

A Study of the Impact of Theme Park Tourist ' s Experiential Marketing, Perceived Risk and Trust on Purchase Intention...

宋孟佳、王維元, 封德台

E-mail: 387194@mail.dyu.edu.tw

ABSTRACT

With the economic development and social change, the Theme Park has become most people release the pressure of life, to meet the spiritual needs of recreation places. Simple product marketing can no longer meet the needs of today's consumers, from Schmitt (1999) proposed the concept of experiential marketing, and now tourism, service industry has been used quite extensively. Theme Park is a set of mutual aid requires planning and coordination of product, price, promotion, and sale of portfolio to meet current and future customer base. How to attract attention and interest of consumers, the study added Trust and Perceived Risk factors to explore the three variables on the degree of influence Purchase Intention to sell and correlation. In this study, we use paper and Internet the way the two sides questionnaires, a total of 749 valid questionnaires were recovered, by SPSS statistical tools to understand the Theme Park's Experiential Marketing, Trust, Perceived Risk and Purchase Intention effects. Found: Experiential Marketing on Trust has a significant positive influence on both sides. Trust on Purchase Intention has a significant positive impact on both sides. Perceived Risk on Purchase Intention in the mainland have a significant negative impact.

Keywords : Theme Park、Experiential Marketing、Trust、Perceived Risk、Purchase Intention

Table of Contents

內容目錄.....	i	表目錄.....	iii
圖目錄.....	vi	第一章 緒論.....	1
第一節 研究背景.....	1	第二節 研究目的.....	4
第三節 研究流程.....	5	第四節 研究範圍與對象.....	6
第二章 文獻探討.....	7	第一節 兩岸主題樂園概況.....	7
體驗行銷.....	15	第二節 知覺風險.....	17
信任.....	19	第三節 購買意願.....	20
各變項間之關係.....	20	第四節 信任.....	20
研究架構.....	24	第五節 購買意願.....	20
變項之操作性定義與衡量.....	25	第六章 研究結果.....	24
資料分析方法.....	35	第一節 研究架構.....	24
敘述性統計分析.....	39	第二節 研究假設.....	25
效度分析.....	48	第三節 變項之操作性定義與衡量.....	25
各變項間之相關分析.....	124	第四節 資料分析方法.....	35
第三章 結論與建議.....	135	第五節 敘述性統計分析.....	39
第一節 研究結論.....	135	第六節 效度分析.....	48
第二節 理論意涵.....	136	第七章 結論與建議.....	135
第三節 管理意涵.....	138	第一節 研究結論.....	135
第四節 研究限制.....	138	第二節 理論意涵.....	136
...140		第三節 管理意涵.....	138
附錄一 參考文獻		第四節 研究限制.....	138
附錄二 問卷繁體版		第五節 未來研究與建議.....	
附錄三 問卷簡體版			

REFERENCES

- 中文部分: 1.方世榮、黃瓊瑤、石漢華 (2007)。探討信任之前置因素與結果--以醫藥產業為實證。管理與系統, 27:12007.06[民96.06] 頁1-32。 2.王昭雄 (2010)。系統信任對顧客忠誠之影響:組織信任與人際信任之中介效果。中國文化大學, 17:32010.07[民99.07] 頁425-447。 3.王熙文 (2009)。以體驗行銷觀點探討知覺風險、轉換成本、面子意識對延遲購買影響之研究。臺北市:交通部觀光局, 國際企業管理研究所 / 98 / 碩士。 4.交通部觀光局 (2002)。中華民國九十一年觀光年報。臺北市:交通部觀光局。 5.交通部觀光局 (2006)。中華民國九十七年觀光年報。臺北市:交通部觀光局。 6.交通部觀光局 (2007)。九十六年國人旅遊狀況調查。東吳大學。 7.江信緯 (2005)。體驗行銷與品牌資產之關係研究-以情緒為中介變項。心理學研究所 / 94 / 碩士。 8.行政院主計處 (2010)。社會指標統計年報。 9.何中華、黃燕釧 (1998)。台灣地區的遊樂園。電子商務學報。 10.吳立偉 (2012)。信任與顧客忠誠在網路購物之縱斷面研究:認知風險及承諾之中介效果。逢甲大學, 14:12012.03[民101.03], 頁161-186。 11.吳佩芬 (1997)。主題樂園遊客對主題意象認知之研究-以六福村主

題遊樂園為例。交大管理學報, 土地管理研究所 / 85 / 碩士。12.吳萬益、陳淑惠、張曼玲、李家瑩(2007)。享樂主義與體驗行銷對消費者之品質與價值知覺之影響:網站訴求之評估。電子商務學報, 27:22007.12[民96.12]頁141-167。13.李小梅、黃世儒(2010)。部落格行銷中的信任形成因素。國立政治大學, 12:22010.06[民99.06], 頁201-220。14.李佩玲(2011)。活動服務品質、體驗行銷與顧客滿意度、顧客忠誠度關係研究 - 以慈濟靜思書軒心靈講座為例。管理學報, 傳播學院碩士在職專班 / 100 / 碩士。15.李奇勳(2007)。知覺風險對消費者知覺價值之形成所扮演角色的探討。管理評論, 24:22007.04[民96.04]頁167-190。16.李奇勳(2008)。價格意識、品牌意識與熟悉度對商店品牌購買意願之影響。管理評論, 27:32008.07[民97.07], 頁21-40。17.李韋達、方文昌(2004)。從品牌知名度探討知覺品質和購買意願--以價格與來源國形象為調節變數。中國文化大學, 23:4民93.10頁89-112。18.李素美(1994)。遊憩區行銷策略之研究。戶外遊憩研究, 觀光事業研究所 / 83 / 碩士。19.李素馨、侯錦雄(1995)。台灣省民營遊樂區分級管理制度之研議。臺大管理論叢, 8, 1-39。20.周建亨、楊台寧、陳津美(2010)。體驗行銷對顧客關係強度之直接與間接影響。電子商務學報, 20:22010.06[民99.06]頁49-72。21.周軒逸、陳怡伶、練乃華(2010)。你今天blog了嗎:部落格電影口碑之信任效果研究。世新大學, 12:42010.12[民99.12]頁661-692。22.林俊宏(2011)。旅館體驗行銷對知覺價值與忠誠度之影響。電子商務學報, 觀光學研究所(含碩專班) / 100 / 碩士。23.林建信、施信佑、余日新、林穎青(2006)。電子化服務價值:消費者知識與知覺風險之干擾效果。臺大管理論叢, 8:4民95.12頁447-467。24.林娟娟、苗惠茹(2006)。從消費者的涉入與信任態度探討網路拍賣投標行為。管理與系統, 17:1民95.12頁167-189。25.林娟娟、陳岱昀(2008)。網站購買意願影響因素之探討。電子商務學報, 15:22008.04[民97.04]頁209-235。26.林鴻南、廖則竣(2011)。預測盜版軟體的使用:知覺風險、軟體成本、道德義務與計劃行為理論之整合模式。高雄市:高竿傳播, 13:12011.03[民100.03]頁55-76。27.洪萬隆(2003)。文化焗長-文化佳餚的大廚。國立交通大學。28.范渝萍(2010)。國內宅配業體驗行銷、體驗價值、顧客滿意度與顧客忠誠度關係之研究。臺大管理論叢, 運輸科技與管理學系 / 99 / 碩士。29.祝道松、洪晨桓(2009)。關係(Guanxi)與消費者購前知覺風險:主觀專業知識之調節效果。電子商務學報, 19:22009.06[民98.06]頁197-232。30.祝道松、盧正宗、徐雅培(2007)。制度型信任機制與知覺風險影響網路消費者購物意圖之研究--以Yahoo! 奇摩購物為例。臺北市:揚智出版社, 9:22007.06[民96.06]頁291-320。31.張宮雄、林鈺琴(2002)。休閒事業管理。經營管理論叢。32.梁進龍、陳政平(2009)。咖啡連鎖業之體驗行銷、知覺價值與購買意願關係研究。造園季刊, 5:12009.06[民98.06]頁1-11。33.郭生發(1991)。主題園在日本---日本主題園之現況與趨勢。國立中央大學, 3(7), 40-46。34.郭美瑜(2004)。服務接觸的印象與購買意願之探討。交大管理學報, 企業管理研究所 / 93 / 碩士。35.陳正男、李勝祥(1999)。原品牌及延伸產品認知對於品牌延伸購買意願之影響。電子商務學報, 19:1民88.06頁1-32。36.陳宜棻(2010)。從展望理論觀點探討網路口碑對消費者購買意願之影響。電子商務學報, 12:32010.09[民99.09]頁527-546。37.陳宜棻、施協廷、蔡家文(2010)。以TAM觀點探討消費者對網路銀行之信任與使用意願之研究。電子商務學報, 12:42010.12[民99.12], 頁775-801。38.陳宜棻、倪家雄、蕭登泰(2011)。結合網站設計品質、設計特性與購物價值觀點探討旅遊網站消費者之購買意願。中原大學, 13:32011.09[民100.09]頁673-696。39.陳信文(2009)。主題樂園組合定價策略對遊客購買意願之影響研究。電子商務學報, 企業管理研究所 / 99 / 碩士。40.陳冠霖、楊書成、馮文賢、唐順明、戴逸民(2012)。從訊號理論與推敲可能性模式探討線上社群信任與忠誠度之研究。交大管理學報, 14:12012.03[民101.03], 頁73-96。41.陳澤義、張保隆、張宏生(2004)。臺灣銀行業善因行銷、外部線索對服務品質、知覺風險與知覺價值之影響關係研究。中華林學季刊, 24:2民93.12頁87-117。42.陳靜芳、徐木蘭(1994)。臺灣地區民營遊樂區營運績效之探討。電子商務學報, 106, 55-68。43.喻奉天、蘇國璋、許孟祥、王昭文、林盈君(2010)。不確定性與信任對線上消費者購買意願之影響。電子商務學報, 12:32010.09[民99.09], 頁431-455。44.游佳萍、郭峰淵(2007)。虛擬群組信任動態發展歷程之研究。台北, 華泰書局, 9:42007.12[民96.12]頁755-777。45.黃俊英(2006)。行銷研究概論第四版。未出版碩士論文, 南華大學, 嘉義縣。46.黃展璋(2004)。台灣主題樂園環境管理作法及實施之現況分析研究。朝陽學報第十三期。47.楊文廣、何秉燦、李素箱(2008)。台灣主題樂園發展現況探討。管理評論, 247-269。48.楊書成、陳冠霖、趙仲宇(2009)。從體驗行銷觀點探討部落格瀏覽行為之研究--以超級星光大道為例。國立嘉義大學, 28:12009.01[民98.01]頁75-89+147-150。49.趙婕甯(2007)。網路體驗行銷、信任、知覺風險與購買意願關係之研究。電子商務學報, 管理研究所 / 95 / 碩士。50.劉財龍(2010)。行動商務便利性與知覺風險對行為意圖之影響:以行動電話為例。國立台北科技大學, 12:42010.12[民99.12]頁739-773。51.劉軒軒(2011)。關係信任、品牌形象、體驗行銷與顧客忠誠度之研究-以百貨業為實證。臺北市:詹氏書局, 商業自動化與管理研究所 / 99 / 碩士。52.劉連茂(2000)。21世紀主題樂園的夢幻與現實。台北:創興出版社。53.劉麗卿譯(1992)。美國都市與土地研究室著。遊憩區開發 - 主題園 遊樂園。建築師雜誌。54.劉獻宗(1992)。主題園區(ThemePark)開發實務。國立臺灣師範大學, 18(5), 45-51。55.蔡孟諺(2008)。市場導向、組織學習、組織創新與組織績效之相關性研究 - 以臺灣主題樂園產業為例。管理學報, 運動與休閒管理研究所 / 96 / 碩士。56.蔡東峻、吳萬益、李奇勳(2004)。價格、保證及來源國形象對產品評價與購買意願的影響。中山管理評論, 21:1民93.02頁21-46。57.蔡東峻、李曉青(2005)。折扣比例、品牌形象和產品種類對消費者知覺品質和知覺風險的影響。台灣體育, 13:1民94.03頁143-176。58.蔡爾司(2000)。主題樂園的定價面面觀。大葉大學, 頁5-10。59.鄧黎文(2006)。品牌體驗對品牌情感及品牌信任與品牌忠誠度影響之研究 - 以香港迪士尼樂園為。事業經營研究所 / 94 / 碩士。60.鄭健雄(2006)。休閒與遊憩概論:產業觀點第一版。61.鄭紹成(2006)。行銷學-宏觀全球市場。臺灣大學。62.龍大智(2010)。體驗行銷與涉入程度對網路購物者滿意度與忠誠度之影響。臺北市:詹氏書局, 國際企業學研究所 / 99 / 碩士。63.謝其森(1995)。主題遊樂園。MarcGobe著, 天下雜誌。64.藍美貞、高仁君(2004)。公民品牌, 感性行銷。電子商務學報。65.羅濟群、程鼎元、葉靜蓉、陳志華(2012)。結合TOPSIS與AHP法於網路服務信任評估之研究。14:12012.03[民101.03]頁187-210。英文部分: 1.Anderson, J.C. and Narus, J.A. (1990), A Model of Distributor Firm and Manufacturer Firm Working Partnerships, Journal of Marketing, 54(1), 42-58. 2.Armstrong, G. & Kotler, P. (2005), Marketing: an introduction, 7th Ed., Prentice Hall: NY. 3.Asker (1996), Measure Brand Equity across Products and Markets, California Management Review, Vol.38 (3), 102-120. 4.Assael, H. (1998), Consumer Behavior and marketing Action, Cincinnati, OH: South-Western College Publishing. 5.Bagozzi, R.P. and Burnkrant, R.E. (1979), Attitude organization and attitude-behavior relationship, Journal

of Personality and Social Psychology, 37 (1), 913-929. 6.Baird, I.S. and H. Thomas (1985) , Toward A Contingency Model of Strategic Risk Taking, The Academy of Management Review, 10(2),230-243. 7.Baird, I.S. and H. Thomas (1985) , Toward A Contingency Model of Strategic Risk Taking, The Academy of Management Review, 10 (2), 230-243. 8.Bauer, Raymond A. (1960) , Consumer Behavior as Risk Taking, in Dynamic Marketing for a Changing World, ed. Robert S. Hancock, Chicago: American Marketing Association, 389-398. 9.Bendapudi, N., & Leone, R.P. (2003) , Psychological implication of customer participation in co-production, Journal of Marketing, 67 (1), 14-28. 10.Bettman, James R. (1973) , Perceived Risk and Its Components: A Model and Empirical Test, Journal of Marketing Research, 10(May), 184-190. 11.Bruner II, G. C. and Kumar, A (2000) , Web Commercials and Advertising Hierarchy of Effects, Journal of Advertising Research, 40 (1) & (2), 35-44. 12.Bruner, J. (1986) , Actual minds, possible worlds, 2nd Ed., Cambridge, MA: Harvard University Press. 13.Carbone, L.P. (2004) , Clued in: How to keep customers coming back again and again, Upper Saddle River, NJ: Finance Times Prentice Hall. 14.Chaudhuri, Arjun and Morris B, Holbrook (2001) , The Chain of Effects from Brand Trust and Brand Affect to Brand Performance, Hjournal of Marketing, 65 (April), 81-93. 15.Chiu, C.M., Hsu, M.H., and Wang, T.G. (2006) , Understanding knowledge sharing in virtual communities: An integration of social capital and social cognitive theories, Decision Support Systems, 42 (3), 1872-1888. 16.Crosby, L.A., Evans, K.R. and Cowles, D. (1990) , Relationship Quality in Services Selling: An Interpersonal Influence Perspective, Journal of Marketing, 54(3), 68-81. 17.Das, T.K. and B. Teng (1998) , Between Trust and Control: Developing Confidence in Partner Cooperation in Alliances, Academy of management Review. 18.Datta, P.R. (2003) , The determinants of brand loyalty, Journal of American Academy of Business, 3(1/2),138-144. 19.Dodds, W.B., and Monroe, K.B. (1985) , The effects of brand and price information on subjective product evaluation, Consumer Research, 12, pp.85-90. 20.Dodds, W.B., Monroe, K.B., and Grewal, D. (1991) , Effects of price, brand and store information on buyers' product evaluations, Journal of Marketing, 61 (2), 35-51. 21.Doney, P.M. and Canon, J.P. (1997) , An Examination of the Nature of Trust in Buyer-Seller Relationships, Journal of Marketing, 61(2), 35-51. 22.Dowling, Grahame R. and Richard Staelin (1994) , A Model of Perceived Risk and Intended Risk-handling Activity, Journal of Consumer Research, 21(fall), 119-133. 23.Dwyer, F.R. and Oh, S. (1987) , Output Sector Munificence Effects in the Internal Political Economy of Marketing Channels, Journal of Marketing Research, 24(4), 347-358. 24.Dwyer, F.R. Paul Schurr, and Sejo Oh (1987) , Developing Buyer-Seller Relationships, Journal of marketing, pp. 11-27. 25.Engel, J.F., Blackwell, R.D., & Kollat, D.T. (1978) , Consumer behavior (3rd ed.), Hinsdale, IL: Dryden. 26.Fishbein, M. and Ajzen, I. (1975) , Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research, MA: Addison-Wesley. 27.Ganesan, S. (1994) , Determinants of Long-Term Orientation in Buyer-Seller Relationships, Journal of Marketing, 58(April), 1-19. 28.Garbarino, E. and Johnson, M.S. (1999) , The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships, Journal of Marketing, 63(April), 70-87. 29.Garretson, J. A. and K.E. Clow (1999) , The Influence of Coupon Face Value on Service Quality Expectation, Risk Perceptions and Purchase Intentions in the Dental Industry, The Journal of Service Marketing, 13(1), 59-70. 30.Gautier, Adele (2003) , Think Again: Why Experiential Marketing is the Next Big Thing, New Zealand Marketing Magazine, September, 8-14. 31.Gefen, D., Karahanna, E., & Straub D.W. (2003) , Trust and TAM in online shopping: An integrated model, MIS Quarterly, 27 (1), 51-90. 32.Grant, John (1999) , The New marketing Manifesto: The 12 Rules for Building Successful Brands in the 21st Century, New York: Texere. 33.Grewal Dhruv, Jerry Gotlieb and Howard Marmorstein (1994) , The Moderating Effects of Message Framing and Source Credibility on the Price-perceived Risk Relationship, Journal of Consumer Research, 21(July),145-153. 34.Gundlach G., Achrol R.S. & Mentzer J.T. (1995) , The Structure of Commitment in Exchange, Journal of Marketing, 59 (1), 78-92. 35.Heide, J.B. and Weiss, A.M. (1995) , Vendor Consideration and Switching Behavior for Buyers in High Technology Markets, Journal of Marketing, 59(3),30-43. 36.Holbrook and Elizabeth C. Hirschman (1982) , The Experiential Aspects of Consumption: Consumer Fantasies, Feeling, and Fun, Journal of Consumer Research, 9(2), 132-140. 37.Holbrook, Morris B. (2000) , The Millennial Consumer in the Texts of Our Times: Experience and Entertainment, Journal of Macromarketing, 20(2),178-192. 38.Jacoby, Jacob and Leon B. Kaplan (1972) , The Components of Perceived Risk, in Advance in Consumer Research, M. Venkatesan, ed., Chicago: Association for Consumer Research, 383-393. 39.Jones, M.A., Mothersbaugh, D.L., & Beatty S.E. (2000) , Switching barriers and repurchase intentions in services, Journal of Retailing, 76 (2), 259-274. 40.Joy, Annamma and John F. Sherry (2003) , Speaking of Art as Embodied Imagination: A Multisensory Approach to Understanding Aesthetic Experience, Journal of Consumer Research, 30(2), 259-282. 41.Kaplan, L., G.J. Szybillo, and J. Jacoby (1974) , Components of Perceived Risk in Product Purchase: A Cross-Validation, Journal of Applied psychology, 59, 287-291. 42.Kim, D.J., Ferrin, D.L., and Raghav, R.H. (2008) , A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents, Decision Support Systems, 44 (2), 544-564. 43.Klein L.R. (1998) , Evaluating the Potential of Interactive Media Through a New Lens: Search versus Experience Goods, Journal of Business Research, 41 (3), 195-203. 44.Lee, M.K.O., & Turban, E. (2001) , A Trust model for consumer internet shopping, International Journal of Electronic Commerce, 6 (1), 75-91. 45.Mayer, R.C., J.H. Davis, and F.D. Schoorman (1995) , An Integration Model of Organizational Trust, Academy of management Review, 20 (3), 709-734. 46.McAllister, D.J. (1995) , Affect and cognition-based trust as foundations for interpersonal cooperation in organizations, Academy of Management Journal, 38 (1), 24-59. 47.McCarter, M.W. and Northcraft, G.B. (2007) , Happy together? Insights and implications of viewing managed supply chain as a social dilemma, Journal of Operations Management, 25 (2), 498-511. 48.McKnight, D.H., Cummings, L.L., and Chervany, N.L. (1998) , Initial trust formation in new organizational relationships, Academy of Management Review, 23 (3), 472-490. 49.Mitchell, Vincent-Wayne (1999) , Consumer Perceived Risk: Conceptualizations and Models European, Journal of Marketing, 33(1/2), 163-195. 50.Monroe, Kent B. (1990) , Pricing: Marketing Profitable Decisions, New York: McGraw-Hill Book Company, and R. Krishnan, 1985. The Effect of Price on Subjective Product Evaluation, In Perceived Quality: How Consumer View Stores and Merchandise. Eds. Jacob and Jerry C. Olson, Lexington MA: Lexington Books, 209-232. 51.Moorman, C., Deshpande , R. and Zaltman, G. (1993) , Factors

Affecting Trust in Market Research Relationships, *Journal of marketing*, 57(Janyary), 81-101. 52.Morgan, R.M. and Hunt, S.D. (1994) , The Commitment-Trust Theory of Relationship Marketing, *Journal of Marketing*, 58(3),20-38. 53.Murray, K.B. and J.L. Schlacter (1990) , The Impact of Services Versus Goods on Consumers ' Assessment of Perceived Risk and Variability, *Journal of the Academy of Marketing Science*, 18(1), 51-70. 54.Narver, J.C., & Slater, S.F. (1990) , The effect of a market orientation on business profitability, *Journal of Marketing*, 54 (4), 20-35. 55.Nicholson, C.Y., Compeau, L.F. and Sethi, R. (2001) , The Role of Interpersonal Liking in Building Trust in Long-Term Channel Relationship, *Journal of the Academy of Marketing Science*, 29(1),3-15. 56.Norris, Ruby T. (1941) , *The Theory of Consumer ' s Demand* New Haven, CT: Yale University Press.. 57.Pavlou, P.A. (2003) , Comnsumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model, *International Journal of Electronic Commerce*. 58.Pavlou, P.A. and D.Gefen (2004) , Building Effective Online Marketplaces with Institution-Based Trust, *Information Systems Research*, 7 (3), 101-133. 59.Peterson, R.M. and Lucas, G.H. (2001) , What Buyers Want Most from Salespeople: A View From the Senior Level, *Business Horizons*, 44(5),39-45. 60.Pine, B.J.II., & Gilmore, J.H. (1998) , Welcome to the experience economy, *Harvard Business Review*, 76(4), 97-105. 61.Robinette, S., Brand, C., & Lenz, V. (2001) , Emotion marketing: The Hallmark way of winning customers for life, New York, NY: McGraw-Hill. 62.Roselius, T. (1971) , Consumer Ranking of Risk Reduction Method, *Journal of Marketing*, 35, 56-61. 63.Ruben,P. (1987) , *The scream machines: USA Today*. 64.Rust, R.T. and Oliver, R.L. (1994) , *Service Quality: New Directions in Theory and Practice*, Thousand Oaks, California, SAGE Publication. 65.Schiffman, L.G. and Kanuk, L.L. (1991) , *Consumer Behavior*, New Jersey: Prentice-Hall, Inc.. 66.Schiffman, L.G. and Kanuk, L.L. (2000) , *Consumer Behavior* (8th ed), New Jersey: Prentice-Hall, Inc.. 67.Schmitt, Bernd H. (1999) , Experiential Marketing, *Journal of Marketing Management*, 15(1), 53-67. 68.Sirdeshmukh, D., Singh, J. and Sabol, B. (2002) , Consumer Trust, Value, and Loyalty in Relational Exchanges, *Journal of marketing*, 66(1), 15-37. 69.Sirohi, N., McLaughlin, E.W., and Wittink, D.R. (1998) , A model of consumer perceptions and store loyalty intentions for a supermarket retailer, *Journal of Retailing*. 70.Smith, J.B. and Barclay, D.W. (1997) , The Effects of Organizational Differences and Trust on the Effectiveness of Selling Partner Relationships, *Journal of Marketing*, 61 (1), 3-21. 71.Sonja Grabner-Kraeuter (2002) , The Role of Comsumers' Trust in Online-Shopping, *Journal of Business Ethics*, 39, 43-50. 72.Tan, Y.H. and W. Thoen (2001) , Toward a Generic Model of Trust for Electronic Commerce, *International Journal of Electronic Commerce*, 5 (2), 61-74. 73.Tsai, Shu-pei (2005) , Integrated Marketing as Management of Holistic Consumer Experience, *Business Horizons*, 48 (5), 431-441. 74.Wasko,J. (2001) , *Understanding Disney: The Manufacture of Fantasy*, MA: Blackwell Publishers Inc., 48 (5), 431-441. 75.Wood, Charles M. and Lisa K. Scheer (1996) , Incorporating Perceived Risk Into Models of Consumer Deal Assessment and Purchase Intent, *Advances in Consumer Research*, 23, 399-404. 76.Woodruff, Robert B., (1997) , Customer value: The Next Source for Competitive Advantage, *Journal of the Academy of Marketing Science*, 25 (2), 139-153. 77.Wylson,A. & Wylson,P. (1994) , *Theme Park, Leisure Centers, Zoo and Aquaria*, New York: John Willey & Sons Inc. 78.Yelkur, Rama (2000) , Customer Satisfaction and the Services Marketing Mix, *Journal of Professional Service marketing*, 21(1), 105-115. 79.Zeithaml, V.A. (1981) , How consumer evaluation processes differ between goods and services. In J.H. Donnelly, & W.R. George (Eds.), *Marketing of Services*, 186-190. Chicago, IL: American Marketing Association.. 80.Zeithaml, V.A. (1988) , Customer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence, *Journal of Marketing*, 52 (July), 2-22.