

體驗行銷、顧客參與和顧客滿意關係之研究-以I跨國公司為例

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摘要

Pine II 和 Gilmore(1998)提到我們已進入體驗經濟時代，本研究透過Schmitt (1999)所提出的策略體驗模組，以家居飾業為研究對象。首先，從過去的文獻回顧中探討體驗行銷、顧客參與、顧客滿意之間的關係。再透過量化研究方法，以問卷調查的方式，利用七尺度量表，進行實證分析。問卷共發放500份，回收問卷498份，回收率為99%，扣除無效問卷93份，實際有效問卷405份，有效回收率為81%。實證分析結果為：1：體驗行銷對顧客滿意呈正向顯著關係。2：體驗行銷對顧客參與呈正向顯著關係。3：顧客參與對顧客滿意呈正向顯著關係。4：顧客參與對體驗行銷和顧客滿意之關係，具有中介效果。

關鍵詞：體驗行銷、顧客參與、顧客滿意

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