

# Study on the Experimental Marketing and Customer Intention of Design Hotel

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In recent years, Taiwan's design hotel is booming, local design hotel and international chain hotels have joined the Taiwan design hotels in the competition of the market, and the industry was actively building up its self-brand image. As currently there is no specific consensus and no enough space exploration of design hotel in Taiwan, the study thus considers attracting visitors to travel to design hotels as the main subject of concern.

This study is based on this reason, the discussion by the consumer considering the design of the hotel imagery, it hopes to understand the customer's feelings about designing a hotel by experiencing marketing, and tries to put forward the specific design concept of Taiwan Design Hotel in the future operation., and tempts to make Taiwan's design hotel operate based on its designing concepts in the future. Besides the above motive, this study also has the following purposes: (1) to explore experimental marketing of design hotel; and (2) to explore the relationship between experimental marketing, customer value, and customer loyalty. Through the Schmitt (1999), the experimental marketing strategy module, which is based on the experimental marketing, is divided into five types: sensory experience, emotional experience, thinking experience, action experience and association experience. Customer value refers to the existing paper measurement factors compiled by existing papers, which are divided into functional, emotional, and symbolic value. The customer's intention is to organize the way for each scholar to measure the customer's loyalty, and to focus on the attitude, including repurchase, willingness to return and willingness to recommend. Based on the above definition, we designed our framework and assumptions and conducted research on the relationship between Experimental marketing, CV, and Customer loyalty using questionnaires and statistical analysis.

The results of this study show that: (1) Experimental marketing, customer value, and customer loyalty were positively correlated; (2) Experimental marketing and customer value have some intermediate effect on customer loyalty. This study is not only the sensory experience, the thinking experience, the associated experience; the emotional experience is the special part of the experimental marketing, so it is also known that the experimental marketing is one of the important factors that affect the customer's design of the hotel image.

*Keywords:* design hotel, experimental marketing, customer value, customer loyalty

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## Introduction

There are many reasons why people want to travel, and research (Crompton, 1979) points out those entertainment-oriented travelers have nine motivations to make them want to travel. Seven of them are identified as social psychology, including: escaping the secular environment of perception, finding and developing self, relaxing, dynamism, returning, promoting kinship, and promoting social interaction; the remaining two are novelty and education, forming an alternate culture category. Among them, in the social psychological factors, people are eager to leave home, leave the familiar environment, explore themselves, maintain or promote a relationship, but at the same time, they hope to have a comfortable environment, and this environment is the hotel. That is to say, research data proves that tourism should pay more attention to the needs of social psychology in product development and marketing strategies.

Then with the emergence of boutique hotels, the meaning of the hotel to people in addition to living comfort, social psychology, more fashion, luxury indicators (Chao, Chao, & Liao, 2016). After this design hotel, it adopts a low-key, personal style, showing the business opportunities of life aesthetics. As for the germination of local hotels in Taiwan, it was established from the 1902 Taipei Round Mountain Hotel. In 1956, the Taiwan Tourism Association was established (Lee, 2012). In 1973, the Hilton Taipei Hotel was established. The multinational chain hotel group began to enter Taiwan. In addition to the Sheraton Hotel brand system, brands such as International Hyatt Group, Regent Hotel Group and Westin Hotel also entered. At the beginning of the hotel's design style into the market, in 2001, the first domestic design hotel Guolian Hotel was selected into the International Organization, and in 2005, Taipei Hotel Group opened the old hotel renovation, won the government evaluation. Certainly, there have been many design hotels since 2011 (Lu, 2011). One of the six major trends in the hospitality industry in Taiwan in recent years is "quickly creating a good way to protect young people." In the online survey "Taiwan's Popular Style Hotel 2015", it is also confirmed that the five styles (wenchuang design, city boutique, escape holiday, top food and old house renovation) are classified into 9,300 hotels across the whole station. 32.7% of people like Wenchuang Design Inn, which has the highest proportion among the categories (Ma, 2010).

However, compared with other countries and regions, the Taiwan market is less mature in designing hotels (Fang, 2009). Therefore, this study wants to explore the image of consumers by designing hotels. The five sets of experience strategy modules (Schmitt, 1999), as well as customer value and customer loyalty as indicators, to understand the customer's feelings about the design of the hotel, and try to propose the specific design concept of Taiwan Design Hotel in the future business.

## Literature Review

### Design Hotel

Design hotel means emphasizing a hotel through a unique style and device to show the implementation of the design (Huang, 2015); with a strong theme to create the beauty of space to combine the humanities, arts and technology to express its meaning (Fang, 2009). So sometimes the design of the hotel's target guest level is more accurate, and the number of rooms is usually less (Ma, 2010).

**Design hotel's cognition.** Strictly speaking, Despite the above characteristics identified, till now there is no uniform definition of the term "design hotel" due to the differences in local culture. Design hotel in Europe and the United States is a fashion trend indicator, driving the wave of tourism, and mostly chain hotel business

system; if the high value of tourism in countries such as Thailand, Indonesia, Malaysia, Oceania, Africa, Central America tropical islands and other holidays where the design hotel is booming; As for Taiwan, the international tourism market is not mature, and the awareness of design hotel is slightly weak. Until recently, design hotels in various places have also shown that design has become the key to the hotel industry market, and opening a hotel has also become an extension of the designer's aesthetic experience of life (Fang, 2009).

**Development of the design hotel.** The concept of design hotel first originated in the year 1990 when a mosaic and Spanish architectural style Paramount Hotel was designed by Philippe Starck, ever since then everyone becomes familiar with the design hotel (Chao, Chao, & Liao, 2016).

In 1993, the network booking giant SynXis even set up a design hotel company. In 1997, the design hotel Palazzo Versace was set up, and its success proves the business opportunities of design hotel making international business consortium willing to invest in such kind of hotel. Until recently, it is also showed that the design hotel market has become the key to open the hotel, which has become an extension of the aesthetic experience of life experience (Ma, 2010).

**Taiwan's design hotel.** Taiwan's design hotel is of minimalist style and development of the National League Hotel (Zhu, 2006), since then it has a chain of small business travel, and the Group's parity route hotel design style. The United Hotel was also selected in 2001 as an international design hotel organization. In the same year, the W Design Hotel of Starwood entered Taiwan (Lu, 2011). So far Taiwan has many different styles of design hotels. "La Vie activist website" for the "2015 Taiwan Style Hotel" network has elected the Top 3 design hotels, namely: highly recognized service "red dot bride"; "The Place Tainan" with a creative combination of fashion and history; and "Hotel Day" combined with art creation design space.

In the current design hotel market in Taiwan, the essence of the hotel is the comfortable living quality which is important in the avant-garde design (Yu, 2015). Design style is a very simple hardware design; that creative industry is not just the renovation of the old house which will only hinder the development of design, but to make innovation, in their own way to express the story, philosophy, as well as the real estate industry. That originally for design hotels targeting foreign tourists, it is also easy for them to attract local visitors, and there is the market diversification: the high-end hotels on one hand and cheap and budget hotels on the other hand. Now, many hotels began to focus on parity and target young tourists.

In addition to the above, the study also explores that in the design of the hotel; the designers should not only emphasize the residential function, but should also express their stories to the customers through the style, space design and furnishing.

### **Experimental Marketing**

Considering the experience of marketing, the earliest concept is proposed by Norris in 1941, who believes that the consumer experience is the service of goods, rather than the goods itself.

Later, Pine and Gilmore (2003) and Schmitt (1999) proposed the concept of "experimental marketing". The former shows that in today's service-oriented economy, most companies will experience packaging in the traditional supply in order to achieve better sales results, and when the use of services for the stage, the goods for the props to consumers create an unforgettable experience. The integration of consumers, the experience occurs; the latter emphasizes the core of experience marketing, is to create different forms of experience for customers. After individual customers observe or participate in the event, they feel certain stimuli and thus induce motivation and generate thinking identity or consumer behavior, and increase product value.

According to Schmitt (1999), Pine and Gilmore (2003) and other scholars summed up the difference between experimental marketing and traditional marketing. In marketing goals, experimental marketing creates a higher added value than traditional marketing, creating deep customer relationships and loyalty in a consumer context. Traditional marketing focuses on product features, benefits, emphasizing the product price, quality and function of the promotion, that is, value for money, for rational decision-making customers; while experimental marketing focuses on customer experience and shopping process, based on objective performance, to create a consumer process as a whole, both rational and emotional. Finally, the marketing mix (4P) for the traditional marketing consists of the price, product, promotion, and place, while experimental marketing comprises people, peripherals, parameters of the experience, and personal information dissemination.

This study will use Schmitt (1999) to develop the definition of marketing experience and its induction of the five groups of strategic experience module (as shown in Table 1 below), as a research standard.

Table 1

*Experience Model*

Experience module	Appeal
Sensory	Create a sensory impact, through the visual, auditory, tactile, taste and smell, etc., to complete the stimulus → process → the results of the model, add value to the product.
Emotion	Initiation individual's inner emotions and moods.
Thinking	Guide individual thinking, involved in participation, resulting in a typical shift.
Action	Emphasize the physical experience of the body, and the relationship with the type of life.
Association	Self-improvement of the individual desire to let the individual and the ideal self, others, or social and cultural association, thus creating a personal preference for a brand, while allowing for the use of the brand and then forming a group.

*Note.* Source: Schmitt (1999).

### **Customer Value**

Lin (2005) proposed three arguments for customer value facets: (1) the functional value, that is, the product or service itself to give consumers the ability to solve the problem, this ability to meet the consumer product or service itself, the function or practical needs, and then obtain functional value; (2) emotional value, that is, the customer, from the product or service transaction process, does not take into account the actual results of the output, but in the course of the transaction to bring consumers emotional, aesthetic experience or other sensory pleasure, fantasy feeling; and (3) symbolic value, that is, customers, from the use of products or from the consumer experience, can enhance the customer's self-image, social status, group ownership or self-awareness.

Lo, Huang, and Chang (2013) proposed customer value is the sum of the value of a company's customers buying a company's product or service throughout his life, or it can describe the value of individual consumers for the company. While the different aspects of customer experience and the relationship between customer values, so that customer experience increased customer values.

### **Customer Loyalty**

As a well-known marketing consultant, Weylman (2015) believed that if a company and team members want to show the characteristics of breaking the fierce market competition, they must be able to firmly convey their unique value commitment to providing customers with a surprising unique experience in order to improve customer loyalty.

Lee (2012) also believed that loyalty is the source of a company's competitive advantage; and perceived value, satisfaction and conversion costs will affect the re-purchase loyalty and recommended loyalty wishes.

Oliver (1999) argued that environmental and marketing strategies can encourage consumers to choose structural changes, but loyal consumers are not affected, and the future is still repeated to buy consumer preferences for branded products. And, loyalty must have four stages: cognition, feelings, intentions and actions, but also two different levels: attitude, behavior, that the number of purchases cannot be with the loyalty of painting, for example, consumers are not fond of certain products, perhaps the convenience of choice to buy, for example: 24 hours over the business, because the convenience rather than loyalty to buy, so the number of purchases cannot measure consumer loyalty.

Chang and Dai (2011) also studied the attitude and behavior level. They sorted out the different stages of loyalty names as follows, in which true loyalty represents a strong attitude attached as well as a high degree of repetitive purchase; potential loyalty on behalf of a strong attitude of commitment, but also willing to recommend to others, but show low willingness to buy; deceive loyalty on behalf of regular purchase, even if there is no emotional attachment; Low loyalty means that neither is almost achieved.

Table 2

*Behavior and Attitude*

		Attitude	
		Low	High
Behavior	High	Deceive loyalty	Really loyalty
	Low	Low loyalty	Potential loyalty

Note. Source: Chang and Dai (2011).

In addition, there are also Newman and Werbel (1973) who also believed that the customer is willing to maintain a certain number of repetitive purchases to represent loyalty, while Brunner, Stöcklin, and Opwis (2008) partly believed that customers will not have the same nature of alternative goods.

In addition to the above scholars, Zeithaml, Berry, and Parasuraman (1996) of the measurement criteria, can be divided into the following categories (see Table 3).

Table 3

*Repetitive Purchases*

Behavior	Willingness to return
Re-purchase/return intention	Repeat the willingness to spend again
Recommended	Recommend to others through word of mouth
Derivative behavior	Such as the cross-purchase (consumption of the original company's other products will) behavior
Price tolerance	Willing to pay more for the price of consumption

Among them, the most common refusal/return intention and willingness to recommend will be used in this study to measure the adoption of customer loyalty indicators.

## Method

### Research Framework

This study hopes to explore the relationship between the experimental marketing of the design hotel for the customer's intention, mainly to explore the practical use of experimental marketing in the design of the

hotel. As shown in Figure 1, this study is based on the empirical marketing strategy module proposed by Schmitt (1999), which includes sensory experience, emotional experience, thinking experience, action experience and relevance experience. Experience module, reference to “experimental marketing and customer value, customer loyalty of the relevance of the study—to lavender forest restaurant as an example” the finished customer value of the measurement factors, and correction of the customer loyalty to the measurement of customer loyalty face to face, including re-purchase or return will and recommended wishes.

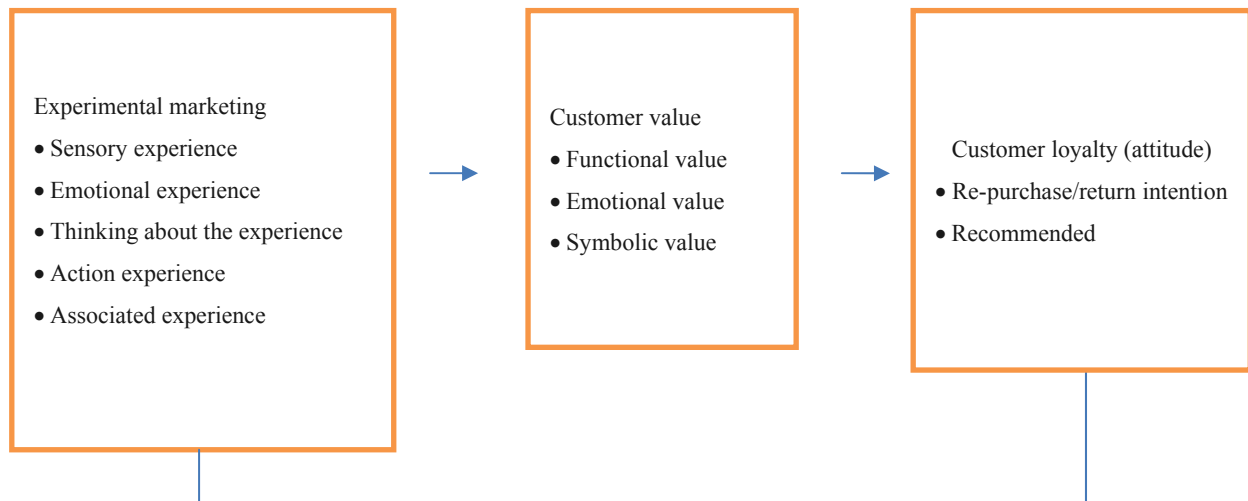


Figure 1. Research architecture.

### Research Hypothesis

According to the conceptual architecture shown in Figure 1 and the inference of the literature, this study proposes the following hypothesis:

H1: Different strategies for experimental marketing will have a significant impact on customer loyalty's attitude.

H2: Customer value will have a significant impact on the attitude of customer loyalty.

H3: Different strategies for experimental marketing will have a significant impact on customer value.

H4: Experiencing the impact of different strategic modules of marketing on customer loyalty, which can be mediated through customer value.

### Research Instruments

**Questionnaire.** This research collects relevant literature and establishes the research framework, clarifies the definition of operation. Therefore, this study selects the scale of relevant research in the past and determines the items of the questionnaire, which are this study selects the scale of the previous relevant research and designs the questionnaire through the guidance of the professors, to collate the preliminary questionnaire. Before the survey was conducted to understand whether the content of the questionnaire was clear and the analysis examined whether each question was related to the research structure to proceed with the selection of questions, we delete the poor trial topic and select the internal consistency of the subject, and the final completion of the questionnaire was shown in Table 4.

The questionnaire content of this study can be divided into five parts: Design hotel, experimental marketing, experiential value, customer loyalty and personal basic data. In addition to the design of hotel

experience as well as personal basic data, the rest of the topics are measured using the 5-point Likert scale using the 5-point Likert scale, ranging from 1 to 5, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. Respondents are asked to choose the degree that represents their response best.

**Pilot test.** A total of 71 questionnaires were distributed, and 30 valid questionnaires were returned. The effective response rate was about 42%.

The pilot test adopts SPSS software for project analysis, the main purpose of which is to evaluate the suitability of the test topics (Chiu, 2010), including: omission value test, descriptive statistic test (average, standard deviation, skew coefficient), extreme value comparison, isomorphism test (correlation coefficient, factor load value), as a basis for the revision of the questionnaire.

Among them, the omission value examination: The examination has the omission value excessively high condition; average: The average item of the project shall be between the mean of the constitutive average or minus 1.5 standard deviation; standard deviation: must be greater than 0.75; bias coefficient: must be between positive and negative 1; extreme value comparison: the mean number equal *T*-test is less than 0.05 indicating significance; correlation coefficient: project correlation coefficient must be greater than 0.3; factor load value: project factor load value must be greater than 0.3.

The test results are as follows (the Cronbach's  $\alpha$  value is 0.958, up to 0.7 reliability metrics):

(1) The omission value examination: all passes; (2) the average: the standard deviation is in conformity; (3) the standard deviation: value of less than 0.75 does not meet the standard; (4) skew coefficient: four out of positive and negative range does not match; (5) the average; (6) the correlation coefficient: value of less than 0.3 does not meet the standards; and (7) factor load value: eight items below .3, not meeting the standard. The whole idea of Cronbach's  $\alpha = 0.958$ .

The study will delete items that do not meet the following criteria: "I will pay attention to the hotel design, room design, color matching, etc.", "I will pay attention to the music of the hotel class or other sounds", "The hotel creates a room for accommodation that makes me feel comfortable", "After consumption, I will change the original accommodation habits", "After consumption, I would like to buy other merchandises about the hotel", "After consumption, I will remember the hotel trademark, see the logo will remind me of the hotel", "I believe the quality of the housing provided by the hotel is comfortable", "In the hotel, accommodation can make me feel the same qualities as other accommodations", "In the hotel, accommodation can increase my chances of interacting with others", "I will consider coming to the hotel again", "I will buy the related products of the hotel", "In the near future, I will continue to consume in the hotel", and "I will be involved in the hotel if new activities are organized or new products are introduced". The remaining questionnaires passed the test as the formal questionnaire as shown in Table 4 below.

Table 4

*Dimensions and Its Questionnaires*

Dimensions	Title content
Sensory experience	1. I will be attracted to the items arranged in the hotel and even want to touch them.
Emotional experience	2. The staff in the hotel gave me the care and let me feel back home.
	3. Spending at the hotel makes me feel comfortable and happy.
Thinking experience	4. The hotel's environmental design will arouse my curiosity.
	5. The hotel will let me have more anticipation of the hotel, not only to stay in place.
	6. The hotel will make me want to discuss or share my stay with friends.

(table 4 continued)

Dimensions	Title content
Action experience	7. After consumption, I have a deeper understanding of the hotel.
Associate experience	8. After consumption, I will associate the hotel accommodation experience when I have a chat with my friends.
	9. After consumption, the hotel's environment design or decoration with small items will arouse some of my memories.
Functional value	10. The accommodation provided by the hotel can meet my needs.
	11. It is worthwhile to stay in the hotel without considering the traffic condition and time.
The value of emotion	12. Staying at the hotel can make me feel relaxed.
	13. In this consumption, let me enjoy it.
	14. The hotel can give me a pleasant and contented feeling.
Symbolic value	15. I can get the respect I deserve in the hotel.
Repurchase/reflow willingness	(This is a non-reserved subject)
Willingness to recommend to others	16. If I have the opportunity to consume again, I will consider the same room type.
	17. If there is a chance, I will recommend the hotel to my friends and relatives.

**Sampling methods and objects.** This study chooses the random sampling method, mainly by online channels.

**Sample size.** Kelloway (1998) all believed that the sample number of more than 200, which is a large sample size, is sufficient for statistical purposes.

In this study, 200-300 formal questionnaires will be used for statistical analysis of the errors caused by factors such as rejection rate and volume rate.

### Findings

This study conducts the sample collection mainly through online channels. Questionnaires were distributed in two parts, part of which was collected online by the "Survey Monkey" e-questionnaire, a total of 200 copies and the other was collected by written survey, a total of 100 copies. Finally A total of 300 questionnaires were collected, and 232 copies returned. Excluding the invalid questionnaires, the final effective number of questionnaires amounted to 200, a response rate of about 86%.

#### Statistical Analysis of Data

The demographic characteristics of the sample respondents, including gender, age, current residence, education level, occupation and average duration of stay, are analyzed to understand the sample background distribution and illustrate the sample data structure (see Table 5).

Table 5

#### *The Demographic Characteristics of the Sample*

Variable	Number	Percentage (%)
Gender		
Male	74	37
Female	126	63
Total	200	100



(table 5 continued)

Variable	Number	Percentage (%)
<b>Ages</b>		
Under 20 years old	56	28
21-30 years old	105	52.5
31-40 years old	12	6
41-50 years old	10	5
Over 50 years old	17	8.5
Total	200	100
<b>Current residence</b>		
North	51	25.5
Central	106	53
Southern	19	9.5
Eastern	3	1.5
Outlying Islands	2	1
Other areas	19	9.5
Total	200	100
<b>Education level</b>		
elementary school and under	0	-
Junior high school	2	1
High school	16	8
College	170	85
Graduate school and above	12	6
Total	200	100
<b>Career</b>		
Students	142	71
Police officers	7	3.5
Office workers in private enterprises	5	2.5
Design related industries	4	2
Information technology industry	1	0.5
Medical industry	0	-
Legal profession	3	1.5
Services	14	7
Manufacturing	7	3.5
Agro-forestry fishery and livestock husbandry	1	0.5
House management	5	2.5
Other	11	5.5
Total	200	100
<b>Duration of stay</b>		
Within one week	3	1.5
One week to one month	3	1.5
One month to three months	24	12
Three months to six months	47	23.5
Six months to one year	71	35.5
One to five years	45	22.5
More than five years	7	3.5
Total	200	100

As shown in Table 5, the number of females is 126, accounting for 63% of the whole sample, and the number of males is 74, representing 37% of the whole population.

As for age distribution, most of the respondents are in the age group of 21-30 years old, with 105 people, accounting for 52.5% of the whole sample; followed by the age group of under 20 years of age, with 56 people, which accounted for 28% of the whole sample, followed by respondents at the age of 50, with 17 people, constituting 8.5% of the whole sample, and by respondents in the age group of 31-40 (12 people) and 41-50 years old (10 people), accounting for 6% and 5% of the whole sample respectively.

Considering current residences, most of the respondents are living in the middle of Taiwan, with 106 people, accounting for 53% of the whole sample; followed by 51 respondents living in the north, making up 25.5% of the whole sample and 19 people in the South and elsewhere, accounting for 19% of the whole sample; and 5 people in the east or outlying islands, which accounted for 2.5% of all samples.

With regard to the level of education, most of the respondents are tertiary students, with 170 people, constituting 85% of the whole sample; followed by 16% of the high school students accounting for 8% of the whole sample; Graduate school and above more than 12 people were accounted for 6%.

Considering occupational distribution, the majority of the respondents are students, with 142 people accounting for 71% of the whole sample; followed by 14 respondents working in the service sector which accounted for 7% of all the sample; the design related industry has 4 people which accounted for 2% of the sample, and information technology industry and agriculture and forestry and livestock husbandry both have 1 person, while no respondents works in the medical profession.

As for duration of stay, on average, most of the respondents choose the frequency of six months to one year, with 71 people accounting for 35.5% of the whole sample, followed by 47 respondents (23.5%) choosing three months to six months, 45 respondents choosing one to five years, accounting for 22.5% of the whole sample. It accounts for 23.5% and 22.5% of the total; the number is less than one week and one week to one month each has three people, accounting for 3% of the total.

### **Reliability Analysis**

Reliability detection, that is, the measurement of dependability, is the consistency or stability of measuring tools (Chiu, 2010). The most commonly used detection method is Cronbach's  $\alpha$  coefficient. Nunnally (1978) indicated that the Cronbach's  $\alpha$  of 0.7% is acceptable minimum reliability. Hair, Babin, and Tatham (2006) thought that if the Cronbach's  $\alpha$  value is greater than 0.7, meaning that the variable has a high reliability. This study will use Hair et al.'s (2006) criterion that Cronbach's  $\alpha$  value should be greater than 0.7 as the reliability measurement criterion.

The Cronbach's  $\alpha$  value of 17 items in this study is 0.937, which is greater than 0.7.

### **Validity Analysis**

Validity measurement means the measuring tool can actually measure the degree of the structure, when the measurement validity is higher; the results of the measurement show the real characteristics of the content of the desire to measure (Chiu, 2010).

In this research, the relevant scales proposed by Lin (2005) determine the contents of the questionnaire items, and are reviewed by the guiding professors, compiled into preliminary questionnaires for pilot test, validity is available for reference.

### **T-Test and Single Factor Analysis of Variance**

*T*-test was used to compare whether the mean number of the two groups had a difference. The variance analysis was used to determine the difference in the mean of the population of the three groups. This study is based on the analysis method to understand the background of the object of experimental marketing, customer value, and customer loyalty three variations of the difference.

Through *T*-test to understand the sex of the research object in three changes to the degree of difference, the results of the analysis showed that different gender for experimental marketing, customer value, and customer loyalty has no significant difference.

Through the analysis of the age, the place of residence, level of education, occupation, average duration of stay, the results showed that different ages, current residence, education level, occupation, average duration of stay, all have no significant difference for experimental marketing, customer value, and customer loyalty.

### **Correlation Analysis**

This study will use Pearson (Pearson) correlation analysis to describe the linear relationship between two consecutive variables. That is, experimental marketing, customer value, customer loyalty, the three changes in the relationship between the 22 consecutive variables, the correlation coefficient between positive and negative 1, when the correlation coefficient is closer to 1, it represents the more positive correlation degree; the more negative correlation to the negative 1.

According to the results of the analysis, experimental marketing, customer value, customer loyalty of the three changes in the 22 items are clearly positive correlated, as shown in Table 6.

Table 6

*Correlation Coefficient Table*

Variable	Experiential marketing	Customer value	Customer loyalty
Experiential marketing	1	0.747	0.56
Customer value	0.747	1	0.612
Customer loyalty	0.56	0.612	1

### **Regression Analysis and Mediation**

Linear regression has two main uses: Prediction (prediction) and causal analysis (causal analytics). Predictions are used to predict contingency items with observed variables, and causal analysis is the cause of the occurrence of a strain item (Allison & Waterman, 2002). In order to learn the relationship between the experimental marketing, customer value and customer loyalty of the hotel, this study uses this analysis method to understand the degree of influence of multiple independent variables and the effect of verifying the mediation variables.

In addition to the regression analysis of the significance of the results of the hypothesis of the establishment of the study, in the experimental marketing and customer value as a self-variable, customer loyalty as a contingency for the regression analysis, experimental marketing coefficient if small but the impact is still significant, the intermediary variable role that the customer value plays is only partial intermediary, that is, experimental marketing may directly affect customer loyalty, but also indirectly through customer value to affect customer loyalty; experimental marketing coefficient if it becomes smaller but not significant, the intermediary variable role that customer value plays is a complete intermediary, i.e., experimental marketing

must influence customer loyalty through customer value. According to the study hypothesis, the regression analysis was conducted separately, and the results of the verification were shown in Figure 2.

Among them, experimental marketing and customer value have a significant impact on customer loyalty. If analysis the experimental marketing and customer value at the same time, predicting the regression coefficient of customer loyalty = 0.281 (see Figure 2), and experimental marketing coefficient = 0.675 (see Figure 2). In comparison, the coefficient becomes smaller but the impact on customer loyalty still reaches significant standards. Therefore, customer value in this model has the ability to predict customer loyalty, but for partial intermediary, which indirectly affects customer loyalty intermediary variables.

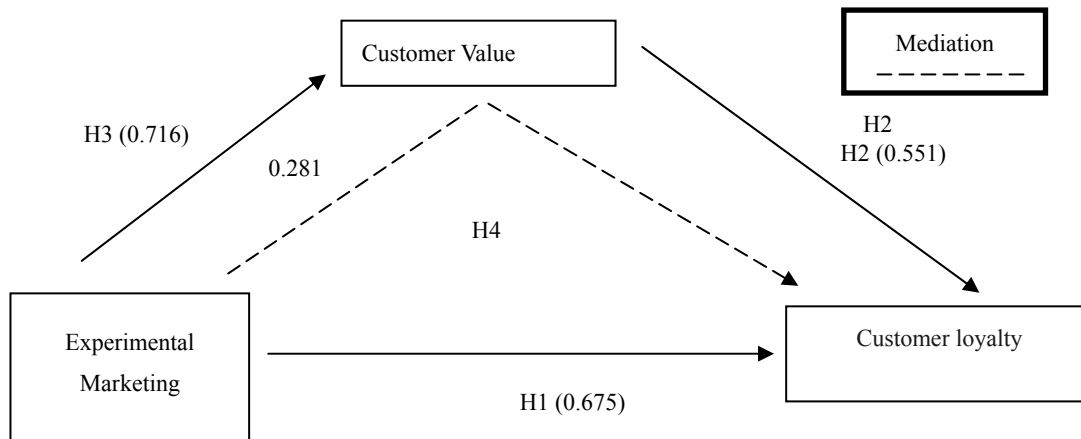


Figure 2. Hypothesis and test results.

### Conclusions

The purpose of this study is to design the hotel to give consumers the experience of marketing for customer value and customer loyalty. This chapter mainly summarizes and discusses the important results according to the research results in research findings.

#### Research Results and Discussion

**Background analysis.** From the statistical results, the background of the different genders, ages, current residences, education levels, occupations and the interval between residential and residential stays is not significantly different for each variable, that is, different sample backgrounds for the brigade. There isn't much difference in designing a hotel, but as you can see from the data, experience marketing has less impact on the 31- to 40-year-old sample.

We also study the results between the variables.

#### The Relationship Between Experimental Marketing and Customer Value

According to Pearson's correlation analysis, there is a positive correlation between experimental marketing and customer value, and according to the results of regression analysis, experience in marketing and thinking to experience a higher degree of correlation, which means that when the hotel meets the customer's thinking experience; the customers will be more satisfied with this hotel.

**The relationship between customer value and customer loyalty.** According to the results of Pearson's correlation analysis, customer value is positively related to customer loyalty, which means that when the customer is more satisfied with the hotel, the customer's return and recommendation rate will also increase.

**The relationship between experimental marketing and customer loyalty.** According to the results of Pearson's correlation analysis, experimental marketing is positively correlated with customer loyalty, and according to the results of regression analysis, the experience-related experience is higher, which means that when the hotel meets the customer's thinking experience, the customer's return and recommendation rate will increase.

**The relationship between experimental marketing, customer value and customer loyalty.** According to the results of regression analysis and mediating effect, experiential marketing, customer value and customer loyalty have some intermediate effect, which means that when the hotel meets the customer's five groups of strategic experience and customer value, the customer's return and recommendation rate will increase a little.

### **Practical Contribution**

In the literature, this study examines the feelings of the design hotel in the experience marketing part, and studies its relationship with customer value and customer loyalty. According to the results of the study, there is a certain positive correlation between experimental marketing, customer value and customer loyalty, and in the experience of marketing, but also to think about the most important experience, followed by the associated experience, and then for the emotional experience. Therefore, the following suggestions are made for the results and findings of this study.

First of all, this study believes that the thinking experience is the most important part of the experience of the design hotel, that is, the design of the hotel should be able to lead customers to think and look forward to. For example: Red Dot Hotel was selected as Taiwan's most popular design hotel, the hotel's largest feature of the hotel lobby for the large slide, not only welcomed by the children, but other age customers also have a sense of expectation, and at the same time it will recall their childhood time.

Second, the study argues that the associated experience is the second most important part of the experience in designing the hotel experience, that is, the design should leave a deep impression on customers in their short stay experience. For example: many hotels will place the rubber ducks in the bathroom. Such as Conrad Hotel in Hong Kong, from the major hotel parity website, we can learn from customer comments that this setting can leave a deep impression on the customers during their stay in the hotel.

Third, this study considers that emotional experience is the third most important part of the experience marketing of the hotel, that is, the comfort level and service of the design hotel must satisfy the customers. For example, Hotel Fox in Copenhagen features camping as the main feature, and the sensory design is very perfect, but the comfort level is not able to meet the customer's demand for accommodation comfort because of its theme, and then the design hotel high-rise has changed. It is designed in a hotel style to provide a more comfortable accommodation for its customers. As a result, comfort is also extremely important for designing hotels.

Based on the above three points, this study believes that local travelers will first prefer a design that will generate interest or curiosity when choosing a design hotel, that is, the design of the hotel needs to be innovative, gimmicky to attract the attention of local visitors; moreover, the design industry needs to give customers some more impressive memories, so that customers can still use some items after consumption and will think of this experience and share with their friends. Finally, the business in the design hotel must be able to provide customers with comfortable accommodation and services.

### **Research Limitations and Future Research Proposals**

**Research limitations.** The study was distributed in the form of an online written questionnaire, which was

distributed by the researchers. As a result, the sample distribution was uneven, and the ages, occupation, place of residence and education level were similar, which may result in a more biased research result. For the convenience of sampling, the design hotels that have been experienced by the respondents are not examined and counted one by one, which may cause cognitive errors.

**Future research proposals.** In the future, if this topic is discussed, it can be studied in detail in different ages, regions, occupations, and so on. In addition, the design hotel can also be divided into more detailed items, such as the region, style, business philosophy, etc., to make the research clearer and more specific. Finally, if the situation permits, more interference variables can be added so as to be more accurately understand other factors of experimental marketing, customer experience value, customer loyalty impact.

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