

Introduction to the Work



EXPLORING CONSUMERS' PERCEPTIONS AND EXPERIENTIAL MARKETING STRATEGIES OF IKEA: A CASE STUDY OF THE TAOYUAN STORE, THIS STUDY INVESTIGATES IKEA'S **BUSINESS PHILOSOPHY, EXPERIENTIAL MARKETING, AND SERVICE QUALITY SATISFACTION**, PLEASE, PLEASE PROVIDE FEEDBACK TO THE BUSINESS BASED ON THE SURVEY RESEARCH FINDINGS FOR THEIR REFERENCE. PROVIDE RECOMMENDATIONS BASED ON THE SURVEY RESEARCH FINDINGS FOR THE REFERENCE OF THE BUSINESS, PLEASE CONDUCT A SWOT ANALYSIS AND EXPERIENTIAL MARKETING ANALYSIS ; PLEASE CONDUCT A SURVEY USING GOOGLE FORMS TO INVESTIGATE THE EXPERIENTIAL MARKETING, CONSUMER SERVICE QUALITY, AND SATISFACTION OF IKEA.



business
philosophy

marketing
experience

service quality
satisfaction

Based on literature review and questionnaire survey, our team proposes the following recommendations.

- **Environmental protection:** Use more recycled materials to reduce harm to the planet.
- **Store Locations:** IKEA furniture stores are mostly concentrated in the northern region. It would be beneficial to open new branches in the central, southern, or eastern areas to attract more customers
- **International Cuisine:** Increasing the variety of international food options allows consumers to experience different cultural vibes and enhances their willingness to make purchases.
- **Modern Facilities:** It is highly recommended to incorporate AI and robots in-store, introduce multimedia facilities, or launch an app. This aspect should be given the highest priority for improvement.