

體驗行銷之重要性及滿意度分析-以華陶窯為例

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摘要

In consumption patterns change, consumer attention is not just the practicality of goods or services, but rather to seek a unique experience in the consumer process. Therefore, the experiential marketing is important. Traditional cultural and creative industries are reflecting for the trend of the times and getting government assistance to promote the “creative life” industry " for transition, and to find a new way out. In this study, we chose the industry of Hwa Tao, one of experience local culture and creative industry representative. The 350 questionnaires were distributed and we get 328 valid questionnaires. We use the tourists attention in Hwa Tao study experience and satisfaction by IPGA analysis, and are to identify the main experience project for improvement and analysis below the tourists expectation and most urgent service qualities for improvement.

The results showed that the most important respondents are “beautiful environment let me comfortable” bin “ emotional experience” content. The highest satisfaction "sensory experience" content is “beautiful garden and buildings scenic broad vision ". The first improvement item is about “furnishings arrangement and intentions of service and let visitors feel comfortable” .

Finally, our study suggests that the industry should put more efforts in training the services of staff strengthen and the environment furnishings. The staff members is required to have the ability to navigate visitors which can feel enthusiasm from staff members. Enhance the visitor experience satisfaction, and contribute to the sustainable management of the industry.

關鍵字：experiential marketing, satisfaction, IPGA