

A Study of the Relationships among Experiential Marketing, Customer Participation and Customer Satisfaction - A Case...

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ABSTRACT

Pine II and Gilmore (1998) mentioned that we have entered the era of experience economy. This study is based on Strategic Experiential Model proposed by Schmitt (1999). Home furnishings industry as research object. First, from the review of the literature in the past to explore Experiential Marketing, Customer Participation and Customer Satisfaction. Through quantitative research methods, questionnaire, seven-Scale between empirical analysis. 500 copies of questionnaires were distributed and 498 copies of questionnaires, the recovery rate was 99%, net of invalid questionnaires 93 were actual 405 valid questionnaires, the effective rate of 81%. The empirical results: 1. Experiential Marketing has significant positive effect on Customer Satisfaction. 2. Experiential Marketing has significant positive effect on Customer Participation. 3. Customer Participation has significant positive effect on Customer Satisfaction. 4. Customer Participation partially mediates the effects between Experiential Marketing and Customer Satisfaction.

Keywords : Experiential Marketing、 Customer Participation、 Customer Satisfaction.

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