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Abstract
In recent years, the consumers have not only paid attention to the products they purchased, but have also emphasized on the consumption experience. In consumers' perspective, besides the brand image and composition of skincare products, five feelings of vision, hearing, smelling, taste, and touching experience are also very critical.

Using brand image and perceived value as mediator, this study investigates the impact of experiential marketing on behavioral intention. This research adopts convenience sampling survey to collect questionnaires from those who have consumption experience on UV-Skincare products. It collects 453 valid questionnaires and AMOS software package is used to analyze the quantitative data.

The results of this study are as follows: 1. Experiential marketing can directively and positively impact on brand image, perceived value and behavioral intention. 2. Brand image can positively impact on perceived value. 3. Brand image and perceived value can both positively impact on behavioral intention.
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