A Study of the Relationship among Motivation, Experiential Marketing and Customer Satisfaction – A Case of Liu He Night Market in Kaohsiung

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Abstract
This study try to understand tourist motivation and attempts to extend the theoretical and empirical evidence on the causal relationships among the push and pull motivations, experiential marketing on customer satisfaction. A survey was conducted of customers who visited Liu He Night Market in Kaohsiung. The results suggest important conclusion of the relationship among motivations, experiential marketing and customer satisfaction. According to the implication, the Kaohsiung government and vendors can come out strategy for managing the night market in order to improve and sustain competitiveness.

Keywords: Night Market, Motivation, Experiential Marketing, Customer Satisfaction

1. Introduction

1.1 Night Market

Night markets are street markets operating at night, mainly in urban or suburban areas that generally tend to have more leisurely strolling, shopping, and food areas than more business like day markets(Lee, et al, 2008). Also it is one of the most