Original Research Article

Using AHP method exploring the key factors of choosing to buy luxury products in flagship stores with experiential marketing

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ABSTRACT

Aims: This study investigated the key factors of choosing to buy luxury products in luxury flagship stores based on the concept of experiential marketing.
Study design: Survey design was used and the questionnaires were distributed to the consumers who had bought luxury products in luxury flagship stores. A total of 30 questionnaires were distributed to the target audience and 30 completed questionnaires were all received.
Place and Duration of Study: Survey design was conveniently sampled in Taiwan, between March 2015 and July 2015.
Methodology: This study used Analytic Hierarchy Process (AHP) and Strategic Experiential Modules (SEMs) to explore the key factors of choosing to buy luxury products in luxury retailers' flagship stores based on the concept of experiential marketing.
Results: The results of the study shows that the criteria have been ranked according to the following order of priorities: ‘‘relate experience,’’ ‘‘sense experience,’’ ‘act experience,’’ “feel experience,” and ‘‘think experience.’’ Furthermore, the best five ~~of the~~ sub-criteria are “reminder of social regulation and classification,’’ “attract my senses,” “think about actions and matters of behaviors,” “provide utilizable actions,” and “feel interesting.”
Conclusion: Since the luxury industry has become **a** highly competitive market, it is relatively very important to ~~precisely~~ know the demands of the consumers **precisely** and predict the requirements and the trends of the market. The study concluded that the “relate experience” is the main factor of choosing to buy luxury products in ~~luxury retailers'~~ flagship stores. It is because owning **boutique packages** ~~bags of luxury brands~~ can reflect the owner’s social status. Luxury companies can create personal interaction with other consumers and sense of fulfillment in order to enhance the value of their products, their brands or their companies. The results of this study can provide the luxury enterprises to develop marketing strategy.

Keywords: Experiential marketing, strategic experiential modules, luxury product, luxury retailers' flagship stores, analytic hierarchy process

1. INTRODUCTION

The luxury market has achieved maturity because of the gradual expansion of the scope of its market and a rapid growth in the number of customers. Due to the increased demand for luxury in emerging markets such as China, the Middle East, and India, there is rapidly growth in the sales amount of luxury market in Asia region [1]. The reasons include that more and more rich people in Asia would like to use expensive luxurious items to present their social status and wealth, and the public has more and more knowledge and desires for luxury. Although the global economics crisis, it is not strongly affected in the luxury market segment [2]. In the past days, general public recognizes luxury products are for the wealthy elites to own. However, in present days, since the consumer attitudes have changed, general public pays more

attention to the design, quality and aesthetic of products, not just the practical functions of products. There are more and more ways for the general public to gain the knowledge and information about luxury brands, therefore, they are no longer unfamiliar with luxury brands. Focus on the change of consumer attitude, luxury industry has started to promote entry level products to satisfy the desires of luxury to the general public.

There are various definitions of luxury brands, and one of the definitions is luxury brands products whose price and quality ratios are the highest in the market [3]. The luxury industry is relatively small in terms of the number of companies, but plays an important role in terms of sales and influence. The best design, merchandising, materials, and packaging occur in the luxury industry, and hence luxury brands hold considerable intangible worth, have an enduring positive brand image and are at the forefront of design, quality, status and fashion [4]. Luxury products attract consumers for several reasons, and the main reason appears to be the symbolism consumers attach to them rather than the product attributes [5,6].

The customers now concern not only the practical functions of products, but also the consumption experience which has substantially changed the concept of production and marketing. The enterprises need to create individual experience for the customers in order to increase the customers' satisfaction and loyalty [7]. Hence, the enterprises use not only traditional marketing forms such as television and print, but also new, innovative marketing forms to connect with consumers in order to create individual experience for the customers. Experiential marketing is one of innovative approach of marketing. Experiential marketing is defined as an experience that gives the target audience the opportunity to see a product and experience it for themselves. Experiential marketing occurs face-to-face to give customers a personal experience using the service or product because face-to-face interaction engages multiple senses, dramatically increases people's ability to remember, and apply learning. The objective of experiential marketing is to link a product to an experience that is relevant to the target audience in order to let the target audience discover the characteristics of a product or service on their own, and this is more effective than having them see about it through a passive media such as television or print [8].

An analyzing report of the luxury market proposed by McKinsey & Company [9] concludes that "delivering exceptional service in stores is critical." When customers purchase luxury products, the experience, rather than the product, is the key factor. Enterprises usually create special stages for customers to experience through various stimulations including layouts, environments and atmospheres. Leading luxury companies invest heavily in flagship store to offer a unique brand experience to customers and additional services such as guarantees, repairs or product personalization [10]. Since understanding the motivation and behavior of consumers is important for luxury retailers to beat out the increasing competition in luxury market, many studies have attempted to explore luxury consumer behavior [11,12,13,14], and investigate luxury brand management [1,3,10,15,16,17]. However, no published research has investigated key factors of choosing to buy luxury products in luxury flagship stores based on the concept of experiential marketing. Luxury retailers need to consider the factors that influence luxury consumers' purchase intention in order to grasp more accurately the motivation to increase market share and profitability and achieve competitive advantage. Therefore, this paper applies analytic hierarchy process (AHP) and strategic experiential modules (SEMs) which have not been used before in this topic to explore the key factors of choosing to buy luxury products in luxury flagship stores based on the concept of experiential marketing. The results can provide luxury companies to develop marketing strategy to increase market share and profitability.

According to Morgan Stanley Group's Global Industrial Classification Standard (GICS), luxury products include watches, jewelry, apparel, and accessories [17]. In this study, focus is placed on bags in the accessories category.

This paper is organized as follows. The intention of this study is described in Section 1.The concepts of experiential marketing and analytic hierarchy process method are introduced in Section 2. Then the analyzing results are presented in Sections 3. Finally, we make conclusions in Section 4.

2. MATERIAL AND METHODS

2.1 Experiential Marketing

Customers purchase products not only to use ~~a product~~ them, but also to enjoy an experience [18]. Customer experience is important to develop the satisfaction which leads to recommendation and repurchase. The customer experience can create a competitive advantage that is difficult to replace [19]. Schmitt [20] proposed the concept of experiential marketing. Schmitt mentioned that the goal of experiential marketing is to excite the sense of consumers, touch their hearts, and spark their thoughts through product or marketing events to show that the product is related to them and will integrate into their lifestyle. The core of experiential marketing is the one to one interaction between enterprise and consumer to communicate messages based on marketing and helping human principles. If experiential marketing cannot communicate a beneficial message to the consumer whether through body, emotion, psychological or intellectually, then it cannot be called experiential marketing [21].

Choosing a customized service for the consumers will bring a positive experience for them. Customization is not the goal. The goal is for a company to create unique customer value and when a company can provide this type of unique customer value, it takes a further step compared to companies that force identical products and services onto consumers. The provider of experience must continuously update the experience to adjust or add elements to keep the product innovative, exciting, and worthwhile to spend additional money to experience [22]. Schmitt [20] proposed that one of the core concepts of experiential marketing was to create different forms of experience for the consumer and that the ultimate goal of marketing is to provide consumers with a valuable experience. In order to manage consumer experiences, a concept structure called strategic experiential modules (SEMs) was formed. SEMs are the strategic foundation of experiential marketing and includes sense experience (sense), emotional experience (feel), creative recognition experience (think), body and overall life experience (act) and recognition experiences relating to a specific crowd or society (relate). Five experiential modules of SEMs Shown in figure 1 are described as follows [20]:

1. Sense experiential module: the individual senses with sensory experiences, through touch, sight, sound, smell and taste in order to stimulate customers' desire of consumption.

2. Feel experiential module: customers' inner feelings, emotions and affective experiences that range from positive moods linked to a brand to strong emotions of joy and pride.

3. Think experiential module: activating the innovative thinking of the customers and creating cognitive, problem-solving experiences that engage customers creatively.

4. Act experiential module: interaction with the others, enriching customers' lives by targeting their physical experiences to show them alternative lifestyles and alternative ways of doing things.

5. Relate experiential module: containing aspects of sense, feel, think, and act experiences. The individuals are related to other individuals through personal experience, rather than individual personality and feeling. Relate experience expands beyond the individual's personal, private feelings, thus relating the individual to something outside his/her private state.

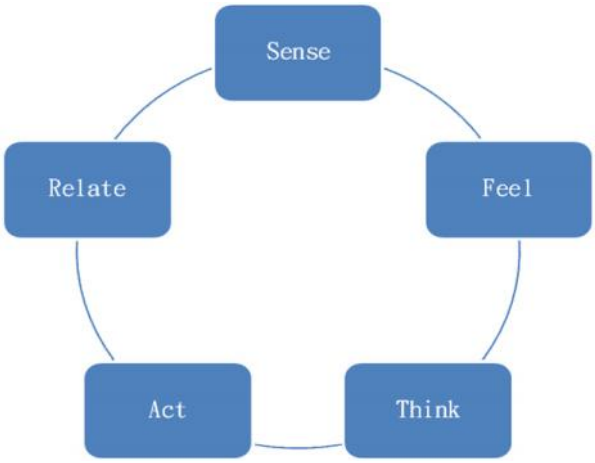

Fig. 1. Strategic Experiential Modules

The concept of SEMs can be used by managers to create different types of customer experiences. Experiential marketing extracts the essence of products and then applies it to intangible, physical and interactive experiences that increase the value of products in order to help customers make their purchasing decisions [23]. Experiential marketing is a relatively new paradigm of marketing that is oriented towards experience [20].

2.2 Analytical Hierarchy Process

Analytical Hierarchy Process (AHP) was developed by Thomas L. Saaty [24]. AHP has been identified as an important method to decision making on problems with multi-criteria, prioritizing preferences or importance. Nowadays, AHP has been used as a tool for decision makers and researchers to make judgment or decision for their problems.

AHP provides numerical ratings from its pair-wise comparison, which uses 9 fundamental scales to obtain a priority or importance weight for each criterion. The reciprocal matrix built from pair-wise comparison is used in the decision making process, because it can transform qualitative data to crisp ratios that are used for determining the criteria importance or priority. AHP with its pair-wise comparison can be used to calibrate the numerical scale for the measurement of quantitative information. Each item in the questionnaire uses nine-point scale which is suggested by Saaty [25]. Pair-wise comparison is used to compare between 2 elements or criteria to obtain the priority level for each element or criterion. 6 steps for pair-wise comparison process are described as follows.

Step 1: Constructing the hierarchy.

Brainstorming, Delphi and literature collection methods are commonly used to construct the AHP hierarchy. The top level of hierarchic framework is the objective (goal) of the model, the intermediate levels of hierarchic framework contain criteria and sub-criteria, and the lowest level of hierarchic framework contains a list of alternatives. According to the importance of attributes, the attributes which have equal importance need to be placed the same level in the hierarchy. In each level, the number of attributes is recommended no more than seven, and these attributes in the same level must be independent.

Step 2: Building pair-wise comparison questionnaire.

The questionnaire uses the fundamental scale from Saaty [25] from 1 to 9 and reciprocal. The respondent has the option of expressing his or her intensity of preference on a nine-point scale. The meaning of each of the values of the nine-point scale is shown in Table 1.

Table 1. The Fundamental Scale for Pair-wise Comparisons

Intensity of Importance	Definition	Explanation
1	Equal Importance	Two factors are equally important to the objective
3	Weak Importance	One factor is slightly more important than the other
5	Essential Importance	One factor is rather more important than the other
7	Very Importance	One factor is much more important than the other
9	Absolute Importance	One factor is very much more important than the other
2,4,6,8	Intermediate values	Intermediate values to reflect compromise

Step 3: Building pair-wise comparison matrix.

After collecting the data obtained from respondent, a pair-wise comparison matrix with a scale of relative importance is constructed. If there are *n* attributes, then the pair-wise comparisons would yield a square matrix as matrix *A*:

$$A = [a_{ij}] = \begin{bmatrix} 1 & a_{12} & \dots & a_{1n} \\ 1/a_{12} & 1 & \cdots & a_{2n} \\ \vdots & \vdots & & \vdots \\ 1/a_{1n} & 1/a_{2n} & \cdots & 1 \end{bmatrix} = \begin{bmatrix} w_1/w_1 & w_1/w_2 & \dots & w_1/w_n \\ w_2/w_1 & w_2/w_2 & \cdots & w_2/w_n \\ \vdots & \vdots & & \vdots \\ w_n/w_1 & w_n/w_2 & \cdots & w_n/w_n \end{bmatrix} \quad (1)$$

where $a_{ii} = 1$, $a_{ji} = 1/a_{ij}$, $a_{ij} = w_i / w_j$ $i, j = 1,2,..., n$, and w_i is the weight of the *i*th criteria.

Step 4: Synthesizing to get priority for each element.

In this step, the weight vector for each criterion is calculated. The first thing is to calculate a geometric mean for each row (criterion) from pair-wise comparison matrix (shown in eq(2)). The weight vector for each criterion is then obtained by dividing the result from calculating geometric mean for each row (criterion) by the sum of all criteria's geometric mean (shown in eq(3)).

$$\overline{W_i} = \left(\prod_{j=1}^{n} a_{ij} \right)^{1/n} \quad (2)$$

where n = the size of the matrix.

$$W_i = \overline{W_i} \Big/ \sum_{j=1}^{n} \overline{W_j} \quad (3)$$

where n = the size of the matrix.

Step 5: Inspection of consistency.

This step is to know if the judgment from the decision makers is consistent or not. The ways for consistency inspection proposed by Saaty [24] are described as follows.

(1). Calculate λmax, where λmax is the maximum eigenvalue of matrix pair-wise comparison.

$$\lambda_{\max} = \sum_{j=1}^{n} \alpha_{ij} \frac{W_j}{W_i} \quad (4)$$

(2). Calculate consistency index (CI)

CI of less than 0.1 indicates that the consistency of individual judgment is acceptable.

$$CI = \frac{(\lambda_{\max} - n)}{n-1} \quad (5)$$

(3). Calculate consistency ratio (CR)

CR = CI / RI, where RI is random consistency index (shown in Table 2) .If CR ≤ 0.1, it means the judgment for pair-wise comparison questionnaire is consistent and acceptable.

Table 2. Random Consistency Index

n	1	2	3	4	5	6	7	8	9	10	11
R.I.	0.00	0.00	0.58	0.90	1.12	1.24	1.32	1.41	1.45	1.49	1.51

Step 6: Calculation of global weights of overall levels

In this step, calculate of weights of overall levels in order to analyze the priority weights and derive solutions to the problem.

The procedure of AHP is summarized in figure 2.

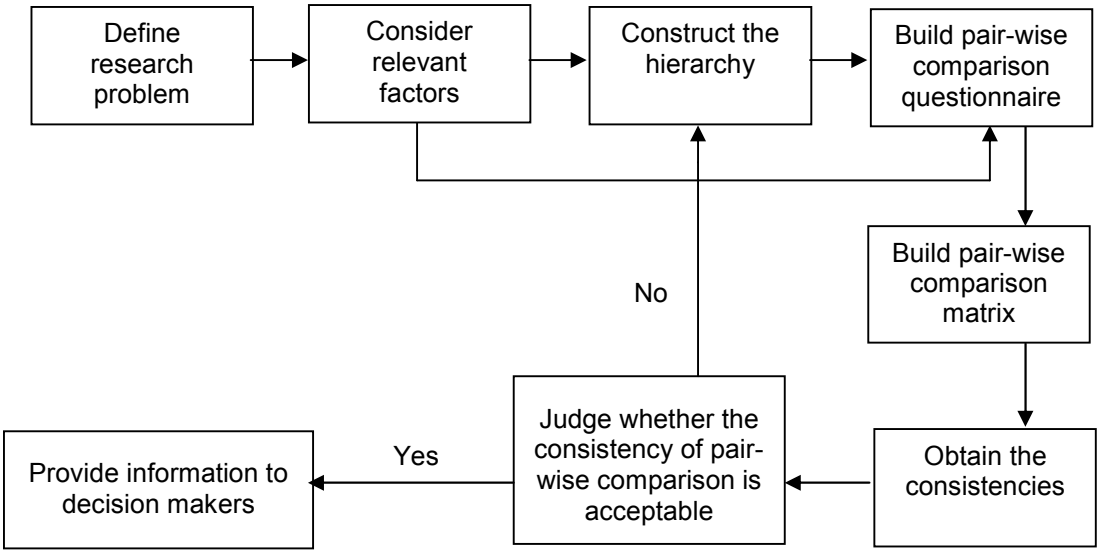

Fig.2. Research procedure of AHP

3. RESULTS AND DISCUSSION

The purpose of this study is using AHP to explore the key factors of choosing to buy luxury products in luxury flagship stores based on the concept of experiential marketing. Literature collection method is conducted firstly to obtain the information relating to experiential marketing. There are 3 levels of AHP structure in this study, the first level is the goal of the AHP model which is defined as exploring the key factors of choosing to buy luxury products in luxury flagship stores, the second level is the criteria of the AHP model which are the factors of SEMs such as sense, feel, think, act, and relate experiences proposed by Schmitt [20], and the third level is the sub-criteria of the AHP model which are decided according to the experiential marketing evaluation tool developed by Schmitt [20] and described in Table 3. The sub-criteria of the AHP model are thirteen factors including “attract my sense,” “feel interesting,” “lead me to some kind of atmosphere,” “stimulate emotional reactions,” “inspiring,” “arouse my curiosity,” “motivate creative thinking,” “reveal self life style,” “provide utilizable actions,” “think about actions and matters of behaviors,” “think about the relationship with others,” “increase connections with the others,” and “reminder of social regulation and classification.” The structure of the decision-making levels of this study is finalized in figure 3.

Table 3. Assessment Tools for Experiential Marketing

Criteria	Questionnaire
sense	The experience provider tries to engage my senses. (+) ※ *This experiential medium appeals to me.* The experience provider is perceptually interesting. (+) ※ *I feel very interesting of this experiential medium.*

feel	The experience provider tries to put me in a certain mood. (+) ※ *This experiential medium tries to lead me to some kind of atmosphere.* The experience provider makes me respond in an emotional manner. (+) ※*This experiential medium stimulates emotional reaction for me.*
think	The experience provider tries to intrigue me. (+) ※ *This experiential medium is quite inspiring.* The experience provider stimulates my curiosity. (+) ※ *This experiential medium arouses my curiosity.* The experience provider tries to appeal to my creative thinking. (-) ※ *This experiential medium does not stimulate creative thinking to me.*
act	The experience provider tries to make me think about my lifestyle. (+) ※ *This experiential medium tries to make me reveal my own life style.* The experience provider reminds me of activities I can do. (+) ※ *This experiential medium points some utilizable actions that I can do.* The experience provider tries to make me think about actions and behaviors. (-) ※ *This experiential medium does not make me to think on actions or matters of behaviors.*
relate	The experience provider tries to get me to think about relationships. (+) ※ *This experiential medium tries to make me think about the relationship with others.* I can relate to other people through this (experience provider). (+) ※ *Through this experiential medium I have increased some kind of connection with others.* The experience provider tries to remind me of social rules and arrangements. (-) ※ *This experiential medium does not remind me some kind of social regulation and classification.*

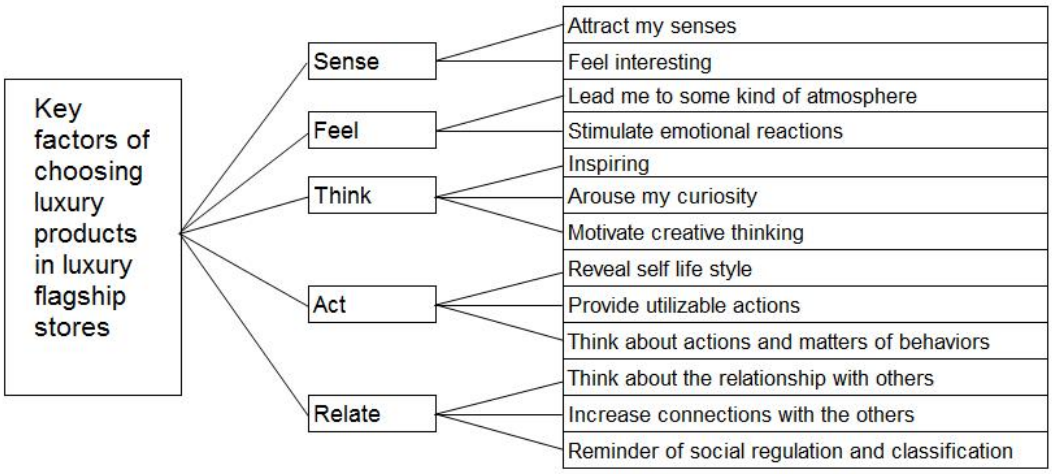

Fig. 3. The levels of AHP model

A printed questionnaire using the criteria and sub-criteria was prepared in order to gather data for the AHP analysis. The questionnaires were distributed to the consumers who had bought luxury products in luxury flagship stores. A total of 30 questionnaires were distributed to the target audience and 30 completed questionnaires were all received. The data were collected from 15/03/2015 to 15/07/2015 by face-to-face interview. An AHP technique was applied with Expert Choices 2000 software and EXCEL 2007 to assess and prioritize thirteen sub-criteria with five criteria.

3.1 Weight analysis on major criteria

The weight of each criterion and sub-criterion, used to express the priority of each criterion and sub-criterion relative to the others, is calculated using a pair-wise comparison [26]. Then, a critical consideration in this comparison process is to identify the inconsistencies of pair-wise comparisons. AHP measures the consistency for the pair-wise comparison by calculating CI and CR. CI of less than 0.1 indicates that the consistency of individual judgment is acceptable, and CR of less than 0.1 indicates that the consistency of pair-wise judgments provided by the respondents is acceptable [27]. Table 4 displays the weights and priorities of the five criteria in the framework.

Table 4. Priorities and weights of criteria related to the goal

criteria	local weight	priority	C.I	C.R
sense	0.295	2		
feel	0.084	4		
think	0.036	5	0.022	0.020
act	0.217	3		
relate	0.366	1		

In Table 4, it is clear that CI and CR are both within the acceptable limits (less than 0.1), and hence, the respondents' pair-wise comparison matrices are acceptable. The criteria have been ranked according to the following order of priorities: ''relate,'' ''sense,'' ''act,'' ''feel,'' and ''think.'' ''Relate'' is the most important in comparison to the other criteria, it means that the luxury retailers uses a lot of ways to combine the experiences of sense, feel, think and act to enable consumers to understand their relationship and connections with others, further remind them about the social status such as brand communities…etc. The second priority of criteria is "sense" to affect consumers to buy luxury products in luxury flagship stores, and it means that consumers will be attracted to the interior gorgeous accessories and arrangements of the luxury flagship stores. Therefore, luxury flagship stores can provide experiences of visual, hearing, tactual, taste and smell in accordance with aesthetic to create perceptual experiences to the consumers. The third priority of criteria is "act" to affect consumers to buy luxury products in luxury flagship stores. Luxury retailers create physical experience to enrich the life of consumers.

3.2 Weight analysis on sub-criteria related to sense criterion

The criterion of sense is composed of two sub-criteria: "attract my sense," and "feel interesting," Tables 5 shows the local weights and priorities of the sub-criteria ranked within the criterion of sense. In Table 5, the CI and CR are both less than 0.1, it means that the respondents' pair-wise comparison matrices are acceptable. Regarding the sub-criteria for sense in Table 5, the sub-criterion of ''attract my senses'' ranks as the first priority, while "feeling interesting" ranks second in the ''sense'' criterion. Since the respondents think that "attract my senses" is the most important sub-criterion relative to sense, it is known that consumer purchases bags in the luxury flagship stores because the outstanding interior appearance or architectural appearance of the luxury flagship stores draws the consumers' attention.

Table 5. Priorities and weights of sub-criteria related to sense

criterion	sub-criteria	local weight	priority	C.I	C.R
sense	attract my senses	0.736	1	0.0	0.0
	feeling interesting	0.264	2		

3.3 Weight analysis on sub-criteria related to feel criterion

There are two sub-criteria of the criterion of feel in this study, including "lead me to some kind of atmosphere," and "stimulate emotional reactions," and Tables 6 displays the local weights and priorities of the sub-criteria ranked within the criterion of feel. In Table 6, the CI and CR are both less than 0.1, it means that the consistency measures are acceptable. According to the priorities of sub-criteria of feel shown in Table 6, "lead me to some kind of atmosphere" is the most important sub-criterion, and "stimulate emotional reactions" is second in importance. Therefore, it is known that when customers

purchase luxury products in luxury flagship stores, the customers feel strong emotion of pleasure and proud and the customers feel that they are having good taste for fashion.

Table 6. Priorities and weights of sub-criteria related to feel

criterion	sub-criteria	local weight	priority	C.I	C.R
feel	lead me to some kind of atmosphere	0.629	1	0.0	0.0
	stimulate emotional reactions	0.370	2		

3.4 Weight analysis on sub-criteria related to think criterion

The three sub-criteria related to the criterion of think are “inspiring,” “arouse curiosity,” and “stimulate creative thinking.” The results of the local weights and priorities of these sub-criteria are shown in Table 7. In Table 7, the CI and CR are both less than 0.1, it means that the consistency measures are acceptable. From the priorities and weights presented in Table 7, it can be concluded that the most important of the sub-criteria ranked within the criterion of think is “inspiring,” the second most important is “stimulate creative thinking,” and the third most important is “arouse curiosity.” Hence, it is known that the consumers purchase luxury products in luxury flagship stores because the acknowledgment of interior design, products, or service in luxury flagship stores above the expectations of the consumers, and the brand history, and the material source of the product induce the consumers to construct brand identification.

Table 7. Priorities and weights of sub-criteria related to think

criterion	sub-criteria	local weight	priority	C.I	C.R
think	inspiring	0.371	1	0.038	0.066
	arouse curiosity	0.260	3		
	stimulate creative thinking	0.368	2		

3.5 Weight analysis on sub-criteria related to act criterion

The criterion of act is composed of three sub-criteria: “reveal self life style,” “provide utilizable actions,” and “think about actions and matters of behaviors.” Tables 8 presents the local weights and priorities of the sub-criteria ranked within the criterion of act. The consistency measures are acceptable since the CI and CR shown in Tables 8 are both less than 0.1. Regarding the sub-criteria for act in Table 8, the sub-criteria of ‘‘think about actions and matters of behaviors’’ ranks as the first priority, while “provide utilizable actions” and “reveal self life style” rank second and third in the ‘‘act’’ criterion. Consumers buy luxury products in the luxury flagship stores because they think mutual interactions and interacting experiences is important. The staffs of luxury flagship stores who positively introduce products, listen to the consumers’ demand, give suggestions, solve consumer’s problems, and be friendly and courteous will induce customers to raise their purchase intention.

Table 8. Priorities and weights of sub-criteria related to act

criterion	sub-criteria	local weight	priority	C.I	C.R
act	reveal self life style	0.096	3	0.047	0.081
	provide utilizable actions	0.386	2		
	think about actions and matters of behaviors	0.518	1		

3.6 Weight analysis on sub-criteria related to relate criterion

When customers choosing to buy luxury products in luxury flagship stores under the 3 sub-criteria of relate criterion, the analysis results are shown in Table 9. The analysis result present that the 3 sub-criteria rankings are as below: “reminder of social regulation and classification,” “think about the relationship with others,” and “increase connections with the others.” The analysis result also shows that

CI and CR value is less than 0.1, it means that the decision making process of the respondent is consistent and the consistency of the matrix was highly satisfactory. From Table 9 we can see that in relate experiences, consumers think owning bags of luxury brands can reflect the owner's social status or consumers can share the purchasing experience of luxury products with friends and relatives. Therefore, the luxury flagship stores can establish brand community.

Table 9. Priorities and weights of sub-criteria related to relate

criterion	sub-criteria	local weight	priority	C.I	C.R
relate	think about the relationship with others	0.194	2	0.027	0.047
	increase connections with the others	0.151	3		
	reminder of social regulation and classification	0.654	1		

3.7 Weight analysis on sub-criteria with global weights

Table 10 displays the global weights and priorities of the thirteen sub-criteria as a whole within the framework. The global weights of the thirteen sub-criteria have been calculated by multiplying the local weights of each sub-criterion by the weight of each criterion. By doing this, each local weight of the sub-criterion is balanced by the importance of the criterion to which it belongs. From the Table 10, it is known that among the criteria of experiential marketing such as sense, feel, think, act and relate experiences, relate experience is the major key factor with the weight of 0.366 and the next is the sense experience, with weight value of 0.295. The sub-criterion of ''reminder of social regulation and classification'' ranks as the highest priority with a global weight of 0.239. The second sub-criterion is "attract my senses" (0.217) and the third is "think about actions and matters of behaviors" (0.112), and the sub-criterion of ''arouse my curiosity'' as the least important. It means that customers want to go to luxury flagship store to buy luxury products because they think owning bags of luxury brands can reflect the owner's social status and symbolize good taste and power. Furthermore, luxury flagship stores use thematic display to show the products of shoes, jewelry, suits and dresses…etc with artistic accessory, to fuse multi-sensory with shopping, art appreciation, and sense of tastes together. For example, the flagship store of Louis Vuitton in 101 building is the largest flagship store in Taiwan. The main entrance is connected to the aerial walkway, equipped with heighten ceiling windows. This flagship store has the aerial garden which is designed as a Chinese courtyard with variety of green plants. In the day sunlight penetrates the heighten window, so stunning that the interior could also feel the romantics, and another kind of splendid style at night. Therefore, this flagship store really attracts customer's senses.

Table 10. Global weights of the sub-criteria in the framework

Criteria	Weight	Sub-criteria	Local Weight	Global Weight	Rank
sense	0.295	attract my senses	0.736	0.217	2
		feel interesting	0.264	0.078	5
feel	0.084	lead me to some kind of atmosphere	0.629	0.053	8
		stimulate emotional reactions	0.391	0.033	9
think	0.036	inspiring	0.371	0.015	11
		arouse my curiosity	0.26	0.009	13
		motivate creative thinking	0.369	0.013	12
act	0.217	reveal self life style	0.096	0.021	10
		provide utilizable actions	0.386	0.084	4
		think about actions and matters of behaviors	0.518	0.112	3
relate	0.366	think about the relationship with others	0.194	0.071	6
		increase connections with the others	0.151	0.055	7
		reminder of social regulation and classification	0.654	0.239	1

4. CONCLUSION

The findings of this study show that the critical criteria of choosing to buy luxury products in luxury flagship stores based on the concept of experiential marketing includes “relate”, “act”, and “sense”. The weighted sum of these 3 criteria holds a share of nearly 87.8% of the 5 criteria. Furthermore, the sub-criteria of ‘‘reminder of social regulation and classification,’’ “attract my senses,” and “think about actions and matters of behaviors” are the critical three sub-criteria.

According to the analyzing results of key criteria and sub-criteria, the results show that consumers think owning bags of luxury brands can reflect the owner’s social status or consumers can share the purchasing experience of luxury products with friends and relatives and the luxury companies use a lot of ways to combine the experiences of sense, feel, think and act to enable consumers to understand their relationship and connections with others, further remind them about the social status. Consumers purchase bags in the luxury flagship stores because they think mutual interactions and interacting experiences is important. The staffs of luxury flagship stores who positively introduce products, listen to the consumers’ demand, give suggestions, solve consumers’ problems, and be friendly and courteous to customers will give customer’s good experience and raise their purchase intention. Furthermore, consumer purchases bags in the luxury flagship stores because the outstanding interior appearance or the architectural unique appearance of the luxury flagship stores attracting the consumers.

This paper use the concept of experiential marketing to investigate the key factors of purchasing boutique packages in flagship stores based on those consumers. According to the results, the main factor is “relate experience”. The appeal is to have a good impression and evaluation from the society; and to generate an association with a broader social system and then build brand community and relationships. Thus, if the industries would like to increase competitiveness in the market, they need to enhance consumers’ assurance of the value of luxurious products. Based on the results of this study, there are suggestions to policy makers as below:

First, combine the consumption in the boutique package flagship stores with management psychology. As to the psychological mind of the consumers in the boutique package flagship stores, they not only purchase the luxurious products, but highlight the differential personal style by those unique and expensive luxurious goods. Meanwhile, luxury also contains emotional and psychological significance; luxury not only shows an emotional atmosphere, but also an attitude and life style of loving ourselves. As a long run, vendors of the luxurious products need to accurately grasp the psychology of consumption, which would be an attempt to attract the community to upgrade the habits of consumption.

Second, integrate of luxury consumption and advertising.
New products should be integrated with the right advertisement based on ‘‘think experience.’’ Different spokesperson should be selected based on different products based on their characteristics and image to create the awareness of the customers to the brands. Furthermore, the customers would increase their interests on those products. In this way, the advertising effectiveness would be better and higher.
Consumer segmentation is established because of luxury brands

With the increasingly competition in the luxury market, and the high degree of homogenization of the luxurious products, brand image is very important. Every brand has its own characteristic, which builds the foundation and the relationships with the brand and consumers. For the luxury brand, to have a clear brand positioning and great understanding of the target customers are important as well. According to the marketing based on “feel experience, to combine the brand with the inner feelings and emotions of customers, from happiness to proudness, would help prompting consumers to participate automatically.

Although this study seeks to be complete, it has limitation due to the factors of subjective and objective conditions, and external factors. For example, this study only aims to investigate consumers from boutique packages in flagship stores. As suggestions for the future studies, various consumer groups from different social and economic backgrounds and different gender, would be put into consideration to

see the differences of consumption. Meanwhile, boutique packages are not the only luxury products. There are other high level industries, such as watches, cars, or cosmetics. Those industries could also be included in the comparison so that the results are more abundant and complete.

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