

# Starbucks Experience Explored in Taipei

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## Abstract

Abbott (1955) noted that what customers actually want are not products, but pleasant purchase experiences. A person experiences an emotion connected to a product, service, brand, company, people, or idea through interaction and memorable experiences by experiential marketing. The traditional marketing concerns sell a product's features, functions, and performance but experiential marketing concentrates on the fantasies, feeling, entertainment, fashion and sense of excitement of the customers. The traditional and experiential marketing is analogous to the difference between the brain and the soul contest. Starbucks seeks to sell its coffeehouse experience by making the coffee buying experience not just about the coffee, but about the warm and inviting atmosphere of its shops, the interior spaciousness of its floor plans, and quaint touches such as its blackboard menus and countertops designs- all designed to be perceived as part of the art, aesthetics, and humanities of selling coffee. This study applies Kano two-dimensions method by Schmitt's framework to understand how Starbucks emotional appeals or touchy-feely, is visceral to sell an experience that connects with customer's psyche and lifestyle therefore buying products to have another appropriate choice for customers.

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