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Abstract
With the development of information technology, the living style alos change, the traditional markeing concept is not accepted nowadays. Experiential Marketing is an important trend upon entering the age of experienc economy. Therefore, there are a lot of famous enterprises taking experience marketing as its way of marketing, such as Starbucks, NIKE, IKEA, Cheng Pin Bookstore (Eslite Bookstore). According to literature and logic reasoning, this paper combines Experiential Marketing with Experiential Value, Brand Image, Customer Satisfaction and Behavioral Intention and discusses the causal relationship between different concepts.
The questionnaire survey research method is applied in this study. The research subjects are the Kaohsiung of Dream Mall. Using convenience sampling in research, send out 450 questionnaires altogether, which receiving effective questionnaires 403 shares. Therefore, the effective recovery rate is 89.56%. The series of analyses are made by using SPSS 10.0 and AMOS 4.0 software, including factor analysis, correlation analysis, regression analysis and Structural Equation Models. The results are mainly as below：
1. Experience marketing has significantly positive effect on Experiential Value.
2. Experience marketing has significantly positive effect on Brand Image.
3. Experience marketing has significantly positive effect on Customer Satisfaction.
4. Experiential Value has significantly positive effect on Brand Image.
5. Experiential Value has significantly positive effect on Customer Satisfaction.
6. Brand Image has significantly positive effect on Customer Satisfaction.
7. Customer Satisfaction has significantly positive effect on Behavioral Intention.
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