Experience marketing and customer experience management service: a study of analytic induction method

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ABSTRACT

With the coming of the experience economy, consumer's motivation are rapidly changing and getting more and more complex, and making consumer choice is no longer just due to the feathers and benefits of product. Therefore, how to provide good consumption experience is the main issue for service industrial managers to explore. In order to explore the experience and feature of the consumer service process (both positive and negative side) from the customer's perspective, in this research, this study use the concepts of Subjective Sequential Incidents Technique (SSIT) and analysis induction method to analyze 51 negative and 59 positive stories of customers dining experience, this research attempts to figure out managerial clue fits for the principles of customer experience management through customers past experiences. The results show that positive and negative experiences have their own unique situation, while the factors that trigger negative emotions occur, service side may be able to turn the tide with active remediation, on the contrary, will lead to a series of emotional set-backs experience.

Keywords: subjective sequential incidents technique、analytic induction method、customer experience management、experience economy

Table of Contents

內容目錄 中文摘要 ..................... iii 英文摘要 .................... iv 謝謝辭  ..................... v 內容目錄 ..................... vi 表目錄  ..................... vii 第一章  緒論............ 1   第一節  研究背景............... 1   第二節  研究動機與目的.... 2 第二章  文獻探討................. 4   第一節  體驗行銷.... 5   第二節  顧客經驗管理相關研究......... 7 第三章  研究方法........ 20   第一節  研究對象............... 21   第二節  分析步驟........... 21   第三節  信、效度分析............. 30 第四章  研究結果.... 32   第一節  正面資料分析............. 32   第二節  負面資料分析............. 35   第三節  正、負面經驗比較........... 37 第五章  結論與建 議................ 42   第一節  理論意涵............... 42   第二節  經濟意涵............... 41 參考文獻  .................... 46