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Abstract
In an era where experience economy is prevailing, enterprises should manage, operate, and trace customer experience systematically through the aspect of “management”. Since the interaction between enterprises and customers are included in customer experience management, the concept of customer participation, which is rarely discussed in the recent related studies, is included in this study aiming to create difference in customer experience and experiential value through customer experience management and customer participation management.
A questionnaire survey research method is applied in this study. The research subjects are the middle and high level managers of the four top leading car dealers in Taiwan market, including Ford, Honda, Nissan, and Toyota. 65 questionnaire surveys are mailed to these managers and 31 usable responses are gathered. The responses are conducted with a series of analyses, including t-test, factor analysis, canonical correlation, repressive analysis, and path analysis using the SPSS 10.0 software. These analyses are used to prove the assumptions in this study. The results are mainly as follows:
1. Innovative service has significant influence on brand experience and customer interface.
2. Brand experience and customer interface have significant influences on customer experiential value.
3. Among customer participation management, the management of human services has significant interference on the relation between customer experience management and customer experiential value.
4. Customer experience management influences customer experiential value; whereas innovational service procedure indirectly influences customers’ emotional and rational value through brand experience and customer interface.
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