

Starbucks Service Quality Provided by Decision-Making Trial and Evaluation
Laboratory Explored Customers' Perception

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Abstract

Consumers' requirement is not only merchandise but happy purchase experiences. An individual experiences an emotion connected to merchandise, service, brand, commercial, human, or idea via interaction and memorable experiences which is experiential marketing contrast to traditional marketing. Experiential marketing designed for technology age emphasizes the fantasies, fun, entertainment, fashion and excitement of buyers with whole purchasing process. Starbucks sold its attractive atmosphere, the interior detail, the third space and quaint fashion such as its blackboard menus, jazz music, and counter designs- all perceived as part of the art, aesthetics, and humanities to its customers in its coffeehouse. However, customers' evaluation of service quality provided is often a multiple criteria decision-making problem. This research applies Schmitt's experiential marketing framework by decision-making trial and evaluation laboratory method to understand what Starbucks affectionate appeals or touchy-feely, is visceral to sell an experience that connects with consumers' psyche and life-style from mental context perspective. Meanwhile, this study delineates the causal relations among these service factors in the model using decision making trial and evaluation laboratory mathematical model and determines their effects on each other. Some suggestions and strategies will be provided the interrelations among those experiential factors.

Keyword : Decision Making Trial and Evaluation Laboratory, Experiential Marketing