

The Power of Experience Based Marketing Communication: Effect of Sympathy for Producer on Product Consumption

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Introduction

- The dairy industry has been proposing new values of milk via mass media including TV and press advertising. However it is pointed out that the effectiveness of marketing communication through mass media has been decreasing.
- Fukuda (2016) has, with looking at the activities of “Experience Based Marketing Communication(EBMC)” in Japan, revealed their impacts in a qualitative manner.
- However, that Fukuda’s study did not clarify a mechanism based on which such activities encourage the purchase and consumption of milk.



AIM

- The purpose of this study is to, with focusing on “the sympathy for producers” as a consumer reaction toward the activities of EBMC other than that to products such as “tasty”, verify its impacts on the purchase amounts and consumption amounts of milk

Experience based marketing communication

Such as

- ◆ Students learn via a farm visits
- ◆ Factory tour
- ◆ Food education



- the experience of the consumer, rather than the marketing message (i.e. advertising), is of focal attention in experience-based marketing communication strategies(Fransen and Lodder 2010).

Effect of sympathy for producer on consumer

- Sympathy is defined as “understanding of object’s(i.e. protagonist, farmer or producer) thought and feeling, and Identification with object”. (e.g. Escalas & Stern 2003)
- Sympathy positively affects on effectiveness of communication.
The reasons are as follows
 - ◆ Relevance between consumer and object
 - ◆ Satisfaction of communication
 - ◆ Consumer has same feeling of objects
- Among these reasons, The most effective factor of increasing purchase intention is “Relevance between consumer and object” (e.g. Escalas 2007).

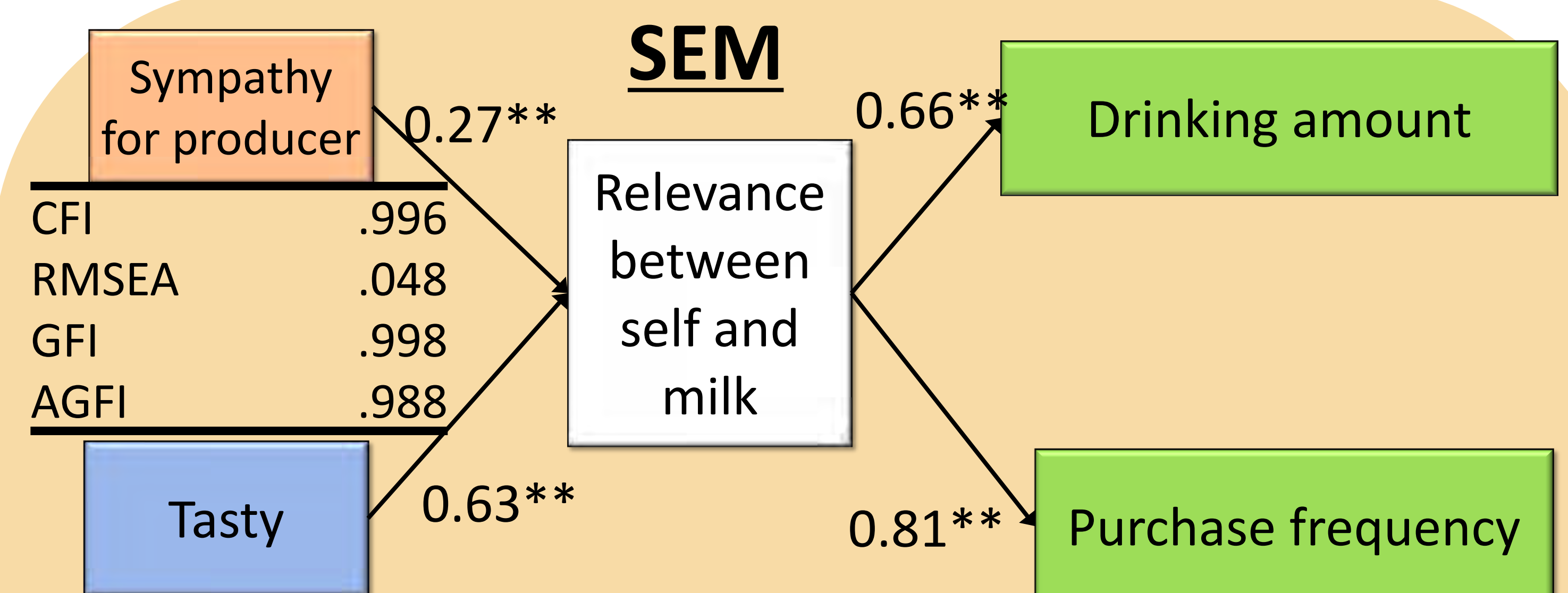
Hypothesis

- H1 “Relevance between self and milk” positively affects on “drinking amount” and “Purchase frequency”
- H2. “Sympathy for producer(i.e. farmer)” positively affects on “relevance between self and milk”
- H3.”EBMC(i.e. farmer experience)” positively affects on “sympathy for producer”

Method

- 4608** consumers(1359 males and 3249 females, Min age = 10, Max age = 79) filled out on an annual online survey which is conducted by J-milk.
- Measurement scale developed by J-milk
 - “Information touch point [Yes=1, No=0]”,
 - “Relevance between self and milk(1-7)”
 - “Drinking amount(1-7)”
 - “Sympathy for Producer (1 -7)”,
 - “Tasty(1 -7)”

Result



- “Relevance between self and milk” positively affects on “drinking amount” and “Purchase frequency”(H1 Supported)
- Although tasty is controlled, sympathy for producer positively affects on relevance between self and milk(H2 supported)

Multi Regression Analysis

Information Touch Point[iv]	Sympathy[dv]	Tasty[dv]	VIF
Mass Media(TV and Newspaper)	.067**	.031*	1.093
Narrative(animation and movie)	.095**	.090**	1.082
Product(product package)	.119**	.068**	1.039
Experience(dairy farmers)	.187**	.121**	1.007
R^2	.077**	.035**	

- As a result of multi regression analysis, EBMC positively affects on “sympathy for producer”, compare with other information touch point (H3 Supported).
- This study did not expected, EBMC positively affects on Tasty.

Discussion

- this study, with focusing on “the sympathy for cattle farmers” and based on the hypothesis promotes the purchase and consumption of milk by enhancing consumers’ association with milk, had conducted an internet survey in order to validate this hypothesis. Consequently, such hypothesis of this study was proven correct. On the basis of these results, policies to advance added values of milk and dairy products will be discussed.

Reference

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