

# Marketing Innovation in Industry 4.0: Experiential Marketing Practices in the Culinary Industry

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**Abstract:** The increase of social media users has made Indonesian people experience changes in terms of consuming products. This phenomenon also affects the marketing strategy of the culinary industry in Bandung to adjust with millennial consumers. Capturing food before eating, posting photos with interesting captions, and recording unique moments with friends and family in culinary places became a common sight that was seen in several culinary places in Bandung. A culinary place that was originally focused on the taste and quality of food now turned into a selfie spot that has its theme and brings a new experience to consumers. Through this research, the author wants to know (1) how marketing innovations designed by culinary owners? (2) How do consumers assess marketing innovations carried out by culinary places? This research uses qualitative methods, namely using case studies and interviews with culinary owners and consumers in 6 Instagramable restaurants in Bandung. The research found that marketing innovation is a useful tool in providing a competitive advantage for the culinary industry. Consumers assess that marketing innovation carried out by the culinary industry is good, but must be consistent with other factors, such as price, atmosphere, maintenance of facilities, and quality of food offered

## 1 INTRODUCTION

The increasing number of internet users in Indonesia is an opportunity, as well as a challenge for businesses, especially those engaged in the culinary industry. Based on data from the Association of Indonesian Internet Service Providers (APJII), the number of internet users in Indonesia reached 171.17 million or around 64.8%. The majority of Indonesian people who access the internet come from the age of 15-19 years. Therefore, businesses in the culinary field must adjust the content to suit the tastes and behavior of consumers (Pratomo, 2019).

The Bandung brand, as a culinary city also offers promising opportunities for culinary businesses. They are evidenced by the growth in demand for culinary products in Bandung, which exceeds 10 percent per year. This also makes the culinary industry competition in the city of Bandung increasingly stringent. No wonder many culinary industries are closed because they cannot compete with other culinary businesses. Therefore, culinary businesses must provide added value in the products or services offered (Lukihardianti, 2018).

Along with the increasing number of millennial consumers in Indonesia, some culinary businesspeople capture this opportunity by providing a culinary place that is current and in accordance with consumer tastes. The existence of selfie photo spots, antique decorations in culinary places, "Insta-friendly" culinary design, and attractive food arrangements are expected to be able to attract millennial consumers who make culinary as a means to establish networking with friends or colleagues (Sebastiá Company, 2019).

Not just turning culinary spots into photo spots, culinary businesses also do marketing innovations, ranging from promotions via social media, promotions through buzzers or selebgram (Instagram celebrities) in providing reviews of the culinary presented, as well as providing discounts for consumers who capture their moments in culinary venues on social media (Wargajogja.net, 2019). It is hoped that the marketing innovation step carried out can attract consumers to come and taste the experiences that are served at the culinary venue.

Through this paper, the author is interested in observing (1) how marketing innovations designed by

culinary owners? (2) how do consumers assess marketing innovations carried out by culinary places?

## 2 LITERATURE REVIEW

### 2.1 Marketing Innovation

Marketing innovation can be defined as the implementation of new marketing methods involving significant changes to a firm’s marketing mix from product design or packaging, product placement, product promotion, to product pricing (Joueid & Coenders, 2018).

Marketing innovation is essential for a culinary business to do in winning the competition in industry 4.0. The bargaining power of consumers is increasingly high with the number of culinary choices that can be found in gadgets, making culinary businesses have to be able to provide competitive advantages that cannot be found in other culinary venues. Therefore, the way to deliver products, prices, prices, and promotions must also be adjusted to the target market (Agustina, 2018).

The objectives of marketing innovation are (1) identify unmet and even unknown customer needs; (2) understand the deep-seated drivers of perception and behavior that are relevant to a product’s appeal; (3) engage with customers through use cases and benefits instead of functionalities and features; (4) develop the entire customer experience ecosystem; (5) use a go-to-market strategy that is appropriate for the innovation and its customers (Yohn, 2019).

Marketing innovation is expected to be a bridge for culinary business people and consumers in designing and enjoying experiences in consuming the products or services offered.

### 2.2 Experiential Marketing

Experiential marketing is a media mix promotional discipline used to encourage sensual interaction and physical fascination of the consumer into brands (goods and services). Experiential marketing provides real experiences to the customer with brands (goods and services) that drive sales and increase brand image and brand awareness among the consumers (Sharma & Sharma, 2011).

The Fantasies, Feelings, and Fun (3Fs) principles are the goals and criteria for successful consumption in the experiential view. Experiential marketing is also used to build relationships; to raise awareness; to increase loyalty; to establish relevance; to encourage interaction and product trials; to create memories; to

stimulate positive word of mouth; to change the mind of dissatisfied customers; to create product desire; to verify the target audience; to increase return on marketing investment; to stimulate purchase; to guide preferences; to develop positive perception; to show off its attributes (Datta, 2017).

Experiential marketing is a process to identify and satisfy the needs of consumers and profitable aspirations, involving consumers through two-way communication, which brings the brand personality to life and add value to the target audience. Two-way communication and interactive involvement are the keys to create an impressive experience that triggers word of mouth and changes consumers to become brand supporters and consumers' loyalty towards a brand (Sugiyarti & Hendar, 2017).

## 3 ANALYSIS

Through this paper, the author using a qualitative method. Qualitative methods are used to find out the truth of the data, respondents' feelings, social interactions, and social symptoms through interviews with respondents directly.

Author analyses 6 restaurants that are classified as "Insta-friendly" in Bandung and interview the reasons why consumers come to these culinary places.

Table 1. Instagramable Restaurants' Profile

Name	Inspiration	Promotion Tools	Established
Pickinick Kaliki	Seeing the phenomenon of teenagers who like selfies	Instagram	2018
One Eighty Coffee and Music	Beachside restaurant	Instagram, Facebook, Twitter	2016
The Parlor	Young people who like Instagramable spots	Instagram	2017
Goldstar 360	Ancient cave	Instagram, Blog, Brosur	2017
Taman Kardus	Exchange students to Taiwan and see the park with a cardboard concept	Instagram, website	2017

Love Unicorn Café	Many school children around the restaurant, the character of My Little Pony	Instagram	2018
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(1) How marketing innovations designed by culinary owners?

Marketing innovations designed by culinary owners are adjusted to the target market. Pickinick Kaliki designed a comfortable coffee shop for young people with an interesting place to take selfies. The inspiration to make Pickinick Kaliki itself arises from the fondness of teenagers who upload their photos to social media. Besides, Pickinick Kaliki also prioritizes the presentation of a unique coffee to attract consumers. Through a unique selfie photo taking place, consumers will feel free to spread Pickinick Kaliki to social media and hope it can become viral as the marketing of Words of Mouth.



Figure 1. Pickinick Kaliki (Isti, 2018)

One Eighty Coffee and Music gives the characteristics of a particular pool area for consumers who want to try the sensation of eating on the water, such as a restaurant on the beach. One Eighty Coffee and Music make marketing innovation in the existence of live music every Sunday to attract consumers. Because of experiential marketing offered in the form of the sensation of enjoying eating on the water, consumers of One Eighty Coffee and Music reach 200 - 400 per day on weekdays and more than 800 people on weekends.



Figure 2. One Eighty Coffee and Music (PergiKuliner.com, 2019)

The phenomenon of young people who hang out while working on the task caught by the owner of The Parlor to create a friendly café for students. The Parlor owner designed a café with an art theme, so it was interesting to be a spot to take photos. The marketing innovation that has been made is a snack bonus given to consumers who upload photos at The Parlor and special discounts for students. Besides, The Parlor also provides a comfortable culinary place to relax and discuss with friends.



Figure 3. The Parlor (LAzone.id, 2017)

Goldstar 360 takes the theme of ancient caves with various ornaments and properties made with Greek nuances. The existence of Goldstar 360 around Maranatha Christian University makes café owners targeting students as the main target market. Public interest in taking photos in "Insta-friendly" spots is one of the important factors in consumer visits. People who come want to feel the atmosphere of eating while in ancient caves.



Figure 4. Goldstar 360 (Firdaus, 2018)

The exchange of students to Taiwan seems to inspire the owner of Taman Kardus in designing the café concept with the central theme of cardboard. The division of themes between indoor and outdoor has also become a unique feature for Taman Kardus. The indoor section, the owner of Taman Kardus designs with a cardboard theme, while for outdoor is designed with a view of pine forests and pillows for relaxing. It is expected that people who like to take pictures can take advantage of existing photo spots in Taman Kardus optimally.



Figure 5. Taman Kardus (Maulidia, 2018)

The My Little Pony character inspires love Unicorn Café in the café's concept and design. The walls are designed in pink, the number of ornaments and dolls in each seat in the Love Unicorn Café, as well as the striking and bright decoration colors, are the main attraction for consumers to capture the moments in the Love Unicorn Café. The existence of a café near schools is also one of the factors why restaurant owners take the theme My Little Pony. Love Unicorn Café has also been covered in Si Unyil's program on Trans TV because of the unique place designed by the café owner.



Figure 6. Love Unicorn Café (Susanti, 2018)

(2) How do consumers assess marketing innovations carried out by culinary places?

According to consumers, the concept and design of a place that is "Insta-friendly" are not enough, but also needs to be supported by the atmosphere, food quality, and prices equal with the experience gained. Based on interviews conducted at Pickinick Kaliki, consumers consider that friends and social media are the main factors that encourage consumers to come to Pickinick Kaliki. The price of food that is worth the experience gained makes consumers feel at home in Pickinick Kaliki for 2-3 hours, and usually, consumers visit in the afternoon. Besides, the unique photo spots on Pickinick Kaliki encourage consumers to post photos while on Pickinick Kaliki.

The unique, attractive, and Instagramable pool concept is several factors that determine consumer visits to One Eighty Coffee and Music. Generally, consumers get information about One Eighty Coffee and Music from friends and social media, especially from the InstaStory feature that is shared with friends. Consumers usually spend 1-2 hours at One Eighty Coffee and Music, and the usual visit time is in the afternoon or after going home from college. Consumers usually capture the sensation of bathing in this pool in the InstaStory feature. Customers not only enjoy the food and drinks that are served but also enjoy the pleasure of soaking their feet on the pool, which creates its own experience for consumers.

Viral café aspect is also an important factor for consumers to visit The Parlor. The existence of attractive photo spots and a comfortable place to gather with friends is a reason for consumers to visit The Parlor. The prices of food and beverages are relatively high, complained by consumers, especially for students. Motivation "to be the update one" is also one of the reasons consumers visit The Parlor, which

is identical to art. Consumers spend an average of 1-2 hours while at The Parlor. The experience of enjoying art and capturing moments with social media is a pleasure for consumers.

The uniqueness of Goldstar 360 to take pictures and enjoy the atmosphere of ancient caves became an exciting experience for consumers to taste the atmosphere that is unique and different from usual. Besides, information obtained from friends and social media is a factor that significantly influences consumers to visit Goldstar 360. The average consumer spends 2-3 hours enjoying the atmosphere and experience offered at Goldstar 360. The sensation of being in an ancient cave becomes a marketing innovation that gives consumers a unique experience.

The combination of the concept of Taman Kardus with the nuances of nature becomes an experience that is felt by consumers is very memorable when in Taman Kardus. In general, consumers do not enjoy the culinary presented, but rather the atmosphere and beautiful scenery offered by Taman Kardus. The beauty of photo spots in Taman Kardus makes consumers interested in sharing their experiences through social media. Consumers can spend up to 2 hours while in the Taman Kardus.

Enjoying quality time with children is one of the dominant factors that can be found from consumers in the Love Unicorn Café. The experience of playing dolls and eating with children is a specialized experience that is obtained by consumers when they are in the Love Unicorn Café. The concept of My Little Pony makes consumers who are, on average, young parents happy to photograph their children with various interiors and properties in Love Unicorn Café. Consumers can spend between 2 - 3 hours while in Love Unicorn Café, and the average consumer comes during the day while accompanying children for lunch.

Through interviews and observations conducted to consumers in 6 "Insta-friendly" restaurants, it can be concluded that the marketing innovations carried out must have a clear storyline with the experience that will be received by consumers. Creating marketing innovations is not just adding interesting atmosphere, decoration, and property, but also a holistic process of value-added chains created by culinary businesses, to provide a memorable and enjoyable experience, both in terms of food quality, comfortable atmosphere, and excellent service.

## 4 RESULT AND DISCUSSION

Based on the results of observations and interviews, it can be concluded that marketing innovation plays a very important role in providing added value to every business person, especially in the culinary industry. The use of social media as promotional media is very effective in attracting consumer interest, especially millennial consumers. Besides, the presence of spots that take unique photos, attractive decorations, and properties that are "out of the box" is the main attraction for consumers to capture their moments. Indirectly, experiential marketing experienced by consumers becomes a free promotion method given by consumers to their friends, family, and colleagues from their social media account (e-Words of Mouth).

Experiential marketing has become a vital business element to consider because millennial consumers are looking for a new experience in consumer products today. Culinary business people can explore this consumer experience by inserting marketing innovations in the various atmosphere, decoration, and properties offered. Besides, the way of serving food, food arrangement, and employee' costumes can provide a specialized experience for consumers, which adding value to the culinary owner that implements it.

For consumers, the existence of an "Insta-friendly" concept restaurant is not only enough to present an exciting spot to take photos, but also must be supported by the atmosphere, food quality, service quality, and affordable prices. Consumers who come in a long time in a restaurant can also be used by the owner to increase the number of purchases per consumer with attractive offers so that the duration of consumer visits is also directly proportional to the income obtained by culinary business owners.

## 5 CONCLUSIONS AND FUTURE RESEARCH

The author can conclude that Instagramable restaurant can be a promising business as long as it is supported by maintaining facilities and regularly updating photo spots. Restaurant owners must be able to attract the tastes of consumers to come and visit back to culinary places with various kinds of experiences that will be obtained by consumers, both in terms of services obtained, food quality, and professional handling when consumers come during peak hours, so it does not cause disappointment for consumers who come.

In addition, experiential marketing that can be done by Instagramable restaurant owners is to provide renewal of the experience gained by consumers with the theme of food or drink in a particular month. In addition, the use of costumes, greetings, and decorations can be modified periodically to provide refreshment, especially for customers who have visited more than 2 times to a culinary place. Marketing innovations made can also be enhanced by various interesting events or events that can invite consumer participation, both in the form of giveaway and testimonials, to increase public awareness of the existence of the Instagramable restaurant.

This research is limited to the scope of Instagramable restaurants in Bandung. Further research that can be done related to this research is to see how Instagramable restaurants can maintain customer loyalty amid the many Instagramable restaurants in the city of Bandung. Considering this research was carried out within the scope of Bandung, further research was carried out in other cities or on a broader scale, for example, West Java or Indonesia.

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