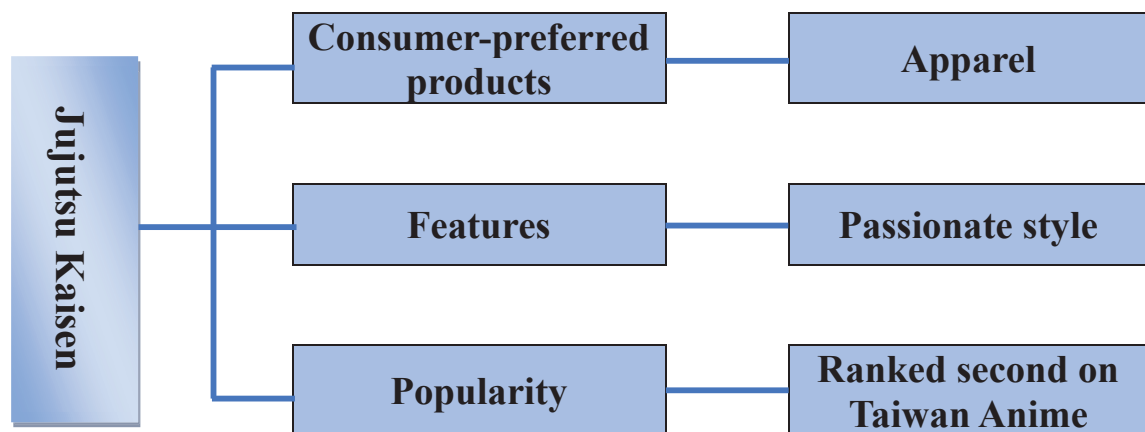




# Synopsis of the work

## Passion never stops! Continuous praise! Customer satisfaction and service quality of Jujutsu Kaisen merchandise

The main focus of this article is to explore the marketing strategies and customer satisfaction of the anime series "Jujutsu Kaisen" in Taiwan. It starts by analyzing the impact of "Jujutsu Kaisen" in Taiwan and the marketing strategies adopted by local distributors. Then, it proceeds to conduct a survey using Google Forms to assess customer opinions on the quality, convenience of purchase, usefulness, and repurchase intention of merchandise related to the series.



Based on the survey results, our team has compiled the following four recommendations :

- A. Increase production quantity for customer-favored products.
- B. Open online pre-orders before the exhibition opens to avoid overcrowding at the venue.
- C. Organize multiple exhibitions to provide more opportunities for fans from remote areas to attend the events in person.
- D. Extend the duration of collaboration merchandise.