

論文名稱：體驗行銷對企業與顧客關係強度

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影響之研究

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論文提要內容：

近年來企業逐漸重視如何維持企業與顧客間之良好關係，因和舊有顧客維繫緊密關係，可使企業成本減少，利潤增加，以達企業之最大關係利益。但消費者需求是一動態改變，因此，如何因應消費者需求的改變訂定適當之策略以吸引新顧客及保留舊有顧客成為重要的課題。為因應市場環境之變化，當代行銷學強調體驗行銷之概念，希望藉由提供消費者知覺、情感、思考、行為、關聯的價值，來增加產品之附加價值。因此，本研究之目的在於探討體驗行銷是否可提升關係強度。

本研究是以餐飲業為研究產業，採用便利抽樣方法，針對中國文化大學推廣部學生、大學生進行問卷調查。共計發出 320 份問卷，回收 297 份，有效問卷共 213 份，回收率為 67%。

研究結果顯示，體驗行銷不但會透過滿意度、承諾、關係連結與關係強度呈正相關，體驗行銷與關係強度之間也具有直接正向關係，所有結果均符合本研究之假設。此外，本研究發現直接效果大於間接效果。本研究根據研究結果提出實務和理論涵義，及後續之研究建議。

關鍵字：體驗行銷(experiential marketing)，關係強度(relationship strength)，顧客滿意度(customer satisfaction)，顧客承諾(customer commitment)，連結(bonds)。

The Relationship between Experiential Marketing and Business-Customer Relationship Strength

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A B S T R A C T

In recent years, firms have paid much more attention to how to keep long term relationship with customers. Since customer needs are dynamic in nature, firms must response to the change in customer needs in time in order to attract new customers and retain old customers at the same time. In order to meet the latest trend of customer needs, the concept of experiential marketing has emerged, with an aim to provide customers with more added-value through experience of sense, feeling, thinking, action, and relation. The purpose of this thesis is to investigate the relationship between experiential marketing and relationship strength.

Customers of restaurants were chosen as respondents. 320 structured questionnaires were distributed to the students of Chinese Culture University through convenience sampling method. 213 completed and valid questionnaires were returned.

The results of the research show that experiential marketing was indirectly and positively related to relationship strength through customer satisfaction, customer commitment and bonds. In addition, experiential marketing was also directly and positively related to relationship strength. Furthermore, this study finds that direct effect is higher than indirect effect. The theoretical and practical implications of this research and future research suggestions are discussed.

Keywords: experiential marketing, relationship strength, customer satisfaction, customer commitment, bonds.