

Application of Virtual Experiential Marketing on Digital Fashion Product on Online Selling Platform

Dian Prianka, Christabel Annora Paramita Parung, Brian Kurniawan Jaya, Markus Hartono, Viviany Viviany

Faculty of Creative Industries
University of Surabaya
Indonesia

dianprianka@staff.ubaya.ac.id, christabelannora@staff.ubaya.ac.id,
briankurniawan@staff.ubaya.ac.id, markus@staff.ubaya.ac.id, viviany@staff.ubaya.ac.id

Abstract

This study examines the result of the application of five virtual experiential marketing (VEM) elements on an online selling platform that sells fashion apparel product with digitalization of product. The application of VEM elements was done with the digitalization of fashion apparel product, whereas any customer can store their body size measurement and perceive a digital mockup apparel on an avatar with their body measurement. A survey was conducted of potential customers to evaluate the customer journey on the online platform that applied VEM elements to obtain the results of the high or low level of customer satisfaction and customer experience with the VEM elements application. The results suggest some enhancements that could be applied to gain more satisfaction and unforgettable shopping experience.

Keywords

Virtual experiential marketing, online platform, fashion, digital product, customer satisfaction, customer experience.

Biography / Biographies

Dian Prianka is a Lecturer on Fashion and Lifestyle Product Design on Faculty of Creative Industries, University of Surabaya, Indonesia. She earned B.Eng in Product Design at Faculty of Engineering, University of Surabaya, Indonesia and Master of Arts from Fu Jen Catholic University, Taipei, Taiwan. She has published journal and conference papers. Her research focused on fashion / creative business, digital marketing, experiential marketing, and product innovations.

Christabel Annora Paramita Parung lecturer in Faculty of Creative Industries, University of Surabaya, Indonesia. She earned her B.Eng. in Architecture at Brawijaya University and continued her master study in Fashion and Textile Management at Heriot-Watt University, Scotland. She currently on her doctoral study at Bandung Institute of Technology. She has taught courses in branding, management, and textile for fashion design, and her research is focused on textile pattern, upcycling, and consumer behaviour.

Brian Kurniawan Jaya is a lecturer on Product Design & Management at the Faculty of Creative Industries, University of Surabaya, Indonesia. He finished his Undergraduate degree at the same University and department he currently teaches, at the year 2019. Finished master's degree in MA Product Design at Sheffield Hallam University, United Kingdom-Graduate School in the year 2020. He has taught courses in product design, digital modelling, and management, while his research is focused on product development, human centered design and branding.

Markus Hartono is a fulltime staff and full Professor at the Department of Industrial Engineering, University of Surabaya. He's got his Ph.D. majoring Industrial & Systems Engineering from National University of Singapore in year 2012. His main research interests are in anthropometry, Kansei Engineering, and service design and innovation. He received many awards and recognitions in national and international levels such as NUS Graduate Research Scholarships 2008, Best Paper Award of Quality in Research (QIR) 2015 & 2017, Outstanding Lecturer Award 2015,

Gold Medal for Best Presenter International Mechanical and Industrial Engineering Conference 2018 (IMIEC 2018).
He served as a member of Technical Committee in Affective Design – International Ergonomics Association (IEA).

Viviany is currently working as a lecturer in Faculty of Creative Industry of Surabaya. Graduated from University of Surabaya, in Fashion and Lifestyle Product Design. She is currently on her masters degree study at Bandung Institute of Technology. Her research is focused on pattern-making, sewing techniques, design research.