

# The relationship among experiential marketing, brand image and customer loyalty : 以巧連智 幼兒視聽教材為例 / ?怡如 撰 .-

?怡如、曾清枝

E-mail: 354510@mail.dyu.edu.tw

## ABSTRACT

Thanks to high technology, modern civilization has been upgraded with increasing living standard. With the decline of birth rate, parents can pay more attention to their children's education and recreation. Relevant businesses have been developed and laid emphasis on by the government and society. The multiple ways of marketing has been the trend to business success these days especially the experiential marketing. The study explains correlation of experiential marketing, brand image, and customer loyalty. It was conducted through a survey that gave questionnaire to the subjects---the readers of Benesse visual materials. There were 500 in total released and 352 valid ones collected. All data were analyzed with descriptive statistics, t-statistics, factor analysis, one-way ANOVA, regression analysis and hierarchical regression analysis. The result of the study includes: 1. Gender varies in behavioral and related experience and influence the value of brand image and customer loyalty. 2. Age also affects the overall value of cost image and brand image. 3. Occupation has an influence on marketing strategy, brand image and customer loyalty. 4. Education plays a role in sensory and emotional experience and the willingness. 5. Experiential marketing has a positive influence on brand image. 6. Brand image has a positive influence on customer loyalty. 7. Experiential marketing has a positive influence on customer loyalty.

Keywords : experiential marketing、 brand image、 customer loyalty

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