

Experiential Marketing Strategies Of Chinese E-Vehicle Companies: A Study From A Social Network Perspective

Zhong Chen

Nitipon Putachote

Department of Management Science,
Institute of Science Innovation and
Culture, Rajamangala University of
Technology Krungthep, Bangkok,
Thailand

nitipon.p@mail.rmutk.ac.th

Abstract—This study focuses on the experiential marketing of small electric vehicles in China, emphasizing the role of social networks in the effectiveness of BYD's experiential marketing strategy from a social network perspective. Using a mixed method, the quantitative data from the questionnaire survey and the qualitative opinions from the interviews are integrated. Through reliability and validity, descriptive statistics, correlation, and regression analysis, it is found that the use of social networks is significantly positively correlated with the effectiveness of experiential marketing. Although the direct impact of social network interaction level is not as strong as the implementation intensity of the experiential marketing strategy, the overall impact is enormous. Based on this, this paper proposes several suggestions for BYD to optimize social network experience marketing, including strengthening audience analysis, innovating interactive methods, and establishing an evaluation system. These suggestions provide a practical reference for the electric vehicle industry and other enterprises.

Keywords— *Social network, experiential marketing strategy, satisfaction, experience marketing effectiveness.*

I. INTRODUCTION (HEADING I)

The Chinese EV market has surged due to government policies, environmental awareness, and technological advancements (e.g., battery tech, autonomous driving), driving demand and cost efficiency. This growth underscores the need for effective experiential marketing, which emphasizes genuine consumer participation and interaction, particularly as social interactions continue to shift online. BYD, a leading EV maker, exemplifies this trend by integrating experiential marketing (of-line stores, test drives, social media) into its sales and services. This study examines experiential marketing in EV firms' offline stores from a social network perspective, aiming to enhance BYD's strategies and enrich China's research on the topic. While global experiential marketing research began in the 1950s, China's focus on the EV sector from a social network angle remains understudied, creating a gap this paper addresses (Hassan, 2021).

Based on the research framework, the following hypotheses are proposed:

H1: Interaction level of social network influence on experience marketing effectiveness.

H2: The execution intensity of BYD's experiential marketing strategy affects its effectiveness in social network-based experiential marketing.

H3: Target audience satisfaction influences the effectiveness of BYD's social network-based experiential marketing.

To study the influence of the interaction level of social networks on BYD's experiential marketing effectiveness.

This study will employ a quantitative research method, collect data through a questionnaire survey, and utilize statistical analysis software to analyze the data. Specific methods include reliability and validity analysis, descriptive analysis, correlation analysis, and regression analysis, among others, to fully reveal the influence of social networks on experiential marketing and the effectiveness of strategy formulation.

The conceptual framework of this study will be built around social networks, experiential marketing, and their relationships. The conceptual framework will clarify the logical relationship between variables and provide theoretical support for subsequent data analysis and research conclusions

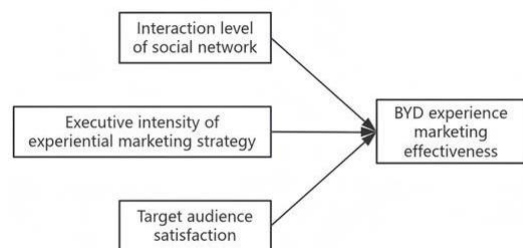


Figure 1.1 Hypothetical model

This study has significant implications for the marketing practice of BYD's small electric vehicles. By revealing the influence of social networks on experiential marketing and the effectiveness of its strategy formulation, the research will provide targeted marketing strategy suggestions for BYD, helping it better utilize social networks to enhance brand influence and sales performance. At the same time, this study will also serve as a valuable reference for other automobile manufacturers and marketers.

This study focuses on the Chinese market, so the results may not be fully applicable to the market environment of other countries and regions. The research primarily focuses on the experiential marketing of BYD's small electric vehicles, so

it may not encompass all types of automobile products or marketing methods.

The collection and analysis of research data may be influenced by factors such as sample size and the degree of cooperation of respondents, which leads to certain uncertainty in the research re-sults. To overcome these limitations, the research will employ scientific methods and rigorous approaches in data collection and analysis to ensure the reliability and validity of the research results.

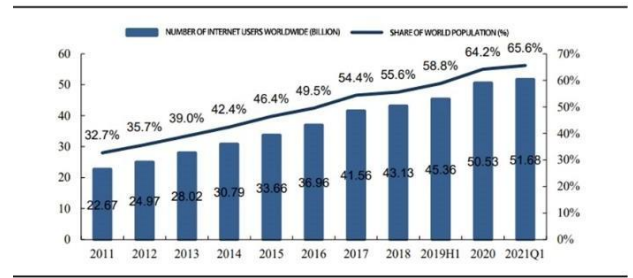
II. LITERATUR REVIEW

A. Experiential Marketing

Introduced by Pine and Gilmore in 1998, experiential marketing originated in the late 20th cen-tury in the US, emphasizing enterprises crafting quality experiences to meet customer needs. Alvin Toffler anticipated the transition to an experience economy, where satisfaction with experiences drives business success. Dr. Bernd Schmitt's model highlights consumers' sensations, emotions, thoughts, actions, and associations. This paper adopts Guo Guoqing's definition of experiential marketing as an organizational strategy that leverages products/services to stimulate and satisfy customer experiences, aiming for organizational goals. It integrates practical and spiritual value, acknowledging consumers as both rational and emotional. This approach prioritizes personalization, dynamic scenarios, and en-gagement beyond product specs, tailoring shopping environments to uncover needs. It requires a unique theme, derived from big data and audience analysis, with careful planning. Unlike traditional marketing, it focuses on customers' potential needs and active involvement, fostering satisfaction and connection with products/services to drive consumption—this is its essence (HLG, 2023).

B. Social Networks

Recent advancements in Internet technology have significantly amplified social media's role in daily life, particularly with the rise of big data. Social media, with its unique methods of communica-tion and information sharing, has transformed how people access information, communicate, and en-gage socially, ultimately influencing their lifestyles. The growth of broadband, mobile Internet, and cloud computing has strengthened social media's role in disseminating information and facilitating interpersonal communication. People use these platforms to publish, share, and understand others' perspectives, shaping their views. The Internet has also changed how people filter and consume information. Social media platforms utilize algorithms and personalized recommendations to deliver tai-lored content, thereby improving the efficiency of information filtering. Online promotional activities by sellers reach a broader audience, saving consumers time by reducing the need for in-store visits (Jamil, F., 2015).

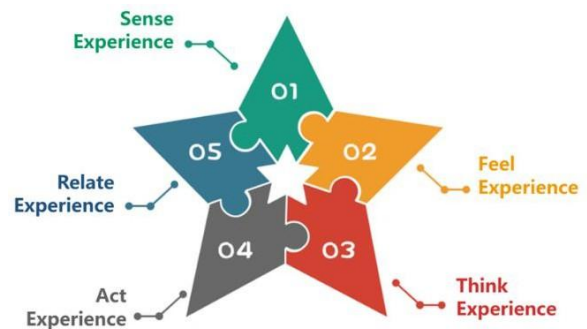


C. The Influence of Social Networks on Consumer Patterns

The rise of social media has transformed product engagement and perception, particularly for cars like BYD's, by altering information access and fostering new consumption patterns (Arifah, Maureen, Rofik, Puspila, Erifiawan, & Mariyamidayati, 2025). Platforms like WeChat, Weibo, and TikTok are crucial social tools, expanding consumer information on brands, enabling followers to ac-cess reviews and innovations, and prompting BYD consideration in purchasing decisions. They also enhance the social aspect of car buying, turning it into a shared experience that stimulates interest through interactive content (Nguyahambi & Rugeiyamu, 2025). Additionally, these platforms drive social e-commerce growth, breaking offline sales limits and boosting shopping convenience. While offering entrepreneurial opportunities in the automotive industry, consumers must stay vigilant against misleading information and over-marketing, ensuring rational consumption for a healthy market (Kancheva, 2020).

D. Experience marketing theory

The theory of experiential marketing originated in the 1990s. With the shift in consumer demand from functional to emotional and experiential, marketing scholars have begun to focus on how to at-tract and retain customers by creating unique consumer experiences. Bernd H. Schmitt is an important representative of experiential marketing theory. The concept and framework of experiential marketing are systematically expounded (Kenn Jhun Kam et al, 2021).

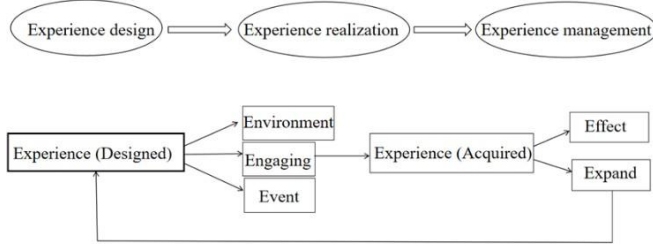


Social media has reshaped product engagement, particularly for brands like BYD, by altering how people access and share information, resulting in new consumption habits. Key platforms (e.g., WeChat, Weibo, TikTok) expand brand awareness, enabling users to explore reviews and innovations, which in turn influence BYD purchase decisions. They also amplify the social side of car buy-ing, fostering community engagement and interest through interactive content. Additionally, these platforms enhance social e-

commerce, improving shopping convenience and breaking down offline sales barriers. While creating entrepreneurial opportunities in the automotive sector, they also require consumers to guard against misinformation and over-marketing to maintain a healthy and rational market (Khan, P. et al., 2017).

E. Experience Marketing 6E Combined Theory

The 6E combination theory of experiential marketing is established from the perspective of customer experience, with the production and consumption of experience as the core. It includes six elements: experience, environment, event, participation, effect, and expansion. See Figure 2.2 for details.



F. Target audience satisfaction

In marketing, particularly experiential marketing influenced by social networks, target audience satisfaction is key to assessing marketing and brand success, encompassing cognitive, affective, and behavioral elements. Cognitively, it is about customers' rational assessment of products and services, for example, BYD's experience in aligning with social media platforms (WeChat, Weibo, TikTok), which shapes expectations and creates accurate campaigns. Effectively, experiential marketing generates positive emotions, amplified by social sharing (such as a BYD TikTok post), while negative experiences harm satisfaction, requiring brand feedback management. Behaviorally, it is evident in repeat purchases, loyalty, and word-of-mouth; social networks aid in positive sharing and recommendations, but negative experiences cause churn. In the digital age, personalization (utilizing social data) and interactivity (through campaigns) enhance satisfaction, but information overload and shifting social trends pose challenges. Brands need to grasp these concepts to create positive experiences, foster loyalty, and achieve long-term success.

III. RESEARCH METHODS

This study examines the definition of experiential marketing and its relationship with social networks. This study has three main objectives. The first objective is to explore the impact of experiential marketing from the perspective of social networks. The second objective is to identify the reasons behind this impact. The third objective is to formulate strategies to address the impact of social networks on experiential marketing. This study aims to address two key issues: first, the impact of social networks on experiential marketing, and second, how to formulate strategies to address this impact. The focus of the research is on formulating effective strategies. This study employs an exploratory research method to investigate the quantitative impact of social networks on experiential marketing and to

conduct practical research on the underlying reasons for this impact. Therefore, this study employs a mixed-methods research approach that combines quantitative and qualitative data collection and analysis.

The combination of quantitative analysis and qualitative investigation provides a broader perspective for the study.

The quantitative research of this study mainly focuses on individuals within the research area who are willing to purchase electric cars. Three hundred fifty-one questionnaires were distributed to assess the frequency of social media usage and attitudes toward experiential marketing among individuals willing to purchase electric cars.

The independent variables of this study are the types of social networks and environmental factors selected by the target group, the level of participation in social media platforms, and the impact of social networks on social media marketing activities. The purpose of this study is to evaluate the impact of experiential marketing on electric cars from the perspective of social networks.

Due to the wide range of research subjects, the respondents in this study were randomly distributed across 5 electric car companies using Tencent Questionnaire. They fill out the questionnaire according to their situation, and the system automatically calculates and returns it to the dealer. To understand BYD's experience in social network marketing, the questionnaire was structured to gather quantitative data on the research questions. It comprises two parts:

Part 1: 10 demographic questions (gender, age, income, education, etc.).

Part 2: 20 questions on the impact of social networks on experiential marketing, measured using a Likert five-point scale.

Details are provided in Appendix 1. This study will utilize SPSS software to analyze the quantitative research data and present the results in the form of icons. Reliability analysis, validity analysis, descriptive statistical analysis, and correlation analysis of SPSS. This study adheres to high ethical standards in the process of data collection and analysis.

(1) Informed consent of participants

Participants in the research survey should thoroughly understand the research purpose, methods, results, and expected uses before participating in the research interview. Ensure that they are informed and consent to participate.

(2) Protection of participants' personal information In the research survey, protect participants' personal information and sensitive data. Ensure that participants' responses are not traced back to them. Ensure that participants are not harmed or uncomfortable.

(3) Ensure the authenticity of the data This study aims to collect authentic data to ensure the authenticity and reliability of the survey results, without exaggerating or falsifying the data. The study was conducted in Guizhou, China, a region with limited development. Although the data analysis is thorough, the findings may not apply to all Chinese regions.

The study primarily relies on the 6E combination theory and Experiential Marketing theory, which may not fully capture the impact of social networks on experiential marketing.

The study was conducted within a specific timeframe (October–December 2024), which limited the ability to fully reflect the long-term impacts of social networks on EV experiential marketing.

The study focuses solely on BYD, an EV company, limiting the scope and failing to represent the comprehensive impact of social networks on experiential marketing across the industry. Reliability analysis is mainly used to evaluate the reliability or consistency of questionnaires or scales. The commonly used reliability indicator is Cronbach's Alpha coefficient. The value of Cronbach's Alpha coefficient typically ranges from 0 to 1, with higher values indicating greater reliability. Generally, a Cronbach's Alpha coefficient greater than 0.7 is considered acceptable, greater than 0.8 is considered good, and greater than 0.9 is considered excellent.

IV. RESULT AN DISCUSSION

TABLE I. RELIABILITY AND VALIDITY ANALYSIS

Reliability analysis is mainly used to evaluate the reliability or consistency of questionnaires or scales. The commonly used reliability indicator is Cronbach's Alpha coefficient. The value of Cronbach's Alpha coefficient typically ranges from 0 to 1, with higher values indicating greater reliability. Generally, a Cronbach's Alpha coefficient greater than 0.7 is considered acceptable, greater than 0.8 is considered good, and greater than 0.9 is considered excellent.

Dimension	Clone Bach Alpha	items
experiential marketing	0.869	5
social network	0.856	5
Impact of social media on experiential marketing	0.895	5
Total score	0.955	20

As per Table 4.1, the Cronbach's Alpha for experiential marketing is 0.869, indicating excellent reliability. The same applies to social networks (0.856) and the impact of social networks on experiential marketing (0.895). The overall Cronbach's Alpha for the questionnaire is 0.955, suggesting very high reliability.

TABLE II. VALIDITY ANALYSIS OF EACH DIMENSION

Validity analysis is used to evaluate whether questionnaires or scales can accurately measure the concepts or variables under study. The commonly used validity indicators include content validity, structural validity, and criterion-related validity. Here, the primary focus is on structural validity, which is evaluated through the Kaiser-Meyer-Olkin (KMO) value and Bartlett's test of sphericity.

Dimension	KMO	Approximate Chi-square	degrees of freedom	significance
experiential marketing	0.852	801.215	10	<0.001
social networks	0.831	814.709	10	<0.001
Impact of social networks on experiential marketing	0.88	969.254	10	<0.001

Identify applicable funding agency here. If none, delete this text box.

total score	0.953	5244.977	190	<0.001
-------------	-------	----------	-----	--------

According to Table 4.2, the KMO values for all dimensions exceed 0.8, indicating suitability for factor analysis. Approximate chi-square values are large, with $df = 10$ and $p < 0.001$, confirming significant correlations between variables. The KMO for the entire questionnaire is 0.953, with a chi-square value of 5,244.977 ($df = 190$, Sig. < 0.001), further confirming excellent structural validity.

TABLE III. PERSONAL BASIC INFORMATION

Table 4.3 provides basic information about the survey subjects, including gender, age, social networks used, level of education, familiarity with experiential marketing, sources of knowledge, customer expectations, views on the impact of social networks on experiential marketing, and frequency of customer use of social networks for experiential marketing.

Variable	Option	Frequency	Percentage	Accumulated Percentage
1. What is your gender?	Male	260	74.1	74.1
	Female	91	25.9	100
2. How old are you?	18-22	195	55.6	55.6
	23-27	42	12	67.5
	28-32	52	14.8	82.3
	33-37	33	9.4	91.7
	Above 38	29	8.3	100
3. Which social network do you use for shopping?	Taobao	141	40.2	40.2
	WeChat	52	14.8	55
	Alipay	10	2.8	57.8
	Vipshop	15	4.3	62.1
	Pinduoduo	77	21.9	84
	Miscellaneous	56	16	100
4. What is your level of education?	Master's degree or above	23	6.6	6.6
	Bachelor's degree	65	18.5	25.1
	Junior college	244	69.5	94.6
	High school or vocational school	12	3.4	98
	Middle school or below	7	2	100
5. Are you familiar with experiential marketing?	Never pay attention	119	33.9	33.9
	Occasionally pay attention	208	59.3	93.2
	Frequently pay attention	18	5.1	98.3
	Always pay attention	6	1.7	100
6. How do you learn about experiential marketing?	Through the people around me	81	23.1	23.1
	Through social media	151	43	66.1
	Discovered while shopping	52	14.8	80.9

	Specific search	6	1.7	82.6
	Miscellaneous	61	17.4	100
7. What do you think your target customers expect from experiential marketing?	Good service attitude	180	51.3	51.3
	Diverse selection	85	24.2	75.5
	Simple selection method	36	10.3	85.8
	Waiting time	13	3.7	89.5
	Miscellaneous	37	10.5	100
8. Do you think social networks have a significant impact on experiential marketing?	Yes	85	24.2	24.2
	Very	131	37.3	61.5
	Normal	114	32.5	94
	Almost no impact	21	6	100
9. What do you think is the main focus of the impact of social networks on experiential marketing?	Service level	148	42.2	42.2
	User experience	61	17.4	59.5
	Propagation path	99	28.2	87.7
	Service attitude	43	12.3	100
10. How many times do you know your customers use social networks for experiential marketing?	Many times	48	13.7	13.7
	More times	62	17.7	31.3
	Minor	146	41.6	72.9
	Fewer times	56	16	88.9
	Very few times	39	11.1	100

Table 4.3 reveals key insights for electric vehicle (EV) experiential marketing:

Gender: Males dominate (74.1%), likely due to interest in technology and cars. Strategies should emphasize tech elements and performance to attract this group.

Age: Young consumers (18–22 years old) make up 55.6%, highlighting their significant potential. Leveraging social networks for experiential marketing is effective for this digital-native audience.

Social Networks: E-commerce platforms like Taobao and Pinduoduo are popular. EV companies should explore online experiential activities (e.g., virtual test drives) with these platforms.

Education: Most respondents have a junior college education (69.5%), suggesting marketing messages should be tailored to this educational background for clarity.

Experiential Marketing Awareness: Although many have some understanding, awareness remains low. EV firms need to boost publicity to enhance consumer engagement.

Information Sources: Social media dominates (43%), underscoring its role in spreading marketing info. Companies

should utilize social media to share engaging content and raise brand awareness.

Customer Expectations: A Good service attitude is crucial. EV firms should prioritize service quality and staff professionalism to create a positive shopping experience for their customers.

Social Networks' Impact: Service Quality is Key in Social Media's Influence on Experiential Marketing. Strategies should focus on improving service and customer satisfaction.

Usage Frequency: Most users moderate or rarely use social networks for experiential marketing. EV companies should innovate with AR/VR experiences and interactive activities to boost participation.

4.3 Descriptive Analysis

To gain a deeper understanding of the survey object's views on experiential marketing, social networks, and their mutual influence, this study conducted a descriptive analysis of the various dimensions in the questionnaire.

TABLE IV. DESCRIPTIVE ANALYSIS OF SOCIAL NETWORK DIMENSION

Item	Min. Value	Concentration limit	Avg. Value	Standard deviation
16. Social networks are ubiquitous.	1	5	3.400	0.793
17. The use of social networks is simple.	1	5	3.350	0.763
18. The security of social networks is guaranteed.	1	5	3.090	0.755
19. Social networks play a promotional role in product sales.	1	5	3.350	0.760
20. It is important to promote and stimulate consumption through social networks effectively.	1	5	3.350	0.721
Social networks	5	25	16.533	3.020

Respondents generally view social networks as universal (mean = 3.400) and easy to use (mean = 3.350). They also recognize the role of social networks in boosting product sales (mean = 3.350). However, respondents are cautious about security (mean = 3.090), reflecting concerns over network safety. Respondents strongly value the ability of social networks to drive consumption and promotion (mean = 3.350), indicating a positive attitude toward their marketing potential. The overall mean score for the social network dimension is 16.533, with a standard deviation of 3.020, suggesting relatively uniform views among respondents.

TABLE V. DESCRIPTIVE ANALYSIS OF EXPERIENTIAL MARKETING DIMENSION

Item	Min. Value	Concentration limit	Avg. Value	Standard deviation
11. Experiential marketing is based on customer-centricity.	1	5	3.320	0.862
12. Experiential marketing is based on the target market.	1	5	3.210	0.815

13. Experiential marketing promotes the quantity of consumption.	1	5	3.260	0.829
14. Experiential marketing is transparent.	1	5	3.190	0.805
15. The ultimate goal of experiential marketing is to promote consumption and is inclusive.	1	5	3.250	0.805
Experiential marketing	5	25	16.222	3.333

Respondents generally view experiential marketing as customer-centric (mean = 3.32), target market-focused (mean = 3.21), and consumption-driven (mean = 3.26). They also perceive it as transparent (mean = 3.190), inclusive (mean = 3.250), and aimed at promoting consumption. All means exceed 3, indicating a positive attitude toward experiential marketing. The overall mean score for the experiential marketing dimension is 16.222, with a standard deviation of 3.333, suggesting relatively uniform views but with some variability.

Dimensions of BYD's Experience Marketing Effectiveness"
Respondents positively view BYD's customer-centric experiential marketing, seeing it as key to driving consumption. Social networks are recognized as strong tools for promoting BYD's experiential marketing, boosting sales and consumption. Mean scores show a generally consistent, positive perception of BYD's experience marketing, with some individual variation

TABLE VI. CORRELATION ANALYSIS

In this study, correlation analysis was conducted to evaluate the relationship between experiential marketing, social networks, the audience of experiential marketing, and the influence of social networks on experiential marketing (Meyerson, M, 2010).

		Experiential marketing	Social networks	The impact of social networks on experiential marketing
Experiential marketing	Pearson correlation	1	.753**	.617**
	Significance (two-tailed)		<0.001	<0.001
	Number of cases	351	351	351
Social networks	Pearson correlation	.753**	1	.756**
	Significance (two-tailed)	<0.001		<0.001
	Number of cases	351	351	351
The impact of social networks on experiential marketing	Pearson correlation	.617**	.756**	1
	Significance (two-tailed)	<0.001	<0.001	
	Number of cases	351	351	351

** At the 0.01 level (two-tailed), the correlation is significant.
4.4.1 Relationship between Experiential Marketing and Other Variables

Pearson correlation: 0.753 ($p < 0.001$), indicating a significant positive correlation. As social network use increases, the effectiveness of experiential marketing improves. For BYD, sharing product experiences via social platforms can attract more potential consumers, enhancing overall marketing effectiveness.

Pearson correlation: 0.617 ($p < 0.001$), showing a positive correlation. A greater positive impact from social networks leads to better experiential marketing outcomes. This highlights the critical role of social networks in BYD's EV experiential marketing and the need to optimize social strategies to boost effectiveness.

4.4.2 Relationship between Social Networks and Other Variables

Regarding the relationship between social networks and the impact of social networks on experiential marketing, the Pearson correlation coefficient is 0.756**, and the significance (two-tailed) is $p < 0.001$. This further demonstrates the positive correlation between the impact of social networks on experiential marketing and their use. The widespread use of social networks not only provides a broader platform for the propagation of experiential marketing but also enhances marketing effectiveness through user-generated content and social interaction.

TABLE VII. REGRESSION ANALYSIS

In this section, regression analysis will be employed to examine the effectiveness of BYD's small electric vehicle experiential marketing in a social network context, as well as its influencing factors. BYD's experiential marketing effectiveness will be the dependent variable, while considering "social network interaction level," "execution intensity of experiential marketing strategies," and "satisfaction of target audience" as independent variables for regression analysis. (Bernd H, 2004) The aim is to empirically evaluate the contributions of social network interaction level, execution intensity of experiential marketing strategies, and target audience satisfaction to BYD's experiential marketing effectiveness..

Dependent variable: Influence of social interaction on experiential marketing	Unstandardized coefficient		Standardized coefficient	t	Significance
	B	Standard error	Beta		
(Constant)	1.286	0.48		2.679	0.008
Experiential marketing	0.057	0.037	0.061	1.537	0.125
Social network	0.087	0.055	0.085	1.585	0.114
Satisfaction of the target audience	0.120	0.042	0.135	2.857	0.005

				8	
				5	
				7	

R=0.872, R Square=0.761, F=368.982
Significance < 0.001.

Regression Analysis Results

The regression analysis results show that the model's R value is 0.872, and the R-squared (coefficient of determination) is 0.761, indicating that the independent variables can explain 76.1% of the variance in the dependent variable, which demonstrates a good fit of the model. The F-value is 368.982, with a significance level far below 0.001, indicating that the overall model is statistically significant, meaning at least one independent variable has a significant impact on the dependent variable.

4.5.2 Impact of Independent Variables on Dependent Variable Social Network Interaction Level:

Unstandardized Coefficient (B): 0.087

Standardized Coefficient (Beta): 0.085

t-value: 1.585

Significance: 0.114

Although the coefficient of social network interaction level is positive, the significance level is 0.114, which is higher than the usual threshold of 0.05, indicating that the direct impact of social network interaction level on BYD's experiential marketing effectiveness is not statistically significant. This may suggest limitations in significantly enhancing experiential marketing effectiveness solely by increasing social network interaction level under current conditions.

Execution Intensity of Experiential Marketing Strategies:

Unstandardized Coefficient (B): 0.057

Standardized Coefficient (Beta): 0.061

t-value: 1.537

Significance: 0.125

The coefficient of execution intensity of experiential marketing strategies is positive, but the significance level is 0.125, which is higher than 0.05. This indicates that although the impact of improving the execution intensity of experiential marketing strategies on BYD's experiential marketing effectiveness exists, it is not very significant. This suggests that, in enhancing experiential marketing effectiveness, attention should be paid not only to the intensity of marketing strategy execution but also to the combined effects of other factors.

Unstandardized Coefficient (B): 0.120

Standardized Coefficient (Beta): 0.135

t-value: 2.857

Significance: 0.005

The coefficient of satisfaction of the target audience is positive, and the significance level is 0.005, which is below the usual threshold of 0.05. This indicates that the satisfaction of the target audience has a significant positive impact on BYD's experiential marketing effectiveness. This suggests that improving the satisfaction of the target audience can be an effective strategy to enhance the effectiveness of experiential marketing.

The regression analysis reveals that while social network interaction level and execution intensity of experiential marketing strategies have positive coefficients, their impacts

on BYD's experiential marketing effectiveness are not statistically significant. In contrast, the satisfaction of the target audience has a significant positive impact on the effectiveness of experiential marketing. Therefore, BYD should focus on improving the satisfaction of its target audience to enhance the effectiveness of its experiential marketing strategies

DISCUSSION

Discussion and Comparison with Previous Studies: This section compares our study with prior work on experiential marketing and social networks in EVs. Prior research has emphasized the role of memorable experiences in brand loyalty and sales. At the same time, ours highlights the synergistic impact of experiential marketing and social networks in China's EV market, which often lacks targeted strategies. We provide concrete examples of ineffective marketing due to poor audience analysis. Additionally, we identify challenges like low innovation, poor interactivity, and lack of scientific evaluation, offering practical recommendations—audience analysis improvement, interactive marketing innovation, and a scientific evaluation system—to inform effective marketing strategies in the evolving EV market.

5.2 Conclusion

The relationship between experiential marketing and social network: The analysis revealed a significant positive correlation, indicating that social networks enhance the effectiveness of experiential marketing. This highlights the significance of social networks in refining marketing strategies.

EV companies face issues such as a lack of in-depth audience understanding, which leads to ineffective marketing strategies. Insufficient innovation and interactivity in social media marketing make it hard to retain audience attention. The absence of scientific evaluation methods complicates the accurate measurement of marketing effectiveness.

The study proposes corresponding recommendations to address these challenges.

5.3 Existing Issues

(1) Lack of Targeted Marketing Strategies:

Some EV companies lack in-depth analysis of target audiences, leading to generic marketing content that fails to resonate. This often results in wasted resources and a weak brand image. Additionally, insufficient competitor analysis means marketing strategies lack differentiation, making it hard to stand out in a competitive market (Schmitt, 2003).

(2) Lack of Innovative and Interactive Marketing Approaches:

Many EV companies rely on traditional marketing methods, neglecting the interactive potential of social networks. They may post product info without engaging the audience, missing opportunities to build emotional connections. Additionally, they often overlook user-generated content (UGC), which can enhance brand credibility and influence. This lack of innovation not only fails to retain audience attention but also puts companies at a competitive disadvantage.

(3) Lack of Scientific Evaluation of Marketing Effectiveness:

Some companies rely too heavily on short-term sales data, overlooking long-term indicators such as brand influence and

customer satisfaction. This one-sided evaluation may mislead decision-making, leading to a focus on short-term gains at the expense of long-term growth. Without scientific evaluation methods, companies may overlook issues such as brand damage or decreased customer satisfaction, ultimately harming their long-term growth.

CONCLUSION

Through reliability and validity analysis, it can be concluded that the questionnaire used in this study demonstrates excellent reliability and validity, accurately and reliably measuring the concepts or variables under study. This provides a solid foundation for subsequent data analysis, ensuring the reliability and validity of the research results. In the subsequent data analysis, these data will be further utilized for descriptive statistics and inferential statistics (such as regression analysis) to explore the impact of social networks on experiential marketing and its strategy formulation.

Strengthen Target Audience Analysis

Understanding the audience is key. Conduct in-depth market research (surveys, focus groups) to gather demographic, psychological, and behavioral data. Utilize big data to create personalized marketing strategies. For example, target young, tech-savvy consumers with fashion- and tech-related events. Build social media fan communities and post valuable content to enhance loyalty and gather feedback. Monitor competitors and market trends to stay ahead in the competitive landscape.

(2) Innovate Marketing Methods for Interactivity

Leverage social networks for interactive online and offline activities. Online, use VR test drives and social media contests to engage users. Offline, host product launches and forums with experts to boost brand influence. Encourage UGC through review rewards and social sharing to create word-of-mouth. Explore AR and AI for enhanced interactivity and precision marketing.

(3) Establish a Scientific Evaluation System

Develop a comprehensive evaluation system considering sales data, brand influence, customer satisfaction, and social media interaction. Analyze quantitative indicators (sales, revenue, market share) and qualitative feedback (surveys). Conduct regular evaluations (quarterly or biannually) to identify successful strategies and areas for improvement, ensuring data-driven decisions and continuous optimization.

REFERENCES

- [1] Abelson, P., Joyeux, R., Milunovich, G., & Chung, D. (2005). Explaining House Prices in Australia: 1970–2003. *Economic Record*, 81(s1), S96–S103.
- [2] Adair, A., Berry, J., & McGreal, S. (1996). Valuation of residential property: Analysis of participant behavior. *Journal of Property Valuation & Investment*, 14(1), 20–35.
- [3] Al-Nahdi, T. S., Habib, S. A., Abu Bakar, A. H., Bahklah, M. S., Ghazzawi, O. H., & Al-Attas, H. A. (2015). The Effect of Attitude, Dimensions of Subjective Norm, and Perceived Behavior Control, on the Intention to Purchase Real Estate in Saudi Arabia. *International Journal of Marketing Studies*, 7(5), 2015.
- [4] Al-Nahdi, T., & Abu Bakar, A. H. (2015). Factors Influencing the Intention to Purchase Real Estate in Saudi Arabia: Moderating Effect of Demographic Citizenship. *International Journal of Business and Management*, 10(4).
- [5] Anastasia, N., & Suwito, A. L. (2015). The Rational and Irrational Factors Underlying Property Buying Behavior. *Journal of Economics and Behavioral Studies (JEBS)*, 7(2), 183–191.
- [6] Arifah, I. D. C., Maureen, I. Y., Rofik, A., Puspila, N. K. W., Erifiawan, H., & Mariyamidayati. (2025). Social Media Platforms in Managing Polarization, Echo Chambers, and Misinformation Risk in Interreligious Dialogue among the Young Generation. *Journal of Social Innovation and Knowledge*, 1(2), 193–225. <https://doi.org/10.1163/29502683-bja00011>
- [7] Brucks, M., Zeithaml, V. A., & Naylor, G. (2000). Price and Brand Name as Indicators of Quality Dimensions for Consumer Durables. *Journal of the Academy of Marketing Science*, 28(3), 359–374.
- [8] Cai, H. F. (2022). Master's thesis on the problems and countermeasures of service marketing in B New Energy Vehicle Company (Master's thesis). Shanghai International Studies University.
- [9] Chen, Y. Y. (2022). Master's thesis on the design of an experiential marketing platform for new energy vehicles based on situational cognition theory (Master's thesis). East China University of Science and Technology.
- [10] Cheng, F. F., & Cheok, J. (2008). Importance of branding property developers in Malaysia. *Sunway Academic Journal*, 5, 65–81.
- [11] Chia, J., Harun, A., Kassim, A. W. M., Martin, D., & Kepal, N. (2016). Understanding factors that influence house purchase intention among consumers in Kota Kinabalu: An application of buyer behavior model theory. *Journal of Technology Management and Business*, 3(2).
- [12] Chinrungrot, T., Nuangjamnong, C., & Dowpiset, K. (2020). Quality of Work: Key Factors on Employees. *SSRN Electronic Journal*, July 2020, 1–8.
- [13] Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences* (2nd ed.). Lawrence Erlbaum Associates, Publishers.
- [14] Daly, J., Gronow, S., Jenkins, D., & Plimmer, F. (2003). Consumer behaviour in the valuation of residential property: A comparative study in the UK, Ireland and Australia. *Property Management*.
- [15] Deng, Z. Y. (2023). Comparative analysis and improvement measures of sales of new energy vehicles in Shenyang City. *Internal Combustion Engine and Accessories*, (08), 100–102.
- [16] Dummanonda, T., & Nuangjamnong, C. (2021). The Influence of Social Media Advertising Value on Consumer Behavior in Renting Apartment Rooms in Bangkok, Thailand. *International Research E-Journal on Business and Economics*, 6(1), 13–27.
- [17] El-Nachar, E. (2011). Design quality in the real estate market: clients' preferences versus developers' interests. *International Journal of Architectural Research*, 5(2), 77–90.
- [18] Gabriel, S. A., & Rosenthal, S. S. (1989). Household Location and Race: Estimates of a Multinomial Logit Model. *The Review of Economics and Statistics*, 71(2), 240–249.
- [19] Graaskamp, J. A. (1981). Fundamentals of real estate development. *The Development Component Series*, 1–31.
- [20] Grum, B., & Salaj, A. T. (2013). The comparison of expressed satisfaction and expectations of potential real estate buyers in Slovenia and Japan. *Facilities*, 31(1/2), 41–60.
- [21] Haddad, M., Judeh, M., & Haddad, S. (2011). Factors affecting the buying behavior of an apartment and an empirical investigation in Amman, Jordan. *Applied Sciences, Engineering and Technology*, 3(3), 234–239.
- [22] Hassan, M. M. (2023). The importance of location in housing purchase decisions: "Location, Location, Location" is a common mantra in real estate. *International Journal of Academic Research in Business & Social Sciences*, 13(18).
- [23] Hassan, M. M., Ahmad, N., & Hashim, A. H. (2021). Housing Purchase Decision: The Variations in Type of Housing Development in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 11(7), 463–484.
- [24] Hassan, M. M., Ahmad, N., & Hashim, A. H. (2021). The Conceptual Framework of Housing Purchase Decision-Making Process. *International Journal of Academic Research in Business and Social Sciences*, 11(11), 1673–1690.
- [25] HLG (Thailand) Co., Ltd. (March 13, 2023). With the termination of COVID controls, it is not just the number of Chinese tourists that is exploding. *THAILAND PRIVILEGE*. <https://thaielite->

express.com/chinese-nationals-represent-a-major-area-of-growth-for-the-thailand-elite-visa/

- [26] Hu, A. X. (2023). Master's thesis on experience space design of NIO new energy vehicles under the product service system (Master's thesis). Donghua University.
- [27] Hung Van Tran. (2023). The Factors Affecting the Ho Chi Minh City Office Employees' Decision to Buy an Apartment. *Review of Finance*, 6(2), 45–58.
- [28] Jamil, F. (2015). The Role of Installment Buying Plans in Increasing the Impulse Buying Behavior among Jordanian Households. *Journal of Management Research*, 8(1), 110–124.
- [29] Kancheva, I. (2020). Influence of Children in Real Estate Family Purchase Decision-Making Context. *Trakia Journal of Sciences*, 18(3), 211–217.
- [30] Kenn Jhun Kam et al. (2021). Purchasing decision of property buyers: The housing quality, financial capabilities, and government policies studied. *Planning Malaysia: Journal of the Malaysian Institute of Planners*, 19(3), 48–60.
- [31] Khan, P. A. M., Azmi, A., Juhari, N. H., Khair, N., & Daud, S. Z. (2017). HOUSING PREFERENCE FOR FIRST-TIME HOME BUYERS IN MALAYSIA. *International Journal of Real Estate Studies*, 11(2), 1–6.
- [32] King and Wood Mallesons. (2023, November 29). Guidelines on legal matters concerning foreign investors investing in real estate in Thailand. <https://mp.weixin.qq.com/s/Ua6pFdhaeqPJpQKDVvgSA>
- [33] KONRAD LEGAL. (2023). Why Chinese are Choosing to Invest in Thai Real Estate? KONRAD LEGAL. <https://www.konradlegal.com/2018/10/03/why-chinese-are-choosing-to-invest-in-thai-real-estate/>
- [34] Konting, M. M., Kamaruddin, N., & Man, N. A. (2009). Quality Assurance in Higher Education Institutions: Exist Survey among Universiti Putra Malaysia Graduating Students. *International Education Studies*, 2(1), 25–32.
- [35] Kotler, P. (2015). *Marketing* (16th ed.). China Renmin University Press.
- [36] Liu, W. (2022). A Study on Urban Development Strategies (Doctoral dissertation). Harvard University.
- [37] Lorenzo, D. (2023, December 18). Chinese buyers remain top foreign purchasers of condominiums in Thailand. *Thailand Business News*. <https://www.thailand-business-news.com/real-estate/118384-chinese-buyers-remain-top-foreign-purchasers-of-condominiums-in-thailand>
- [38] Mang, J., & Mat Radzua, R. Z. I. S. (2018, June). Influence of Location Attributes on Home Buyers' Purchase Decision. *International Journal of Supply Chain Management*, 7(3), 453–463.
- [39] MANXIU LAW FIRM. (July 23, 2024). "Going Out" in Thailand | What Chinese investors need to know about Thailand's land system. WeChat Official Account. <https://mp.weixin.qq.com/s/rJCn4eD6f2T8YtvDYaPvWw>
- [40] Mariadas, P. A., Abdullah, H., & Abdullah, N. (2019). Factors influencing the first home purchase decision of middle-income earners (M40) in Selangor, Malaysia. *Journal of Social Sciences & Humanities*, 16(1).
- [41] McDonnell, J. R. (2007). Neighborhood characteristics, parenting, and children's safety. *Social Indicators Research*, 83(1), 177–199.
- [42] Meyerson, M., & Scarborough, M. E. (2010). *Internet marketing has a unique skill*. Electronic Industry Press.
- [43] Ministry of Foreign Affairs of the People's Republic of China. (2024). China and Thailand sign agreement on mutual visa exemption for ordinary passport holders. https://www.mfa.gov.cn/wjzbwfwpt/kzx/tzgg/202401/t20240129_11234802.html
- [44] Morel, J. C., Mesbah, A., Oggero, M., & Walker, P. (2001). Building houses with local materials means drastically reducing the environmental impact of construction. *Building Environment*, 36, 1119–1126.
- [45] Mulyano, Y., Rahadi, R. A., & Amaliah, U. (2020). Millennials' housing preferences model in Jakarta. *European Journal of Business and Management Research*, 5(1), 1–9.
- [46] Nguyahambi, A. M., & Rugeiyamu, R. (2025). "It is not shrinking, NGOs need unlimited freedom": Government Stance on the Perceived Shrinkage of Civic Space in Tanzania. *Journal of Social Innovation and Knowledge*, 2(1), 77–101. <https://doi.org/10.1163/29502683-bja00013>
- [47] NOVANY ASSET CO., LTD. (June 2024). Good news! The Thai Land Department announces that foreigners are allowed to own land in Thailand!. WeChat Official Account. <https://mp.weixin.qq.com/s/ex2KZztGKlkwpPE60gnJAw>
- [48] Opoku, R. A., & Abdul-Muhmin, A. G. (2010). Housing preferences and attribute importance among low-income consumers in Saudi Arabia. *Habitat International*, 34(2), 219–227.
- [49] Peiyao Zhang and Chompu Nuangiamnong. (12 June 2022). Factors influencing the purchase decision of Bangkok building property in the context of new normal life situation. *International Research E-Journal on Business and Economics*, June 2022 - December 2022.
- [50] Pine II, B. J., & Gilmore, J. H. (2012). *The Experience Economy Revision*. China Machine Press.
- [51] Rahadi, R. A., Wiryono, S. K., Koesrindartoto, D. P., & Syamwil, I. B. (2015). Comparison of Property Practitioners' and Consumer Preferences on Housing Prices in the Jakarta Metropolitan Region. *International Journal of Housing Markets and Analysis*, 8(3), 335–358.
- [52] Rahadi, R. A., Wiryono, S. K., Koesrindartoto, D. P., & Syamwil, I. B. (2015). Factors influencing the price of housing in Indonesia. *International Journal of Housing Markets and Analysis*, 8(2), 169–188.
- [53] Reed, R., & Mills, A. (2007). Identifying the drivers behind housing preferences of first-time owners. *Property Management*, 25(3), 225–241.
- [54] Robinett, S. (2001). *Emotional marketing*. Huaxia Publishing House.
- [55] Salu-Kasoko, O., Ajibola, M. O., & Awodiran, O. Q. (2013). Effects of Infrastructure on Property Values in Unity Estate, Lagos, Nigeria. *International Journal of Economy, Management and Social Sciences*, 2(5).
- [56] Schmitt, B. H. (2001). *Experiential marketing*. China Three Gorges Press.
- [57] Schmitt, B. H. (2003). *Experiential Marketing*. Guangxi Nationalities Publishing House.
- [58] Schmitt, B. H. (2004). *Experiential Marketing*. Tsinghua University Press.
- [59] Sengul, H., Yasemin, O., & Eda, P. (2010). The assessment of housing in the theory of Maslow's hierarchy of needs. *European Journal of Social Sciences*, 16(2), 214–219.
- [60] Shaik Ahamad, & Nakkina D. Chandra Sekha. (2014). Family Members' Role in Purchase Decision Making. *Abhinav International Monthly Refereed Journal of Research in Management & Technology*, 3(8).
- [61] Techawongkorn, I. (2018). Key decision factors that influence Chinese consumers in purchasing condominiums in Bangkok (Master's independent study). Thammasat University.
- [62] Toffler, A. (1996). *Future impact*. Xinhua Publishing House.
- [63] Urdea, A.-M., & Constantin, C. P. (2021). Experts' perspective on the development of experiential marketing strategy: Implementation steps, benefits, and challenges. *Journal of Risk and Financial Management*, 14(10), 502–514.
- [64] Wikstrom, S. (2018). A consumer perspective on experience creation. *Journal of Customer Behavior*, (1), 31–50.
- [65] Yang, H. (2021). Potential assessment of new energy vehicle power battery resources based on material stock analysis (Master's thesis). Shanghai Second Polytechnic University.
- [66] Yongzhou, H. (2009). Housing price bubbles in Beijing and Shanghai. *International Journal of Housing Markets and Analysis*, 3(1), 17–37.
- [67] Zeng, R. (2013). Attributes influencing home buyers' purchase decisions: A quantitative study of the Wuhan residential housing market (Doctoral dissertation). Southern Cross Business School, Australia.
- [68] Zhou, X., Dowpiset, K., & Khlaewkhla, S. A. (2023). Factors Affecting Purchasing Behavior on Chinese Investors in Real Estate in Thailand. *AU Hybrid International Conference 2024 on "Entrepreneurship & Sustainability in the Digital Era" Under the Theme of "People Centric Knowledge in Intelligence World"*, 3(1), 82–94..