

## **A Study on the Factors of Experiential Marketing for Cultural and Creative Industry – A Case Study of 2012 Sanyi Straw Dragon Festival**

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### **Abstract**

The purpose of this study was to explore the original cultural industry expectation through the factors of experiential marketing combine with cultural and creative industry creating higher added value and promoting local economic development. In particular, local characteristics of the festival are cleverly tied in with diversification activity increase tourism consumption.

This study, targeting at 2012 Sanyi straw dragon festival, explored the suitability of experiential marketing factors and later applied it with Kano two-dimensional quality analysis to know the availability of the two-dimensional characteristics. Furthermore, a straw dragon festival experiential marketing strategy was developed.

The main findings from this survey is, 1. The participants in straw dragon festival in “how many days partake in festival”; “level of education” and “occupation” make significant different. 2. “how many times partake in festival”; “gender” and “occupation” make significant different.

It is found that most of the participants in straw dragon festival had the concept of two-dimensional quality. Therefore, two-dimensional form instead of one-dimensional form should be considered in the quality factors planning. From the result of Kano two-dimensional quality model analysis in straw dragon festival, an attractive quality and increase of the coefficient in the highest satisfaction dimensions is the related experience.

The attractive factors of experiential marketing including “make religious aficionado”; “experiential diversification cultural”; “purify soul”; “Further understand cultural and creative industry”; “becoming an international cultural industry and tourism activity”. It would be recommended that the business owner should pay special intentions to the planning of this factor.

**Keywords : Culture and creative industry, Experiential marketing, Kano’s two dimensions model, Sanyi straw dragon festival**