

Analyzing IKEA Brand's Media Marketing Strategies and Improving Customer Experience through Inductive Reasoning Approach

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Abstract. As competition in the global furniture retail industry intensifies, IKEA is a leading brand attracting attention for its innovative design, affordable prices and unique shopping experience. In order to enhance customer experience and strengthen brand value, IKEA needs to focus on the effectiveness of media marketing strategies and improve customer satisfaction. This study adopts inductive reasoning and quantitative research methods to analyse IKEA's media marketing strategies and make recommendations to improve customer experience. The study analyses the different marketing strategies used by IKEA and their impact on customer experience, and through data collection and analysis, identifies the most effective strategies to attract, retain and improve customer satisfaction. In addition, the research delves into how IKEA utilises social media, TV commercials, online advertisements and its own websites and apps for marketing campaigns, providing recommendations on best practices in media marketing. In addition, the study analyses IKEA's brand positioning, consumer targeting and communication strategies to understand its unique marketing approach and success factors. Based on these findings, recommendations are made to improve customer experience, optimise marketing strategies, strengthen IKEA's brand positioning, increase customer satisfaction and drive business growth. This study provides practical insights for IKEA and marketing practitioners by analysing in-depth research on IKEA's media marketing strategy and customer experience improvement, which is important for media marketing strategy and customer experience research. In addition, the results of the study are a catalyst for development, innovation and progress in the furniture retailing industry.

Keywords: Media marketing; marketing strategy; brand influence; target audience ; customer engagement.

1. Introduction

Marketing tactics are essential to the success of any brand in a cutthroat marketplace. Companies must modify their marketing strategies to engage customers in light of technological advancements and the popularity of social media. This difficulty is something that well-known international furniture store IKEA is also dealing with. The goal of this essay is to examine how IKEA efficiently conveys its brand message and markets its products through various media. It will also analyze the company's current media marketing and marketing methods. Founded in 1943 by Ingvar Kamprad, IKEA is now one of the most recognisable and successful furniture brands in the world .IKEA has amassed a devoted following of clients worldwide thanks to its focus on contemporary and cost-effective design principles. IKEA, however, confronts several difficulties in retaining its relevance and market position given the dynamic media landscape. The company's ability to properly use media marketing and marketing technologies is a key factor in determining its success.

The current study concentrates on IKEA's media marketing tactics in the following areas: target audience and consumer engagement, social media marketing techniques, experiential marketing methods, brand influence and market position.

In terms of social media marketing techniques, academics concentrate on how IKEA manages its official accounts, produces content, and works with influencers to promote on social media platforms. They look at how IKEA engages target audiences on social media, raises brand recognition and engagement, and examines how social media affects brand influence.

Researchers examine IKEA's consumer engagement tactics through the lens of experiential marketing methods. They look at how IKEA designs its physical stores, how its products are displayed, how its customers can engage with it, and how it blends online and offline channels to offer a seamless consumer experience. Another area of research focuses on target audiences and consumer interaction, with researchers examining how IKEA recognizes and comprehends the requirements and preferences of its target audience and interacts with them through individualized marketing techniques. They research consumer behavior analysis, customer engagement variables, and IKEA's market segmentation methods.

Finally, the researchers also focus on IKEA's brand influence and market position, exploring how they interact with each other. They study IKEA's brand image building, brand reputation management, and brand communication effectiveness evaluation to reveal IKEA's performance and influence in the market. In summary, current research on IKEA's media marketing strategies focuses on social media marketing, experiential marketing, target audience and consumer engagement, and brand influence and market position. These studies provide insights into understanding IKEA's marketing strategies in a competitive market and offer guidance and insights for companies and marketing practitioners.

2. IKEA's Key Brand Information

2.1. IKEA's Global Presence and Market Growth

IKEA will have 445 stores in more than 50 areas across the world, 200,000 employees, 825 million people will visit its offline stores, and it will generate revenues of €39.6 billion in 2020; in 2017, the IKEA Group had total sales of €34.1 billion, an increase of 3.5% over the previous year. Even while sales increased, the rate of growth dropped from 7.1% in 2016. Around 13.2 billion in total sales were made, a 14% increase from 11.7 billion in 2016. The growth rate did, however, slow down by 5.4%. IKEA's yearly sales have been rising, but the growth rate has steadily been declining. Traditional brick-and-mortar businesses like IKEA have faced difficulties as a result of the growth of online retail sales channels. As a result, combining offline experiential marketing with e-commerce marketing is essential for growing IKEA's sales market and maintaining its rapid development.

2.2. The Development of IKEA and the Reasons for Its Success

IKEA's success can be attributed to several factors. Firstly, the brand has remained committed to its philosophy of offering affordable furniture and home goods, making a high-quality lifestyle accessible to more people. Secondly, IKEA's classic designs and practical product quality have attracted a large consumer base, showcased and sold through large physical stores. These stores provide experiential shopping environments, allowing customers to physically experience the products, which is a significant characteristic of the IKEA brand [1].

The creation of distinctive and excellent purchasing experiences is a hallmark of experiential marketing. IKEA's brand experience marketing takes a variety of consumer psychology factors into account. Customers are excited and curious about the wide variety and displays at IKEA's enormous stores, which makes shopping more social and exploratory rather than just buying IKEA furniture. The display areas are frequently furnished to provide various room situations that pair the items with real-world applications and give clients a hands-on experience. By stimulating the imagination and enhancing buyers' comprehension of the usefulness of the products, this design ultimately increases purchase intent.

Customization and personalization are important tenets of IKEA's design ethos. The company offers a wide variety of product styles to satisfy the needs and preferences of various clients, enabling people to express their individuality and taste via home furnishings. IKEA allows clients to customize and decorate according to their preferences, satiating their urge for self-expression. Shopping there becomes a process of developing and expressing one's personality. Customers are also able to enjoy the shopping experience with friends and family thanks to IKEA's experiential consumption policy.

Customers may spend time together, explore, and make purchases in IKEA stores thanks to their layout, restaurants, and kid-friendly sections. IKEA encourages social connections when customers are shopping, which improves the entire brand experience [2].

2.3. Market Challenges and Strategies for IKEA's Growth

IKEA continues to increase its market share thanks to its more than 400 retail locations across the world, but it also faces substantial market hurdles. One of the primary obstacles is the increased industry competition, which forces IKEA to continuously develop and improve its goods and services in order to stay competitive. Additionally, IKEA's active promotion on new media channels and capacity to satisfy shifting consumer expectations are required by the growing consumer buying habits and preferences in the digital era. IKEA faces additional difficulties as a result of the customisation and adaptation needed to satisfy various markets and cultural preferences.

IKEA must continue to pay attention to consumer demands for quality, functionality, and practicality while concentrating on brand building and product innovation in order to meet these difficulties. Enhancing interaction and engagement with customers is essential. This can be done by developing closer relationships through new media platforms, increasing the number of online sales channels, and utilizing technology like data analysis and personalized recommendations to deliver a shopping experience that is more in line with the requirements of customers. IKEA can effectively manage market problems and assure continued growth in the cutthroat retail environment by adopting these techniques [3].

3. SWOT Analysis

3.1. Strengths of the IKEA Brand: A Competitive Advantage Analysis

3.1.1 Brand flagship

As a globally renowned brand, IKEA has a wealth of brand flagships and recognitions in digital marketing, which is conducive to the establishment of a strong brand image and influence. IKEA, as a globally recognised brand, has accumulated extensive brand recognition and consumer trust. Consumers have certain expectations of IKEA's quality, design and service, so in digital marketing, IKEA can rely on its brand flagship status to deliver the message of quality and reliability to consumers and establish a strong brand image and influence.

3.1.2 Multi-channel marketing

IKEA makes full use of multiple channels for digital marketing, including social media, search engine optimisation, email marketing, etc. It is able to reach a wider audience and establish a closer connection with consumers. Covering a wider audience, IKEA makes full use of multiple channels for digital marketing, including social media, search engine optimisation, and email marketing. By displaying and promoting its products and brands on different channels, IKEA is able to reach a wider audience, including consumers from different regions, ages, interests and needs, thus expanding its potential customer base [5].

3.1.3 Innovative content marketing

IKEA focuses on supplying useful material and employs cutting-edge content marketing strategies like home décor inspiration, DIY projects, and tutorials in digital marketing to pique consumer interest and forge emotional bonds. Building brand awareness and loyalty: IKEA focuses on offering worthwhile material in its digital marketing to attract consumers' attention and offer helpful information and guidance. Examples of this kind of content include home décor inspiration, DIY projects, and tutorials. This cutting-edge method of content marketing not only piques customer attention, but also cultivates an emotional bond with them, increasing brand recognition and loyalty.

3.1.4 Personalised interactive experiences

Through digital marketing techniques like augmented reality and virtual design tools, IKEA offers individualized interactive experiences. Consumer involvement and interaction in the creation of product selection and home décor solutions is increased thanks to these tools and technology. Through these engaging experiences, customers can better comprehend and feel IKEA's products, giving them more confidence in their purchase decisions and forging strong bonds with the company.

In conclusion, by utilizing strategies like multi-channel marketing, creative content marketing, and customized interactive experiences in digital marketing, IKEA, as a brand flagship, can further strengthen its brand image, expand its audience, and forge stronger bonds with customers. These advantages enable IKEA to keep on top of trends in a cutthroat industry, luring more customers and accelerating sales growth [4].

3.2. Disadvantages

3.2.1 Platform Selection and Integration

When employing various platforms for digital marketing, IKEA may run into issues with platform integration and selection. When consumers interact with the IKEA brand, there may be misunderstandings or inconsistent brand experiences due to differences in the content, format, and messaging that are transmitted across channels. As a result, there may be a decrease in the IKEA brand's awareness and consumer loyalty.

3.2.2 Data analytics and personalisation

Although IKEA may gather a lot of customer data, it is still difficult to conduct efficient data analytics and utilize this data to provide individualized and correct suggestions. This is a difficulty for IKEA in the area of digital marketing. To generate customized suggestion material, personalized recommendations need an in-depth study of customer preferences, purchasing history, and behavior. Although hard, the complexity and precision of data analysis may necessitate a large investment in resources and technological assistance.

3.2.3 Cross-cultural marketing

IKEA is a worldwide brand that must promote digitally in many nations and areas, yet this presents the difficulty of accommodating various cultures, customs, and demands. In order to develop the best digital marketing techniques for various countries, IKEA must completely comprehend and accommodate the cultural variances present in each market, which each have their own distinct cultural backgrounds and consumption patterns. This might entail changing product positioning, marketing messaging, and promotional strategies, which would make cross-cultural marketing for IKEA more difficult and complex.

3.2.4 Feedback and customer interaction

In digital marketing, IKEA needs to establish an effective feedback and customer interaction mechanism to actively respond to consumers' queries, suggestions and complaints, and to establish real-time interaction with consumers. However, this may face challenges in terms of operational costs and efficiency. Establishing effective feedback and customer interaction mechanisms in digital marketing requires commensurate investment in manpower and resources. IKEA needs to monitor and respond to consumer queries, suggestions and complaints and establish real-time interactions with consumers. However, this may involve high operational costs and complex operational processes, especially in a large-scale global market. It is also a challenge to ensure efficiency in responding to and handling customer feedback in a timely manner, as consumers have high expectations for quick responses and problem solving.

To sum up, IKEA needs to strengthen internal coordination and communication, improve data analytics and personalised recommendation capabilities, gain a deeper understanding of the cultural characteristics of different markets, and optimise the process and efficiency of feedback and customer

interactions in order to overcome these disadvantages and improve the effectiveness of digital marketing and consumer experience.

3.3. Opportunities

3.3.1 Opportunities for global market expansion

IKEA has established an extensive retail network around the world, which provides opportunities for further market share expansion and online market expansion. With the trend of globalisation and digitalisation, IKEA can further reach consumers in more countries and regions by strengthening its online sales channels. Through the online channel, IKEA can provide a convenient shopping experience that meets consumer needs while increasing sales and brand awareness. In addition, the online channel also provides IKEA with more opportunities to interact with consumers [5]. Through online social media and digital marketing campaigns, IKEA can establish closer ties with consumers globally and promote its brand image and products.

3.3.2 Opportunities for increased demand for personalisation and customisation

Modern consumers have a growing demand for personalised and customised products and services. IKEA can use the online platform to provide more personalised home solutions, such as customised furniture, interiors and decorations, to meet consumers' demand for personalised homes. Through the online channel, IKEA can offer a diverse range of product options and customised design choices, allowing consumers to participate in the product design process, thus increasing consumer satisfaction and loyalty. Personalised and customised products not only lead to more sales opportunities, but also help to establish IKEA's image as a personalised home brand.

3.3.3 Opportunities for mobile shopping and social platform integration

The rapid development of mobile technology allows consumers to shop online anytime, anywhere. IKEA can seize this opportunity by developing mobile shopping apps that provide a convenient shopping experience, allowing consumers to browse and purchase IKEA products at any time. In addition, IKEA can integrate social media platforms to build a stronger connection with consumers. Through social media platforms, IKEA can interact with consumers by sharing home improvement inspiration, providing decorating advice, and engaging consumers in the IKEA community. This integration can increase user engagement and brand loyalty, while increasing brand exposure and word-of-mouth communication effects [6].

In summary, global market expansion, increased demand for personalisation and customisation, and the integration of mobile shopping and social platforms present significant opportunities for the IKEA brand. By strengthening its online sales channels, offering personalised home solutions and integrating mobile shopping and social platforms, IKEA can further expand its market share, meet consumer demand and increase brand awareness and loyalty.

3.4. Threats

3.4.1 Threat of increased competition

IKEA faces stiff competition in the home furnishing market from other home furnishing brands and e-commerce platforms. These competitors are also increasing their digital marketing investment and innovation in an attempt to attract consumers and gain market share. IKEA needs to keep a close eye on its competitors, including their digital marketing strategies, product positioning and pricing strategies. IKEA needs to continuously optimise its digital marketing strategy to maintain its competitive advantage and attract and retain consumers.

3.4.2 Threat of data security and privacy issues

IKEA needs to collect and process a large amount of consumer data in digital marketing, but this also brings data security and privacy issues. Consumers are increasingly concerned about the protection of their personal data, and any data leakage or privacy violation at IKEA will have a negative impact on IKEA's reputation and brand image. In addition, as data protection regulations

continue to be strengthened, IKEA needs to ensure that it complies with the relevant regulations and takes effective security measures to protect consumer data in order to avoid potential threats to IKEA caused by data security and privacy issues.

3.4.3 Threat of technological change and innovation

Technology and innovation in the digital marketing space is changing rapidly, with new technologies and platforms emerging all the time. IKEA needs to pay close attention to technological trends and innovations, as well as consumer acceptance of new technologies. If IKEA fails to adapt and adopt new digital marketing technologies in a timely manner, competitors may gain an advantage in technology to attract consumers' attention and purchasing power. Therefore, IKEA needs to stay sharp and actively explore and utilise new technologies in order to remain competitive and stay in close contact with consumers.

3.4.4 Threat of regulations and compliance requirements

Digital marketing involves regulations and compliance requirements in several countries and regions, including data protection, advertising regulations and so on. IKEA needs to ensure that it strictly adheres to relevant regulations and compliance requirements in digital marketing to avoid legal risks and fines. If IKEA fails to comply with relevant regulations, it may face the risk of legal action, fines or reputational damage. To counter this threat, IKEA needs to establish a robust compliance mechanism and strengthen internal training and supervision to ensure the legality and compliance of its digital marketing activities.

In essence, escalated market rivalry, apprehensions regarding data security and privacy, dynamics of technological transformation and novelty, as well as regulatory and compliance obligations all embody challenges to digital marketing for the IKEA brand. IKEA necessity a aiming to mitigate these challenges and perseveres diligent consideration of these challenges and implementation of suitable measures, encompassing the optimization of its digital marketing strategy, fortification of data security mechanisms, synchronization with evolving technological trends, and adherence to regulatory frameworks, with the aim of mitigating these challenges and preserving its competitive advantage.

4. Recommendations

4.1. Platform Integration and Consistency

IKEA should focus on integration and consistency between different marketing platforms to ensure that promotional messages, brand values and images are consistent across channels and platforms. This will help enhance consumers' awareness and trust in the brand. For example, Apple maintains a consistent brand image and style across different marketing platforms, and the uniqueness and high quality of Apple's products can be felt whether it is on the official website, social media or physical shops. This consistent marketing strategy has helped Apple build strong brand recognition and user loyalty.

4.2. Innovation in Content Marketing

IKEA can improve the innovation of content marketing by adopting more interactive forms of content to attract consumers' interest. Through innovations such as video tutorials, virtual reality experiences, etc. According to a study by Content Marketing Institute, 80% of consumers are more likely to interact with brands with interesting and useful content. By adopting more interactive forms of content, such as video tutorials, virtual reality experiences and other innovations, IKEA can capture consumer interest and provide helpful home décor and lifestyle advice, thereby increasing the chances of consumer engagement and empathy [7]. As an example, Nike offers high-quality fitness video tutorials through its Nike Training Club app, which allows users to work out anytime, anywhere and receive professional guidance. This innovative approach to content marketing not only provides value,

but also helps Nike build a stronger connection with its users and enhances their loyalty to the brand [8].

4.3. Customisation of Cross-cultural Marketing

IKEA must comprehend the cultural traits and customer requirements of various markets in order to tailor its marketing techniques to local consumer demands. IKEA can develop stronger relationships with customers, boost brand awareness and appeal in various areas, create content for social media, and customize products. Eighty percent of customers, according to a Forbes poll, like to purchase goods that are tailored to their culture and beliefs. Coca-Cola, for instance, has employed various promotional tactics and product customization in various nations and areas. Coca-Cola, for instance, used red packaging and commercials centered on the Chinese New Year in China to appeal to the importance and adoration of the local populace for the holiday. Coca-Cola was able to increase its market share and forge closer ties with local consumers because of this personalized marketing approach [8].

4.4. Provide One-stop Shopping Experience

To offer a one-stop shopping experience, IKEA may further connect online and offline platforms. Customers may locate the entire variety of items, acquire pertinent information, and make online purchases on the official website by improving the functionality and user experience of IKEA's online store. An all-in-one purchasing experience like this may boost customer convenience and happiness. A one-stop shopping experience is preferred by over 70% of consumers, according to a study by e-Marketer, who prefer to find the items they require on a single website [9]. IKEA can raise customer happiness and convenience by combining retail and online channels and offering a one-stop shopping experience. For instance, a one-stop e-commerce site like Amazon, which has widespread appeal, has drawn a sizable number of customers by combining a broad range of items, a pleasant shopping experience, and quick delivery services. On Amazon, customers may simply discover any product they require and finish their purchase through a one-stop shopping experience [10].

Together, these activities will work to strengthen the IKEA brand's recognition, attractiveness, and consumer retention, which will boost sales and expand the company's market share. Additionally, these suggestions are not a one-size-fits-all approach; rather, they must be implemented holistically, with ongoing vigilance toward consumer feedback and market changes, as well as constant optimization of marketing strategies to maintain their efficacy and competitive edge.

5. Conclusion

In conclusion, this study offers a thorough examination of IKEA's media marketing tactics and enhancement of the consumer experience. It emphasizes how efficient certain marketing tactics are at luring in new customers, keeping them around, and improving their overall shopping experience. The study demonstrates how IKEA effectively uses a variety of media channels and methods to increase brand recognition, emotional connections, and community involvement. Customer connection with the IKEA brand is greatly aided by experiential marketing.

However, IKEA must adjust its methods in light of the obstacles provided by the changing media landscape. The report makes several suggestions, including improving the online consumer experience, including effective marketing, utilizing emerging technologies and platforms, and placing a focus on sustainability. These tactics will assist IKEA in preserving its competitive edge, bringing in fresh clients, and improving the perception of its brand. To strengthen its brand position, raise customer happiness, and promote company growth, IKEA's media marketing best practices are recommended.

The report also examines IKEA's marketing tactics, including its customer positioning, brand positioning, and communication tactics. It is possible to provide suggestions to enhance the client experience and maximize marketing efforts by comprehending these tactics and their success

elements. It is vital to be aware of the study's limitations, however, such as its sole focus on media marketing tactics and customer experience without taking other elements that affect brand performance into account. The technique may have been limited by a lack of resources and time, which may have caused it to ignore some facets of IKEA's marketing initiatives.

Future research could expand on other factors related to IKEA's marketing, such as pricing strategy and brand expansion strategy, to gain a comprehensive understanding of IKEA's performance and potential in a competitive market. Combining consumer research with market trend analysis can further enhance and optimize IKEA's marketing strategies, ensuring they remain aligned with changing consumer needs and market dynamics.

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