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RESEARCH ARTICLE

THE STUDY ON EXPERIENCE MARKETING OF TOURISM FACTORY IN TAIWAN.

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Abstract

This paper explored the status of experience marketing in the tourism factory in various forms of experience activities, including sensory experience, emotional experience, thinking experience, action experience, and related experience. Meanwhile, this research combined importance and performance analysis (IPA) methods to analyze whether there was a significant difference in the importance and satisfaction of tourists from different backgrounds to the experience activities of the tourism factory. The research results showed that in the statistical variables had significant differences in the importance of various forms of experience activities. In terms of satisfaction, there were different significant differences based on different experience activities as well.

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Introduction:-

With the economic development and the transformation of industrial structure, the proportion of domestic service industry's output value to the overall industry has continued to rise in the past few years. Because of the impact of the phenomenon of the Holy Child and the impact of human beings on the environment, countries around the world are advocating environmental protection, energy conservation and carbon reduction, and working hard to improve the living environment. Therefore, during the holiday of the week, there are more people are eager to live closer to nature and begin to advocate a variety of healthy outdoor leisure activities.

Tourism factories are a phenomenon in the development process of Taiwan's economy. With the transformation of the industry, manufacturing factories have been transformed into tourism factories, such as the Taiwan Towel Tourism Factory, the Taiwan Soy Sauce Museum, the Taiwan Glass Museum, and the Taiwan Whiskey Distillery. Some companies have also established leisure-type tourism factories to turn business activities into a new form and build relationships with customers through experience marketing. Since the Industrial Bureau of the Ministry of Economic Affairs of Taiwan has vigorously promoted the "promotion of the manufacturing industry to develop tourism and leisure industry projects" and "the promotion of local industrial innovation and transformation and development projects", many studies have begun to focus on tourism factories. The effectiveness of the experience activities organized by these tourism factories is a topic worthy of discussion. Therefore, based on the above, this paper explores the differences between statistical variables for the experience activities of tourism factories, and discusses the differences in related experience activities based on the method of importance and satisfaction analysis

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(IPA), and the results would be provided to the owner of tourism factory for reference to improve the experience activities.

Literature Review

The definition of a tourist factory in the Ministry of Economy of Taiwan is “a factory with tourism education or industrial cultural value that actually engages in manufacturing and processing in line with the manufacturing spirit of MIT (Made in Taiwan), and provides its products, processes or factory buildings to tourists.” This definition does not rigidly regulate the nature and equipment of tourism factories. From the perspective of the local government, they hope that they can be combined with all the tourist attractions worthy of the public to promote, so that more domestic and foreign tourists can better understand the characteristics of local industries; on the other hand, from the perspective of the central government, they want to see the quality of the factory is unified, so that consumers are satisfied with the tourism factories they have visited. Different positions lead to different ways of doing things, but both hope that Taiwan's tourism industry can be more luminous and hot. Through the tourism factory, more people can understand Taiwan's local industrial culture.

Experience Marketing

Schmitt (2010) proposed a "strategic module" in the book of experience marketing. The experience marketing is divided into five aspects: sense, feel, think, act, and relate to create different experience modules for customers, and the sensory strategy is to achieve sensory impact through vision, hearing, touch, taste, and smell to provide added value to the product or service; the emotional strategy is to touch the inner emotions and emotions of consumers, and then promote consumers take the initiative to participate; thinking strategy is to make consumers think, participate and cause a paradigm shift through surprise and interest; action strategy is to increase the physical experience, affect consumers' life style, and enrich consumers' quality of life; The association strategy is to associate the brand with the social and cultural environment and affect the potential members of society. Specifically, the core of its operation is from the senses and feelings of consumers, not only providing the consumption of goods and services, but also let customers have an unforgettable experience. Traditional marketing mostly defines product classification and competition in a narrow way, and focuses on product performance and benefits. Consumers are often regarded as rational information processors; experience marketing regards customer experience as the focus of marketing and focusing on the experience of the customer's consumption situation, consumers are regarded as animals with both rationality and sensitivity (Schmitt, 2000).

Westbrook (1980) points out that satisfaction is the cognitive process evaluation that customers actually obtain from the product and compare it with previous expectations of product performance; if actual performance exceeds or equals previous expectations, customers will generate satisfaction.

Oliver (1980) believes that the main difference between the two lies in a cognitive point of view, and that the formation of satisfaction is a series of psychological evaluations, that is, the comparison process of consumers' prior cognition. On the contrary, the emotional perspective emphasizes that the formation of consumer satisfaction comes from the immediate emotional response of customers. To define customer satisfaction from a cognitive perspective, most believe that customer satisfaction is an evaluation of the cognitive process by which consumers actually obtain or feel from a product or service compared with previous expectations of product (or service) performance.

Important and Performance Analysis (IPA)

Important and performance analysis (IPA) method was developed in 1977 by Martilla and James. An IPA framework was proposed in the analysis of the properties of industrial products, and the structure was used to analyze the service quality of the product. The average score of the importance and performance situation draw in a two dimensional matrix. The positions of the size and quadrant in the matrix can be arbitrarily determined. The focus is on the relative positions of different points in the matrix (Martilla and James, 1977). IPA is mainly based on the perspective of consumers to analyze the relationship between importance and performance, and further developing marketing strategies. IPA is a very useful tools for management. IPA's underlying assumptions are consumer satisfaction with attributes, and these are based on consumer expectations and evaluations of product or service performance. The four quadrants of the IPA matrix represent: I. High importance and high performance: The importance of service attributes and satisfaction ratings are all high, so this quadrant is expressed as a region that maintains the company's competitive advantage. II. Low importance and high performance: The importance of service attributes is low but the satisfaction process is good, which is the source of the company's secondary advantages. This quadrant is for customers who value their service items, but consumers feel that service

performance is satisfactory. However, the process has excellent performance. III. Low importance and low performance: The importance and satisfaction of the service attributes are no good, which is the source of the company's downward trend. Therefore, operators can improve the lack of service attributes in this quadrant after the improvement of the fourth quadrant. IV. High importance and low performance: The importance of this service attribute is high, but satisfaction is no good, and it is the weakness source of potential for the enterprise. This quadrant is where customers pay high attention to their service attributes, but consumers feel that the current service performance is not up to their expectations

Research Methodology:-

This study uses the classification of Schmitt (1999). There are five strategies for experience marketing, sensory experience, emotional experience, thinking experience, action experience, and related experience. The five types of experience activities are described in the table below:

Table1:-Description of experience activities

Strategies of experience activities	Goal	Method
sensory experience	Create a sensory impact and add value to the product.	Understand how to achieve sensory impact, and to complete the stimulus-process-result mode through vision, hearing, touch, taste and smell.
emotional experience	Touch the inner feels and emotions of the individual.	Understand what kind of stimulus can cause consumer sentiment and promote consumer involvement. Including the connection with positive mood, joy and pride in the moment of consumption.
thinking experience	Stimulate individual thinking, involve participation, and cause paradigm shift.	Interest is caused by surprise, which provokes consumers to think with concentration or distraction.
action experience	The relationship between the body's action experience and life style.	By increasing physical experience, pointing out alternative ways of doing things, alternative lifestyles, and enriching consumers' lives.
related experience	The individual is related to the ideal self, others, or social culture.	Link consumer behavior to the social and cultural environment and influence potential community members.

This study used questionnaires to conduct surveys, and divided the questionnaire into sensory experience, emotional experience, thinking experience, action experience, and related experience, all of which used Likert's five-point rule. They were all scored in a forward direction, and they were rated from 1 to 5 from "strongly disagree" to "strongly agree".

Research Hypotheses

1. Hypothesis 1 (H1): Tourists from different backgrounds have significantly different perceptions of the importance of experience activities in tourism factories.
2. Hypothesis 2 (H2): Tourists from different backgrounds have significantly lower satisfaction with the DIY experience activities of tourism factories.

Case Introduction

The "White Wooden House Cultural Center" is located in Taoyuan City, Taiwan. White Wooden House Food Company has a very important place in pastry cakes in Taiwan. Like other well-known food companies, White Wooden House was originally a small pastry shop, and then gradually turned into a large food tourism factory. It also provides visitors with visits.

White Wooden House was established on November 02, 1997, and entered the bread market in September 2005, continuing the brand life of the company and diversifying its brand benefits. The activities in the White Wooden House Brand Culture Center can be roughly divided into three types: production process visits, general visits, and self-funded activities. Consumers can learn about the production process, stimulate the thinking and absorb relevant knowledge through visits to the various subject areas of the production process; at the same time, they can stimulate the senses through the fragrance and product appearance and color emitted during the production process.

The facilities of the White Wooden House Brand Culture Museum are divided into two floors and a total of three parts. There is a briefing room at the entrance of the museum area. A simple brand culture video is displayed for visitors, followed by image corridors and sales areas. You can understand the white wooden house brands, awards, quality recognition and other badges through the corridors.

Reliability and Validity Analysis

Nunnally (1978) considers Cronbach's α to be greater than 0.7 as an acceptable standard. Zhou Wenxian (2004) pointed out that the minimum acceptable range of Cronbach's α is between 0.5 and 0.6, and the criteria for determining the reliability of Cronbach's α value: that is $\alpha < 0.35$ for low reliability; $0.35 < \alpha < 0.7$ for medium reliability; $\alpha > 0.7$ for High reliability. In practice, $\alpha \geq 0.6$, you can declare the reliability of the questionnaire question as acceptable. The results of the reliability analysis of each factor in this study are shown in the table below. It is known from the table that the Cronbach's α value of all factors is higher than 0.6, which is an acceptable range, so the reliability of this study has reached a reasonable range.

Table2:-Reliability analysis

Strategies	Cronbach's α	Test results
sensory experience	0.875	High reliability
emotional experience	0.886	High reliability
thinking experience	0.900	High reliability
action experience	0.931	High reliability
related experience	0.938	High reliability

Validity Analysis

Whether or not the correlation matrix is subjected to factor analysis can be judged from the KMO value (Kaiser-Meyer-Olkin measure) of the fitness measure index proposed by Kaiser and Rice (1974). The KMO values for this study are shown in the table.

Table 3:-KMO and Bartlett test

Strategies	Validity	Bartlett's spherical test	df	Test results
sensory experience	0.806	258.000	10	Medium validity
emotional experience	0.821	200.096	6	Medium validity
thinking experience	0.837	287.355	10	Medium validity
action experience	0.833	426.723	10	Medium validity
related experience	0.886	413.268	15	Medium validity

Data analysis

This study adopts the method of random sampling. The subjects are mainly tourists who come to visit the white wooden houses. A total of 500 questionnaires were sent out, 485 questionnaires were recovered, and the recovery rate was 97.0%; 463 valid questionnaires, the effective rate was 95.5%. The valid samples for this study are described in the following table.

Table 4:-Descriptive statistics

Classification criteria	Feature distribution
gender	26.5% male and 73.5% female.
age	13.3% are under 20, 20.5% are between 21 and 30, 48.2% are between 31 and

	40, and 18.1% are over 41 years old.
Education	15.7% in junior schools, 20.5% in senior high schools, 48.1% in universities and 15.7% in graduate schools.
marriage	34.9% are unmarried and 65.1% are married.
Occupation	Students 38.7%, industry and commerce 14.8%, manufacturing 18.1%, military education 12.0%, service industry 19.3%, finance 4.8%, free industry 13.6%, agriculture and fishery 19.3%, other 8.1%.
monthly income	22.9% under 20,000 NT dollars, 34.9% between 20,001 and 40,000 NT dollars, 27.7% between 40,001 and 60,000 NT dollars, and 14.5% over 60,001 NT dollars.
Have you been to white wooden house	Visited is 24.1%, and never visited is 75.9%.
Participation in tourism factory experience	1 time: 37.3%, 2 times: 18.2%, 3 times: 10.8%, 4 times or more: 33.7%.
Who is traveling with you at this tour	Family and relatives: 83.1%, couples: 12.0%, classmates and friends: 4.9%.
The main purpose of this tour	Expand knowledge: 10.8%, relieve stress: 55.4%, enhance relationships: 20.5%, social interpersonal communication: 13.3%.

Importance Analysis:-

According to the five experience strategies of experience marketing (sensory experience, emotional experience, thinking experience, action experience, and related experience), the difference is tested with statistical variables, and the alpha value is equal to 0.05 as the criterion. If the p value is less than 0.05, it means that there is a significant difference; conversely, if the p value is greater than 0.05, it means that there is no significant difference. The results of the significance test are shown in the following table.

Table 5:-Summary of Importance and Significance Tests

Statistical variable	Significant difference.
gender	Thinking experience, action experience, related experience.
age	Sensory experience, emotional experience, thinking experience, action experience, related experience.
Education	related experience.
marriage	Sensory experience, emotional experience, thinking experience, action experience, related experience.
Occupation	Sensory experience, thinking experience, action experience, related experience.
monthly income	Thinking experience.
Have you ever been	Sensory experience, action experience, related experience.
Number of Visits	Sensory experience, emotional experience, thinking experience, action experience, related experience
With whom to visit	Sensory experience, emotional experience, thinking experience, action experience, related experience
purpose of coming	Sensory experience, thinking experience, action experience, related experience

Converting the table5 into a strategic perspective, we can get the following results.

Table 6:-Importance and significance test of experience marketing

Experience marketing Perspectives	Significant difference
Sensory experience	Age, marriage, occupation, whether they have been, and how many times

	you have been, who you are with, and purpose of coming.
Emotional experience	Age, marriage, number of visits, and With whom to visit.
Thinking experience	Gender, age, marriage, occupation, number of visits, With whom to visit, and purpose of coming.
action experience	Gender, age, marriage, occupation, number of visits, With whom to visit, and purpose of coming.
related Experience	Gender, age, education, marriage, occupation, whether you have been, how many times you have been, with whom to visit, purpose of coming

Satisfaction Analysis:-

According to the five experience strategies of experience marketing (sensory experience, emotional experience, thinking experience, action experience, and related experience), the difference is tested with statistical variables, and the alpha value is equal to 0.05 as the criterion. 0.05, it means that there is a significant difference; conversely, if the p value is greater than 0.05, it means that there is no significant difference. The results of the satisfaction test are shown in the following table.

Table7:-Summary of significance test

Statistical variable	Significant difference
gender	Action experience, related experience.
age	Action experience, related experience.
Education	Sensory experience, action experience, related experience.
marriage	Sensory experience, emotional experience, thinking experience, action experience, related experience.
Occupation	Sensory experience, action experience, related experience.
monthly income	Non
Have you ever been	Sensory experience, emotional experience, thinking experience, action experience, related experience.
Number of Visits	Sensory experience, emotional experience, thinking experience, action experience, related experience.
With whom to visit	Sensory experience, emotional experience, thinking experience, action experience, related experience.
purpose of coming	Sensory experience, emotional experience, related experience.

When Table 7 is converted into a strategic perspective, the following results can be obtained.

Table 8:-Significance test of satisfaction strategy for experience marketing

Experience marketing Perspectives	Significant difference
Sensory experience	Education, marriage, occupation, whether they have been, how many times they have come, who they came with, purpose of coming.
Emotional experience	Marriage, whether you have been there, how many times you have come, who they came with, purpose of coming.
Thinking experience	Marriage, whether they have been there, how many times they have been, who they came with.
action experience	Education, whether you have been there, how many times they have been, and who they came with.
related Experience	Gender, age, education, marriage, occupation, whether you have been, how many times they have been, who they came with, purpose of coming.

Importance and Performance Analysis (IPA)

Take the horizontal axis as the degree of satisfaction, the vertical axis as the degree of importance, draw a square, and use the average of the degree of satisfaction and importance as the center line of the cut, as shown in the figure 1 below. The upper right corner (the first quadrant) in the figure below is high and the degree of importance is high; the upper left corner (the second quadrant) is low and the degree of importance is high; the lower left corner (the third quadrant) is the degree of satisfaction is low and the degree of importance is also low; the lower right corner (fourth quadrant) is high in satisfaction but low in importance.

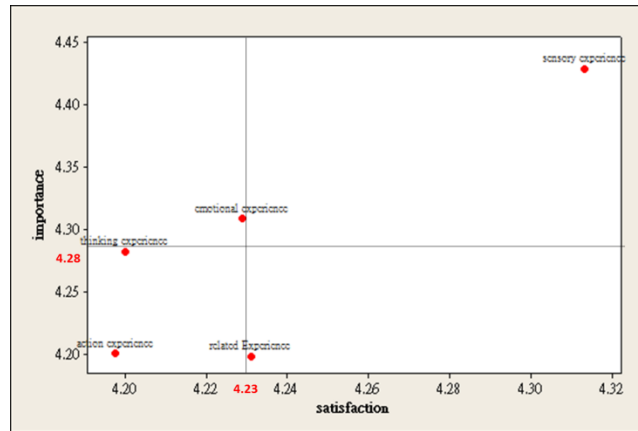


Figure1:-Importance and satisfaction

As can be seen from Figure 1, the sensory experience is in the first quadrant, which indicates that the focus is outstanding and the effect is significant. The corresponding suggestion is to continue efforts.

Emotional experience in the second quadrant indicates that it is not important, but has significant results. The corresponding suggestion is not to deliberately pursue, it is appropriate to let it go.

Thinking experience and action experience are in the third quadrant, indicating poor performance and low importance, and it is recommended to low priority.

The related experience is in the fourth quadrant, which indicates that it is of high importance but poor performance. It is recommended to focus here and need to make efforts on improvement.

Result and Interpretation:-

After comprehensively analyzing the results, the management implications and suggestions are put forward as a reference for the management of the tourism factory, and the research directions for other interested researchers in the future are proposed.

The variables with significant differences in importance are as follows:

1. Sensory experience: age, marriage, occupation, whether you have been to a tourism factory, the number of times you have been visited a tourism factory, who you travelled with, and the purpose of visiting a tourism factory.
2. Emotional experience: age, marriage, he number of times you have been visited a tourism factory, and with whom you travelled.
3. Thinking and experience: gender, age, marriage, occupation, the number of times you have been visited a tourism factory, with whom you travelled, and the purpose of a visiting tourist factory.
4. Action experience: gender, age, marriage, occupation, whether you have been to a tourism factory, the number of times you have visited a tourism factory, with whom you travelled, and the purpose of visiting a tourism factory.
5. Related experience: gender, age, education, marriage, occupation, whether you have been to a tourism factory, the number of times you have been visited a tourism factory, with whom you travelled, and the purpose of visiting a tourism factory.

The variables that have significant differences in satisfaction are as follows:

1. Sensory experience: education, marriage, occupation, whether you have been to a tourism factory, how many times you have been visited a tourism factory, with whom you travelled, and the purpose of coming.
2. Emotional experience: marriage, whether you have been to a tourism factory, how many times you have been visited a tourism factory, with whom you travelled, and the purpose of coming.
3. Thinking experience: marriage, whether you have been to a tourism factory, how many times you have been visited a tourism factory, and with whom you travelled.
4. Action experience: education, whether you have been to a tourism factory, how many times you have been visited a tourism factory, and with whom you travelled.
5. Related experience: gender, age, education, marriage, occupation, whether you have been to a tourism factory, how many times you have been visited a tourism factory, with whom you travelled, and the purpose of coming.

Conclusion:-

The sensory experience is in the first quadrant, which indicates that the importance and performance are significant, and it is recommended that the corresponding approach be continued. From the perspective of the Boston Consulting Group (BCG) Model, it is in the "super star" quadrant, and we should work hard to make this marketing experience strategy continue to ferment.

Emotional experience is in the second quadrant, indicating that it is not important, but the performance is significant. The corresponding suggestion is not to deliberately pursue, it is appropriate to let it go. From the perspective of the Boston Consulting Group (BCG) Model, it is in the "Cash Cow" quadrant, so you don't need to invest too many resources, and this marketing experience strategy can continue to make contributions.

Thinking experience and action experience are in the third quadrant, indicating poor performance and low importance. Recommendations are considered low priority. From the perspective of the Boston Consulting Group (BCG) Model, it is in the "Dog" quadrant, which means that thinking about this strategy need not be considered a priority.

The related experience is in the fourth quadrant, which indicates low performance but high importance, and it is recommended to focus on improvement. From the perspective of the Boston Consulting Group (BCG) Model, it is in the "Question Mark" quadrant. This part should be the focus of improvement to maximize the effectiveness of the marketing experience strategy.

Recommendation

Due to this study is limited by time and budget issues, the sampling and sample size are both limited. Therefore, the following two suggestions are put forward for these issues to provide a reference for follow-up interested researchers.

Importance and Performance Analysis (IPA) mainly analyzes the relevance of importance and performance from the perspective of consumers, and further develops sales strategies. For managers, IPA is a very useful tool. It is suggested that follow-up interested researchers can expand the scope of the research and increase the reference value of the research results as an important reference for business managers when formulating marketing strategies.

Each tourism factory has its own operating characteristics. Therefore, it is suggested that interested researchers can conduct more in-depth discussions on different tourism factories and compare the differences in management to make the research results more valuable.

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