

摘要

發展文化創意產業是近幾年來全球先進國家的趨勢，包括臺灣，也積極的推動文化創意產業的發展。而台灣各縣市政府也因政策的推動，期望文化創意產業能夠在未來協助地方產業的發展，以及為個人及社會能創造價值，因此，如何透過行銷手法來創造地方文創品牌的價值是一項重要的議題。本研究目的旨在探索透過體驗行銷來建構苗栗陶藝品牌形象的可行性，藉以強化在地的優勢，發展苗栗的文化創意產業，並驗證以體驗行銷，作為苗栗陶藝品牌強化並影響消費意圖的可行性。本研究分為兩個階段，第一階段為體驗行銷調查，舉辦陶藝工藝體驗活動，透過體驗的過程，連結消費者對文創工藝品的情感交流，驗證陶藝品牌形象強化的可行性，同時透過問卷進行調查，讓參與體驗的受試者，將體驗過程的感受給予評分，作為苗栗陶藝品牌形象與陶藝消費意圖的衡量。第二階段調查未參與體驗的受試者的苗栗陶藝品牌形象與陶藝消費意圖，並與第一階段參與體驗的受試者加以比較，藉以驗證陶藝體驗行銷對能強化苗栗陶藝的品牌形象以及增強受試者消費意圖的效果。研究結果可提供陶藝家在消費者體驗行銷上體驗內容的規劃，以增益其品牌形象之推廣，同時增強消費者之消費意圖。

關鍵字：體驗行銷、文化創意產業、苗栗陶藝、品牌形象

ABSTRACT

The cultural and creative industries are the development trend of the advanced countries in the world in recent years. Taiwan is in line with the trend for developing the industries. Many local governments in Taiwan promote policies for developing local cultural and creative industries. One of the most important issues is how to create the economic value of local cultural and creative brands through marketing techniques. Accordingly, the purpose of this study is to explore the feasibility of building a brand image of Miaoli wood-fired ceramic through experiential marketing, and to verify the impact of experiential marketing on consumption intention. Two phases were conducted in the study. In the phase one, 33 participants experienced the process of DIY pottery and tea ceremony by using the wood-fired ceramics in a gardened workshop, then a survey on the experience, brand image, and purchase intention was conducted. In the phase two, a convenience sample of 49 respondents who didn't participate in the experiential marketing was investigated on their opinion on the brand image, and purchase intention of Miaoli Wood-fired Ceramic. The results showed that experiential marketing significantly increases the brand image. There is a positive relationship between the brand image and purchase intention. Furthermore, the comparison between the experiential group and non-experiential group showed that for the brand image perception and purchase intention, the experiential group is significantly higher than the non-experiential group. The study suggests that local governments could build the native wood-fired ceramic brand image by experiential marketing.

Keywords: Brand image, Experiential marketing, Cultural and creative industry