

# The Effectiveness of Experiential Marketing Event “HermèsFit Indonesia 2023” on Purchase Intention of Hermès Products

Sultan Hasan\* & Widya Natassha Rachim

Faculty of Communication, LSPR Institute of Communication and Business, Jakarta, Indonesia

## Abstract

In recent years, there has been a noticeable increase in the consumption of luxury fashion brands. Consuming and purchasing luxury fashion brands can evoke a sense of pride, exclusivity, and prestige for those who wear them (Chada & Husband 2006). Hermès is a French luxury goods manufacturer since 1837. When viewed in terms of exclusivity, the brand is consistently ranked as the most valuable luxury brand in the world in various assessments and ranking studies published by leading consultants (Leonard, 2021). On September 15 – 17, 2023, Hermès held an event called HermèsFit, which was held at City Hall Pondok Indah Mall 3. This event was created to introduce its new collection to visitors. On the one hand, Hermès also gave visitors experience in using products from their brands. This research aims to measure the level of effectiveness of experiential marketing carried out by the Hermès brand in creating the HermèsFit 2023 event at PIM 3. The theory used in this research is the Elaboration Likelihood Model (ELM) using quantitative method. The research utilized a purposive sampling method with a sample size of 96 respondents whose criteria were JABODETABEK residents who attended the HermèsFit Indonesia 2023 event. This research has an influence between X variable (Experiential Marketing) on Y variable (Purchase Intention) with a regression equation of  $Y = 1.313 + 0.507$  have an influence on Purchase Intention.

*Keywords:* Experiential Marketing, Luxury Fashion Brand, Purchase Intention

## 1. Introduction\*

As the population in Europe continues to grow, numerous luxury clothing brands have decided to enter the Asian market (Sanaphanh & Sethapramote, 2021; Younis et al., 2020). There is a prevailing stigma that using these products reflects a high fashion sense (Kim & Kim, 2020; Kodzoman et al., 2023; Uler, 2019). Luxury fashion brands can show symbols and social status of their users (DeShell, 2023; G. Lee & Lee, 2018). Southeast Asia is a region where most of the population is very up to date with the development of luxury fashion brands, such as Singapore, Indonesia, Thailand, Malaysia, the Philippines, which always follow fashion trends (Chadha & Husband, 2007). Some of the luxury fashion brands are from Europe, such as Coach, Longchamp, Mulberry, Gucci, Louis Vuitton, Chanel, Prada, Hermes, etc. In general, the products marketed are bags, shoes, wallets, and watches (Chadha & Husband, 2007).

Hermès International, sometimes also referred to as Hermès of Paris or Hermes, is a French luxury goods manufacturer since 1837 (Giné et al., 2021; Sun, 2022; Zhang, 2023). Nowadays, the range of products under the Hermès brand includes leather goods, lifestyle accessories, furniture, fragrances, watches, jewelry, clothing, and saddle. The leather and saddle products category is the largest contributor to the company's revenue (50%), followed by finished products and accessories (23%), silk, and textiles (9%). Almost all Hermès products are made in French workshops (Ateliers Hermès), which prioritizes quality (Belchior et al., 2022; Ding, 2022; Smith & Atkinson, 2011; Velentzas et al., 2018). Additionally, in line with comments from its CEO and Creative Director, Hermès claims that each product is produced entirely by hand by just one craftsman, demonstrating the quality of craftsmanship, and uniqueness of its products. For example, its silk scarves are only made from silk produced by the Hermès farm in Brazi (Hermès - The Strategy Insights Behind The Iconic Luxury Brand – Martin Roll, 2020).

\* Corresponding author.

E-mail address: 20110240787@lspr.edu

Some time ago, Hermès held an event entitled HermèsFit which was held at PIM 3 City Hall. Hermès provided new experiences and sensations for visitors who came to the event, making them feel like they were in a sporty and luxurious sports area with exclusive accessories from the Hermès collection. This event was held in Jakarta for 3 days at City Hall, Pondok Indah Mall (PIM 3) from 15 to 17 September after stopping in New York, Paris and Bangkok (Raina, 2023).

There are a number of exercise classes you can take. One example is Carre Yoga, which uses a Hermès scarf in every movement performed, stretching belt, maintaining balance of the hat, kickboxing with Hermès bracelets, and many other interesting sports that use Hermès products and accessories (Larasati, 2023). However, the event was held at a mall in South Jakarta, namely Pondok Indah Mall, where Hermès itself does not have a store there. Apart from sports classes, Hermès also showcased its products such as shoes, sandals, bracelets and scarves. The event was held at a mall in South Jakarta, namely Pondok Indah Mall, where Hermès itself does not have a store there.

Experiential Marketing leverages emotion and logic to provide exceptional consumer experiences. Giving customers a good impression is a way to influence their purchase intention. In order to make consumers interested in what is offered through sense, feel, think, act and relate, the aim of experiential marketing is to give them an extraordinary experience (Schmitt, 1999). Based on this literature, the objective of this research is that find out whether the HermèsFit Indonesia 2023 marketing experience has an influence on consumers' desire to buy Hermès products.

## **2. Literature Review**

### *2.1. Elaboration Likelihood Model (ELM)*

The Elaboration Likelihood Model (ELM) is a communication theory that helps people receiving messages understand the underlying processes that make persuasive communication work to change people's attitudes and behavior. Richard Petty and John Cacioppo, two social psychologists, came up with the ELM theory. This theory focuses on how speakers convince their listeners (Allison et al., 2017; Srivastava & Saini, 2022; Susmann et al., 2022).

### *2.2. Experiential Marketing*

Experiential marketing is the art of creating experiences that generate an emotional connection with a person, brand, product, or idea (Le et al., 2019; T. C. Lee & Peng, 2021). According to Schmitt (1999) in Putri's research (2016), five main components can be used to evaluate experiential marketing ideas, namely: Sense experience, feel experience, think experience, act experience, and relate experience.

### *2.3. Purchase Intention*

Purchase intention is a feeling of wanting to own something without realizing it or without encouragement. Therefore, business people want to use this as best as possible to make consumers feel like they want to have the product they are offering. They want to do this by giving them physiological stimulation (Noraini et al., 2016; Nurhayati & Hendar, 2020). According to Djanyika in Sitepu's research (2015), the following metrics can be used to measure purchase intention, namely: Attention, interest, desire, and action.

## **3. Research Method**

This research used quantitative methodology (Hakim et al., 2022; Sugiyono, 2020). The population in this study is infinite. The sampling technique employed purposive sampling with a total of 96 respondents. With the characteristics of the JABODETABEK community who visited the HermèsFit Indonesia 2023 event. Research data sources were from primary data and secondary data. Primary data was obtained through questionnaires, while secondary data was from other data sources to support research, such as scientific journals, books and other supporting data. The questionnaire used a Google form, which has been tested for validity and reliability. Data analysis in this study used the to measure validity and reliability, correlation testing using Pearson product moment, hypothesis testing, and simple linear regression testing.

**4. Results and Discussion**

The total number of respondents in this research involved 96 respondents. There were 28 male respondents (29.2%) and 68 female respondents (70.8%). The research results based on the correlation coefficient are presented in the table 1.

**Table 1.** Correlation Test Results

Correlations		X	Y
X	Pearson Correlation	1	.919 **
	Sig. (2-tailed)		<.001
	N	96	96
Y	Pearson Correlation	.919 **	1
	Sig. (2-tailed)	<.001	
	N	96	96

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Researcher Processed Data, 2024

Based on the table 1, the results of the correlation value between X Variable (Experiential Marketing) and Y Variable (Purchase Intention) with a correlation coefficient value that can be seen from Pearson Correlations by 0.919.

**Table 2.** Level of Correlation and Strength Relationship

Correlation Value (r)	Relationship Level
0,80 – 0,100	Very strong

Source: Siregar, 2017

Based on the table 2, it shows that there is a very strong relationship between X Variable (Experiential Marketing) and Y Variable (Purchase Intention).

*4.1. Coefficient of Determination Test*

Determination analysis was used to find out the percentage change in the dependent variable (Y) caused by the independent variable (X). If  $r^2$  is greater, then the percentage change in the dependent variable (Y) caused by the independent variable (X) will be lower.

**Table 3.** Coefficient of Determination Test Results

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919 <sup>a</sup>	.845	.843	2.425

a. Predictors: (Constant),

Source: Researcher Processed Data, 2024

The coefficient of determination (R Square) from the test results table above shows that the amount of variation in change in Y variable (Purchase Intention) can be determined and clarified by variable -factors outside this research.

*4.2. ANOVA Test*

According to Riyanto & Hatmawan (2020, p. 103), the Anova test was carried out to find out whether there was a significant influence between X variable (Independent) and Y variable (Dependent) with the following hypothesis statement:

H0: There is no influence between X variable (Independent) and Y variable (Dependent)

Ha: There is an influence between X variable (Independent) and Y variable (Dependent)

In the ANOVA test results, if the significance value is <0,05 then H0 is rejected and Ha is accepted, whereas conversely if the significance value is >0,05 then H0 is accepted and Ha is rejected.

**Table 4.** ANOVA Test Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3015.851	1	3015.851	512,850	<.001 <sup>b</sup>
	Residual	552,774	94	5,881		
	Total	3568.625	95			

a. Dependent Variable: Y

b. Predictors: (Constant),

Source: Researcher Processed Data, 2024

Based on the ANOVA test on table 4, the significance level is 0,000, which means the value is smaller than 0,05. Then, the conclusion is that H0 is rejected and Ha is accepted, which means that there is an influence between the effectiveness of the experiential marketing “HermèsFit Indonesia 2023” event on Purchase Intention in Hermès products.

#### 4.3. Simple Linear Regression Test

According to Siregar (2017, p. 284-285), to find out the magnitude of the influence of Y variable (independent) on X variable (dependent), a simple linear regression analysis was carried out. The formula for Simple Linear Regression is:

$$Y = a + bX$$

Information:

Y = Purchase Intention (Dependent Variable)

X = Experiential Marketing (Free Variable)

a = Value or Constant Price of Y, if X=0

b = Regression coefficient (positive or negative influence)

**Table 5.** Simple Linear Regression Test Coefficient Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,313	1,451		.905	.368
	X	.507	.022	.919	22.646	<.001

a. Dependent Variable: Y

Source: Researcher Processed Data, 2024

Based on the results of the simple linear regression test coefficient, it shows the influence between X Variable (Experiential Marketing) and Y Variable (Purchase Intention). Here are the equations that can be explained as follows:

$$Y = 1.313 + 0.507X$$

The regression equation shows that if Variable X (Effectiveness of the Experiential Marketing Event “HermèsFit Indonesia 2023”) has a value of 0, so Variable Y (Purchase Intention Hermès Products) is 1,313. Then the regression coefficient value X is 0.507, which means if there is 1 additional value on variable X (Effectiveness of the Experiential Marketing Event “HermèsFit Indonesia 2023”) then variable Y (Purchase Intention Hermès Products) will increase by 0.507.

#### 4.4. T-test

Testing the hypothesis formulation was carried out using the t-test with a significance level of 0,05 (α = 5%). To find out whether there is an influence, the data was tested using SPSS.

**Table 6. T-Test Coefficient Table**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.313	1.451		.905	.368
	X	.507	.022	.919	22.646	<.001

a. Dependent Variable: Y

Source: Researcher Processed Data, 2024

The t-count result is 22.646, which shows that the t-count is greater than the t-table value of 1.29062. By using the formula  $df = n-2$  ( $96-2$ ) with a significance level of 0,1. So the conclusion is that  $H_a$  is accepted and  $H_0$  is rejected, this shows that there is an influence between experiential marketing on Purchase Intention.

4.5. Test the Most Influential Dimensions

**Table 7. Most Influential Dimension Results**

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.609	2.684		.599	.550
	Sense	1.353	.383	.284	3.536	<.001
	Feel	-.029	.370	-.006	-.078	.938
	Think	1.007	.399	.206	2.521	.013
	Act	.872	.397	.214	2.194	.031
	Relate	1.276	.399	.304	3.197	.002

a. Dependent Variable: Y

Source: Researcher Processed Data, 2024

The T test results show that there are only 2 (two) independent variables that partially significantly influence purchase intention, namely Sense and Relate. It is known that the significance value for Sense and Relate has a value of <.001 and 0.002, which means it is smaller than 0.05. Thus, it can be seen that all dimensions of Experiential Marketing (X Variable) have a significant influence on Purchase Intention (Y Variable). These 2 (two) variables are influential because respondents feel that there is differentiation from the Hermès brand compared to other luxury brands. The events held are also considered to be of high quality and very attractively designed. Furthermore, respondents also felt an emotional connection because the HermèsFit Indonesia 2023 experiential marketing event had provided them with new experiences and received very good experiences from the existing staff. Meanwhile, the other 3 (three) independent variables (Feel, Think, Act) have no significant influence on Purchase Intention because their value is greater than 0,05.

4.6. Elaboration Likelihood Model

According to Petty and Cacioppo in Prameswari's (2018) research, humans process information in different ways. There are two main routes for how information is processed, namely the central route and the peripheral route. Someone is more likely to be motivated and highly skilled in processing messages, as well as thinking about the content of the message carefully, so they use the central route. On the other hand, if someone tends to be motivated and has low ability to process messages and does not think about the content of the message, then he uses the peripheral route. Which route a person will use depends on whether a person is willing and able to think about the information contained in a persuasive message.

From this research, respondents who came to the HermèsFit Indonesia 2023 event processed their Purchase Intention using a peripheral route where they began to be interested in the products on display after feeling that the value of the

Hermès brand was conveyed to them through activities organized by the Hermès brand. They are also aware of the differentiation between luxury brand Hermès products and other similar brands. Thus, it is based on a process that goes through the experiential marketing dimension (sense) and (relate) communication processes conveyed to respondents are via peripheral routes.

## 5. Conclusion

The results of the t-calculation are greater than the t-table and the significance value in the Anova test is  $<.001$ , which means the significance value is  $<0.05$ . Then the t - calculated value is 22,246, while the t - table value from 96 respondents is 1.661. The conclusion is that  $H_a$  is accepted and  $H_0$  is rejected, which means there is a positive and significant influence between variable X (Experiential Marketing) on variable Y (Purchase Intention). The results in the regression equation are  $Y = 1.313 + 0.507 X$ .

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