
EXPERIMENTAL MARKETING IN SHAPING CONSUMER PERCEPTION AT TANISHQ

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ABSTRACT: Innovative experimental marketing uses interactive and immersive experiences to affect consumer impressions. This strategy aims to engage consumers with a brand's story and make them more likely to remember it. Brands can better express their products' distinctive characteristics and benefits by using real-life experiences. This strategy helps companies stand out in crowded markets and win clients. Experience marketing increases consumers' willingness to buy, positive word of mouth, and brand memory, according to study. This product's capacity to create unforgettable interactions is a major selling point. As companies try new ways to reach customers, experimental marketing is essential for molding consumer views.

Keywords: *Experiential Marketing, Consumer Engagement, Brand Perception, Customer Loyalty, Brand Recall, Emotional Connection, Interactive Experiences, Purchase Intention*

1. INTRODUCTION

Experimental marketing changes consumers' brand views by encouraging two-way conversation and brand events. Experience-based marketing lets consumers do more than read product reviews. They allow consumers to interact with the brand in-person and online. Direct engagement usually strengthens sense-emotion links and deepens cognitive processing. Instead of just seeing ads, customers are more likely to associate the brand with meaningful and memorable events.

Experimental marketing targets consumers' emotions to change their perceptions. Immersive displays, interactive internet ads, live events, and pop-up shops encourage curiosity, delight, and excitement. These feelings often outweigh pricing and features when assessing brands. An emotional connection to a brand makes it seem more real, reliable, and relevant, improving their image of the company.

Experimental marketing improves product value by changing consumers' perceptions. Consumers often think a company that finances special events is delivering more than just a product. This increased sensory value may make something seem rare, high-quality, and exclusive. Consider that after browsing a brand's products, buyers may be willing to pay more for unique experiences like personalized demos or events.

Experience marketing's impact on public opinion and recommendations is also important. An employee who enjoys their job will likely inform their friends and followers, in person or online. Social media boosts marketing reach and changes consumers' perspectives. Even if they don't know the brand, people are more likely to like it if they see others supporting it.

Experimental marketing can change consumers' impressions of a brand by creating lasting connections. If consumers consistently have good encounters with a brand, people will

identify and trust it. The cumulative effect of these interactions builds brand awareness and trust. By providing relevant and engaging experiences across touchpoints, brands may influence consumer perception. This ensures the public's perception of the brand matches its stated goals.

2. LITERATURE SURVEY

Collins, A. & Steiner, J. (2025): An thorough study by Collins and Steiner (2025) examined how experiential marketing affects brand meaning and customer perception. The study focused on multi-sensory, multi-emotional, and multi-interactive marketing initiatives like live product demos, immersive retail locations, and brand events. Compared to traditional advertising, experiential marketing significantly boosted brand value and memorability. 680 participants completed post-experience assessments in the experimental investigation. Interactive brand experiences increased consumer positivity, emotional reactions, and brand memory. Studies show that experience marketing can strengthen emotional and cognitive links between firms and customers. Collins and Steiner say experiential marketing shapes customer perception by turning enterprises into meaningful experiences. Thus, customer engagement and brand loyalty increase.

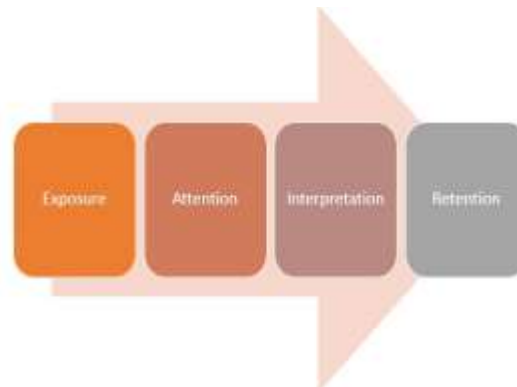
Michael Thompson 2024 Thompson's (2024) study examines how interactive exhibitions influence brand perceptions in experiential marketing. According to studies, digital kiosks, motion-sensing displays, immersive brand environments, participatory exhibits, and other interactive installations can interest consumers beyond passive observation. Thompson uses quantitative attitude evaluation methods and qualitative interviews to show that active involvement boosts cognitive participation, emotional arousal, and brand innovativeness. Interactive exhibitions' ability to make consumers feel important and happy lead to deeper brand partnerships. Studies show that these installations improve message processing, stay length, and brand memory. Thompson believes interactive installations may transform transient interactions into lasting relationships by creating an emotionally compelling, important, and unforgettable brand experience.

Rebecca Adams 2023 According to Adams (2023), sensory branding affects clients' opinions in controlled marketing environments. This study experiments with how sight, hearing, touch, and scent affect consumers' brand loyalty and perceptions. Adams thinks that multisensory brand engagement strengthens memories and associations. Sensory-rich brand experiences increased emotional connection and brand recognition compared to single-sensory stimuli. According to studies, firms may distinguish out by developing sensory branding that consumers can't get elsewhere.

Elena Rodriguez 2022 Rodriguez (2022) examines VR's unprecedented impact on customer engagement and experimental advertising. The study found that VR can create dynamic, immersive landscapes that resemble brand encounters. Rodriguez shows that virtual reality (VR) marketing boosts emotional involvement, attentiveness, and brand creativity by assessing consumer responses and doing empirical research. Virtual reality made consumers feel more connected and present with brands. Virtual reality usage might revolutionize product demos, brand storytelling, and consumer education, according to the article.

3. STAGES OF CUSTOMER PERCEPTION

Unprocessed stimuli are turned into useful information through a three-step process called buyer perception.



Each person takes in information in a way that fits with their own tastes, expectations, and biases. There are three parts to perception: exposure, attention, understanding, and memory.

Exposure

Exposure includes things like colors, logos, music, and surroundings that a customer sees or hears when they interact with a brand or product. When we see a certain color or taste a certain taste, the second stage starts.

Attention

Attention comes in after the exposure stage, when the consumer knows what the message and object being promoted are. If the attention leads to a good experience, it may move on to the interpretation step.

Interpretation

Interpretation is the process by which a consumer gives information and experiences from the first two steps of how important or valuable something is to them. It could lead to comparisons with other goods or experiences that are similar. The customer puts a lot of value on the whole product experience.

Retention

The client stores the exchange in their memory for later use in the last step. This means that the customer has a clear idea of what you do. It could have both good and bad effects.

4. METHODS OF EXPERIMENTAL MARKETING

Product Sampling and Demonstrations

Customers can have a big change in how they feel about a product after getting samples or seeing a show in person. This approach makes the product more interesting by letting you touch it and highlighting its features and benefits. It makes people believe you more and lets them make decisions based on their own experiences. helpful for getting people to buy things and for making relationships that last.

Pop-Up Shops and Events

Setting up short branded stores or events can get people's attention and get them excited. Through these pop-up experiences, customers can connect with the business in a new and immersive way. They often use special deals and creative themes to get people's attention and

get them excited. This approach lets you see how the market responds and helps people like your brand.

Experiential Installations

Building interesting and interactive exhibitions in places with a lot of foot traffic can bring in customers. Most of the time, these installations have games, multimedia elements, or interactive shows that go with the brand's image. They make people feel good about the brand and give them memorable moments. This way works well to get customers to interact with and remember your brand.

Virtual and Augmented Reality Experiences

With VR and AR technologies, customers can connect with goods and services in a virtual world. These technologies allow for realistic experiences that can be like things that happen or are used in real life. They help people picture how goods will work in different situations, which makes it easier for them to understand what they're for. This strategy has the ability to make big changes in fields like cars and real estate.

Interactive Digital Campaigns

When virtual try-ons or quizzes are used in digital ads to get people to interact with them, users become more involved. To make the experience better for the user, these ads often include personalized material and game-like elements. They give you instant feedback and information about what your customers like and how they act. Digital media are used in this strategy to increase brand interaction and exposure.

Influencer and Brand Collaborations

When you work with other companies or influencers on co-branded events, you can reach more people and improve your image. When people work together, they generally make original content or plan events that their influencers' followers will like. They use their power and the trust that people already have in them to improve how people feel about them. This way helps people trust and see your brand.

Live Events and Experiential Marketing Tours

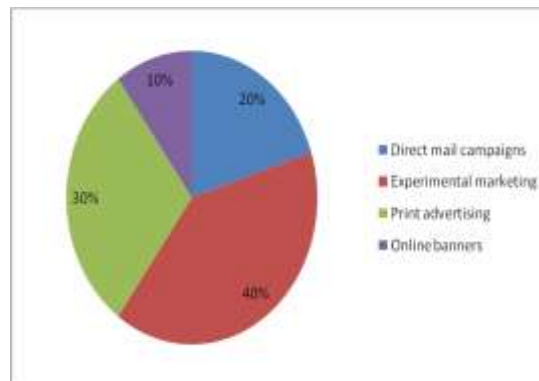
By putting together live events or tours, brands can connect directly with customers and give them unique experiences. There are many kinds of these kinds of events, like product launches, brand parties, and trip experience roadshows. They give people a way to talk to each other directly, give and receive constructive feedback, and build communities. This method builds relationships with customers and gets people talking.

Customer Co-Creation Experiences

Customers will be more loyal and positive if they have a say in how a campaign or product is made. Workshops, design contests, and feedback events where clients can share their thoughts and choices are some examples. It helps with brand alignment and a feeling of ownership. This approach, which encourages contact, makes customers feel like they are important and have a stake in the company's success.

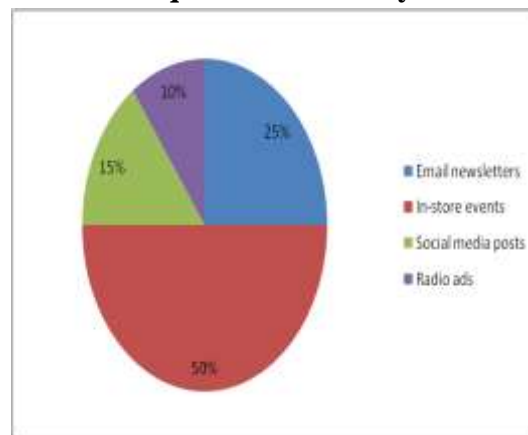
5. DATA ANALYSIS AND INTERPRETATION

1. Which Tanishq marketing strategy focuses on making events for customers that are interesting?



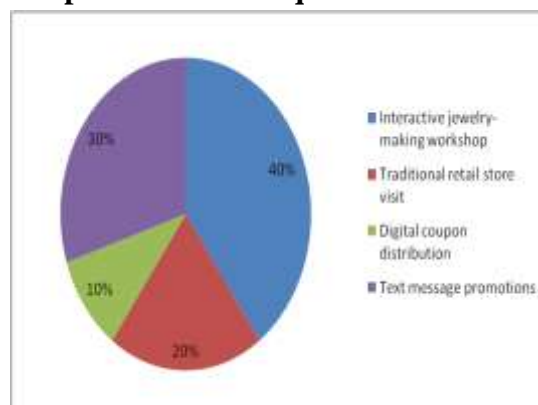
INTERPRETATION: As the table and graph above show, Tanishq's marketing approach is based on giving customers experiences that are deep and meaningful. Ten percent used internet banners, twenty percent used direct mail campaigns, forty percent used experimental marketing, and thirty percent used paper ads.

2. What kinds of events does Tanishq hold so that they can talk to people directly?



INTERPRETATION: The table and graph above show that Tanishq uses email newsletters for 25% of repliers, in-store events for 50%, social media posts for 15%, and radio ads for 10%.

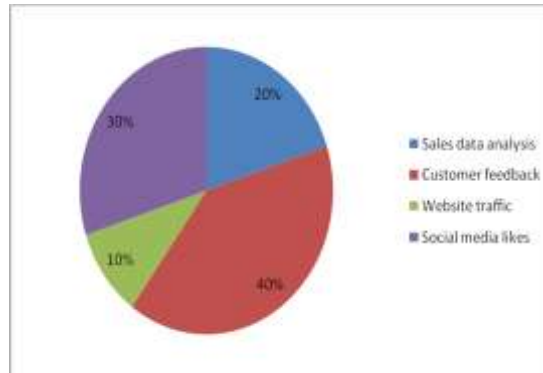
3. What is the best way to explain the Tanishq brand?



INTERPRETATION: Based on the table and graph above, the best way to describe the Tanishq brand experience is as follows: 40% of respondents went to classes where they could

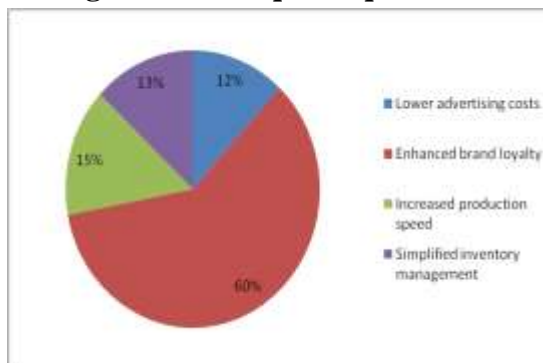
make jewelry together with other people, 20% went to regular stores, 10% got digital coupons, and 30% got text message promotions..

4. How does Tanishq know if its test marketing campaigns are working?



INTERPRETATION: The table and graph above show how Tanishq measures the success of its test marketing strategies. 20% are interested in looking at sales data, 40% are interested in hearing from customers, 10% are interested in website traffic, and 30% are interested in social media likes.

5. What are the main advantages of Tanishq's unique advertising?



INTERPRETATION: The table and graph above show that Tanishq's experimental marketing approach has cut the cost of advertising by 12%, made people 60% more loyal to the brand, sped up production by 15%, and made managing inventory easier for 13% of those who answered.

6. CONCLUSION

Finally, experiential marketing has a big effect on how Tanishq customers think about the company because it creates rich, immersive brand experiences that go beyond standard advertising.

Tanishq builds trust, authenticity, and a strong emotional connection with its customers by giving them personalized experiences in-store, using emotionally driven advertising, and telling stories that are fitting for different cultures. These experiences affect long-term trust and the likelihood of buying, and they also help people remember the brand. Tanishq is more than just a jewelry brand because it always gives customers unique and valuable experiences. It has become a symbol of tradition, quality, and emotional meaning. Because of this, Tanishq can use experience marketing to keep its competitive edge and improve how customers see the company.

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