A Study on the Relationship among Experiential Marketing, Brand Equity, Purchase Intention of Mobile Value-Added Services—An Example of Chunghwa Telecom

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Abstract

Taiwan's mobile communication market sustained development, the telephone conversation number of users climbs unceasingly, the mobile phone has surpassed 90%, at present already tended the stable saturated condition. Therefore, the telecommunication corporation anticipated that under the 3G high speed transmission speed's superiority, can add the value service because of the motion to increase the profit.

Because the times of experience economy, we have the opportunity to get out of price competition, with experience to explain the corporation to create value. Therefore, corporation should pay attention to how the experience economy as a unique product to the economy into the future as a key element in outreach.

In this study, through literature review and logical reasoning, for the structure of experiential marketing, brand equity and purchase intention of the overall pattern of the relationship between. In order to understand whether or not the purpose of carriers to allow users to experience the action through the mobile value-added service, thereby creating brand equity and purchase intention.

In this study, were used by Chunghwa Telecom to provide value-added services to consumers as the research object, send out 380 questionnaires altogether, which receiving sampling 380 questionnaires shares, excluding 30 invalid questionnaires, the number of valid questionnaires for the 350, solid and effective recovery was 92%. The series of analyses are made by using SPSS statistical and AMOS software, including factor analysis, correlation analysis, regression analysis and structural equation modeling and other analytical methods, is expected to give the following findings:

1. Experiential marketing has significantly positive effect on brand equity.
2. Brand equity has significantly positive effect on purchase intention.
3. Experiential marketing has not significantly positive effect on purchase intention.

Keywords: Experiential Marketing, Brand Equity, Purchase Intention.