

Customer experience and customer experience management in apparel industry - comparison between posi

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ABSTRACT

This study used a high degree of customer contact with the clothing industry as a research topic, and the sequence of events using subjective techniques (subjective sequential incidents technique, SSIT) as a research method, analysis of customer information both positive and negative consumer experiences, and stand in the customer's perspective Qualification process to analyze the consumer being, prone to moving, the SLAVE frustration factor, and finally the positive and negative emotions do in-depth extension of the table Comparison of merger. Expect results of the moving experience, and to explore the customer is willing to re-visit the linked thread, and the continued creation of mission customers a memorable customer experience; in frustration experience, and it is available in the fashion industry to complement the previous defect of further Remedy the failure to do the work; Also in the positive and negative customer experience and Chen, then a tit for tat, that exist between the two factors of the gap between the context and relevance, and then moved to seize the emotions so that customers can continue to move more Reasons and to prevent and reduce the importance of customer emotions frustration and to assist in the fashion industry experience economy is managed well.

Keywords : apparel industry、 subjective sequential incidents technique、 experience economy

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