

兩岸主題樂園遊客體驗行銷、知覺風險與信任對購買意願影響之研究

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摘要

主題樂園，隨著經濟發展及社會變遷，已成為多數人民釋放生活壓力、滿足精神需求的遊憩場所。單純的產品行銷已無法再滿足現今消費者的需求，自Schmitt (1999) 提出體驗行銷的概念，現在觀光、服務產業已使用相當廣泛，主題樂園更是需要為現在以及未來的顧客群，規劃出一套相互輔助與協調的產品、價格、推廣、與銷售的組合來滿足顧客的需求及再次參與的意願。但如何在眾多主題樂園中脫穎而出吸引消費者目光及興趣，本研究加入信任及知覺風險因素來探討三個變數對購買意願之影響程度與相關性。本研究針對兩岸主題樂園為探討對象，利用紙本與網路的方式在兩岸發放問卷，總計回收749份有效問卷，以SPSS為統計工具來了解主題樂園之體驗行銷、信任、知覺風險對購買意願的影響。研究發現：體驗行銷對信任在兩岸都有顯著正向影響。信任對購買意願在兩岸都有顯著正向影響。知覺風險對購買意願在大陸有顯著負向影響。

關鍵詞：主題樂園、體驗行銷、信任、知覺風險、購買意願

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