Experiential Marketing Strategy on Recreational Fishery From the Resource-Based Perspective

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摘要

基於漁業轉型的必要性與休閒生活發展的趨勢，將傳統漁業轉為高附加價值之觀光遊憩，以創造漁村自給自足的經濟能力，進而改善漁村生活環境及提高漁民收益。相關實證研究均證實體驗行銷亦適用於服務及休閒產業，而目前有關體驗行銷之研究尚無應用於休閒漁業，進而引發本研究對於體驗行銷對於體驗價值、顧客滿意度與重遊意願是否產生影響之研究動機。

本研究從資源基礎觀點來探討產業資源的特性，客觀呈現產業的核心資源價值及優勢關鍵因素，並引導形成可能的策略選項。故本研究依據相關文獻與過去研究發現提出一個驗證式的模型及相關假設，模型主要有四個變數：即體驗行銷、體驗價值、顧客滿意度與重遊意願，並以澎湖地區休閒漁業之遊客為研究對象，其研究方法採用問卷調查法，透過問卷調查方式取得約350份有效問卷，利用SPSS與LISREL針對模式進行分析與假設檢定。

研究結果顯示：一、「體驗行銷」對於「體驗價值」與「顧客滿意度」具有顯著之正向提昇；二、「體驗價值」與「顧客滿意度」對於顧客之「重遊意願」皆具有顯著之正向影響；三、「體驗價值」與「顧客滿意度」確實為體驗行銷與重遊意願之中介變數。最後，本研究提出體驗行銷應用在休閒漁業的策略，以做為相關單位在發展休閒漁業之參考。

關鍵詞：休閒漁業、資源基礎觀點、體驗行銷、重遊意願、顧客滿意度
Abstract

Tourism Leisure Industry is the “Non-Chimney”, or in other words, the “Clean and Green” industry that attracts focus in countries worldwide. Due to the trend in blending leisure life style into travelling plans as well as the need in transforming traditional fishery, the fishing community is at the turning point where it must look into innovative ways to revitalise the downfallen industry. If traditional fishing industry can find ways to turn into tourism packages with high added customer values, then the living condition and monetary gain in the fishing community can be improved and enhanced. Yet at present, most experiential marketing researches have not been applicable to recreation fishery even though relevant studies have verified the conformity of experiential marketing to service and leisure industry.

This research discusses industrial resource characteristics from a resource-based view to demonstrate objectively the core industry resource values as well as key advantage factors in order to give guidance when forming probable strategy options. In light of the aforementioned, this study aims to investigate the impacts of experiential marketing to customer value, satisfaction and revisit intention in recreational fishery. According to relevant studies and previous researches, this study proposes hypotheses and a verification model which includes four variables: Experiential Marketing, Experience Value, Customer Satisfaction, and Revisit Intention. Tourists and travellers coming to Penghu area for leisure are the study subjects and through distribution and recollection of questionnaires, 350 effective questionnaires are retrieved. SPSS and LISREL are used for model analysis and hypotheses verification.

Study results show: (1) Experiential Marketing has significant positive effect on Experience Value and Customer Satisfaction. (2) Both Experience Value and Customer Satisfaction have significant positive effects on Customer
Revisit Intention. (3) Experience Value and Customer Satisfaction are confirmed as the mediator variables of Experiential Marketing and Revisit Intention. Finally, this study recommends the application of Experiential Marketing on island recreational fishery and aims to provide quality reference to relative organisations when designing recreational fishery programs.

**Keyword**: Recreational Fishery, Resource-Based View, Experiential Marketing, Revisit Intention, Customer Satisfaction