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Abstract
In the modern consumer market, there is no such difference between goods and service. Not only do customers pursue are tangible goods and intangible service, but also unique experience. Therefore, the number of research about experience marketing has been to take part in the process of selling and purchasing increasing gradually, and there are a lot of famous enterprises taking experience marketing as its way of marketing, such as Starbucks, IKEA.
According to literature and logic reasoning, this research wants to structure an ideal model: a positive relationship among experience marketing, brand equity and purchase intention. The paper tends to find out consumer's approval after experiencing, and whether it creat the brand equity and purchase intention. Finally, the research result offer industry as discuss reference.
The questionnaire survey research method is applied in this study. The research subjects are the Tainan branch of Eslite Bookstore. Using convenience sampling in research, send out 500 questionnaires altogether, which receiveing effective questionnaires 412 shares. Therefore, the effective recovery rate is 82.4%. 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 equations modeling. The results are mainly as below:
1. Experience marketing has significantly positive effect on brand equity.
2. Brand equity has significantly positive effect on purchase intention.
3. Experience marketing has not significantly positive effect on purchase intention.
Keywords：Experience Marketing, Brand Equity, Purchase Intention.
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