How Does Costco Win Customer Satisfaction?
- A Case Study of the South of Taiwan

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Abstract—This study aimed to investigate how Costco Taiwan can win consumers' supports and satisfactions in a such competitive market today. As the economy has rapidly changed and developed, consumers' awareness are rising quickly, it is getting harder and harder to gain customers' satisfactions for those wholesale stores. The purpose of this study is to understand if there is the positive relationship between the experiential marketing strategies and the customers' satisfactions for Costco wholesale business. In this study, 120 copies of questionnaires were distributed to Costco wholesale club members in the southern areas of Taiwan, and 120 valid copies of questionnaires were analyzed. According to the results of the statistics analysis, Cronbach's $\alpha = .902$. The results showed that act experiential marketing had a positive correlated relationship with customers' satisfactions.

Index Terms—Experiential marketing, customer satisfaction, warehouse stores, Costco