

星巴克體驗行銷之重要性評估

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摘要

Abbott concluded that customers really want to buy not only the commodity itself but the feelings of pleasant buying process, by an individual experienced the emotional connection to a product, service, brand, company, or by interactive and memorable experience which is the experiential marketing concept in 1955. Business sales involve the sale of products features, function and performance of the traditional marketing, experiential marketing focused on the imagination, feeling, and entertainment fashion to enhance the level of customer interest. By marketing the coffee is not just coffee shopping experience, Starbucks is seeking to sell their coffee shop experience to create a store with enthusiasm and warm atmosphere, such as blackboard menu with coffee table top design and quaint sensory reflect the trafficking of coffee art, aesthetics and the humanities.

This study applies Schmitt' s framework to understand how Starbucks emotional appeals or touchy-feely, is visceral to sell an experience that connects with customer' s psyche and lifestyle therefore buying products to have another appropriate choice for customers .

關鍵字：Starbucks, Experiential Marketing, Analytic Hierarchy Process.