



The Relationship among Experiential Marketing, Experiential Value, Customer Satisfaction and Customer Loyalty —An Empirical Study of Taiwan Cultural & Creatives Park

Kuo-Min Ko

Guangzhou Institute of Science and Technology, China

Email: kuomin@nkust.edu.tw

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Abstract— With the advent of the experience economy, the gap between products and services has become increasingly smaller. What customers pursue is hands-on participation and the acquisition of a unique experiential feeling. This study mainly explores the relationships among experiential marketing, experiential value, customer satisfaction, and customer loyalty, and takes Taiwan's cultural and creative parks as the research object. Questionnaires were distributed using convenience sampling. The research methods mainly adopted descriptive statistics, analysis of variance, correlation analysis, and regression analysis. The findings reveal that, among visitors to Taiwan's cultural and creative industry parks: 1. Experiential marketing has a positive relationship with experiential value. 2. Experiential marketing has a positive relationship with customer satisfaction. 3. Experiential value has a positive relationship with customer satisfaction. 4. Customer satisfaction has a positive relationship with customer loyalty.

Keywords— Experiential marketing, experiential value, customer satisfaction, customer loyalty.

I. INTRODUCTION

With the transformation of economic value, experiential marketing has become today's mainstream marketing strategy. In an era of rising culture and arts, local cultural industries have become one of the important local tourism strategies, and cultural industries have become one of the strategies for symbolic economy and urban regeneration in cities of advanced countries.

At present, regarding the five cultural and creative industries parks planned by the Council for Cultural Affairs (CCA), Taiwan (Cultural and Creative Industries Park, Taichung Cultural and Creative Industries Park, Chiayi Cultural and Creative Industries Park, Tainan Cultural and Creative Industries Park, and Hualien Cultural and Creative Industries Park), this study finds that previous research subjects have mostly approached from multiple dimensions such as tourism and sightseeing areas, including products, marketing strategies, services, customer loyalty, and satisfaction surveys. In Taiwan, few studies have conducted correlation research specifically on cultural parks. Therefore, this study explores the dimensions of experiential marketing, value perception,

and situational factors. Through the creative cultural industries, this study intends to explore, from the perspectives of experiential marketing, value perception, and consumption situation, the consumption experience, value perception, and situational factors of Taiwan's cultural and creative industries, so as to positively enhance consumers' behavioral intentions and enhance diverse local cultural characteristics. It is also hoped that, through this paper, suggestions will be put forward for cultural and creative industries policies, and that this will help Taiwan actively carry out policies for the development of distinctive local cultural industries, so as to achieve the research purposes of this study, summarized as follows:

1. To understand, in Taiwan's cultural and creative parks, the actual situation of consumers' satisfaction with experiential marketing, experiential perception, customer satisfaction, and customer loyalty in Taiwan's creative cultural parks.
2. To explore the effects of personal background variables on the variables of experiential marketing, experiential perception, customer satisfaction, and customer loyalty.

3. To explore the degree of correlation among the variables of experiential marketing, experiential perception, customer satisfaction, and customer loyalty.
4. To explore the predictive power and path relationships of experiential marketing, experiential perception, customer satisfaction, and customer loyalty.
5. To provide suggestions for relevant government marketing policies and improvement strategies, as well as suggestions for future research by subsequent researchers.

Based on the research motivation and objectives, this study first collected various materials and conducted preliminary reading, then determined the direction to be studied in the future, further explored relevant literature, established a research framework, and thereby derived the hypotheses of this study. Then, according to the variables proposed in this study, a questionnaire and appropriate statistical data analysis were designed. Finally, after the questionnaire survey and collection, the collected data were analyzed and verified, and the conclusions and suggestions of this study were proposed. The research flowchart of this study is shown in Fig. 1 below:



Fig. 1: Research Flowchart

Source: Compiled by this study

II. LITERATURE REVIEW

According to the main purpose of the research, theories, studies, and literature in related fields were sought, and relevant literature was first organized.

2.1 The Origin of Cultural Industries and Their Relationship with Policy

The United States was the earliest country to use culture and arts as a model for enhancing urban development. Kong pointed out that cultural industry strategies implement the benefits of cultural economic policy through physical environmental planning and resource integration[1], as described below: 1. The establishment of cultural production infrastructure; 2. The implementation of flagship development plans; 3. The revival of urban public spaces; 4. Partnership relationships between enterprises (the private sector) and the public sector. Relevant research literature pointed out that the connotations covered by cultural industries and their policies are as follows[2]: 1. The establishment of cultural and social relationships; 2. The establishment of trust relationships; 3. The interaction between politics and culture.

2.2 Taiwan's Cultural and Creative Industries

Cultural and creative industries have been one of the important policies promoted by the government in recent years. They not only help enhance national economic development but also help promote local cultural characteristics. How to internationalize cultural and creative products is the best marketing method for cultural and creative products. Local cultural and creative industries possess the characteristics of general commodities and cultural features. While moving toward internationalization, they must simultaneously possess commercial vision and cultural perspective. Cultural and creative industries encompass three parts: culture, creativity, and industry, and each stage has its important function and meaning.

2.3 Experiential Marketing

With changes over time and the rise in consumer capacity, the traditional service-oriented economic era will be changed, moving toward a developmental trend form of consumer experience consumption[3]. Experience is a characteristic of life, not a characteristic of products or services. What is important is that it can create value for life; through experience, both the senses and the mind obtain value[4]. In view of its difference from traditional marketing, today's experiential marketing focuses on value creation and jointly establishing deep emotions with customers, emphasizing customers' overall sensory experience and experience in the consumption process.

With changes in consumption patterns and the rise of consumer awareness, the experiential marketing part has become even more important. Schmitt proposed that experience refers to individual events involving certain stimuli to an individual[5]. Experience encompasses the overall quality of life and is an event caused by direct observation and participation. Moreover, in the marketing

process, appropriate environments and situations are provided to allow customers to deeply feel the experience. In the study, five strategic modules were proposed, namely sensory experience (Sense), emotional experience (Feel), thinking experience (Think), action experience (Action), and related experience (Relate).

The influence of experiential marketing on “customer engagement” and further on “brand loyalty” was explored[6]. Alam pointed out that over the past two decades, research on experiential marketing in the tourism field has grown significantly, and the relationships among experiential marketing and variables such as tourist behavior, satisfaction, and experiential value are one of the mainstream topics of research[7]. Maheswari & Wahyunanda analyzed a tourist attraction in Indonesia and found that experiential marketing strategies have a significant positive impact on increasing the number of tourist visits[8], suggesting that experiential marketing can promote tourism motivation by enhancing tourists’ “experiential value” (e.g., sensory, emotional, participatory aspects).

2.4 Experiential Value

Experiential value is a new concept that has emerged only in recent years. With the advent of the experience economy era, the concept of experiential value has been brought forth. It mainly originates from the concept of customer value, replacing customer value with experiential value.

Soloman et al. considered value to be the benefits generated by customers in the process of purchasing products or receiving services. In past research, most customer value perspectives adopted the angle of the “rational perspective” to define and explore customer value[9]. However, the “rational perspective” and the “experiential perspective” are not completely opposed. The experiential perspective merely compensates for the deficiencies of the rational perspective and explains problems that the rational perspective cannot explain. “Experiential value” is the “experiential perspective” within customer value, emphasizing that consumption experience is the basis for customer evaluation and is a subjective ideology. Mathwick et al. defined experiential value as the measurement of consumers’ sensory, emotional, and aesthetic feelings toward a product or service after consumption[10]; and the enhancement of experiential value can be achieved through the products or services provided by enterprises interacting with consumers, helping or hindering the achievement of consumer goals.

2.5 Customer Satisfaction

Cardozo and Howard and Sheth were the earliest to apply customer satisfaction to consumer research, and considered that consumers’ inputs and returns constitute a cognitive behavior, emphasizing the results of evaluation

and comparison[11,12]. Hemple considered that the degree of truth of the product or service expected by customers determines the final customer satisfaction; that is, customers’ evaluation of the difference between expectations and reality determines their own degree of satisfaction[13].

Woodside, Frey, and Daly considered customer satisfaction to be a special consumer attitude, showing consumers’ post-purchase preference response after experiencing a service, that is, an overall attitude based on experience[14].

Zeithaml and Bitner defined it as customers’ realization response, a judgment of whether the characteristics of a product or service can provide a pleasant level[15]. Fornel proposed that satisfaction refers to an overall feeling that can be directly evaluated[16]. Consumers compare products and services with their ideal standards; therefore, consumers may originally be satisfied with a product or service, but after comparison with original expectations, they may consider the product ordinary.

2.6 Customer Loyalty

In traditional consumer behavior theory, loyalty refers to the degree to which consumers, through processes such as awareness, trial, and repetition regarding a certain brand, continue to purchase a certain brand’s products or services[17]. However, more scholars believe that merely exploring behavioral theory cannot fully explain customer loyalty; consideration of psychological preference for the product or service must also be added[18]. Day considered customer loyalty to be enabling customers to have a favorable attitude toward a product and to have repurchase behavior[19]. The attitude part can be further divided into true loyalty and false loyalty. So-called false loyalty is due to customers’ extremely high switching cost considerations, or customers’ lack of choices leading to purchase behavior that appears loyal. Parasuraman, Zeithaml, and Berry [20] proposed that measurement items for measuring customer loyalty can be divided into the following five points: 1. willingness to build word of mouth for the company; 2. possibility of recommending to others; 3. possibility of complaining; 4. possibility of willingness to pay more; 5. possibility of switching purchase targets. The definition of customer loyalty also refers to customers’ willingness to repeatedly purchase a certain brand product or repeatedly enjoy a certain service. It can be extended to an enterprise’s competitiveness in the market. High customer loyalty may also attract more potential customers; therefore, enterprises often list enhancing customer loyalty as one of their main operational goals. This study will also divide customer loyalty into the “behavioral aspect” and the “attitudinal aspect” to explore whether experiential value has a positive impact on the two dimensions of customer loyalty.

2.7 Relationships among Experiential Marketing, Experiential Value, Customer Satisfaction, and Customer Loyalty

Regarding the relationship between experiential marketing and experiential value, after exploring the literature on experiential value, it can be known that the characteristics of experiential value include: it comes from consumers' cognition and preference for the product or service itself, the perceived rewards evaluated by consumers, and both functional and emotional characteristics. Therefore, based on relevant theories, this study defines experiential value as "the perceived rewards generated after consumers' cognition and preference for a product or service undergo interactive evaluation by reason and emotion." Experiential marketing emphasizes that customers possess both rationality and sensibility. What distinguishes experiential marketing from traditional marketing in the past is the creation of a special, unique experience, while experiential value is derived from experience. Therefore, good experiential marketing can bring consumers positive experiential value; hence, good experiential marketing will lead to the enhancement of experiential value.

Regarding the relationship between experiential value and customer satisfaction, Woodruff et al. considered that in consumers' views of product experience, value and satisfaction are intertwined with each other. In other words, creating better experiential value can bring consumers greater satisfaction[21].

Elshaer et al. took customers of Egyptian tourism, hotels, and travel agencies as research subjects to explore how information asymmetry affects customer satisfaction through trust and perceived value[22]. The study found that experiential value has a positive impact on customer satisfaction.

Bagheri et al. studied tourists in the Algarve, Portugal, and proposed a model of tourist experience (four experience domains) on tourists' "sense of well-being" and on tourist satisfaction and loyalty[23]. The results indicated that experience promotes customer satisfaction by enhancing well-being. Lin and Wang pointed out that when customers feel high-quality experiential value during the consumption process, their satisfaction will significantly increase, which further drives customer loyalty behavior[24]. In their study, experiential value was regarded as one of the main driving factors affecting customer satisfaction.

Zhang et al. found that the higher the satisfaction customers obtain from the experience provided by a brand, the stronger their loyalty to that brand[25]. This positive relationship emphasizes that brands should attach importance to the design of customer experience in marketing strategies and take effective measures to

enhance customer satisfaction, thereby promoting customers' repeat purchases and active recommendations.

Regarding the relationship between experiential value and customer loyalty, Cronin et al. considered that the monetary or non-monetary costs and service quality that consumers must pay to obtain benefits (products or services) will affect customers' perceived value[26]; therefore, value will directly affect loyalty. Neal considered that in order to retain customers and promote their repeat purchases, enterprises should convert customer satisfaction into customer value and customer loyalty[27].

In summary, experiential marketing and experiential value significantly affect customer satisfaction, and customer satisfaction plays a key role in the formation of customer loyalty. This chain suggests that when formulating marketing strategies, enterprises need to fully consider all aspects of customer experience in order to enhance overall customer satisfaction and loyalty.

III. RESEARCH METHODS

This study organizes the research framework of this study from the literature review in Chapter 2 to explore the effects of demographic variables on experiential marketing, experiential value, customer satisfaction, and customer loyalty, and to understand the relationships of experiential marketing and experiential value with customer satisfaction and customer loyalty. The research framework of this study is shown in Fig. 2 below:

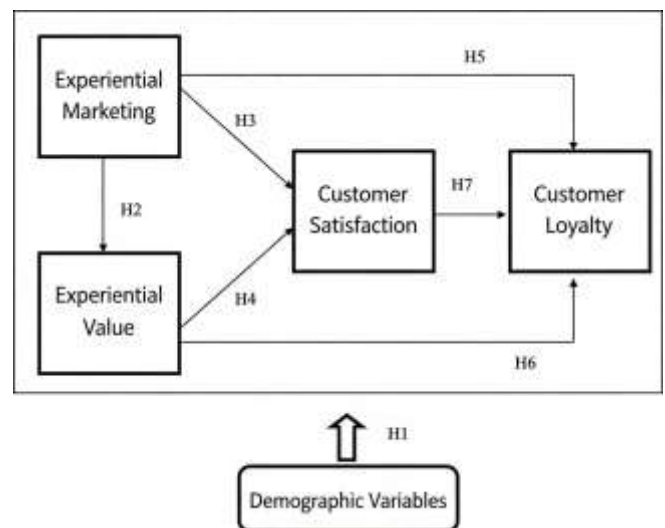


Fig. 2: Research Framework

The operational definitions of each variable in this study are mainly organized based on the aforementioned literature review. The operational definitions of each variable are described separately as follows:

3.1 Experiential Marketing

The measurement of experiential marketing in this study mainly refers to the five dimensions proposed by Schmitt—sensory experience, emotional experience, thinking experience, action experience, and related experience—as measurement items. The operational definitions are as follows:

3.1.1 Sensory Experience

Tourists' sensory perception of experiential media, including visual, auditory, olfactory, gustatory, and tactile modes, completing the pattern of stimulus, process, and response, and creating experiences of positive perception.

3.1.2 Emotional Experience

The positive emotions generated by tourists after participating in the experiential activities provided by the park.

3.1.3 Thinking Experience

The concentrated thinking, divergent thinking, and curiosity generated by tourists after participating in the experiential activities provided by the park.

3.1.4 Action Experience

Experiential media trigger consumers to engage in actual activity participation, interpersonal interaction experiences, and influence changes in personal lifestyle.

3.1.5 Related Experience

Tourists form connections through brand purchase and use, obtaining social identification and belonging.

3.2 Experiential Value

The measurement of experiential value in this study mainly refers to the four dimensions proposed by Mathwick, Malhotra and Rigdon—consumer return on investment, service excellence, aesthetics, and playfulness—as measurement items. The operational definitions are as follows:

3.2.1 Consumer Return on Investment

The degree of benefits generated by consumers during the transaction process provided by purchasing a product or service.

3.2.2 Service Excellence

The degree to which consumers can perceive excellent service from the performance of service providers in delivering their professional skills and related tasks.

3.2.3 Aesthetics

Aesthetics is the experience directly felt by consumers, which can include the degree of visual, auditory, gustatory, physical feeling, comfort, inner feeling, aesthetic characteristics of a certain product, as well as the visual and psychological feeling of the entire corporate environment.

3.2.4 Playfulness

Playfulness exists in the activities in which consumers engage during the entire process of product or service use, and is the degree of immediate intrinsic tangible pleasure generated from the feelings of happiness, excitement, joy, and escapism.

3.3 Customer Satisfaction

This study adopts Fornell's viewpoint and directly evaluates customer satisfaction as an overall feeling, thereby understanding tourists' subjective comprehensive and holistic psychological feelings toward the products or services experienced.

Therefore, this study defines customer satisfaction as the degree of holistic psychological feeling generated by customers from their expectations before the experience and the value obtained after the experience.

3.4 Customer Loyalty

For the measurement of loyalty after tourists' experience, this study adopts the behavioral loyalty dimension of positive behavioral intentions proposed by Parasuraman, Zeithmal and Berry as the measurement dimension, and defines customer loyalty as the degree to which customers are satisfied with the products or services provided by the operator, have the willingness to visit again, and are willing to conduct positive publicity behaviors for the operator.

Based on the research framework and literature review results of this study, the research hypotheses of this study are established to understand the relationships among personal background variables, experiential marketing, experiential value, customer satisfaction, and customer loyalty of tourists visiting Taiwan's cultural and creative parks. This study proposes null hypotheses that can be statistically tested, specifically described as follows:

H1: The part exploring differences in experiential marketing, experiential value, customer satisfaction, and customer loyalty among tourists with different characteristics.

H2: Experiential marketing has a significant impact on experiential value.

H3: Experiential marketing has a significant impact on customer satisfaction.

H4: Experiential value has a significant impact on customer satisfaction.

H5: Experiential marketing has a significant impact on customer loyalty.

H6: Experiential value has a significant impact on customer loyalty.

H7: Customer satisfaction has a significant impact on customer loyalty.

The questionnaire in this study is divided into two parts. The first part contains the respondents' basic information and tourism-related information. The second part develops and designs relevant questionnaire items based on the operational definitions of the aforementioned variables. The variables are measured using a five-point Likert scale, from 1—strongly disagree to 5—strongly agree. For reverse-coded items, the reverse scoring method is adopted. The scales in this study were all developed through support from literature review and clarification of concepts related to relevant dimensions. Furthermore, expert valuable opinions and relevant personnel were sought to revise and discuss the questionnaire.

After further data collection, this study uses the PASW 18 statistical software package to conduct statistical analysis on the various data measured by the questionnaire. First, reliability and validity analysis is conducted on the questionnaire scale; second, "descriptive statistics" is conducted on the research variables; finally, "correlation analysis" and "path analysis" are conducted on the research variables and research hypotheses of this study to verify the research hypotheses proposed in this study.

IV. DATA ANALYSIS

The questionnaire in this study targeted people who had previously visited the Taiwan Cultural and Creative Park. The survey period was from September 1, 2024 to October 31, 2024. A total of 350 questionnaires were distributed to the research subjects, and 309 questionnaires were recovered in total. After deducting 33 invalid questionnaires that were incompletely filled out, there were 276 valid questionnaires in total. The valid questionnaire recovery rate reached 89.3%. Based on the recovered questionnaire data, a sample structure analysis was conducted on consumers' personal attribute variables.

4.1 Basic Tourist Information

From the survey analysis of the Taiwan Cultural and Creative Park, the basic information of the interviewed respondents was obtained, including seven variables: gender, age, education, marriage, occupation, average monthly income, and place of residence. The frequency distribution of each variable is described as follows: From the survey analysis of the Taiwan Cultural and Creative Park, it was found that among the interviewed tourists, males accounted for 47.8% and females 52.2%. In terms of gender distribution, females were the majority. In terms of age, those under 20 accounted for 25.7%; those aged 20-29 accounted for 50.4%; those aged 30-39 accounted for 16.3%; those aged 40-49 accounted for 6.2%; and those aged 50 and above accounted for 1.4%. Those aged 20-29

accounted for the largest proportion. In terms of educational level, junior high school or below accounted for 12.7%, senior high school (vocational) accounted for 18.1%, junior college/university accounted for 62.7%, and master's degree or above accounted for 6.5%. It can be seen that the majority of the educational levels were junior college/university students. Unmarried persons were more numerous, accounting for 72.1%, while married persons accounted for 27.9%. Unmarried persons were the majority. In terms of occupation, military, government, and teaching personnel accounted for 11.2%, industry accounted for 5.1%, business accounted for 12.7%, service industry accounted for 8.7%, liberal professions accounted for 4%, retired or homemakers accounted for 1.4%, students accounted for 51.4%, and others accounted for 5.4%. Students were the most numerous. In terms of income, no income accounted for 27.2%, under 20,000 accounted for 23.6%, 20,000-39,000 accounted for 27.9%, 40,000-59,000 accounted for 17.8%, and 60,000 or above accounted for 3.6%. 20,000-39,000 was the most common, followed by no income. In terms of place of residence, northern Taiwan (Keelung, Taipei, Taoyuan, Hsinchu) accounted for 4.7%, central Taiwan (Miaoli, Taichung, Changhua, Yunlin, Nantou) accounted for 14.5%, southern Taiwan (Chiayi, Tainan, Kaohsiung, Pingtung) accounted for 80.4%, and eastern Taiwan (Yilan, Hualien, Taitung) accounted for 0.4%. People from southern Taiwan were the most numerous among visitors, while people from eastern Taiwan were the fewest.

The tourism characteristics of the interviewed respondents of the Taiwan Cultural and Creative Park included six variables: number of visits, number of companions, whether expenditure occurred, expenditure situation, acquisition of tourism information, and favorite place. The frequency distribution of each variable is described as follows: In terms of number of visits, the first time accounted for 56.9%, the second time accounted for 19.9%, the third time accounted for 6.2%, and four times or more accounted for 17.0%. Tourists visiting for the first time were the most numerous. In terms of companions, by myself accounted for 6.2%, 2 people accounted for 33.7%, 3-4 people accounted for 37.3%, 5-7 people accounted for 10.9%, and 8 people or more accounted for 12.0%, totaling five categories. The proportion of 3-4 people visiting together was the highest. In terms of expenditure in the park, those with expenditure accounted for 66.3%, and those without expenditure accounted for 33.7%, indicating that tourists visiting here did not aim at consumption. Although most tourists did consume, more than 30% of tourists still did not consume. The expenditure situation was: only tickets accounted for 0.7%, beverages and food accounted for 59.4%, and both of the above accounted for 6.2%, indicating that most tourists who spent money mainly bought beverages or food, and few people only

bought tickets. From the survey analysis of the Taiwan Cultural and Creative Park, it was found that the Multi-functional Arts and Cultural Center accounted for 31.70%, the Arts and Culture Exhibition Hall accounted for 15.60%, Yatang Hall accounted for 18.20%, the Tobacco Storage Warehouse accounted for 1.50%, the Music Rehearsal Room accounted for 2.30%, Hengdao Hall accounted for 3.10%, the International Performance Hall accounted for 6.90%, Qiushi Academy accounted for 3.10%, and the Outdoor Plaza accounted for 17.60%. The place most liked by tourists should be the Multi-functional Arts and Cultural Center.

4.2 Reliability Analysis

This study adopts the reliability testing method commonly used in the Likert attitude scale method (Cronbach's Alpha) to test the reliability of the scale. A Cronbach's Alpha coefficient of 0.7 or above is acceptable. For this study, the Cronbach's α values of each dimension of experiential marketing, experiential perception, customer satisfaction, and customer loyalty were 0.96, 0.95, 0.96, and 0.97, respectively, all greater than 0.8. The Cronbach's α value of all dimensions in this study was 0.978.

4.3 Analysis of Variance

This section will use the t-test (used to test whether there is a difference between the means of two populations) and one-way analysis of variance (used to test whether there is a difference among the means of three or more populations) to separately examine the differences in each dimension factor of the personal attribute variables of the interviewed respondents visiting the Taiwan Cultural and Creative Park, and explain the empirical results. The following will sequentially analyze each research dimension with each personal attribute variable of gender, age, educational level, marital status, occupation, average income, and place of residence. After that, post hoc tests will be conducted on the demographic variables whose test results reached significance, and the Duncan method will be used for post hoc comparisons.

4.4 Chi-Square Test

The chi-square test is mainly used for data analysis of categorical data. The variables that can be explored are two discrete variables (nominal scale or ordinal scale). The main purpose of the chi-square test is to test whether the actually observed sample frequencies or percentages are associated with the theoretical or population expected frequencies or percentages, or whether there is a significant difference. This study aims to understand the

relationships between the tourism categorical variables of average income, number of visits, and number of companions and whether expenditure occurred among the interviewed respondents visiting the Taiwan Cultural and Creative Park, and to conduct cross-analysis from the basic information.

4.5 Correlation Analysis

Before conducting data analysis, this study used Pearson correlation coefficient analysis to test the problem of collinearity among variables, as shown in Table . According to the test results, the correlation coefficients of any two variables among experiential value, customer satisfaction, and customer loyalty were not greater than 0.8, so the independent variables in this study did not have a collinearity problem.

4.6 Regression Analysis

To further understand the influence of customer satisfaction and each factor dimension on customer loyalty, this study adopts the enter method of multiple regression analysis, with experiential marketing as the independent variable and experiential value, customer satisfaction, and customer loyalty as the dependent variable measurement indicators, in order to clarify the key factors affecting loyalty. This study uses linear regression analysis to establish a predictive model for each variable. Since the explanatory variables affecting the dependent variable in this study's model are more than one, it is necessary to establish a multiple regression model with multiple explanatory variables and simultaneously include multiple independent variables to explain and predict the dependent variable.

4.7 Path Analysis

This study adopts path analysis, composed of a series of multiple regression analyses, to test the hypotheses of each dimension, describe the causal structural relationships among research dimensions, explore the overall causal relationship model of dimension variables, and conduct estimation and verification, so as to deeply investigate the key factors affecting related dimensions.

Based on the theoretical framework of the research model and after the aforementioned analysis of the observed data, this study, after confirming that each dimension has a certain degree of reliability and validity, constructs a causal relationship model of the dimensions of experiential marketing, experiential value, customer satisfaction, and customer loyalty, as shown in Fig. 3, the path diagram.



**P<0.01 indicates significant.

Fig. 3: Path Analysis

V. RESEARCH CONCLUSIONS

Based on the purpose of this study, which is mainly to explore and understand the Taiwan Cultural and Creative Park and the relevant discussion of consumers' experiential marketing, experiential perception, customer satisfaction, and customer loyalty, this section explains the empirical analysis results according to the research hypotheses as follows:

H1-1: There are significant differences in the cognition of experiential marketing, experiential value, customer satisfaction, and customer loyalty in the Taiwan Cultural and Creative Park by different genders—not supported.

H1-2: There are significant differences in the cognition of experiential marketing, experiential value, customer satisfaction, and customer loyalty in the Taiwan Cultural and Creative Park by different ages—not supported.

H1-3: There are significant differences in the cognition of experiential marketing, experiential value, customer satisfaction, and customer loyalty in the Taiwan Cultural and Creative Park by different educational levels—not supported.

H1-4: There are significant differences in the cognition of experiential marketing, experiential value, customer satisfaction, and customer loyalty in the Taiwan Cultural and Creative Park by different marital statuses—not supported.

H1-7: There are significant differences in the cognition of experiential marketing, experiential value, customer satisfaction, and customer loyalty in the Taiwan Cultural and Creative Park by different places of residence—not supported.

After t-tests and analysis of variance, it was found that different genders, different ages, different educational levels, different marital statuses, and different places of residence had no significant differences in the cognition of experiential marketing, experiential value, customer satisfaction, and customer loyalty in the Taiwan Cultural and Creative Park, indicating that in terms of gender, the degree of feeling of males and females is the same; among different age groups, differences cannot be determined; different educational levels also have the same cognition of each dimension; whether single or married, there is also no difference in the degree of feeling of each dimension; in terms of place of residence, it also cannot be determined that there are differences in cognition of each dimension, so where one lives has the same degree of feeling for each dimension.

H1-5: There are significant differences in the cognition of experiential marketing, experiential value, customer satisfaction, and customer loyalty in the Taiwan Cultural and Creative Park by different occupations—supported.

In terms of experiential marketing, in sensory experience and emotional experience, it was found that people whose occupation is labor have stronger sensory perception than those in liberal professions, such as vision, hearing, smell, taste, and touch, and their positive emotions are also higher than those of people in other industries. In thinking experience, action experience, and related experience, it was found that people whose occupation is business have higher curiosity, interpersonal interaction experience, and connection generated by visiting the Taiwan park and obtaining social identification and belonging than people in other occupations. In terms of experiential value, in consumer return on investment, it was found that the degree of benefits generated by students

in the transaction process provided by purchasing products or services is much higher than that of retired people and homemakers; in service excellence and playfulness, students, compared with people in other occupations, consider the park employees' performance of professional skills and related tasks and the degree of service to be higher, and are also more able to engage in activities throughout the product or service use process and feel intrinsic tangible pleasure. From this aspect, when people of different occupations visit the Taiwan Cultural and Creative Park, students are more relaxed. It is suggested that government authorities can design different activities to attract people from other industries to visit. In terms of customer satisfaction and customer loyalty, it was found that people whose occupation is business have a higher degree of holistic psychological feeling generated from their expectations before the experience and the value obtained after the experience, and a higher willingness to visit again.

H1-6: There are significant differences in the cognition of experiential marketing, experiential value, customer satisfaction, and customer loyalty in the Taiwan Cultural and Creative Park by different incomes—partially supported.

In terms of experiential marketing, including sensory experience, emotional experience, thinking experience, action experience, and related experience, people with income below 60,000, compared with people with income of 60,000, believe that visiting the Taiwan Cultural and Creative Park can create value for life and obtain value for both the senses and the mind through experience. In the experiential value part, there is no significant difference among people with different incomes, indicating that after visiting and consuming at the Taiwan Cultural and Creative Park, people with different incomes have the same degree of sensory, emotional, and aesthetic feelings toward the product or service. In terms of customer satisfaction and customer loyalty, people with income of 40,000-59,000 are more satisfied and more loyal than people with income above 60,000. Regarding the income part, it was found that people with higher incomes have a lower experiential marketing part. Park authorities should understand what stimuli can arouse the emotions of high-income people and promote consumers' active participation, including brand and positive mood, emotional connections such as joy and pride, etc.

H1-8: Different average incomes affect consumption in the Taiwan Cultural and Creative Park—supported.

H1-9: Different numbers of visits affect consumption in the Taiwan Cultural and Creative Park—not supported.

H1-10: Different numbers of companions affect consumption in the Taiwan Cultural and Creative Park—supported.

There is a significant effect of different average incomes on consumption in the Taiwan Cultural and Creative Park. From the cross-table, it was found that people with no income are less likely to consume when visiting the Taiwan Cultural and Creative Park. It is possible that the visitors are residents living nearby who come here to walk around, and some are housewives or retired personnel who may come to the outdoor plaza to exercise. Different numbers of visits have no significant effect on consumption in the Taiwan Cultural and Creative Park, indicating that the number of visits does not affect consumption. Different numbers of companions have a significant effect on consumption in the Taiwan Cultural and Creative Park. From the cross-table, it was found that when only one person comes to the Taiwan Cultural and Creative Park, there is relatively less consumption, while the probability of consumption when two or more people come is relatively higher.

H2: Experiential marketing has a significant impact on experiential value—supported.

H3: Experiential marketing has a significant impact on customer satisfaction—supported.

H4: Experiential value has a significant impact on customer satisfaction—supported.

H5: Experiential marketing has a significant impact on customer loyalty—supported.

H6: Experiential value has a significant impact on customer loyalty—supported.

H7: Customer satisfaction has a significant impact on customer loyalty—supported.

Experiential marketing affects experiential value, and its experiential marketing can explain 45.2% of experiential value. When the dependent variable is overall satisfaction, experiential marketing and experiential value are significant, indicating that experiential marketing and experiential value have an impact on customer satisfaction, and their experiential marketing and experiential value can explain 67.3% of customer satisfaction. Experiential value and customer satisfaction have significant effects on customer loyalty, indicating that experiential value and overall satisfaction affect customer loyalty. Its experiential marketing, experiential value, and customer satisfaction can explain 83.4% of customer loyalty. Among them, experiential marketing also affects customer loyalty through experiential value or customer satisfaction, and also has an indirect effect. Experiential marketing and experiential value also affect customer loyalty through customer satisfaction, and also have an indirect effect.

In terms of the number of visitors to the Taiwan Cultural and Creative Park, people living in southern Taiwan are the most numerous, indicating that the travel habits of people in southern Taiwan may mainly be based

on free admission or a traditional cultural recreational atmosphere. Most tourists in Taiwan who come to this place to visit obtain tourism information from information on the Internet, or through word-of-mouth introductions by relatives and friends. Therefore, it is suggested that if the cultural and creative park wants more people to know the information, it can also publicize through television media or newspapers and magazines. Because those who obtain information from the Internet may be younger groups, older groups may be less able to obtain information from the Internet. Since there are many places in the Taiwan Cultural and Creative Park that can be rented, such as the music rehearsal room, international performance hall, etc., it is suggested that other methods of publicity can be used to let more people know about this place, thereby increasing the number of visitors and stimulating consumption.

The experiential activities, natural landscapes, environmental facilities, and historical buildings provided by the Taiwan Cultural and Creative Park leave tourists with a deep impression after the experience, thereby prompting tourists to have the desire to experience again. At the same time, tourists' overall satisfaction with the service attitude of the service personnel and hosts of the cultural and creative park is good, enhancing tourists' loyalty to the tourist attraction. Therefore, this study confirms that experiential marketing has a significant positive impact on the degree of customer satisfaction and customer loyalty. After data analysis, it was found that experiential value directly affects customer loyalty, and can also indirectly affect customer loyalty through customer satisfaction. In the view of most people, within the park I can efficiently arrange my itinerary as a relaxed and comfortable leisure attraction, and the architectural features are attractive to the public, so tourists have special experiential value and feel a sense of getting more than their money's worth. When they have a high degree of satisfaction, they generate word-of-mouth recommendations to relatives and friends and revisit behavior toward the Taiwan Cultural and Creative Park. This shows the importance of tourists' experiential value.

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