

A Study of the Relationships among Experiential Marketing, Experiential Value, Customer Satisfaction, Brand Image and Behavioral Intention

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ABSTRACT

Experiential Marketing is an important trend upon entering the age of experience economy. With reference to a comprehensive survey of the researches in the past, there are lack of concrete source about Experiential Marketing and of discussion or Experiential Marketing, Experiential Value, Customer Satisfaction, Brand Image and Behavioral Intention altogether, that's the motive of this paper. This paper combines Experiential Marketing with Experiential Value, Customer Satisfaction, Brand Image and Behavioral Intention and discusses the causal relationship between different concepts. There were customers who visited Starbucks with valid responses to questionnaires. Data were analyzed with LISREL. The results are as follow: 1. The relationships between Experiential Marketing and Brand Image Feeling, thinking, and relating have significant positive effect on Brand Image. 2. The relationships between Experiential Marketing and Experiential Value Sensing has significant positive effect on service excellence and aesthetics; feeling has significant positive effect on aesthetics and playfulness; action has significant positive effect on aesthetics and playfulness; relating has significant positive effect on consumer return on investment, service excellence and aesthetics. 3. The relationships between Brand Image and Experiential Value Brand Image has significant positive effect on service excellence, aesthetics and playfulness. 4. Brand Image has significant positive effect on Customer Satisfaction and consumer return on investment and aesthetics of Experiential Value have significant positive effect on Customer Satisfaction. 5. Customer Satisfaction has significant positive effect on Behavioral Intention.

Keywords : Experiential Marketing, Experiential Value, Customer Satisfaction, Brand Image and Behavioral Intention

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