

摘要

體驗行銷時代來臨，廠商無不用心經營實體環境氛圍和塑造品牌價值，對於感性商品—化妝品—尤該如此。然而千篇一律的體驗手法似乎已經讓消費者麻木，該怎麼做才能真的打動消費者？本研究採用質量並重的研究方法，先透過焦點訪談找出目前彩妝品的體驗行銷有哪些，繼而以四家專業彩妝品牌：BOBBI BROWN、M. A. C、Make up forever 和植村秀為例進行問卷調查。本研究採用 Schmitt(1999)提出的策略體驗模組 (SEMs) 概念，分析策略體驗模組如何透過體驗價值影響顧客滿意度與顧客忠誠度。

主要研究發現如下：(1) 策略體驗模組確實是會影響體驗價值包括感官體驗、情感體驗、思考體驗、行動體驗、關聯體驗，都會影響體驗價值。整體而言，行動體驗、感官體驗與關聯體驗影響最多。(2) 體驗價值會影響體驗顧客滿意度，而其中消費者感受之「服務優越」價值會影響顧客滿意度最大。(3) 消費者對於消費過程體驗感到顧客滿意的話，就會形成顧客忠誠度。(4) 不同品牌提供的策略體驗模組有程度上的差異，在感官體驗模組中，以 MAC 所提供的感官體驗最高，Bobbi brown 所提供的情感體驗、思考體驗、行動體驗最高，在關聯體驗這部份各品牌間差異並不顯著。因此未來各個品牌可以加強自己尚缺乏的部份，並以強處作為未來品牌定位的利基。

關鍵字：體驗行銷、體驗價值、彩妝品

ABSTRACT

The age of experiential marketing is coming. Almost all the business try to progress the retail environment and build the brand value, especially the perceptual product—Cosmetics. However, conservative experience let consumer stale. How can we touch the consumers with experience? This study used pluralistic research methodology. First, this paper tried to find out the ways enterprise use in experiential marketing with focus group. Then found 4 professional cosmetic brands to be the cases of experiential marketing, including BOBBI BROWN, M. A. C., Make up forever, and Shu uemura. This paper examined the relationship among the strategy experiential models system (SEMs) which was according to Shemitt (1999), experiential value, customer satisfaction and customer loyalty.

This study reveals that:

- (1) There is a correlation between experiential marketing and experiential value, including sense, feeling, thinking, action, and relation experience. Generally speaking, action, sense and relation are the most important factors to experiential value.
- (2) There is a correlation between experiential value and customer satisfaction, including CROI (Consumer Return on Investment) value, service excellence value, aesthetics value, and playfulness value. Among the 4 experiential value, the most important factor is service excellence value.
- (3) If customers feel satisfied during their purchase process, they will be more loyalty.

(4) Difference brands provide difference experiential marketing. M.A.C gives consumer the best sense experience. BOBBI BROWN gives consumer the best feeling, thinking and action experience. There is no significant different in relation experience between the 4 professional cosmetics brands. Therefore , each brand could improve their weakness, and make their advantage to be the brand USP in the future.

Key words: Experiential Marketing, Experiential value, Cosmetics

