



THE INFLUENCE ON IMPLEMENTING EXPERIENTIAL
MARKETING STRATEGY— A CASE STUDY OF VILLAGE THEME
PARK IN MIDDLE TAIWAN

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Abstract

According to the statistics of the Taiwan Tourism Bureau in 2022, the tourism market in Taiwan is booming, which can attract tourists from inside and outside the island to travel and spend, but at the same time, due to the establish of theme parks, the market competition of theme parks has also increased significantly. Therefore, this study uses experiential marketing theories and strategies to focus on the experiential marketing experience of theme park visitors to facilities, situations and services, and discusses the impact of the five experiential marketing strategies on tourists' willingness to spend, revisit and recommend. In order to collect visitors' views on theme parks, 269 valid questionnaires were collected using the questionnaire method. The results found: 1. Action marketing, emotional marketing, affiliate marketing, sensory marketing, and thinking marketing will affect tourists' willingness to revisit. 2. Action marketing, affiliate marketing and sensory marketing will affect tourists' willingness to consume. 3. Affiliate marketing, emotional marketing, action marketing, and sensory marketing will affect visitors' willingness to recommend. The remaining findings will be described in the text.

Keywords: theme parks, experience marketing strategies, satisfaction

Preface

According to the report "Tourism Bureau 2022 Tourism Status Survey", the number of trips in Taiwan Island totaled 200 million (Tourism Bureau, 2022), the total cost of tourism reached NT\$350 billion.

About 7.3 million foreign tourists came to Taiwan and spent about NT\$350 billion in Taiwan. Combined, Taiwan's tourism spending in 2022 will be about NTD 700 billion (New Taiwan Dollar, NTD), accounting for about 5% of Taiwan's GDP. Each Taiwanese will have a tourism behavior in about two months, and each person will spend about 2,000 NTD on sight-seeing-related expenses. If the injection of foreign tourists is added, the tourism industry does have a certain influence on Taiwan's economic development.

In order to attract more tourists to the theme park, Taiwan's theme park invested a total of more than 110 billion NTD in 2022, attracting a total of 22 million visitors and generating 2300 billion turnover. However, because theme parks have been established one after another, the

competition for theme parks has also increased. Looking back at the history of theme park development, theme parks in the past were mostly based on hardware equipment, but the cost of theme hardware facilities was high and the subsequent recycling efficiency was low (Xu, Jung & Han, 2022; Chen, Su, Jiang & Lin, 2022; Rahmania & Wahyono, 2022; Baisyir & Quintania, 2021; Dilla & Ngatno, 2020). Secondly, with the rise of environmental awareness, the acquisition of land required for various construction projects is subject to environmental impact assessment, which not only increases the difficulty of adding new theme facilities. It is also not conducive to attracting consumer groups who value environmental protection (Song, Wang & Lyu, 2021; Shetty & Fitzsimmons, 2021; Ahn, 2019). Third, the era of experience economy has arrived, people are no longer satisfied with the monotonous provision of goods and services, only allowing people to enjoy intimate products, comfortable environments and services can create memorable, personalized experience and unique value, and have market segmentation and differentiation (Pine & Gilmore, 2000). Theme park operators should think about transformation strategies beyond "hardware racing", otherwise

customers will only be served by rides and will not be able to experience more deeply (Ahn & Thomas, 2020; Yuan & Wu, 2019; Yeh, Chen & Chen, 2019). Therefore, this study focuses on the experience of tourists on situations and services after the introduction of experiential marketing in theme parks, and discusses the impact of experience marketing strategies such as sensory, emotion, thinking, action, and association on recreation satisfaction (including willingness to consume, willingness to revisit and willingness to recommend).

Literature Review

Experience Economy

Pine and Gilmore (1999) indicated that the participation of consumers can be divided into four types: educational, entertainment, esthetic, and escapist: (1) educational: consumers actively participate and learn new information from their experiences; (2) entertainment: through the passive absorption of human sensory experiences, entertainment can put consumers in a state of passive acceptance of sensory stimuli; (3) esthetic: Consumers are passively involved and deeply immersed in the context; (4) escapist: It is an alternative experience that escapes from reality and daily life. With consumption con-

cepts that began to pursue higher levels of characteristics and feelings, people also attach greater importance to self-experience in the process and obtain profound and unforgettable experiences through interaction. "Experience" sells a feeling, with an economic value far higher than any commodity or service, and its added value is also the highest.

Customer Satisfaction

Cardozo suggested that customer satisfaction is formed in certain circumstances, and is the perception of customers for the cost they pay for the product and the reward they receive after buying the product. When they realize that the reward is higher than the cost, a satisfaction is formed. Otherwise, a dissatisfaction is formed. (Chai, 2022; Fan & Tsai, 2022). Previous studies (Huang, 2020; Huang, 2021; Lee, & Lin, 2020; Shao Gang, Ming & Hong Mei, 2020) found that customer satisfaction is the different perception of consumers before and after receiving the product or service, and customers evaluate the product or service based on their satisfaction or dissatisfaction. Oliver (2014) summarized the customer satisfaction theory into three modes: expectancy disconfirmation, perspective of interest, redress process.

Expectancy disconfirmation refers

to customers' adjustment to their perception of the product when there is a difference between the performance of the product and their expectation (there is a cognitive dissonance) so as to reduce the difference to eliminate the psychological disorder. Regarding perspective of interest, Folkes held that the observer attributes the reason of the behavior to a certain factor. If the behavior is attributed to the external environment, it is called external attribution or situational attribution; if the behavior is personally attributed, it is called internal attribution or personal attribution (Wijaya, 2022). Oliver and DeSarbo suggested that satisfaction is customers' feeling about fairness. If the consumers feel they are treated fairly, and their investment is proportional to what they obtain, they feel satisfied (Xia, 2021). As for Redress Process, Zhou and Wang (2021) found that when the customers feel dissatisfied, they may take actions to obtain some compensation. The influence of customer satisfaction upon after-purchase behavior is also discussed.

In the aspect of perspective of interest, Chai (2022) suggested that satisfaction can be divided into: (1) satisfaction in product value, (2) satisfaction in sales people, (3) satisfaction in store environment. Fan and Tsai (2022) proposed that satisfaction includes: (1)

product price, (2) overall company performance, (3) attitude of service people, (4) service efficiency. Thai, Grewal and Chen (2021) suggested the attributes of satisfaction: (1) service access, (2) care, (3) reliability, (4) service environment, (5) opinion efficiency, (6) added value. Xia (2021) indicated that satisfaction includes: (1) product quality, (2) service quality, (3) situational factors, (4) personal factors, (5) price. Lee and Lin (2020) mentioned that satisfaction can be measured by overall happiness and willingness to pay.

Method

Framework

This study investigated tourists who recreation in a theme park in central Taiwan, to explore the differences in experience marketing strategies (including sensory, emotional, action, thinking and related experience marketing strategies) and satisfaction (including revisiting intention, purchase intention, and recommendation intention) and constructed the experience marketing strategy of theme park according to the relevant results.

Variables

Demographic variants, including gender, marriage, age, education, oc-

cupation, household income, area of residence and information channels, personnel interactions, and impressive park projects, are about understanding the background of different tourists. In terms of experiential marketing strategy, this study is based on Schmidt's "Experiential Marketing Strategy", using five experiential modules, including emotion, senses, thinking, action and related experiential strategies, and referring to Pine & Gilmore (2013) design of experiential marketing strategy questions, to formulate experiential marketing strategies suitable for the park. Recreation satisfaction, this study asked tourists how willing they are to come back to the park in the next year, their willingness to spend twice in the park, and what their willingness to recommend the park.

Questionnaire

To investigate the perception of recreation satisfaction on the marketing strategy of visitors' experience at theme parks, this study was conducted from November 1 to 20, 2022. During the day, a questionnaire survey conducted in the theme park. There was an interviewer to assist in the distribution and collection of questionnaires, and reminded visitors that if they encountered unclear questions, they could skip them first, and then answered by the

researcher himself after the survey, and a total of 269 valid questionnaires were collected.

Results

Respondent Background

The study interviewed 269 tourists, 140 (52%) female and 129 male (48%); In terms of marital status, there were more unmarried 151 (65%) and 118 (44%) married. There were 100 visitors aged between 31 and 40 (37%), followed by under 30 (33%), third is 41- 50 year olds (17%); In terms of educational, 121 respondents graduated from university (45%), followed by a college degree (22%), and third with a graduate school degree or above (18%). In terms of occupations, the largest number of people working in industry 65 (24 %), followed by military education with 55 (20 %) and third freehold 550 (19%); In terms of monthly household income, 134 respondents had a monthly household income of 50,001-80,000 NTD (50%), followed by 80,001-100,000 NTD. 60 in total (22%); The main sources of park information received were 88 people passing by (33%), followed by 81 people (30%) on the website, and the third was publicity from

relatives and friends 50 (19%); As for the most impressive items, 46 people answered wildlife (17%), followed by rides with 40 people (15%), and third was festivals, yes 38 (14%).

Descriptive Statistic

Sensory marketing strategies

The respondents most agreed that "I was addicted to the wonderful festivals and themed activities in the park" (M = 4.22, SD = .39), followed by "Relaxing in the park as if I was abroad allows me to express stress" (M = 4.11, SD = .79), and the third was "The architecture and landscaping of the Great West theme village." It was as if I was immersed in the history of immigration in the Great West (M = 4.07, SD = .69), and the fourth was that "it was eye-opening for me to see wildlife up close in the park" (M = 4.03, SD = .73). It shows that the wonderful festivals and theme activities in the park, the western theme village, and the close appreciation of wildlife can make visitors feel like they are in an exotic place and forget about the pressure. In comparing the four theme areas, tourists like the Great Western Theme Village (M=4.07, SD=.69), followed by the South Pacific Theme Village (M=3.99, SD=.67), and the third is the African Tribal Theme Village (M= 3.99,

SD = .64), fourth is the Arab Palace theme village (M = 3.87, SD = .71). Although tourists have a high or low feeling about the four theme villages, on the whole, the average number of the four theme villages is higher than 3.86 points, which is close to satisfactory scores. It can be seen that although the tourists interviewed have a preference for theme villages, on the whole, they all have close to satisfactory evaluations of the four theme villages.

Emotional marketing strategies

Respondents most agreed that "exciting and innovative rides makes me think directly of parks" (M = 4.21, SD= .48), followed by "cute wildlife makes me think directly of parks" (M = 4.11, SD= .48), followed by "cute wildlife, it makes me think directly of parks" (M= 4.11, SD= .48), followed by "cute wildlife, it makes me think directly of parks" (M= 4.11, SD= .48), followed by "cute wildlife, it makes me directly think of parks" (M= 4.11, SD= .48), followed by "cute wildlife, it makes me directly think of parks" (M= 4.11, SD= .56), "The history of immigration in the Great West makes me think directly of the park" (M = 4.11, SD= .56), and the third is "The culture of the Austronesian countries makes me directly think of the

park" (M = 3.92, SD = .71). Compared with other questions, the lower score was "Friendly staff service can deepen my impression of the park" (M = 2.99, SD = .78). This study speculates that the reason for the slightly lower service attitude of park personnel may be that visitors' attention in the park will be more focused on interesting theme facilities, theme villages and wildlife, and less interaction with the service staff of the park, so that tourists will be less able to feel the enthusiastic service of park personnel.

Think marketing strategies

Respondents most agreed that "wildlife in the park can increase my knowledge of ecology and animals" (M = 4.09, SD = .41), followed by "festivals and activities can deepen my understanding of different cultures" (M = 4.03, SD = .37), and third is "the theme villages in the park can allow me to understand the characteristics of various cultures" (M = 3.99, SD = .69). Compared to the other questions, the lower score was "The theme architecture of the park can amaze me" (M = 3.66, SD = 1.02). According to the survey, the interviewed tourists believe that the wildlife in the park can indeed deepen their impression of the ecological park, festivals and activities, theme villages can make tourists feel exotic,

and themed architecture can make tourists feel refreshed.

Action marketing strategies

The respondents most agreed that "if the park can often hold eco-guided activities, it can attract more people" (M = 4.21, SD = .68), followed by "if tourists can integrate into festivals related to Taiwanese culture, it will be more attractive to tourists" (M = 4.19, SD = .91), and the third is "if the park can hold experience activities for parents and children" to attract more people" (M = 4.09, SD = .91). According to the exhibition, respondents said that they most hope that the park can often hold ecological guided tours, festivals related to Taiwanese culture, and parent-child experience activities, which will attract more tourists.

Affiliate marketing strategy

The respondents most agreed that "if the park can provide discounts on surrounding community activities, it will be more attractive to the public" (M = 4.31, SD = .99), followed by "if the park can invite well-known figures to speak for it, it will enhance the public's impression" (M = 4.22, SD = .72), and the third is "if the park can design the discount package process, it will be

more attractive to the public" (M= 4.15, SD= .56). It shows that tourists most hope that the park can provide more discounts on surrounding community activities; If the park can invite celebrities to endorse, it will also strengthen the public's impression of the park, and if it can design a discount package itinerary, it will attract tourists to the park.

Willingness of Respondents

In terms of the three willingness scores, the respondents are most willing to revisit the park in the next year (M= 4.02, SD= .78), followed by consumption in the park in the next year (M= 3.99, SD= .89), The third is willingness to recommend parks in the coming year (M= 3.31, SD= .71).

Regression Analysis

(1) Revisit willingness regression analysis: Five experiential marketing strategies can all influence revisit intention. In the order of the influence of marketing strategies, action marketing has the greatest influence ($\beta=.411$), followed by emotional marketing ($\beta=.393$), third is related marketing ($\beta=.356$), and fourth is sensory marketing (beta = .259), and fifth is thinking about marketing (beta = .168). This means that the revisit intention of the interviewed tourists is mainly influenced by mobile marketing, followed by other experiential marketing strategies, as shown in Table 1.

Table 1 Summary of regression analysis of factors affecting revisit intention

	B	Standard error	β	Significant
constant	.695	.156		.000
Sensory	.302	.187	.259	.000***
Emotion	.421	.198	.393	.000***
Think	.199	.174	.168	.001**
Action	.511	.157	.411	.000***
Affiliate	.401	.155	.356	.000**
R Square	.432			
Adjusted R Square	.412			
F(p)	32.312	(.000***)		

** $p < .01$, *** $p < .001$

(2) Regression analysis of consumption intention: Action, connection, sensory marketing can all predict (influence) consumer intentions. In the order of influence of experiential marketing strategies, mobile marketing has the largest influence ($\beta=.403$), followed by affiliate marketing ($\beta=.356$), and the third is sensory marketing ($\beta=.303$). This means that the willingness of the interviewed tourists to spend is mainly influenced by mobile marketing, followed by connected marketing and sensory marketing, as shown in Table 2.

(3) Regression analysis of recommendation willingness: Affiliate, emotion, action, and sensory marketing can all predict (influence) recommendation intention. In the order of the influence of marketing strategies, affiliate marketing has the greatest influence ($\beta=.372$), followed by emotional marketing ($\beta=.353$), action marketing ($\beta=.299$), and sensory marketing ($\beta=.222$). This means that tourists' willingness to recommend is mainly affected by association marketing, followed by emotional marketing, third by action marketing, and fourth by sensory marketing strategies, as shown in Table 3. Results of one-way ANOVA, mar-

ried people ($M = 3.51$) agree with and like sensory marketing strategies more than unmarried people ($M = 3.12$). Respondents over 51 years old ($M = 3.71$) and 41-50 years old ($M = 3.52$) agree and like sensory marketing strategies more than those aged 31-40 ($M = 3.11$) and under 30 years old ($M = 3.13$). Respondents with a graduate degree or above ($M = 4.01$), a college degree ($M = 3.83$), and a university degree ($M = 3.69$) agree with and like sensory marketing strategies more than those with a high school education or lower degree ($M = 3.07$). Respondents with a monthly household income of 80,001-100,000 NTD ($M = 4.01$) agree with and like sensory marketing strategies more than those with a monthly household income of less than 50,000 NTD ($M = 3.29$).

(2) Demographic variables and emotional marketing strategies: Respondents with a graduate degree or above ($M = 3.97$) and a university degree ($M = 3.92$) agree with and like emotional marketing strategies more than those with a college degree ($M = 3.19$). Respondents with a monthly household income of NTD

Table 2 Summary of regression analysis of factors affecting consumption intention

	B	Standard error	β	Significant
constant	.782	.211		.000
Sensory	.192	.112	.303	.005**
Emotion	.198	.121	.102	.428
Think	.145	.123	.109	.221
Action	.512	.092	.403	.001**
Affiliate	.399	.172	.356	.000***
<i>R</i> Square	.399			
Adjusted <i>R</i> Square	.381			
F(p)	17.112	(.000***)		

** $p < .01$, *** $p < .001$

Table 3 Summary table of regression analysis of factors affecting recommendation willingness

	B	Standard error	β	Significant
constant	.556	.110		.000
Sensory	.231	.199	.222	.001**
Emotion	.401	.083	.353	.000***
Think	.124	.139	.126	.062
Action	.311	.187	.299	.001**
Affiliate	.592	.111	.372	.000***
<i>R</i> Square	.399			
Adjusted <i>R</i> Square	.376			
F(p)	21.732	(.000***)		

** $p < .01$, *** $p < .001$

80,001-100,000 (M = 4.03) agree with and like emotional marketing strategies more than respondents with a monthly

household income of NTD 50,001-80,000 (M = 3.17).

(3) Demographic variables and thinking about marketing strategies: Married people (M = 4.04) agree with and like to think about marketing strategies more than unmarried people (M = 3.59). Respondents aged 31-40 (M = 4.05) agree with and like to think about marketing strategies more than those aged 41-50 (M = 3.51) and above 51 (M = 3.48). Respondents with university education (M = 3.97), graduate school or above (M = 3.86), and junior college (M = 3.85) are more likely to agree with and like to think than those with education below high school (M = 3.11) marketing strategy.

Anova analysis

(1) Demographic variables and sensory marketing strategies: According to the (4) Demographic variables and mobile marketing strategies: Respondents with university education (M = 4.08) and graduate school or above (M = 3.98) agree and like mobile marketing strategies more than those with junior college education (M = 3.11) and high school vocational education (M = 3.10). Respondents with a monthly household income of 80,001-100,000 NTD (M = 4.03) and those with a monthly household income of more than 100,001 NTD (M = 3.96) are more likely to agree with Love the action marketing strategy.

Discussion

Festivals and themed activities attract the attention of tourists

This study found that the most popular thing for tourists to come to the park is to enjoy the wonderful festivals and themed activities. At the same time, they can also visit theme villages representing various countries in the world. They can appreciate and interact with animals at close range, which can completely let tourists relax physically and mentally. These are the successful aspects of the theme amusement park's sensory experience marketing strategy. Therefore, Taiwan's theme park market is too crowded, and if the amusement park industry only invests in mechanical amusement facilities in the midst of competition, it will cause an unbalanced investment and income, resulting in a business crisis. Special celebrations and themed activities should be used to create a different experience for customers without investing too much resources, which can also drive customers to enter the park and generate income.

Recreational facilities and wild animals are most likely to remind tourists of theme amusement parks

In terms of emotional experience

marketing strategies, the respondents answered stimulating and innovative rides, cute wild animals, the history of immigration development in the Great West, and the culture of the South Island countries. It is obvious that these four facilities and themes are the most likely to attract people who have ever visited a theme amusement park. Tourists, as long as they think of these facilities and themes, they can easily think of themed amusement parks. To strengthen the emotional connection of tourists to the park, it is possible to strengthen the aspects of amusement facilities, wild animals, the history of immigration and development in the Great West, and the culture of the South Island countries. In addition, tourists have a slightly lower feeling towards the service personnel. This research speculates that the reason for the slightly lower service attitude of the personnel may be that tourists will focus more on the interesting amusement facilities, theme villages and wild animals in the park, and less There is less interaction with the service personnel in the park, so that tourists will not be able to feel the enthusiastic service of the park staff.

Wild animals, festivals and activities can increase tourists' understanding of ecology and exotic cultures

The tourists interviewed most agree that "the wild animals in the park can increase my knowledge about ecology and animals", followed by "festivals and activities can deepen my understanding of different cultures", and the third is "the theme village in the park can Let me understand the characteristics of each country's culture." It can be seen that the interviewed tourists are indeed impressed by the lively animals, festivals and activities full of joy, and theme villages full of exotic cultural characteristics. Knowledge of foreign cultures.

Eco-guides, Taiwan festivals, and parent-child travel activities are the most attractive to tourists

The interviewed tourists agree most with "if the park can often hold ecological tour activities", "if tourists can be integrated into festivals related to Taiwanese culture", "if the park can hold experience activities for parents and children to participate together", can attract more tourists. According to the survey, the interviewees most hope that the park can often hold ecological tour activities, festivals related to Taiwanese culture, and parent-child experience activities, which will attract more tourists and attract crowds.

The park offers discounts and invites celebrity endorsements to effectively attract tourists

The most agreed by the interviewed tourists is "If the park can provide discounts for surrounding community activities, it will be more attractive to the public", followed by "If the park can invite famous people to speak for it, it will enhance the public's impression", and the third is "If the park can be designed the discount package itinerary will be more attractive to the public." It shows that tourists most hope that if the park can provide more discounts for surrounding community activities (for example, people in the surrounding communities can enjoy a discount for entering the park); Tourists come to the park.

Experiential Marketing Strategies Will Affect Tourists' Willingness to Revisit

According to the regression findings, actions, emotions, associations, senses, and thinking marketing can all affect tourists' willingness to revisit. In terms of action strategy, if the park can often hold ecological tour activities, festivals related to Taiwanese culture, and experience activities for parents and children, it can strengthen the mobile experience marketing strategy. In terms of emotional marketing, stimu-

late and innovate rides and cute wild animals to attract the attention of tourists. In terms of related marketing, the park can provide surrounding communities and preferential package itineraries, and invite well-known figures to endorse, so as to strengthen tourists' willingness to revisit. In terms of sensory marketing, the park can strengthen festivals and themed activities, encourage tourists to visit theme villages around the world, and appreciate and interact with animals at close range to attract tourists. Thinking about marketing can deepen the impression of tourists through some guided tours, introducing wild animals and festivals, and then want to come to the park again.

Action, affiliate and sensory marketing will affect tourists' willingness to spend

Action, association, and sensory marketing can influence consumption intentions. In order to increase the willingness of tourists to consume in the park, it is necessary to start planning from action and related marketing and sensory marketing. Discounts, as well as satisfying the sensory enjoyment of tourists, strengthen tourists' willingness to consume.

Affiliate, emotion, action, and sensory marketing will affect tourists' willingness to recommend

Affiliate, emotion, action, and sensory marketing all affect tourists' willingness to recommend. To increase tourists' willingness to recommend, the park can first provide some preferential methods and find suitable spokespersons to strengthen tourists' willingness to recommend; strengthen tourists' feelings in amusement facilities and wildlife areas; provide some activities that can be experienced by parents, children and community residents, Eco-guiding activities; holding festivals related to Taiwanese culture, supplemented by holding festivals and themed activities, encouraging tourists to visit theme villages around the world, as well as admiring and interacting with animals at close range to attract tourists.

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