

An Empirical Study of Experiential View on Perceived Price, Perceived Value and Behavior Intention —the Case of South-E

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ABSTRACT

Recently, when experiential views have been known to the academic circles, a part of research changed their direction from the substance to the psychology. Experience existed in consumer's mind; it reacts perceived automatically, perceived affects by external factors also. Experience decides internal factors of consumer, become a memorial experience through consumer behavior. By experiential views, economic benefits have to lead into experience; they have some kind of characteristic. Standards of living rose nowadays; the consumption typing of sightseeing tour has been developed by sensory organs and esthetics. Equally, the experience of hotel lodging has been noticed. For tourist, the experience of hotel lodging is close together with the whole route of travel, not only consider about substance installations but also atmosphere or mood presented by hotel, tourist will be thinking over at the same time. In the present age, research of marketing has already fuzzy between realities and virtual, the orientation of product is not the main point, the orientation of consumer replaced it and to be the most important policy of business, because of consumer's getting strict. When the behavior of consumption ended, all the memorial will be transform to the valuable experience, addition value over the value from substance. The researches will basis on consumer elements of experience to realize perceives and the experience of consumer that lodging in the hotel.

Keywords : International Hotel、Experiential Views

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