

# The influence of experiential marketing on customer satisfaction : 以法系家樂福與美系好市多量販店為例 / 洪婉玲 撰 .- 彰

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## ABSTRACT

Recently, the competition among physical channels is getting more and more fiercely, so that the existing of hypermarkets is affected. The important goal for hypermarkets is how to use marketing approaches raising the competition of hypermarkets and attracting consumers. The direction of this study is experiential marketing, through the affections of experiential marketing of consumers to discuss customer satisfaction, in order to provide a resourceful reference for hypermarkets. The survey sample in this study was the consumers of Carrefour and Costco in Taiwan, and collected the survey sample by the questionnaire survey on the Internet. The survey was started in June, 2011 and final collections were made on August 20th, 2011. The questionnaire survey of this study was amonut to the sample of 581 participants, which included with 513 valid samples, and 88.3% of response rate was generated. The data of the study was analyzed by SPSS statistically. The valuable finding from the survey results are as follows: 1. The better experiential marketing has a positive effect on increasing customer satisfaction. 2. Sense experience directly and positively influences customer satisfaction. 3. Think experience directly and positively influences customer satisfaction. 4. Relate experience directly and positively influences customer satisfaction.

Keywords : hypermarkets、experiential marketing、customer satisfaction

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