

EXPERIENTIAL MARKETING STRATEGY STUDY SATISFACTION OF CONVENIENCE STORE BY  
KANO TWO-DIMENSION MODEL

劉光泰, 姜美伊, 林志豪, 曾靖渝

Industrial Management

Management

kuliu@chu.edu.tw

Abstract

Traditional marketing emphasizes on selling a product' s features, functional characteristics and performance. In the Experiential Marketing, Bernd Schmitt said "Customers want to be entertained, stimulated, emotionally affected and creatively challenged," (Schmitt, 1999)[1]. It is a bitter contest between head and heart to infer traditional marketing and experiential marketing viewpoint. Experiential marketing, emotional appeal or touchy-feely, is visceral to sell an experience that connects customer' s psyche and lifestyle therefore buying products to have another appropriate choice for customer. In according to a synthesis research, consumers' pre-purchase behavior proposes that a major proportion of purchases does not concern decision making (Olshavsky and Granbois, 1979)[2]. In experiential view, Holbrook suggests that customers do not only concentrate a product' s features but also emphasized fantasies, feeling, fun, entertainment, fashion and excited sense (Holbrook, 1982)[3].

This study establishes the research framework by Schmitt' s experiential marketing model and applies Kano' s two-dimension method to understand what critical factors satisfied customers of convenience store which is popular and competitive in the developed countries. The Kano model categorizes customer preferences into five attributes related to concepts of customer quality. It provides entrepreneur some favorable suggestions to develop in the future.

Keyword : Keywords: Experiential Marketing, Kano-Two Dimension Model