

Title: The Experiential Marketing of Consumer in Retailing Business;
The Case of Ikea China

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ABSTRACT

This paper examines the experience of marketing strategies to consumers through the perceptions of IKEA consumers in China and documents released by the company to the public. Many companies are now using experiential marketing to stay competitive in the market and attract customers. This paper focuses on how the features of experiential marketing appear in IKEA's marketing strategy and how it can increase sales and improve financial performance by stimulating consumer interest.

The researcher used Internet data to study and analyse mainly the experiential marketing of IKEA in China. Data were collected through a survey questionnaire. The study of IKEA's experiential marketing was combined with IKEA's actual situation in the Chinese market to further explore the impact of how IKEA uses experiential marketing to promote consumer purchase intent to grow the company's performance.

The results of the study show that IKEA's use of sensory and experiential marketing can stimulate and motivate customers to purchase products. These cases show that the use of experiential marketing has significantly improved the company's performance.

Keywords: IKEA, Experiential marketing, innovate, Traditional marketing

