

華陶窯體驗行銷策略分析

陳泓予^{1*} 林華翊² 許銘喬³

朝陽科技大學 企業管理系臺灣產業策略發展研究所博士班 研究生

摘要

《華陶窯》在 30 餘年前就已經開始默默的為臺灣的文化及創意產業付出，並且在政府評選創意生活產業的第一年（2003 年）就獲選為創意生活產業，因此研究《華陶窯》這個成功企業的行銷策略，應該是一種有價值的嘗試。本研究以 Schmitt 策略體驗模組為理論基礎，採用資料分析、深度訪談及參與觀察等方法，分析《華陶窯》如何在營業活動中體現感官、情感、思考、行動及關聯等策略體驗模組的特徵。最後則依據研究結果對個案企業提出幾點建議，期望本研究所得之結論，能夠提供學術界與實務界參考。

關鍵詞：創意生活產業、體驗行銷策略、華陶窯

*聯繫作者: 朝陽科技大學企業管理系(博士班)，臺中市霧峰區吉峰東路 168 號
Tel: +886-4-23323000 分機 7062
E-mail: s10537903@gm.cyut.edu.tw

The Analysis of Experiential Marketing Strategy :

Hwataoyao

CHEN, Hung-Yu^{1*} LIN, Hua-Yi² SHIU, Ming-Chiau³

Students of Ph.D Program, Department of Business Administration,
Chaoyang University of Technology.

Abstract

For more than 30 years, 「Hwataoyao」 has been silently dedicated to the development of cultural and creative life industry in Taiwan. In 2003, it was selected as the best business in creative-life industry by the government. Trying to investigate the marketing strategy of this successful business is valuable. In this study, Schmitt's strategic experimental model is used as theoretical basis. Document analysis, participant observation, and in-depth interviewing are also used to analyze how 「Hwataoyao」 represents senses, emotions, thoughts, behaviors and relations of Schmitt's strategic experimental model in the operating activities. At last, based on the findings, some suggestions were provided for 「Hwataoyao」. Wish the conclusions of this study can be the references for academic domain and industrial field.

Keywords: Creative life industry, Experiential marketing strategy, Hwataoyao

*Corresponding Author: Department of Business Administration(Ph.D Program) · Chaoyang University of Technology. & 168, Ji Feng East Rd., Wu Feng Dist., Taichung, 413, Taiwan, R.O.C.
Tel: +886-4-23323000 ext. 7062
E-mail: s10537903@gm.cyut.edu.tw