

論文名稱：體驗行銷與消費者涉入關係之研究

總頁數：99

校(院)所組別：中國文化大學商學院國際貿易研究所

畢業時間及提要別：九十六學年度第二學期碩士學位論文提要

研究生：張容榕

指導教授：周建亨

論文提要內容：

涉入是消費者行為研究中重要的變數之一。對於消費者而言，涉入程度之不同會造成不同的消費行為，故企業為執行有效的行銷策略，可藉由思考可能模式瞭解高低涉入者對訊息處理之方式，以及消費態度行為上之差異，針對不同涉入程度者有不同的訂價、廣告等行銷策略，以滿足消費者的需求，故企業應隨時留意行銷策略是否影響消費者的涉入程度。而體驗行銷是當代新的行銷策略，主要是藉由體驗模組(感官體驗、情感體驗、思考體驗、行動體驗、關聯體驗)改變消費者的行為。因此本研究之研究目的即在探討，企業是否透過體驗行銷模組之策略運用，影響消費者對產品之涉入行為。

本研究所分析之資料，是以在外用餐之顧客為資料來源，利用結構式問卷對中國文化大學進修推廣部在職生以及商學院之學生採便利抽樣。本研究共發出 418 份問卷，有效問卷共 289 份。

研究結果顯示，在控制知覺風險、價格認知、產品知識、產品屬性與消費者自信心後，感官體驗、情感體驗、關聯體驗均與產品涉入呈顯著正相關，與本研究之假設相符。思考體驗、行動體驗均與產品涉入呈顯著負相關，與本研究之假設相符。最後，根據本研究之結果提出實務策略涵義以及後續之研究建議。

關鍵字：體驗行銷(experiential marketing)，產品涉入(product involvement)，體驗行銷模組(experiential marketing models)

The Relationship between Experiential Marketing and Consumer Involvement

Student: Jung-Jung Chang

Advisor: Prof . Chien-Heng Chou

Chinese Culture University

A B S T R A C T

Involvement is an critical determinant of consumer behavior. Different level of involvement leads to different models of consumer information processing and has an impact of the effectiveness of firms' marketing efforts. Therefore, firms should pay attention to the possible impact of their marketing strategies on consumer involvement. Since experiential marketing is one of the latest marketing philosophy that is aimed to affect consumer behavior through the experience of sense, feeling, think, action, and relation. The purpose of this thesis is to investigate the possible impact of experiential marketing on customer involvement.

The data source of this study is the customers of eating at restaurant. 418 structured questionnaires were distributed to the students of Chinese Culture University through convenience sampling method. 289 complete and valid questionnaires were returned.

The results of the research that controlling for the effects of perceived risk, price perceptions, product knowledge, product attribute and consumer's self-confidence, sense experiential, feel experiential and relation experiential are positively and significantly correlated with product involvement, support our hypotheses. Think experiential and act experiential are negatively and significantly correlated with product involvement, support our hypotheses. Finally, the theoretical and practical implications of this study and future research suggestions are discussed.

Key Words: experiential marketing, product involvement, experiential marketing model