

**ANALYZING SMARTPHONE EXPERIENTIAL MARKETING OF  
YOUTH IPHONE USER IN MANADO****MENGANALISIS PEMASARAN EKSPERIENSIAL SMARTPHONE DARI  
PENGGUNA MUDA IPHONE DI MANADO**

by

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**Abstract:** The sophistication of smartphones increasingly sought after by consumers. In order to win the smartphone industry, company not only considering on the quality of the product but also the strategy to selling their product. Experiential marketing is as an activity to do some anticipation, management and achievement of customer satisfaction through the process of exchange which is personal events that occur as response or some stimulus. The aim of this research is to analyze the customer perception of experiential marketing of iPhone. To achieve this objective, the researcher took the information from 15 informants using qualitative study which is in-depth interview. The result of the study is the five dimensions of experiential marketing affect the customer perception. Through sense experience, feel experience, think experience, act experience and relate experience. Apple Inc is one of the smartphone industry that using experiential marketing as their marketing strategy to attract customer that proved by the interview results. The recommendation for this study can be used as a reference for the development and deepening of knowledge about experiential marketing.

**Keywords:** *experiential marketing, iPhone*

**Abstrak:** Kecanggihan smartphone semakin diminati oleh konsumen. Untuk memenangkan industri smartphone, perusahaan tidak hanya mempertimbangkan kualitas produk tetapi juga strategi untuk menjual produk mereka. Pemasaran eksperiensial adalah sebagai aktivitas untuk melakukan beberapa antisipasi, manajemen dan pencapaian kepuasan pelanggan melalui proses pertukaran yang merupakan peristiwa pribadi yang terjadi sebagai respon atau stimulus. Tujuan dari penelitian ini adalah untuk menganalisis persepsi pelanggan terhadap pemasaran eksperiensial iPhone. Untuk mencapai tujuan ini, para peneliti mengambil informasi dari 15 informan menggunakan studi kualitatif yaitu lewat wawancara. Hasil penelitian adalah 5 dimensi dari pemasaran eksperiensial mempengaruhi persepsi pelanggan. Berdasarkan pengalaman sensorik, pengalaman rasa, pikiran pengalaman, pengalaman bertindak, menceritakan pengalaman. Apple Inc adalah salah satu industri smartphone yang menggunakan pemasaran eksperiensial sebagai strategi pemasaran mereka untuk menarik pelanggan yang telah terbukti lewat hasil wawancara. Rekomendasi untuk penelitian ini kiranya dapat digunakan sebagai referensi untuk pengembangan dan pendalaman pengetahuan tentang pemasaran eksperiensial.

**Kata kunci:** *pemasaran eksperiensial, iPhone*

## INTRODUCTION

### Research Background

Over the years, technology has been growing fast. The rapid rate of technology plays an important role in all aspects of people's life. Therefore, the continuously of advanced technology bring a positive impact on people. The function of technology, used in all different fields because it is improving over time and make daily tasks easier. For example, people can easily fulfil their need and wants from technology. People will get easier to find a product and the effect is the level consumption of people more increasing caused by the money that people spent to buy the things that become their needs or wants. Thus, the development of technology makes the society have to adapt to the situation, due to the technology that cannot be separated with the human life. The advanced of technology will help all the companies also bring good impact to all people.

As time goes by the development of technology is greatly affect the development of information and communication. That's why technology creates regeneration from communication tools from time to time. The history of the development of communication tools continues to change at any time. It was starting from prehistoric times to the modern era like today. This is the history of the development of communication tools from time to time that have been created by humans to get information that is easier and maximized. From carrier pigeon, telegraph, telephone, telegram, pager, e-mail, internet, cell phone to smartphone there is also including instant messaging and mobile chat messenger.

In this modern era information technology has been encouraged to always develop and now information technology has created regeneration of super sophisticated communication devices, which is called smartphone. Smartphone is phone that provides features that are above and beyond the simple ability to make phone calls. Smartphone also is a super sophisticated mobile phone and its function is almost like a computer.

The sophistication of its features makes smartphones increasingly sought after by consumers. *Liputan 6.com* (28-10-2013/18:00) states that the growth of mobile devices especially smartphones, is experiencing its growth rapidly. According to the results of study titled "Getting Mobile Right" initiated by Yahoo and Mindshare, there are around 41.3 million smartphone users in Indonesia and this number is expected to continue to grow especially in urban areas.

The services provided by smartphones are able to provide an exciting experience for users, such as social networking services, various games, music and the ability to save data so that some users consider the smartphone as a reflection of their lifestyle. The existence of this smartphone manufacturers are competing in launching the latest products, so the competition is getting tougher among players in the smartphone industry. So from the explanation above the definition of experiential marketing can be defined as an activity to do some anticipation, management and achievement of customer satisfaction through the process of exchange which is personal events that occur as response or some stimulus.

The main focus of an experiential marketing is on sensory responses, influences, actions and relationships. Therefore, a company must be able to create experiential brands that are associated with consumer's real life. And experiential marketing also can be used effectively when applied to certain situations. There are several benefits that can be accepted and felt by the company according to Schmitt (1999), when applying experiential marketing, among others: (a) to turn around a declining brand, (b) to be differentiate a product from competition, (c) to create an image and identity for a corporation, (d) to promote innovation, (e) to induce trial, purchase and the most important, loyal consumption.

As we know the population of people is increasing day by day. With the development of population of people in this sophisticated era, of course it really affects the surge in using smartphone in Indonesia. People in Indonesia especially in Manado are greatly utilizing the developments of technology by using the up to date smartphone with the best features that provided by the producer. It means that the user of smartphone is also increasing.

Smartphone users in Manado specially Youth, those who are between 17 and 25 can be said as active smartphone users. Whether male or female, they are the same in way using their smartphone. Youth in Manado mostly choose iPhone for their smartphone. Why iPhone? Because start from the famous of the brand, and also the sophisticated features and a better result picture of the camera, really make most of youth choose iPhone for their smartphone. But not only about the features, the brand of iPhone also can make youth in Manado satisfy their lifestyle in this modern era.

### Research Objectives

Based on circumstances above the research objectives is to analyze the customer perception of experiential marketing of youth iPhone user in Manado.

**Marketing**

Kotler and Armstrong (2012:5) stated that marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer. Based on Kotler and Keller (2010:21) marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large

**Consumer Behaviour**

Solomon (1998) stated that consumer behavior is the study of the processes involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires. Consumer behavior involves the psychological processes that consumers go through, in recognizing needs, finding ways to solve their needs, making purchase decisions, interpret information, make plans and implement these plans. Based on Engel and Blackwell (1982), Consumer behavior is the act of individuals directly involved in obtaining and using economic goods and services including the decision process that precede and determine these acts.

**Experiential Marketing**

Experiential marketing is an approach in marketing that have actually done since the times first until now by the marketers. Schmitt (2000) says the essence of shifting the traditional marketing approach to experiential marketing approach due to the development of three factors in the business world where information technology exists, the sophistication of the technology revolution can create an experience in a person and share them with others anywhere for example share them with media computers, cell phones, etc.

**Sense Experience**

McCole (2004) referred sense experience as the experience that customers gain from their sight, taste, scent, touch and sound. Based on Yuan and Wu (2008), sense experience is a message that customers formed towards products or services by their sense. Through sensory experience, consumers will able to develop experience logic and subsequently they use the experience logic to form personal value judgments to differentiate the products and services being experienced by them.

**Feel Experience**

Feel experience is referred to the customer's inner emotion, mood and feeling that customer derived from the consuming of products and services (Yuan and Wu, 2008). The feel experience may take various forms, and usually ranges from temperate to intense mood. With the positive feelings that generated in the consumption process, consumer develops a positive emotion (Schmitt, 1999).

**Think Experience**

Schmitt (1999) stated that think experience stimulates customers' creative thinking in developing a new idea or thinking about a company or its products. Through the processing of creating a new idea or thinking, consumers form their own evaluation towards the company and its brand.

**Act Experience**

Schmitt (1999) stated that act experience enable consumers to develop experiences that deal with the consumer's physical body, behavior and lifestyle and the experience gained from the social interaction with other people. Through the experience of action, consumers develop a sense of sensation, influence and relationship with the products or services offered.

**Relate Experience**

Relate experience allows consumers to build their connection with the social communities and social entities through the process of purchasing and consuming the products and service. In other words, relate experience that promoted via relate marketing campaign enables consumer for self-improvement, being perceived positively by others and integrate individual to a social community (Schmitt, 1999).



### Previous Research

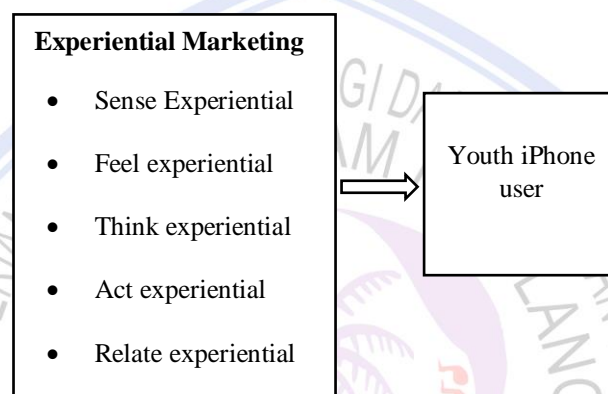
According to Maghnati, Ling and Nasermodeli (2012) were discuss about the way to exploring the relationship between experiential marketing and experiential value in the smartphone industry. The objective of this research is to investigate the relationships between experiential marketing and experiential value among the current smartphone users.

According to Sharma and Sharma (2011) with their research about experiential marketing: a contemporary marketing mix, they though the traditional marketers are more focused on the product development and consumer needs the consumers during the course of market development, develop a different kind of attitude regarding the selection of goods and services. They come up with the development of experience attitude.

According to Sugiyarti and Hendar (2017) was discussed about experiential marketing creative antecedence for success of brand loyalty, the main objective of this study is to develop a model of marketing conceptual on creative experiential marketing in order to boost brand loyalty. The specific target of this study is to empirically test creative influence on experiential marketing.

### Conceptual Framework

Conceptual framework explains about the relation between the variables in this research.



**Figure 1. Conceptual Framework**  
Source: *Data Analysis Method, 2018*

## RESEARCH METHOD

### Research Approach

This research is qualitative research methodology which is descriptive research to analyze the experiential marketing on youth iPhone user in Manado. According to Denzin and Lincoln (1994:2), qualitative research involves the studied use and collection of a variety of empirical materials, qualitative researches use a wide range of unrelated methods, hoping to always get a better settled on the subject matter at hand.

### Population, Sample and Sampling Technique

According to Sugiyono (2005), Population is generalization region consist of object/subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion. The population of this research is youth iPhone user in Manado.

A sample is the selected people chosen for participation in a study, Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result. This research use purposive sampling technique in order to get more valid and detailed result. The researcher took 15 informants to be interviewed.

### Data Collection Method

Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique divided into primary which is depth-interview and secondary data that gathered the data from articles, journal, and books regarding to the study of the research.

**Operational Definition of Research Variables****Table 1. Variabel Definition**

Variable	Definition	Indicators
Experiential Marketing	Is the strategic experience of customers when using a product, through senses, feel, think, act and relate.	-Sense Experience -Feel Experience -Think Experience -Act Experience -Relate Experience

Source: Author's Note, 2019

**Validity and Reliability**

Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately. According to Sugiyono (2012), there are two kinds of validity of the research namely Internal Validity which is concerned with the degree of accuracy of the research design with the result achieved and External Validity which is concerned with the degree of accuracy of whether the research results can be generalized or applied to the population in which the sample was taken. Reliability is the overall consistency of a measure and is a way of assessing the quality of the measurement procedure used to collect data. Based on Sekaran and Bougie (2013:127), the reliability in qualitative data analysis includes category and interjudge reliability. Category reliability relates to the extent to which judges are able to use category definition to classify the qualitative data. Well defined categories will lead to higher category reliability. Interjudge reliability is, a degree of consistency between coders processing the same data. Based on Sekaran and Bougie (2013:236), the validity in qualitative research was defined as the extent to which an instrument measures what it purports to measure.

**RESULT AND DISCUSSION****Result**

The interview is conducted from the informants who are youth iPhone user in Manado.

**Informant 1**

Informant 1 is Jassel Kilapong this informant is a kind of person who's been a while using iPhone and he really likes this brand of iPhone. According to him there is no match for the visual and design of iPhone. Jassel is very support for the innovation that always made by iPhone. According to him every product of iPhone that made by an innovation definitely has best quality in its class. For the price and the quality that served by iPhone, it's worth it according to him. For daily life, Jassel said that iPhone really helps him and facilitate what he needs. Jassel also said that the excessive use of iPhone can lead to the lack of interaction between people around and being lazy all day long in front of iPhone. And the last he said that iPhone really helps him in supporting his college activities in way to doing task and presentation.

**Informant 2**

Informant 2 is Dorothea Lombogia a youth iPhone user for about 4 years. According to her, the design and visual of iPhone is simple and not *alay* for this modern era. Not only camera, she also likes the data backup process of iPhone provided by *icloud*. According to her the innovation that made by iPhone is so positive. But it'll be negative if there is abuse by the user. And for the price that offered by iPhone is worth it. Thea said that every brands of phone can help in daily activities, not only iPhone. But because now she is using iPhone for her daily life, so she said that iPhone helps and simplify her daily life. There are also negative impacts for excessive iPhone use such as eye damage, excessive radiation and our health can be disturbed. So she said that it dangerous if we spent a lot of time in front of every phone, not only iPhone. And for the last Thea said that iPhone really helps her in her college activities.

**Informant 3**

Informant 3 is Ayleen Senduk, can be said as newly iPhone user because just using iPhone for almost a year. She said that the visual and design of iPhone are good, elegant and different with another brands of phone. She

also likes the features of iPhone such as the camera, and also because iPhone is compatible with *instagram* app. According to Ayleen there is also negative impact that can be found for iPhone user. Ayleen also said that there is also positive impact of iPhone although iPhone only compatible to share documents, pictures and others to fellow iPhone, they still provided airdrops to sharing from iPhone to iPhone, and it really helps for her daily life and also helps her in her college activities.

#### **Informant 4**

Informant 4 is Yemima Rumerung and already using iPhone since 2016 and it means that already about 3 years using iPhone. She said that the visual and design of iPhone is simple and match with her style. According to Yemima iPhone also supports her hobby which is taking a picture randomly. Yemima said that she really loves the camera of iPhone because she can get a best picture from the camera of iPhone without carrying digital camera to go anywhere which the result of both of them, more or less the same. She also said that if we are too often in using iPhone, can interfere with health and also reduced social interaction. And for the last Yemima also said that iPhone helps her in her daily life because it supports her hobby and also supports her college activities especially in communication for her campus life.

#### **Informant 5**

Informant 5 is Monica Karisoh. She is using iPhone since she is in senior high school till now. She said that the visual and design of iPhone is good and very attractive so it is suitable for use by all ages. Monica said that she feels up to date because of using iPhone. The reason why Monica preferred to use iPhone than another brand is because she feels easier to use iPhone than another brand of phone. And for a girl like her, because of its camera, because no one can beat to date for the camera. Monica said that her iPhone is suitable with her modern lifestyle and also with her society around and it supports by her parents. And overall, according to her, iPhone really helps her in her daily activities and also for her college life it helps in saving the materials of subject and also in doing her task.

#### **Informant 6**

Informant 6 is Vinca Politon and already using iPhone for about 3 years. According to her the display and design of iPhone is very simple, yet elegant, timeless and of course efficient. The positive vibes that can be felt by her is she can feel the differences, all the services privilege that provide by iPhone such as private Bluetooth (airdrop) only for iPhone user, are very different than another brands of phone. Vinca is preferred to use iPhone because she already found everything that she needs and expect for a phone in an iPhone. She also said that just like how another brands of phone to everybody else in their everyday life, iPhone is no different, it helps with communication, browsing, social media, etc. And for the college life iPhone can help with homework, communication, calculation but it also works that way with another brand of smartphones.

#### **Informant 7**

Informant 7 is Torany Kaunang also an iPhone user for about 2 years. According to him iPhone has a simple design and a good display that spoil the eyes. According to Torany why he preferred to use iPhone because the resale value of iPhone is far better than other brands. According to Torany, his iPhone is suitable with his lifestyle because iPhone has higher prestige value than other brands and it makes iPhone be more exclusive. The negative impact is because of he is addicted with the features of iPhone, and always do a purchase to get the better feature, so he feels like he was being wasteful. And of course for the excessive use of iPhone it can interfere with mental health. But in other side, iPhone also helps him in his daily life in social networking but also supports him in his college activities in doing task and communicating in campus area which is generally the same as other brands.

#### **Informant 8**

Informant 8 is Andro Nico and already using iPhone for about 5 years. According to him the display and design of iPhone is elegant. Andro said that he can do something faster while using iPhone because he is also a student of IT, iPhone helps him to doing something about his project. The features of iPhone are good. But it'll be better if the paid features can easier to access and the cheaper price of features. iPhone is really make him happy when he's playing game. But there is also negative impact when he plays game excessively, he can be addicted and hard to stop playing game. And for his college activities, iPhone not really work because so far he still uses his laptop for doing task, presentation and my others college activities.



**Informant 9**

Informant 9 is Marcelino Montolalu, he already using iPhone for about 2 years and 5 months. He said that the display and design of iPhone is really suitable with him. He got addicted with iPhone because of the result of the camera, because he is one of people who really love taking self-picture. He said that the price and the quality are worth it because the price and the quality are suitable. He also said that iPhone is suitable enough with her lifestyle compared to another brand that he have. So far there is no negative impact for him. And at the end he said that iPhone plays an important role in my social networking and society activity.

**Informant 10**

Informant 10 is Ryalest Boka an iPhone user for over 5 years. According to him, the display and design of iPhone is interesting, has one theme and when opening the lock button directly to the menu display without the hassle. Ryalest feels luxurious while using iPhone. According to Ryalest, the innovation that doing by iPhone become a must, so as not to lose competitiveness with the competitors because as we know many competitors are more develop. Ryalest also said that iPhone is helpful and wearable in his daily life, he also said that it really helps him in college activities which means help in doing task, communicating and networking. At the last he said that it can have a bad impact also if we are addicted with iPhone because it can affect physical health as well as mental.

**Informant 11**

Informant 11 is Gloria Wilar an iPhone user for about 5 years. According to her iPhone looks aesthetically beautiful due to its minimalist design. Gloria said that the positive thing about having an iPhone is its simple yet lavish design, making it so easy to use and its compatibility with other apple apps. She preferred to use iPhone than others device because first, she thinks iPhone has the best front camera compared to others so far. According to Gloria spending too much time on iPhone have bad impacts. First, you might hurt your eye and have neck and back pain by staring at the screen for a long time, and technology brings us closer to those who are far away, but far away from those who are close with us, especially when we go out with our friends or family, it may also impacts on your mental health, like it may cause anxiety, paranoid or even depression, because you constantly checking your phone especially when you spend too much time on social media. And the second is, excessive use of iPhone may lead to battery damage, especially when you use your iPhone while charging, it may decrease the battery life.

**Informant 12**

Informant 12 is Jackly Walujan an iPhone user for about 5 years. And according to him, for the design of iPhone is way good and have great materials. Jackly said that the positive things of having an iPhone, literally helps a lot in way of communication but in terms of using iPhone, he said that it's more comfort without the hassle. According to Jackly what makes he preferred to use iPhone than others is because of the quality, especially because of the camera of iPhone which is better than other brands. According to Jackly, it's not exactly from the iPhone that gives you any impacts for the excessive use. It depends on us how to manage our time in terms of using iPhone. As in general, not only iPhone that can cause a radiation but other brands also. At the end, he said that not only iPhone can help in college activities but another brand also. Help us in doing task and communicating.

**Informant 13**

Informant 13 is Stefanus Ama and using iPhone since 2016 which means that being an iPhone user for about 4 years. He said that the display and design of iPhone is really interesting, elegant, comfortable enough to hold by hands, and can be said really different with others. According to Stefan addiction that caused by iPhone is because of its features different than others. Talk about the features of iPhone really makes user feel comfortable, so for an iPhone user who really loves the features of iPhone, of course will not switch to other brands again. So, Stefan said that you must manage your time in using your iPhone. Although it really helps you in your daily activities, but you must know when is the right time to stop using iPhone so there is will be no excessive use

**Informant 14**

Informant 14 is Fiorent Sendow an iPhone user for about 4 years. She said that the display and design of iPhone is sophisticated and really up to date. According to Fio, iPhone has features that very helpful in her life. Such as camera who she cannot live without. Also when we are in front of iPhone for hours, of course our day will not be a productive day. But if we can manage our time, we can feel the positive things that given by iPhone.

Such as in way of communicating, using social media, find important information, also buying online that really helps her in living her daily life.

### **Informant 15**

Informant 15 is Renaldy Kapoyos an iPhone user since 2013 which means already about 9 years of using iPhone. He said that the design of iPhone is elegant, and the display is cool. According to Renaldy the positive thing that he can get while using iPhone is to help his friends in terms of taking a picture. Not only because of that, but also because iPhone is branded, in he loves branded things. For the innovation he said that it can caused toxic. iPhone is too cruel in innovating. The negative impacts of using iPhone according to Renaldy is, because of the innovation, it makes the iPhone user always wants to have the newest type without thinking about other needs. But there is also positive impact about the innovation, if we really like the product, we work hard on it. Overall he said that iPhone is really helpful for his daily activities.

### **Discussion**

Experiential marketing is one of the marketing concept that aim to build the relationship where the customer give the responses for the product that offered by company based on emotion and their level of thinking. There are five types dimension of experiential marketing which are sense experience, feel experience, think experience, act experience and relate experience. Experiential marketing can be found everywhere like markets and industry such as customers, services, technologies, and industrial. Nowadays, customers are increasingly critical to decide what product to buy that suit with customer's desire. Customers not only assess a product or service based on the quality, benefits, and functions provided, but more than that, they want a communication and marketing activity that gives sensation, touches customer's heart and according their lifestyle. In other words, consumers want a product's presence can provide an experience and touch their emotional side. Most company implements experiential marketing to develop new product and communicate with customer in order to increasing the profitability of business. This marketing concept brings a unique and positive experience to customer. Therefore, the customers will feel impressed and enjoyed while using the product. When customers get good experience that satisfied their needs and wants, so later they will sharing about their experience of the product through word of mouth that really works to build good reputation of that company. Every customer has different types of choosing and selecting something. The meaning of emotional in this case is, that caused different feelings and wants. Therefore it is drives customer's decision about what product to buy. In recent years, the number of smartphone user increasing rapidly. The competition among the brand of smartphone especially iPhone, give a contribution to smartphone industry. In order to win the competition or the market, it can be done by build a brand loyalty through experiential marketing. Raising level of smartphone user in Manado especially youth people in Manado. This leads to the competition that very intense and forcing company to innovate and create strategies to build a positive experiential marketing. That is why, company need to identify what are the characteristic of smartphone that customers need especially for youth people. Apple is one of the smartphone industry that using Experiential marketing as their marketing strategy.

### **Sense Experience**

The entire of interview's result correlated with the previous research by Maghnati and Nasermodeli (2012). There is a significant impact of experiential marketing on customer's sense experience. It is proved that smartphone try to attract the senses of customer. The product design of smartphone is included in sense indicator. Not only the design but also the responsiveness of the touch screen and the product's feature of smartphone itself very influencing the customer's sense to using the certain smartphone.

### **Feel Experience**

Smart features of iPhone can improve the positive mood of user and it is affects the user's experience that create strong emotion so it can give affective experience for user. Also based from the result, iPhone can leads user to addiction because if user spends excessive time on iPhone makes user forget about the time, however two informants stated that the addiction didn't come from the iPhone but from user itself. If customer can using it positively it can be positive as long as user can manage their time. According to the previous research by Setyawan and Astuti (2014) the result is related with this research where feel experience have a positive effect on feel experience of customers because the using of iPhone makes them feel secure and drive a positive impact. All the informants mention that they have a positive vibes when using iPhone because this product meets their standard.



### **Think Experience**

Think is one of the experiential marketing's indicators that stimulates the creativity of customers in developing new ideas or thinking about the product itself. It also proved with the previous research by Retno (2017) that the goal of think indicator is to encourage customers to be interested and think creatively so that they may be able to re-evaluation the product itself. Therefore, customers aware that every iPhone innovation able to "hypnotized" the customers for always buy each new edition and customers also prefer to consider on quality over the quantity. Customer's feel useless if buy the product without considering on the quality or in this case it is better for them to buy iPhone compared to another product.

### **Act Experience**

For the iPhone lovers, the continued innovation of iPhone make user don want to miss to buy the newest types of iPhone without consider their economic capabilities. This addictive thing being one of the negative impacts for the iPhone user. It is correlated with previous research by Ulker, Zeki and Nilufer (2017) and proved that the act sense of experiential marketing affecting customer's lifestyle and causes a some changes in someone's behavior.

### **Relate Experience**

The result of the previous study by Maghnati and Nasermodeli (2012) proved that, the personally experience gained from the usage of smartphone tries to intrigue customer to know more. Almost all informants mention that smartphone really help them to do their daily activity especially their campus's activities because the sample of this research is mostly as a student. It cannot be denied that the functions provided by the smartphone stimulate customer's curiosity toward product products features that embedded in the smartphone.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Based on the result and the discussion from previous chapter, it can be concluded that the five dimension of experiential marketing really affect the customer perception to buy the product and also to use the product itself. From the interview result it shown that:

1. Sense Experience: The design and display of iPhone is simple but still look elegant, the level of responsiveness is high and have good quality of audio.
2. Feel Experience: Bring a positive vibes because make daily life get easier with compatible features and best result of camera.
3. Think Experience: Innovative because always follow the trend and technology that makes user become addicted and easy to understand how to operate the phone.
4. Act Experience: Suitable with the lifestyle because iPhone is one of the luxury brand that offer variety of price according the edition and worth to buy because the quality is good compared with another brand.
5. Relate Experience: Helpful to doing the daily activities especially campus task but have negative impact is user spend too much time on iPhone.

### **Recommendation**

This research is conducted in order to explore generally about the experiential marketing of iPhone user especially for youth people in Manado. Here are some recommendation proposed and found with this research for customers, universities and next researcher.

1. For customer, it is good to know about the 5 dimensions of experiential marketing that drives customer to decide for using iPhone and give feedback.
2. For Apple Inc, to give some understanding about the customer perspective from experiential marketing. Therefore, it can become the reference to improve and expand the market.
3. For universities, to give some knowledge for the students especially Economic and Business students to analyze the customer perception of experiential marketing of iPhone.
4. For next researcher, it is recommended to conduct research in wide areas of population, bigger sample and deep research about how is the customer perception of experiential marketing of iPhone.

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