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Abstract
The shopping mall becomes one of the most popular shopping and leisure places to Taiwanese. Because of enhancement of Taiwanese consuming level and life tast, the consumig - experience trend can be seen today. In this megatrend, many shopping malls management did gradually providing merchandise that stress on more leisure esthetics and high quality. However, although the large-scale shopping malls are so popular to Taiwanese, it is quite few quantitative research from the experiential marketing viewpoint to investigate consumers' opinions and experience. Thus, the main purpose of this research is to understand the image and experience of customers to the large-scale shopping mall, and the relationships between image and costumer satifaction from the view of experiential marketing. In addition, providing the improving priorities of the items of experiential marketing by using importance-performance analysis linked with SWOT mode also are included. Questionnaire was used to obtain data. The total 411 effective surveys were received. The main findings were as follow:
1. To costumers, the most impressed image is 'A lot of known brands can be bought here'. Four image factors were generated from 20 variables through factor analysis. These four factors include Diverse Merchandises and Atmosphere, Space Facilities and Service, Activities and Convenience, Cognition of Price. It is found that different customer's personal and consuming characteristics show significant difference to the image factors.
2. To the experiential marketing, the most important item is 'Shopping is comfortable visually", and most satisfied item is 'Selling fashionable and fine products'. Moreover, it was found that different customer's personal and consuming characteristics show significant difference to the dimensions of experiential marketing. The 'sense experience', 'act experience', 'think experience', and 'relate experience' of experiential-marketing dimensions show significant influence to the integrated satisfaction.
3. By using the correlation analysis, it was found that the image factors have significant positively correlation with the dimensions of experiential-marketing satisfaction.
4. By using importance-performance analysis, it was shown that 'Food and beverage of restaurant ', 'Feel leisurely and relaxation', 'Friendly service', 'Offer sugesstions', and 'Social courtesy' are the priorities should be improved immediatly.
Advisory Committee Yu-Jen Chiang - advisor

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