

# A Study of the Relationships among Product Innovation, Experience Marketing, Perceived Value and Purchase Intention in C

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## ABSTRACT

Technology always come from human nature, but more ideas are needed in life. Due to the wave of globalization, what people need now in the market are products of high quality, great originality and good design, rather than basic functional ones. Korean wave represents another large-scale pop culture force succeeding Japan in Asia. For this reason, the daily market in Taiwan today has been flooded with South Korean goods of unique style, great design and personalized features which will have helped Korean goods gradually become a strong choice to the consumers in the buying decision-making process. This study focused on the Korean design life goods and explored the relationships between product innovation, experience marketing, perceived value and purchase intention. In this study, valid questionnaires were 330 and SPSS and Amos were used as a tool for empirical analysis. Through the use of descriptive statistical analysis, t-test, one-way ANOVA, and Scheffe ' s test, Pearson ' s product moment correlation analysis and structural equation modeling fit test, it found that product innovation, experience marketing and perceived value have a significant positive effect on purchase intention.

Keywords : Product Innovation、 Experience Marketing、 Perceived Value、 Purchase Intention

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