

以體驗行銷觀點探討網路國民服飾lativ顧客滿意度與忠誠度之研究

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摘要

With the rapid development of the Internet, people have become more reliant on Internet services, and the number of online stores has also grown exponentially. How to seize this tremendous business opportunity and win consumer trust and satisfaction amid intense competition is an important issue for online stores. Pine and Gilmore (1998) has pointed out that the 21st century is a century of experience economy, and the future marketing competition will be centered on creation of experiential marketing. Therefore, this study uses a framework consisting of the strategic experiential modules (SEMs) proposed by Schmitt (1999) and five dimensions of experiences, including sense, feel, think, act, and relate, to explore the type of experience that consumers prefer among the experiences offered by lativ products, and the relationship between customer satisfaction and customer loyalty. Data were collected from consumers who have ever purchased lativ products using both paper-and-pencil and online questionnaires. By analyzing consumers' experiences with the products sold on lativ website, satisfaction and loyalty to the products, this study attempts to offer some suggestions to store managers and clothing retailers planning to retail their products online.

關鍵字：experiential marketing、strategic experiential modules、customer satisfaction、customer loyalty