru has been growing 131% since the beginning of 2019. In addition, it is known that garments are the most required items in this channel. A tactic to generate a positive reaction in buyers is to give them a coupon book, this persuades the buyer by making sales. The determining factor, for which the remaining percentage of Lima do not make purchases online, is the insecurity they feel and their concern about suffering from electronic fraud. Therefore, the following general research problem is presented: What is the relationship between experiential marketing and the decision to buy online in the fashion industry among people between 18 and 35 years old in Metropolitan Lima?

1.1 Objectives

The objective of this research work is to determine the relationship between experiential marketing and the decision to purchase online in the field of fashion in people between 18 and 35 years old in Metropolitan Lima.

2. Literature Review

Many authors studied the variables presented, these generally defend the term experiential marketing as a process of attracting consumers, providing them with a deep experience together with the product purchased with a brand (Moon et al., 2017; Cordova-Buiza et al., 2021). In this sense, Nazel (2014) highlights that an experience ranges from the environment, the packaging, to the stimuli caused by well-planned incentives.

Likewise, according to the model designed by Brakus, Schmitt et al. (2015), in order to apply experiential marketing, three important dimensions must be taken into account: sensations, emotions and interaction. The sensations dimension refers to the way to access, either completely or partially, the 5 senses of the human being, awakening them through tactics (Schmitt, 2010). On the other hand, the emotional dimension reaches the client's deepest feelings in order to establish an affectionate relationship that lasts over time. While interaction is based on creating experiences for the brand to relate to the consumer.

Therefore, e-commerce, also known as online commerce or Internet commerce, is the transaction of goods and services over the Internet. In this system, customers search for and purchase products or services using websites or online platforms. Although the order is placed online, the method of delivery and payment may vary, and may be online or otherwise. This process takes place in three stages 1) the customer places his order on an e-commerce platform, 2) the company receives and confirms the order electronically, and 3) finally, the delivery of the purchased goods or services takes place. (Barnett, 2001). Hence, online purchases are the modern sales channel that stores have, so that the entire user experience in physical establishments is transferred to websites (Berthon et al., 2010; Ladhari, 2010). For this variable, Trevinal and Stenger (2014) established a design with four dimensions: physical, ideological, pragmatic and finally the social dimension. When referring to the physical dimension, it encompasses the place, the shopping atmosphere and the time. The ideological dimension emphasizes purchase values, symbolism and rituals. The pragmatic dimension sees from touch and tastes to the appropriation of the environment. Finally, the social dimension evaluates and deepens the socialization that the brand can promote among colleagues, friends, family and sellers.

Many antecedents studied both variables to know if there is a relationship between them; Sádaba and San Miguel (2015) states that there are 4 elements that are key to providing a better online fashion shopping experience, and it consists of providing abundant content apart from just text, but rather a greater number of high-quality photos and videos offering added value. such as outfits, lookbooks, etc. He also adds the importance of incorporating an online chat to have a direct presence with customers to encourage engagement.

Regarding the online fashion shopping experience, Del Olmo and Fondevila (2012) mention how the way of acquiring and buying fashion changed over the years. In both, those users who surf the vast internet do so not merely for the purpose of searching for information and purchasing products, but also to find an emotional fulfilment that fulfils their deepest desires. (Pui et al. 2007). For this reason, clothing brands now focus their attention on building an online shopping experience for their customers (Puro Marketing, 2022). Continuing with this, in a study carried out by Sarmiento Guede (2017) the importance of developing a relationship based on trust, security and transparency with the consumer is mentioned, so that the first online shopping experience is the most perfect possible, managing to convert the customer into a repeat buyer. In addition to this, it is crucial

to have security regarding payments, since this will help provide greater confidence to the client (Emprenderalia Magazine 2022).

Customer behaviour is a state of mind influenced by the environment, and is characterised by changes in its intensity through dynamic and repetitive engagement processes, according to (Brodie et al. 2013). This concept represents a significant advance in customer management, as it transcends the mere act of business transactions, as highlighted by (Verhoef et al. 2010).

Peru Retail (2019) CEO of the Peruvian Chamber of Electronic Commerce, argues in his study how these events justify the 31% growth at the end of 2019, obtaining an activity of approximately 4 billion dollars in the country compared to the year 2009 where 267 million dollars were moved, standing out with a growth of up to 15 times more in the last decade, and thanks to this Peru now has approximately 6 million online buyers. In turn, an investigation carried out by Euromonitor International (2019) supports that Peruvian users are more active, indicating that they access the Internet more than five times a week on average. In this way, the Peruvian population interacts more with online advertising and accesses a variety of information. Thus, the hypothesis of this research is based on determining whether there is a significant relationship between the application of experiential marketing and online purchasing decisions in the fashion sector, aimed at people between 18 and 35 years of age in Metropolitan Lima.

3. Methods

All methodological aspects of the research were carried out under the concepts of Hernández Sampieri (2010). A quantitative approach research design was used since statistics were used, which helps to measure behaviour patterns in a population, with a correlational scope worked based on two variables to determine the relationship between them. By observing an existing situation without altering any variables, this research was based on a non-experimental research design. Having an infinite population (approximately 4 million), the sample was found using the equation formula for said population and probabilistic sampling was used. Therefore, the sample is 384 people between the ages of 18 and 35, residents of Metropolitan Lima, male and female, who are online buyers of some fashion item.

In this study, the anonymity of the people surveyed is respected since their names were not requested to fill out the surveys. The 384 surveys were applied in their entirety, without manipulating any of them, personally sharing the questionnaire link to each person, managing to reach those who met the inclusion criteria and preventing those who did not meet them from continuing with the development of the questionnaire.

4. Data Collection

The technique used was the survey, applying it to 384 people from 18 to 35 years old of both sexes from Metropolitan Lima to determine the relationship of the study variables. The data was collected through a questionnaire. This questionnaire was extracted from the research of Vázquez Del Rio (2019) which obtained a reliability result of 0.831 in the Cronbach's Alpha coefficient, being in an acceptable range. The necessary adjustments were made for the correct application within the context. For this reason, a questionnaire was used which begins with two filter questions in order to respect the established criteria, continuing with 9 closed questions with multiple alternatives. Two Likert scale questions were then added, where 1 is not at all important, 2 is neutral, and 3 is very important. Finally, the questionnaire was completed with 3 closed questions with multiple alternatives.

The procedure to be followed in said information collection was carried out through the Google forms platform, distributing the questions in the appropriate order. Being in a complicated situation, said questionnaire was shared virtually through social networks and direct messaging to various people in Metropolitan Lima to reach 384 people. It took about a week to collect all the questionnaires.

The descriptive statistical analysis of the data was carried out in the statistical program SPSS. In it, the descriptive statistics were found to know the current trend measures such as the mean and mode. In turn, the dispersion was found to know the variance and standard deviation. On the other hand, in terms of inferential statistics, Spearman's Rho was applied to determine the relationship between both variables.

5. Results and Discussion

5.1 Cronbach's alpha

The results obtained from the analyses carried out using the IBM SPSS Software are presented below. The instrument underwent a reliability test using Cronbach's Alpha coefficient, and it is known that this coefficient must be above 0.7. Thus, according to the analysis of the results presented in Table 1, a Cronbach's Alpha coefficient of 0.831 was obtained, determining a good reliability of the instrument used.

Table 1: Reliability statistics

Cronbach's Alpha	No of elements
,830	18

Note: With a result of 0.831 in Cronbach's Alpha, the applied instrument is in an acceptable range.

5.2 Demographics

The survey was carried out on a group of people between 18 and 35 years old, the age range that had the most participation in the questionnaire was 21 to 25 years old, representing 61% of all the respondents. See Figure 1. The female sex had a higher participation in the questionnaire, representing 55%, while the remaining 45% was carried out by men. As for the level of education, 75% of the sample had higher education. The highest percentage of respondents were students and working at the same time. Nine percent received an income greater than S/. 3000 per month, while the majority, that is, 30%, received an income between S/. 500 and S/. 1000 per month.

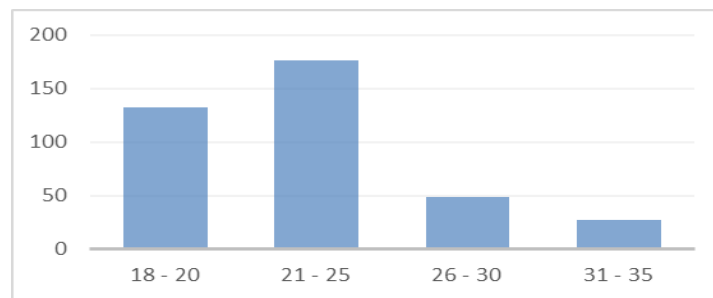


Figure 1: Number of participants by age

5.3 Descriptive analysis

5.3.1 Variable Experimental Marketing

About the Sensations dimension

Within the instrument, the present dimension was studied through some of the questions. As an analysis, the intangibility of the products at the time of purchase can be considered important, since this was the most frequently chosen alternative, representing 81% of the responses. See table 2.

Table 2: Importance of intangibility

		Frequency	Percentage
Valid	Yes	311	81.0
	No	73	19.0
	Total	384	100.0

Note: The intangibility of the products is an important factor to be able to make purchases.

In turn, within this dimension, it was possible to contemplate that the shopping experience lived in the physical premises of a store is considered very important, this being the most selected criterion. See table 3

Table 3: Shopping experience

N	Valid	384
	lost	0
Mode		3

Note: Within the alternatives, option 1 represents the not important criterion, option 2 represents a neutral criterion and option 3 represents the very important criterion.

About the Emotional dimension

A relevant study criterion is the factor of the exclusivity of the product that the brand can offer. As can be seen in figure 2, it is more frequent in the sample to consider this very important, and even more so in respondents aged between 21 and 25 years. In addition to this, the sample studied indicates that they prefer to buy in physical stores (63%) than online (37%).

About the Interaction dimension

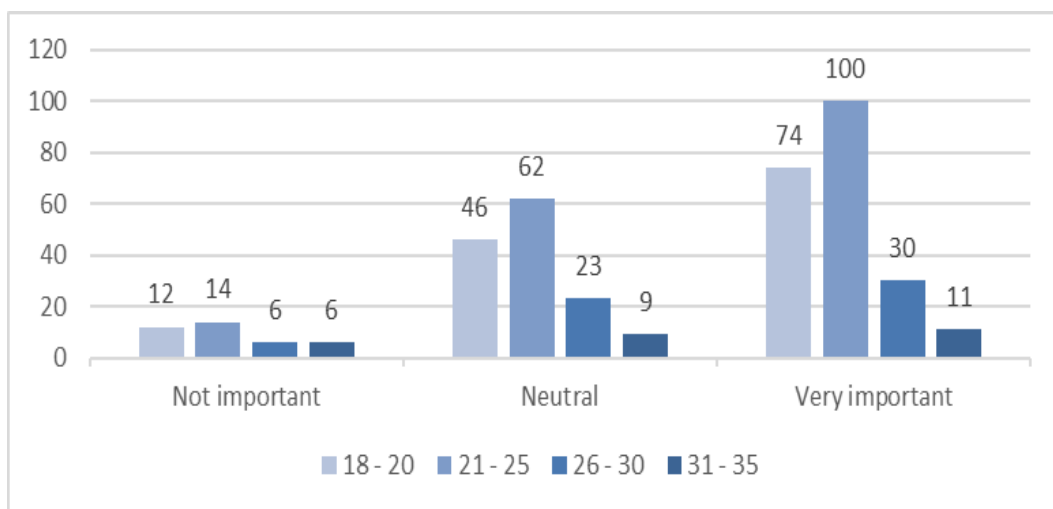


Figure 2: The figure represents the number of people according to the age range in terms of the criterion of importance in obtaining exclusive products different from those on the market.

As can be seen in Table 4, the average sample highly values having physical contact with a product (2.80), in addition to having it at the moment (immediacy = 2.75), followed by the factor of direct attention from a store staff (2.53).

Table 4: Factors valued when buying in a physical establishment

		Immediacy	Being able to have physical contact with the product	Receive attention from store staff
N	Valid	384	384	384
	lost	0	0	0
Mean		2.76	2.80	2.53
Mode		3	3	3

Note: Within the alternatives, option 1 represents the not important criterion, option 2 represents a neutral criterion and option 3 represents the very important criterion.

5.3.2 Variable Purchase Online

About the Usability dimension

The evaluation criteria for the factors of this dimension (convenience, available information and unlimited accessibility) are considered very important for the sample. Within these, the available information that can be found in an ecommerce (2.79) has a higher average, so it is understood that there is greater importance in this factor compared to the others.

Table 5: Usability factors in online shopping

		Convenience	Information available	unlimited accessibility
N	Valid	384	384	384
	lost	0	0	0
Mean		2.66	2.79	2.55
Mode		3	3	3

Note: Within the alternatives, option 1 represents the not important criterion, option 2 represents a neutral criterion and option 3 represents the very important criterion.

About the Design dimension

The design of the website, and additional services such as packaging and delivery, are factors that help to better understand this dimension. In addition, as can be seen in the table, speed is the factor with the highest percentage (61.7) of importance. See table 6.

Table 6: Design factors in online shopping

	Web design		Speed		Additional services	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Nothing important	20	58.3	5	1.3	25	6.5
Neutral	140	36.5	83	21.6	122	31.8
Very important	224	58.3	296	77.1	237	61.7
Total	384	100	384	100	384	100
Mode	3		3		3	

Note: Within the alternatives, option 1 represents the not important criterion, option 2 represents a neutral criterion and option 3 represents the very important criterion.

About the Online Behaviour dimension

There are various fashion implements such as clothes, shoes, accessories, bags, etc. In this case, accessories are the most frequently purchased fashion implements within the population studied, representing 52.3%, followed by clothing (51.6%).

On the other hand, there are various reasons that generate an online purchase and within these, the most concurrent are: buying as a result of an advertisement on the internet, organic search, product stock break in physical stores and exclusive promotions on the website. The reasons are diverse, but the most frequent is the organic and direct search of the client (53.9%), followed by exclusive promotions on the web. See table 7.

Table 7: Reason for online purchase

	fi	%
Following an advertisement on the Internet	93	24.2%
Organic search	207	53.9%
Lack of stock in physical store	81	21.1%
Exclusive promotions on the web	189	49.2%
Total	384	100%

Note: The table shows the most frequent reasons for online purchase by consumers of this digital channel.

About the Social dimension

Trust, the possibility of picking up at the store and the ease of exchange or return are factors that help to better understand this dimension. On average, the sample highly values the trust generated by its buyers (2.80), in

addition to the ease of exchange or return that a brand can offer (2.79), followed by the option of picking up the purchase at the physical store (2,42). See table 8.

Table 8: Social factors in online shopping

	Confidence	Possibility of pick up in store	Ease of exchange or return
Valid	384	384	384
lost	0	0	0
Mean	2.80	2.42	2.79
Mode	3	3	3

Note: Within the alternatives, option 1 represents the not important criterion, option 2 represents a neutral criterion and option 3 represents the very important criterion.

General Hypothesis Test (RHO SPEARMAN)

H1: Experiential marketing is significantly related to the online shopping decision in the fashion category in people aged 18 to 35 in Metropolitan Lima.

Ho: Experiential marketing is not significantly related to the online shopping decision in the fashion category in people between 18 and 35 years old in Metropolitan Lima.

Table 9: Correlation between Independent Variable and Dependent Variable

			IV	IV
Spearman's rho	IV	Correlation coefficient	1,000	.287**
		Next (2-sided)	.	,000
		N	384	384
	IV	Correlation coefficient	.287**	1,000
		Next (2-sided)	,000	.
		N	384	384

Note: The correlation is significant at the 0.01 level (two-sided).

Specific Hypothesis Test 1

H1: Sensations are significantly related to the online shopping decision in the fashion category in people between 18 and 35 years of age in Metropolitan Lima.

Ho: Sensations are not significantly related to the online shopping decision in the fashion category in people between 18 and 35 years of age in Metropolitan Lima.

Table 10: Correlation between Dependent Variable and the first dimension of the Independent Variable

			IV	IV
Spearman's rho	IV	Correlation coefficient	1,000	.261**
		Next (2-sided)	.	,000
		N	384	384
	D11V	Correlation coefficient	.261**	1,000
		Next (2-sided)	,000	.
		N	384	384

Note: The correlation is significant at the 0.01 level (two-sided).

As Spearman's Rho coefficient is 0.261 and according to Spearman's correlation estimation scale, there is a medium positive correlation. In addition, the level of significance is less than 0.05, this indicates that there is a relationship between the variables. In this way, the null hypothesis is rejected, accepting the alternative hypothesis.

Specific Hypothesis Test 2

H2: Emotions are significantly related to the online shopping decision in the fashion category in people between 18 and 35 years old in Metropolitan Lima.

Ho: Emotions are not significantly related to the online shopping decision in the fashion category in people between 18 and 35 years of age in Metropolitan Lima.

Table 11: Correlation between Dependent Variable and the second dimension of the Independent Variable

			DV	D2IV
Spearman's rho	DV	Correlation coefficient	1,000	.029
		Next (2-sided)	.	.573
		N	384	384
	D2IV	Correlation coefficient	.029	1,000
		Next (2-sided)	.573	.
		N	384	384

Note: The correlation is significant at the 0.01 level (two-sided).

A bilateral significance value of 0.573 was obtained, accepting the null hypothesis, rejecting the alternative. This indicates that there is a negative relationship between the variables. For the same reason that, when obtaining a correlation coefficient of 0.029, it is interpreted that said correlation is weak.

Specific Hypothesis Test 3

H3: The interaction is significantly related to the online shopping decision in the fashion category in people between 18 and 35 years of age in Metropolitan Lima.

Ho: The interaction is not significantly related to the online shopping decision in the fashion category in people between 18 and 35 years of age in Metropolitan Lima.

Table 12: Correlation between the Dependent Variable and the third dimension of the Independent Variable

			IV	D3IV
Spearman's rho	IV	Correlation coefficient	1,000	.270**
		Next (2-sided)	.	,000
		N	384	384
	D3IV	Correlation coefficient	.270**	1,000
		Next (2-sided)	,000	.
		N	384	384

Note: The correlation is significant at the 0.01 level (two-sided).

Spearman's Rho coefficient is 0.270 and according to Spearman's correlation estimation scale, there is a medium positive correlation. In addition, the level of significance is 0.000 (less than 0.05), this indicates that there is a relationship between the variables. This is how the alternative hypothesis is accepted, rejecting the null hypothesis.

5.4 Discussion

In the data obtained with respect to the first dimension, it is known that the sensations that are generated in the buyers are very important to help in the decision of online purchases. Adding to this, a coefficient equal to 1 is found, accepting the alternative hypothesis, which confirms a perfect positive correlation with the online shopping decision. This indicates applying strategies such as developing a shopping experience. Meanwhile, external factors in the environment can have a considerable impact on how consumers perceive the utility and pleasure associated with a product, which influences their propensity to make purchases. Moreover, as consumers become more knowledgeable about product utility, their emotional disposition towards purchase intent becomes more positive, which, in turn, further encourages impulse purchases. (Parboteeah et al. 2009)

Regarding the emotional dimension, it is found that respondents aged 21 to 25 years prefer exclusivity. However, in the correlational analysis, emotions are not related to the online shopping decision due to the result obtained in the significance coefficient (0.29 = negative correlation). This may occur since the sensations that are produced in the client are greater than the emotions generated virtually.

In turn, three factors were evaluated in the interaction dimension: immediacy, physical contact with the product, and staff attention, of which the factor with the highest average in the importance rating was physical contact with the product (mean =2.80). On the other hand, a strong positive correlation coefficient of 1.00 is found, which indicates that it is related to online purchases. This means that the factors already mentioned above help to close this complete circle of experience in an online purchase.

Including all the dimensions, the general alternative hypothesis was evidenced and accepted, thus sustaining that experiential marketing is related in a low positive percentage with the decision to purchase online in the fashion category in people from 18 to 35 years of Metropolitan Lima since a Correlation Coefficient of 0.287 and Bilateral Significance equal to 0.000 were obtained.

Based on the findings found, we compare the results of the general alternative hypothesis with other studies, in which it is argued that experiential marketing is strongly positively related to the decision to purchase online (Correlation Coefficient = 0.287 and Sig. Bilateral = 0.000). This result coincides with multiple international studies (Ladhari, 2010; Married, 2011; Martínez & De Garcillan, 2016; Moon et al. 2017) in which consumer perceptions are studied regarding the attributes of the website and their online shopping intentions, pointing out that experiential marketing is related to the decision to make an online purchase. Thus, customer satisfaction has been recognised as one of the most fundamental concepts in business (McQuitty et al., 2000) and plays a crucial role in building customer trust (Flavian et al., 2006).

On the other hand, regarding the evaluation of the correlation of sensations, the contributions of Katrandjiev and Velinov (2014); Nepomuceno et al. (2014) agree in affirming that a positive correlation is found with the online shopping decision, studies in which the role of technology is exposed to improve the fashion shopping customer experience. While in the study by Vijay et al. (2019) in which the influence of the values of online purchases with the electronic atmosphere is evaluated, disagrees with our results since its bilateral significance yields a value greater than 0.05, maintaining that there is no relationship between sensations such as touch with the decision to make an online purchase. Given the above, it is considered that this may be due to differences in the characteristics of the population.

The emotional dimension is not related to the online shopping decision due to the result obtained in the significance value ($09.573 > 0.5$), which coincides with the research results of Simó (2003). While in the investigations of Trevinal and Stenger (2014); Sarmiento Guede (2017) where they are studied the experience of the quality of the online service and its satisfaction do not coincide mentioning that a better online shopping experience will lead to an improvement in the emotional state of pleasure and activation. Regarding the analysis of the interaction dimension, a correlation of 0.270 (sig. Bilateral 0.00) is found, accepting the alternative hypothesis. This coincides with various research works (Maklan and Klaus, 2011; Nepomuceno et al., 2014; Moon et al., 2017) confirming a positive correlation regarding the importance of an interaction with the consumer to generate a purchase.

6. Conclusion

According to the quantitative analysis, the general hypothesis is accepted, stating that Experiential Marketing is positively related to the decision to purchase online in the fashion category in people between 18 and 35 years of age in Metropolitan Lima. When the sensations are related to the online purchase decision in this population, tangibility and purchase experience are included. It is inferred that, according to the results of Spearman's correlation, emotions have a low imperfect relationship with the online purchase decision. On the other hand, the interaction is positively related to the online purchase decision. Meaning that the immediacy of the product, direct contact, customer service and post-sale service influence the online purchase decision. The research concludes that the most valued for the respondents in relation to the experiential marketing variable are tangibility, purchase experience and product exclusivity. Regarding the purchase decision, what stands out the most is: available information, ease of use, trust and ease of exchange or returns.

The main limitation was the situation in which this work was carried out, since the government restricted mobilization and the data collection technique could only be applied through digital channels. It also made difficult the lack of face-to-face interaction with the advisors who were slightly involved in the effective development of the study. It is recommended to use the same correlation in the field of fashion, but in the other important cities of Peru to study their progress at the national level.

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