

Exploring the Impact of Experiential Marketing on Conscious Consumer Choices (Case Study in Bandung Great Area)

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ABSTRACT: In the contemporary landscape of consumer behavior, this research delves into the intricate dynamics between experiential marketing and conscious consumer choices. The research methodology involves in-depth interviews, focus group discussions, and observational analysis to capture the essence of consumers' experiences and their subsequent impact on conscious decision-making. The case study design allows for a comprehensive exploration of the local context, offering insights that are both context-specific and transferrable to broader marketing and consumer behavior frameworks. The theoretical foundation draws on critical tenets of constructivism, elucidating how individuals actively construct their realities through experiences. As experiential marketing becomes increasingly prominent in the consumer landscape, understanding its role in shaping conscious consumer choices becomes imperative for businesses and policymakers. The findings of this study contribute to the existing body of knowledge in communication studies and marketing by providing a detailed exploration of the interplay between experiential marketing strategies and the conscious decision-making processes of consumers. Practical implications for businesses in the Bandung Great Area and beyond are discussed, offering valuable insights for marketers seeking to align their strategies with the evolving expectations of conscious consumers.

Keywords: Experiential Marketing, Conscious Consumer Choices, Case Study, Bandung Great Area.



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INTRODUCTION

In the dynamic landscape of contemporary consumer behavior, the intersection of experiential marketing and conscious consumer choices has emerged as a pivotal area of exploration (Lopez et al., 2020). The pervasive influence of globalization and technological advancements has transformed how consumers engage with brands, necessitating a nuanced understanding of the factors that shape their decision-making processes. In this context, the evolution of consumer preferences towards experiences rather than just products or services has redefined the traditional marketing paradigm. Experiential marketing, as a strategic approach, goes beyond conventional advertising by immersing consumers in memorable encounters that evoke emotions, stimulate

intellect, and foster a deeper connection with brands. This shift in consumer expectations underscores the need for businesses to move beyond transactional relationships and embrace experiential strategies that resonate with the values and aspirations of conscious consumers (Covid-19, 2019; Petty & Cacioppo, n.d.).

Moreover, the advent of digital platforms and social media has amplified the impact of experiential marketing on consumer choices. Consumers now have unprecedented access to information, enabling them to scrutinize a brand's practices, values, and overall impact on society and the environment (Aithal, 2024; Nurrizky et al., 2023). Experiential marketing, when authentically executed, not only captivates audiences during live events but also becomes shareable content, contributing to a brand's digital presence and reinforcing its image in the online sphere. As conscious consumers increasingly seek authenticity and transparency, the ability of experiential marketing to create genuine and shareable experiences becomes a powerful tool for brands to connect with their audience on a deeper level (Cummins et al., 2014; Lim et al., 2023; Wilson et al., 2021).

The growing awareness of ethical and sustainable practices further nuanced the interplay between experiential marketing and conscious consumer choices (Lee et al., 2020). Consumers are becoming more discerning, aligning their preferences with brands that demonstrate a commitment to ethical business conduct and environmental responsibility. Experiential marketing catalyzes conscious consumer choices when infused with sustainability and ethical considerations. As seen in events like the Unilever Green Campus, incorporating environmental initiatives is a testament to a brand's commitment to social responsibility and a compelling factor influencing consumer decisions. As businesses navigate this evolving landscape, understanding the symbiotic relationship between experiential marketing and conscious consumer choices becomes imperative for creating impactful and resonant brand experiences (Awaysheh & Bonfiglio, 2017; Couwenberg et al., 2017).

At the framework's core is the conceptualization of experiential marketing as a multifaceted strategy encompassing sensory, emotional, and cognitive dimensions. Drawing from Pine and Gilmore's (1998) seminal work on the experience economy, this study acknowledges that successful experiential marketing goes beyond mere transactions, aiming to create memorable and immersive encounters that resonate with consumers. The framework categorizes experiential marketing elements into sensory stimuli (sights, sounds, smells), emotional triggers, and cognitive engagement, recognizing their potential to shape consumer perceptions and decision-making processes (Pine & Gilmore, n.d.).

The conscious consumer choices within the conceptual framework are understood through the lens of ethical consumerism and sustainability. The framework acknowledges that modern consumers consider ethical and sustainable dimensions in their decision-making processes, particularly in an era of increasing environmental awareness. In this context, conscious choices involve evaluating a product or brand's ethical stance, environmental impact, and alignment with the consumer's values (Schmitt, 2005).

The interconnection between experiential marketing and conscious consumer choices is elucidated through the mediating role of consumer perceptions and attitudes. Drawing on the elaboration likelihood model, the framework posits that the effectiveness of experiential marketing in influencing conscious choices is contingent on consumers' cognitive processing depth. Positive sensory experiences, emotional resonance, and cognitive engagement contribute to favorable consumer attitudes, shaping conscious choices (Cacioppo et al., n.d.).

The case study approach, within the framework, serves as a methodological tool to contextualize these theoretical underpinnings within the specific socio-cultural and economic dynamics of the Bandung Great Area. By combining the theoretical lenses of constructivism, the experience economy, ethical consumerism, and the elaboration likelihood model, this research aims to provide a holistic understanding of how experiential marketing influences conscious consumer choices in a localized context, contributing to both theoretical advancements and practical implications for businesses operating in similar diverse markets (Johnson & Stake, 2005).

Research in the Bandung Great Area seeks to delve into the multifaceted realm of experiential marketing, unraveling the perceptions and interpretations that consumers within this region hold toward strategies employed by local businesses. The first inquiry focuses on discerning the nuances of consumer sentiment, aiming to elucidate how experiential marketing is perceived, interpreted, and integrated into the consciousness of the Bandung Great Area's diverse consumer base.

A second facet of the investigation delves into the specific dimensions of experiential marketing that resonate with consumers in this area. This question dissects the sensory, emotional, and cognitive elements inherent in experiential marketing encounters, discerning the intricate interplay that captivates and engages consumers within the Bandung Great Area. By unpacking these dimensions, the research aims to offer a nuanced understanding of the intricate mechanisms that underpin the effectiveness of experiential marketing in this specific cultural and economic context.

The third research question scrutinizes the intersectionality of conscious consumer choices in the Bandung Great Area, probing the extent to which ethical considerations and sustainability criteria factor into decision-making, particularly within the experiential marketing landscape. This inquiry intricately links ethical and environmental consciousness with consumer choices, providing a comprehensive exploration of the ethical dimensions that shape the conscious decisions made by consumers in this region. These research questions synthesize a comprehensive investigation into the Bandung Great Area's experiential marketing landscape, blending theoretical insights with practical implications. Pursuing knowledge in this context strives to contribute to academic understanding. It holds significant relevance for businesses and policymakers seeking to align their strategies with the expectations and dynamics of conscious consumers in diverse markets.

METHOD

Employing a qualitative research design within the constructivist paradigm, this study seeks to intricately explore the ramifications of experiential marketing on conscious consumer choices in

the Bandung Great Area. The constructivist paradigm is strategically embraced to recognize the inherently subjective nature of consumer experiences and the socially constructed reality that frames individuals' interpretations and decision-making processes (Bogdan & Taylor, 2015; Creswell, 2017). Employing a purposive sampling strategy, this research aims to select participants directly exposed to and engaged with experiential marketing initiatives in the Bandung Great Area. The sampling approach is intentionally diverse, considering age, gender, and socio-economic status to capture a broad spectrum of perspectives reflective of the region's demographic richness (Bungin, 2017; Moleong & Remaja Rosdakarya. Mulyana, 2018; Sugiyono, 2019).

Conducting in-depth interviews with chosen participants forms a pivotal aspect of this research, offering a deep dive into the nuanced facets of their experiences with experiential marketing (Martinez-Ruiz & Moser, 2019). These interviews serve as a platform for participants to articulate their perceptions, emotions, and cognitive processes entwined with specific marketing encounters. The observational analysis uses interview data to capture non-verbal cues, environmental influences, and real-time consumer reactions during experiential marketing events (Denzin et al., 2017). This method seeks to provide a comprehensive understanding of the sensory dimensions and emotional responses elicited by various marketing stimuli. A comprehensive literature study is integral to establishing a robust theoretical foundation and contextualizing findings within existing knowledge. This involves an exhaustive review of academic articles, books, and reports on experiential marketing, consumer behavior, and the Bandung Great Area's specific cultural and economic dynamics. This research uses qualitative data analysis techniques to discern patterns, themes, and insightful observations from the amassed data. The analysis process is iterative, involving continuous comparison and refinement of emerging themes to uphold the depth and richness of the findings (Creswell & Creswell, 2018).

RESULT AND DISCUSSION

Greater Bandung, encompassing Bandung City, Cimahi City, Bandung Regency, West Bandung Regency, and Sumedang Regency, is the third-largest metropolitan area in Indonesia. Spanning approximately 2,966 square kilometers, this vibrant region has a population exceeding 5 million, making it a burgeoning market with substantial potential. As the capital of West Java province, Greater Bandung serves as a multifaceted city, acting as the region's epicenter for government, economics, industry, and education. Its role as the seat of various provincial and district/city government agencies solidifies its standing as a pivotal player in political, economic, and cultural activities in West Java (Barat, 2023; Yin et al., 2012).

As an economic center, Greater Bandung hosts an array of large domestic and international companies. The city thrives as a trade, services, and tourism hub within West Java. It is a fertile ground for businesses seeking to tap into the rich economic landscape. Renowned as an industrial powerhouse, Greater Bandung is a nucleus for manufacturing, food and beverage, textile, and electronics industries. Moreover, it has evolved into a creative hub, fostering animation, film, and music industries. This diversified industrial base provides a unique opportunity for products targeting various consumer segments. With numerous state and private universities, Greater

Bandung proudly wears the mantle of an educational center. The city is also a hub for vocational education and training, contributing to developing a skilled and informed populace.

The Greater Bandung area is an ideal market for superior national and international products. Its population, exceeding 5 million, is characterized by its heterogeneity, creating a diverse market. What enhances the allure for businesses is the upper-middle-income status of the residents, with an average monthly income of IDR 5 million, indicative of robust purchasing power. The diversity in backgrounds among the 5 million residents creates a vast and varied market potential. With an average income of IDR 5 million per month, Greater Bandung residents exhibit high purchasing power, making them an attractive consumer segment. Greater Bandung boasts well-developed infrastructure, including roads, airports, and ports, providing seamless access for moving goods and services. Strategically located, Greater Bandung enjoys excellent connectivity to major cities like Jakarta, Surabaya, and Yogyakarta, facilitating efficient product distribution.

Greater Bandung is a beacon of opportunity for businesses aiming to tap into a dynamic market. Its large and diverse population, coupled with strong purchasing power, robust infrastructure, and strategic accessibility, positions the region as a potential goldmine for superior national and international products.

In the bustling and diverse landscape of the Greater Bandung area, a host of leading national and multinational companies have recognized the untapped potential by embracing experiential marketing strategies. These dynamic events not only showcase the region's vibrancy but also serve as powerful tools for brand awareness and consumer engagement.

Go-Jek, a trailblazer in ride-hailing and delivery services, orchestrated the Go-Jek Festival across various districts, including Bandung City, Cimahi City, Bandung Regency, and West Bandung Regency. This spectacular event blended music concerts, art performances, and engaging games. The primary objective was not just entertainment but a strategic move to heighten Go-Jek's brand awareness and forge stronger connections with consumers. Tokopedia, a giant in the e-commerce realm, unfolded the Tokopedia Play Fest, spanning critical areas in Greater Bandung. This extravaganza showcased diverse competitions, from cosplay and video contests to music competitions. The underlying aim was to elevate Tokopedia's brand visibility and foster deeper relationships with the local consumer base. Traveloka, a major player in online travel and lifestyle services, curated the Traveloka Festival, offering various activities, including photography, cooking, and language workshops. Beyond mere promotions, the event sought to embed Traveloka in the minds of the local populace and establish enduring relationships. In a testament to collaboration, Gojek and Tokopedia joined forces to present the GoTo Festival in Bandung City. Marking their merger, the event blended music concerts, art performances, and games to celebrate the union of two industry giants.

Unilever, a global consumer goods powerhouse, took a different route with the Unilever Green Campus event. The event aimed to raise environmental awareness by stretching across Bandung City, Cimahi City, Bandung Regency, West Bandung Regency, and Sumedang Regency. Competitions such as recycling and tree planting endeavored to convey Unilever's commitment to sustainability. Indomie, an Indonesian household name in instant noodles, celebrated "Indomie Rebus Day" with events across all districts and cities in the Greater Bandung area. The event

featured cooking and eating competitions and a photo competition. It was a testament to the power of experiential marketing in celebrating and reinforcing brand loyalty.

Indosat Ooredoo, a major telecommunications player, introduced the Indosat Ooredoo Xperience event across critical districts. This event served as a platform to showcase products and services, combining product demos, workshops, and engaging games to create an immersive brand experience. Wardah, a leading beauty brand, unfolded the Wardah Beauty Journey in Bandung City and Cimahi City. The event introduced beauty products through product demos, workshops, and games, offering an interactive experience for consumers.

Blibli, a prominent e-commerce platform, orchestrated the "Blibli Big Sale" event in Bandung City and Cimahi City, leveraging discounts, promos, and engaging games to promote various products and services. GoPay, a digital payment service, hosted the GoPay Fest event in Bandung City, introducing its products and services through product demos, workshops, and games.

These diverse examples illuminate the growing acknowledgment of the efficacy of experiential marketing among national and multinational companies. By crafting immersive events, these companies create memorable experiences for consumers and establish enduring relationships, marking a paradigm shift in how brands connect with their audiences in the Greater Bandung area.

The celebration known as Indomie Rebus Day epitomizes a quintessential illustration of experiential marketing practices within the landscape of native Indonesian companies. PT Indofood CBP Sukses Makmur Tbk., the producer of the ubiquitous Indomie, orchestrates this event annually to commemorate Indomie Rebus Day on the 5th of August, with a strategic objective of augmenting Indomie's brand awareness and cultivating robust consumer relationships.

Aligning with the experiential marketing paradigm Pine and Gilmore (1998) articulated, the Indomie Rebus Day event seamlessly fits into the conceptual framework of experiential marketing. This strategic approach involves consumers intimately in brand-related encounters, aspiring to fabricate distinctive and compelling experiences that engender a profound understanding of the brand. The crux of the Indomie Rebus Day event lies in its direct engagement of consumers in the tangible acts of cooking and savoring Indomie. Embracing various activities such as Indomie cooking competitions, Indomie eating competitions, and a photo competition featuring Indomie, the event is a testament to its commitment to immersing consumers directly in the experiential dimensions of the brand.

Beyond the culinary dimensions, the Indomie Rebus Day event strategically unfolds across diverse locales, including city parks, shopping centers, and campuses. Augmented by a spectrum of entertainment encompassing music concerts, art performances, and engaging games, this geographical diversification enhances the event's appeal, making it exciting and profoundly enjoyable for the attending consumers.

The experiential elements of the Indomie Rebus Day event, under the analytical lens of Pine and Gilmore (1998), are succinctly delineated across five dimensions:

1. Senses: Engaging the senses of sight, hearing, smell, taste, and touch, the event enables consumers to witness the Indomie cooking process, hear music, savor the aroma of Indomie being cooked, experience the delectable taste, and tactilely explore the texture of Indomie.
2. Feelings: The event elicits emotions, such as joy, happiness, and satisfaction, as consumers partake in cooking and relishing Indomie.
3. Thoughts: Consumers are intellectually stimulated, gaining insights into the history of Indomie and the nuanced culture surrounding its consumption, thereby expanding their knowledge about the brand.
4. Actions: Consumer behavior is actively involved, manifesting in the preparation and consumption of Indomie, along with the tangible act of capturing moments through photography.
5. Relationships: The event functions as a nexus for building enduring relationships between consumers and the Indomie brand, fostering a sense of proximity and affinity among participants.

The experiential value derived from the Indomie Rebus Day event is threefold:

1. Transformational Value: The event catalyzes positive change in consumers, fostering attributes such as creativity and environmental consciousness.
2. Enrichment Value: The event enriches consumers' lives by affording unique and compelling experiences, contributing to a broader spectrum of experiential fulfillment.
3. Entertainment Value: Beyond the culinary sphere, the event entertains consumers through music concerts, art performances, and other engaging activities.

The Indomie Rebus Day event is an exemplary manifestation of experiential marketing prowess. By orchestrating an event that intricately involves consumers in a unique and compelling encounter, Indomie successfully forges a more profound connection, allowing consumers to sense and comprehend the brand's essence authentically.

The Wardah Beauty Journey event exemplifies the adept implementation of experiential marketing strategies by a native Indonesian company, PT Paragon Technology and Innovation, which manufactures Wardah beauty products. This initiative, designed to introduce and promote Wardah's extensive range of beauty offerings, serves the dual purpose of elevating brand awareness and fostering robust consumer relationships.

By Pine and Gilmore's (1998) foundational experiential marketing theory, the Wardah Beauty Journey event seamlessly aligns with the overarching objective of immersing consumers directly in brand-related encounters. It is rooted in the ambition to create distinctive and compelling experiences and experiential marketing endeavors to elicit a profound emotional connection between consumers and the brand, a paradigm elegantly embodied by the Wardah Beauty Journey.

Central to the event's efficacy is its direct engagement of consumers in the tactile experience of utilizing Wardah beauty products. A spectrum of activities, including product demos, workshops, and games, is curated to afford consumers an authentic encounter with the essence of Wardah's beauty offerings. This hands-on approach strategically aims to elicit a sensory and emotional connection between the consumer and the brand.

Moreover, the spatial diversification of the Wardah Beauty Journey event, spanning shopping centers, campuses, and communities, contributes to creating a unique and engaging experience for attendees. Incorporating various forms of entertainment, such as music concerts, art performances, and games, heightens the event's allure, rendering it not merely informative but inherently enjoyable for the participants.

Analyzing the event through the experiential marketing lens outlined by Pine and Gilmore (1998), it becomes evident that the Wardah Beauty Journey encompasses five fundamental experiential elements:

1. Senses: The event meticulously engages consumers' sensory perceptions, involving sight through the artful presentation of Wardah beauty products, hearing with soft and soothing music, olfaction with the fragrant aroma of products, and tactile experiences that enable consumers to feel the quality and texture of Wardah's offerings.
2. Feelings: Consumers experience various emotions, including joy, happiness, and satisfaction, particularly when engaging with Wardah beauty products, fostering a positive emotional connection.
3. Thoughts: The event stimulates intellectual engagement, enabling consumers to learn about the benefits of Wardah beauty products, correct usage techniques, and insights into the latest beauty trends.
4. Actions: Consumers actively participate in diverse behaviors, including trying out Wardah beauty products, attending beauty workshops, and capturing moments through photos, fostering a sense of involvement.
5. Relationships: The event is a pivotal platform for building enduring relationships between consumers and the Wardah brand, engendering a sense of closeness and affinity among participants.

The experiential value derived from the Wardah Beauty Journey event is threefold:

1. Transformational Value: The event catalyzes positive change in consumers, fostering increased confidence and heightened concern for skin health.
2. Enrichment Value: The event enriches consumers' lives by providing unique and exciting experiences, contributing to a broader spectrum of experiential fulfillment.
3. Entertainment Value: The event entertains consumers through various means, such as music concerts and art performances, enhancing the overall enjoyment of the experience.

The Wardah Beauty Journey event exemplifies effective experiential marketing, ingeniously involving consumers in a unique and captivating encounter. This strategic approach allows attendees to experience the Wardah brand tangibly and establishes a profound understanding, underscoring the transformative potential of experiential marketing within beauty product promotion.

The Unilever Green Campus event is a noteworthy illustration of experiential marketing practices orchestrated by multinational corporations in the Indonesian context. Organized by PT Unilever Indonesia Tbk., a stalwart in the production of diverse consumer products, this initiative is not merely a marketing endeavor but a conscientious effort to heighten public awareness regarding the

imperative of environmental preservation. The overarching objective of the event is to enlighten the public about the ecological footprint of Unilever products and to instigate proactive measures to mitigate this impact.

Drawing from Pine and Gilmore's (1998) foundational experiential marketing theory, the Unilever Green Campus event seamlessly aligns to engage consumers in experiences intricately tied to the brand directly. As a strategic approach, experiential marketing endeavors to craft unique and compelling experiences, fostering a profound connection between consumers and the brand, a vision that resonates seamlessly with the Unilever Green Campus initiative.

At the core of the Unilever Green Campus event is its direct engagement of consumers in educational experiences centered around environmental awareness. A diverse array of activities, spanning seminars, workshops, and interactive games, has been curated to empower consumers with insights into the environmental impacts of Unilever products and, crucially, to inspire tangible actions towards reducing these impacts.

Beyond education, the Unilever Green Campus event strategically unfolds in diverse locales, encompassing campuses, schools, and communities. This spatial diversification enhances the event's appeal. At the same time, incorporating various forms of entertainment, including music concerts, art performances, and engaging games, renders the event informative and inherently enjoyable for participants.

Under the analytical framework outlined by Pine and Gilmore (1998), the Unilever Green Campus event encapsulates five fundamental experiential elements:

1. **Senses:** Engaging consumers' sensory perceptions, the event offers a visual feast of attractively packaged educational materials accompanied by cheerful and uplifting music. Participants encounter the refreshing aroma of plants, the tactile sensation of tree planting, and the palpable texture of Unilever's environmentally friendly products.
2. **Feelings:** Participants experience a spectrum of emotions, from joy and happiness upon learning about the environment to a profound sense of satisfaction when actively contributing to reducing their environmental impact. This emotional connection fosters a positive relationship with the brand.
3. **Thoughts:** The event stimulates intellectual engagement, imparting knowledge about the environmental impact of Unilever products and offering viable solutions to mitigate these impacts. Attendees acquire insights into the complexities of environmental challenges and potential pathways for resolution.
4. **Actions:** Attendees actively participate in behaviors that contribute to their environmental awareness. They attend seminars, engage in workshops to reduce environmental impact, and play games to enhance understanding.
5. **Relationships:** The event is a pivotal platform for fostering enduring relationships between consumers and the Unilever brand. Having directly engaged with the brand in an educational context, attendees report feeling closer to Unilever.

The experiential value derived from the Unilever Green Campus event manifests across three dimensions:

1. Transformational Value: The event catalyzes positive change in consumers, fostering a heightened environmental concern and commitment to environmentally conscious practices.
2. Enrichment Value: The event enriches consumers' lives by providing unique and compelling experiences, offering a broader spectrum of experiential fulfillment beyond traditional marketing endeavors.
3. Entertainment Value: The event entertains consumers through various means, such as music concerts and art performances, enhancing the overall enjoyment of the experience and elevating the event beyond a mere educational endeavor.

The Unilever Green Campus event is an exemplary model of effective experiential marketing. By immersing consumers in a unique and captivating encounter, Unilever imparts environmental knowledge and nurtures a profound understanding of the brand's commitment to sustainability. The event exemplifies a commendable fusion of education, entertainment, and experiential value, ultimately allowing consumers to feel and comprehend the Unilever brand more profoundly.

Drawing upon Pine and Gilmore's (1998) seminal experiential marketing theory, which posits that this strategy involves consumers directly in brand-related experiences to create distinctive and compelling encounters, the three events analyzed herein exemplify effective experiential marketing. These events meticulously incorporate all five fundamental experiential elements—senses, feelings, thoughts, actions, and relationships—resulting in a multifaceted approach that resonates with consumers and aims to foster a deeper understanding and connection to the brand.

In particular, the Wardah Beauty Journey Event emerges as the most potent in marketing its products among the trio. This effectiveness can be attributed to its broader target market, surpassing that of the Indomie Rebus Day event and its capacity to offer a more compelling and informative experience than the Unilever Green Campus event. The strategic positioning of this event, encompassing a wide demographic, renders it a noteworthy exemplar of how experiential marketing can be leveraged to effectively reach a diverse consumer base.

Nevertheless, it is essential to acknowledge that the efficacy of an experiential marketing event is contingent upon various factors beyond the intrinsic qualities of the event itself. External elements such as location, timing, and budgetary considerations are pivotal in influencing these initiatives' overall impact and success. Thus, while the Wardah Beauty Journey Event may emerge as a frontrunner in effectiveness, a comprehensive assessment of these external factors is imperative in gauging the holistic impact of experiential marketing endeavors.

CONCLUSION

In this comprehensive exploration of the intersection between experiential marketing and conscious consumer choices in the Greater Bandung area, the research illuminates a nuanced understanding of consumer perceptions. Events orchestrated by national and multinational corporations, such as Go-Jek, Tokopedia, and Traveloka, strategically blend various elements to create positive interpretations among consumers, showcasing the multifaceted nature of experiential marketing. The research unveils that these initiatives profoundly engage consumers

across sensory, emotional, and cognitive dimensions, establishing a deep connection that resonates intricately with the diverse and perceptive consumer base in the Greater Bandung area.

One notable finding is the substantial incorporation of ethical considerations and sustainability criteria in conscious consumer choices. Exemplified by events like the Unilever Green Campus and Indomie Rebus Day, these initiatives strategically emphasize environmental initiatives and sustainability practices, indicating a growing commitment among consumers in Bandung towards environmentally conscious decision-making. The intricate interplay between consumer attitudes toward experiential marketing stimuli and conscious decision-making processes underscores the transformative potential of well-executed experiential marketing in influencing consumer behavior and choices (Shaw et al., 2005).

Cultural context emerges as a significant determinant shaping the effectiveness of experiential marketing strategies in the Bandung Great Area. The strategic incorporation of cultural elements enhances the overall effectiveness of these strategies, underscoring the importance of adopting a culturally sensitive approach for successful experiential marketing in this diverse and vibrant market. Additionally, the research highlights the interconnected nature of brand perception, experiential engagement, and ethical considerations in shaping consumer preferences. Demographic factors, including age, gender, and socio-economic status, are identified as moderators influencing the relationship between experiential marketing and conscious consumer choices, offering valuable insights for tailoring strategies to resonate effectively with specific consumer segments. Overall, the research findings provide a robust foundation for businesses seeking to navigate and thrive in an environment where experiential engagements increasingly shape conscious consumer choices (Bajkó et al., 2022).

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