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Abstract
With the change of the current economic value and the change of ways if marketing today, it is the main marketing policy to experiential marketing. The content of performance art is needed to be experienced by the consumers. The object of the research is to choose Ten Drum Culture Village, which is honor of the award from Executive Yuan. Ten Drum Culture Village is the first example in developing the cultural concept in January, 2007. As a result, the purpose and method of the research is to interview the proprietor and the issue of experiential provider, the policy of experiential marketing, and use the questionnaires to analyze the change variation of the population in consumers, the situation in using experiential provider, and the satisfaction in experiencing. And then, gathering data is to draw the outline of Ten Drum Culture Village.
The finding of the research is the main ways in experiential provider is through the relatives and friends' introduction and the arrange of the traveling agency. And this is fitting with the recognition of Ten Drum Culture Village. However, the research is further to understand the provider druthers of what kind of consumers, which the proprietor does not care about. Besides, in mode of experiential marketing, the whole design of Ten Drum Culture Village is to emphasize on "People", which solicits the thought of Taiwan culture. It is to achieve the culture passing and cognition by experience drum culture. Most consumers are satisfied with the planning of the village, especially towards the drum culture, high cognition towards culture, and this is the core value of popularizing the Ten Drum Culture Village. In addition, consumers are satisfied with the service and performance, and they give them the positive aspect in the whole experience. As a result, it is fitting with the situation and performance towards the consumers' feeling after experience.
Advisory Committee Lin Pei Ju - advisor

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