

體驗觀點、知覺價格、知覺價值與行為意圖之研究-以東南亞國際觀光旅館為例

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摘要

消費型態隨著時代進化，行銷相關之研究逐漸從實體策劃，析離至無形的「消費體驗」。體驗是種抽象的心理層次，藉由外在要素所引發的知覺，體驗會在消費者的意識裏發展及具形。由於體驗是消費過程中內在的主觀要素，可以透過消費行為發展成具有記憶的經驗；因此「體驗」具有引動經濟價值的特性。隨著生活水準提升，觀光旅遊的消費型態訴求上，旅客也正朝著重感官與美學的遊憩體驗，而旅館投宿之體驗亦是旅遊中不可忽視的一環；對於旅客而言：旅館投宿體驗好壞與整體旅遊的品質密不可分。遊憩過程裏除可接觸的實體設備之外，旅館整體呈現的氛圍，也成了旅客消費的重要憑藉與考量。故本研究復以體驗觀點下之消費體驗要素為論述依據，台灣與新加坡共計六家國際觀光旅館之旅客為研究對象，以問卷方式調查其消費過程之體驗。經試驗後發現：台灣與新加坡兩地所產生的結果呈現顯著，並且兩地試驗結果並無太大差異，顯見本研究以體驗觀點驗證消費者行為已獲實證。而根據實證結果所提出之行銷建議而言：首重的是消費者在消費過程中，是否能夠正確並且清楚感知體驗所要傳達的訊息，實為體驗成效的關鍵，並藉由強烈的體驗獲致消費者認同，得到良好的評價與反應。同時最終讓顧客感到滿意，才是行銷策略上永遠不變的真義。

關鍵詞：國際觀光旅館、體驗觀點

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