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Author Ching-Yun Cheng
Author's Email Address No Public.
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Abstract
Since e-business has been popular over the years, this has been a major impact on customer's online consumption and developed a new tendency out of the ordinary marketing forms. To satisfying customer's demands, many enterprises not only offer products with their basic functionalities but also value kinds of new experiences. Therefore; ISPs (internet service provider) not only have to offer a mainly sale-guided service as usual, but also have to satisfy the need of modern experience which is demanded and provide a wonderful website experience to increase one business's competition. In the 21st century of the e-era, the new cutting-edge rule for internet marketing is based on this new experiential marketing idea and this will design an 'experiential marketing model' for the customers. Besides, ISPs offer many different internet platforms with the trendy 'virtual experience'. This influential environment will take website user into an imaginable world and have more deeply identification to the web. It is necessary to push up the internet business and it is going to increase their web image and expand their awareness and pursuit the key point for company's success.

This study is based on Schmitt's strategic experiential modules (sense, feeling, thinking, action and relation experience) as the independent variable by going through the mediating role of customer-company identification, we will find out what kinds of website experiences consumers really demand and analysis the variant of these five strategic experiential module regard to the impact on customer-company identification and find out which elements have the biggest influence. Furthermore this study focuses on optimizing the customer-company identification which also influence the web equity (awareness and image) and provide research which is a basic report on executing the focal point for a company to apply. To verify the module, this study conduct a survey by using of E-Learning Industry users as sampling, we gain 1137 effective samplings via the Internet inquire. Many quantitative methods, including descriptive statistics, factor analysis, correlation analysis, reliability analysis, MANOVA, multi-regression analysis, and LISREL analysis, should test the hypothesis of this study.

As a result of this study, the global theoretical module fit is acceptable, that shows the theoretical model have influence existed, the whole structure relationship gains the support. These five strategic experiential module of experiential marketing not only has a direct impact on customer-company identification, but also consult indirect and positive effect on web equity through customer-company identification mediating role and customer-company identification will bring a positive direct impact

on web equity. In the strategic process of experiential marketing, first at all, web manager should provide the conception of feeling experience to customers and the use of relation experience. Secondly, they can enhance the feeling of action and thinking experience to the conception factor of sense experience which is satisfied by the whole experience-demanded of customers. This result will strengthen the consciousness relation of customer-company identification and customers will have a positive evaluation on company, and the strategic process will continually consolidate the enterprise commercial value of web equity.
Advisory Committee Yi-Ping Lin - advisor

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