

The Impact of Time-Honored Food Through Experiential Marketing on Leisure Tourist Loyalty

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Abstract: This article took the experience marketing of time-honored food companies in Guizhou Province as a case. The current situation and methods of experience marketing of major time-honored food companies in Guizhou Province were counted through descriptive statistical methods. Three research objectives were set for this paper, including investigating the current trend of the time-honored food market, analyzing purchase intention through the promotion of experiential marketing, and proposing appropriate concepts and policies for improving the time-honored food market in Guizhou.

Keywords: Time-Honored Food; Experiential Market; Leisure Tourist Loyalty

1. Introduction

As a relatively new marketing model, experiential marketing has been widely used in the experiential economy. Experiential marketing refers to stimulating customers' sensory experience, stimulating customers' thinking, triggering customers' emotional resonance, obtaining customers' complete sense of value, and increasing customer stickiness. The application of experiential marketing optimizes customers' vision, hearing, sense of participation, and experience and improves marketing effects by stimulating rational and irrational emotions (Hsiao.2021)^[1]. At present, experiential marketing has been applied in many fields. The development of experiential marketing in theme hotels is a trend, but successful cases can be used for reference. And services are delivered to customers through experiential marketing, allowing consumers to feel the hotel's humane care and caring service personally, and win praise from customers. At the same time, consumers spread to the outside world through this sensory experience, which can significantly enhance the effect of marketing (Lee; & Peng.2021)^[2]. Marketers are increasingly adopting framing material products as experiences.

2. Theoretical Basis

2.1 Theory-based on brand value

Product loyalty emerges from customer interactions and specific brands or companies (Hollebeek: et al., 2020)^[3]. Many studies from psychology have pointed out that "customer experience" is a multidimensional concept with specific expressions of cognitive, emotional, and behavioral dimensions. In this regard, customer experience is defined as "the mental state that occurs as a result of the customer experience co-created by the interaction with the focused object in the focus service relationship."

2.2 Theory-based on cultural factors

Time-honored brands are famous in China for their splendid culture (Barreto. 2014)^[4] and regional cultural characteristics. Some scholars believe that cultural background factors (for example, cultural differences, cultural proximity, and cultural distance) can explain the food behavior of various customers. Time-honored catering brands represent unique regional cultures, and cultural closeness will affect customers' recognition of their brands.

3. Understanding the Impact of Time-Honored Food Through Experiential Marketing on Leisure Tourist Loyalty

3.1 The effectiveness of experiential marketing

Providing sensory clues will positively impact different consumer outcomes, such as customer satisfaction and brand loyalty, product reviews, purchase intention, and willingness to pay (Cornil; & Chandon. 2016)^[5]. However, emerging literature studies multisensory methods, mainly combining auditory or olfactory stimuli with visual cues. Consistency plays an essential role in generating positive consumer results for multisensory marketing because the information conveyed by sensory cues must be consistent with brand attributes and other sensory signals.

3.2 Word-of-Mouth Model

"For decades, WOM has attracted a lot of work from many researchers. For our purposes, we focus on studying the antecedents of word-of-mouth: why consumers generate word-of-mouth. Early research has identified four types of WOM motivations: perceived product participation, self-participation (satisfying the emotional needs of the brand or product), other participation (the motivation to provide something to others), and information participation (the company's dissemination or how the product is in the media display).

3.3 The Stimulus-organism-response (SOR) theory

Mehrabian first proposed the stimulus-organism-response (SOR) theory. The SOR theory emphasizes that some external influences can stimulate and change the individual's emotional and cognitive conditions, leading to specific behavioral results (Kamboj 2018)^[6]. The "S-O-R framework" consists of three components: stimulus, organism, and response. The first "stimulus" component refers to the "influence of stimulating the individual." In the restaurant experience, excitement is an expression of the core features provided by the restaurant. Undoubtedly, brand authenticity as the attractiveness of brand packaging is an external stimulus for the time-honored catering brand to awaken customer interest and enthusiasm. As a means of innovation, creative expression is an external stimulus to a certain extent.

4. The Conceptual Framework for the Research Study

First Based on the four significant elements of brand value, cultural factor, food uniqueness, and personal characteristics of experiential marketing, utilize a large amount of literary analysis to understand the most important influencing factors of experiential marketing and make theoretical hypotheses, and then further test the ideas through empirical models, to analyze the specific influencing efficiency of experiential marketing of time-honored food companies in Guizhou. The experiential marketing of food companies provides relevant policy recommendations for reference to improve marketing efficiency for the industry's sustainable development.

Second The effect of experiential marketing usually focuses on revisiting intentions or willingness to recommend. The developed model has not been successfully transferred to many tourists and well-established food companies and Guizhou Province. Some people believe that tourists may be inherently disloyal due to the characteristics of the tourism industry, and a new model of loyalty is needed, focusing on tourists rather than destinations or companies. Since the dimensions and metrics need to be consistent with the background of loyalty research, a comprehensive review of the literature was conducted to develop a conceptual framework.

5. The Countermeasures for the Impact of Time-Honored Food Through Experiential Marketing on Leisure Tourist Loyalty

5.1 Time-honored food

Time-honored brands (Chinese: China Lao Zihao China Time-honored Brands or Lao Zihao Time-honored Brands for short) are the titles of Chinese enterprises that existed before 1956, which were awarded by the Ministry of Commerce of the People's Republic of China to sell products, technologies or services that have been passed down. It has distinctive Chinese cultural characteristics and is widely recognized by society.

5.2 Experiential marketing

Unlike traditional or online marketing efforts, experiential marketing is a unique, fast, and effective way to build brand awareness through face-to-face contact with consumers. It involves all five senses, stimulates emotions, forms lasting memories, and has increased brand loyalty.

5.3 Leisure tourist loyalty

The path of cultural identity building loyalty is also confirmed through perceived value and satisfaction to leisure tourists.

5.4 Brand value

Brand value is the financial amount of your brand value. Although the brand value is based on the amount on the balance sheet, the brand equity is the brand value based on the importance of the customer's perception of the brand. The brand value affects the company's revenue and the entire market.

6. Conclusion

Cultural marketing is an integral part of it. Therefore, we should pay attention to the development of cultural marketing so that the Guizhou regional time-honored enterprises can better connect with the various needs of consumers, ensure the development of the brand, better convey the cultural heritage of Guizhou time-honored brands, and ensure the regionality of Guizhou. Brand competitiveness of time-honored enterprises. Geographical indications result from these investments and have specific monetary value, representing a nation's cultural image or even a country. Therefore, their artistic value is significant and has particular significance for promoting commercial and economic interests.

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