

糕餅業轉型體驗行銷之重要性與滿意度分析—以裕珍馨為例

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摘要

The purpose of this research is to explore the important and satisfaction analysis of experiential marketing in traditional bakery industry by using Importance-Performance and Gap Analysis (IPGA) model. The concept of experiential marketing is according to the research of Schmitt(1999). There are the senses, feelings, thinking, acting and relating as experiential marketing dimensions. Using consumers of Yu-Jan-Shin Store as the re-search subjects, a total of 320 copies of valid questionnaire are collected.

According to the results of analyses, among 30 service attributes, there are 13 index should improved in IPGA model, The order of factors for improvement are as follows, “The store provide free and enough parking space”, “Good quality of commodities”, and “Rational price of commodities”, which are the current factors of experiential marketing quality improvement for bakery industry. Finally, will base on 13 main improvement items to provide manager an efficient improvement solutions and suggestions.

關鍵字：Experiential marketing、Importance-performance & gap analysis、satisfaction