



作品簡介

體驗行銷是靈丹還是負擔？ —以海底撈為例

海底撈在全球有466家分店，已成為全球第五大餐飲企業
在火鍋界以獨樹一格的體驗式服務，一推出就成為各大新聞媒體大篇幅報導

由此可知，消費者除了在乎食物本身，亦注重飲食過程中的附加感受
本研究將分析海底撈的行銷策略，並透過問卷調查，瞭解這些體驗式服務所衍生的價位是否能被消費者接受，體驗式服務是否能持續吸引消費者，探討這些成本投入到底是行銷靈丹還是反而造成經營負擔

產品	店內產品；火鍋 店內服務如：美甲、川劇變臉、免費甜筒等
價格	以單點方式進行點餐，湯底最高為220元
通路	實體店面、真空包
推廣	節日優惠、集點兌換、加LINE領優惠卷

根據研究情況給予的建議

- (一) 維持主要競爭力來源
- (二) 推出更多優惠方案
- (三) 加強網路通路的經營
- (四) 擴大附加商品的銷售範圍與推廣
- (五) 持續精進體驗式服務
- (六) 改善策略的制定

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Product introduction

體驗行銷是靈丹還是負擔？ — 以海底撈為例

Haidilao has 466 branches worldwide, making it the fifth-largest restaurant chain globally. Its unique experiential services in the hotpot industry have gained significant media attention, showing that consumers value the dining experience as well as the food. This study will analyze Haidilao's marketing strategies and use a questionnaire to determine if consumers accept the prices of these services, if they continue to attract customers, and whether the costs are a marketing advantage or an operational burden.

Product	In-store products: hot pot
	In-store services such as manicure, Sichuan Opera face-changing, free cones, etc
Price	Ordering is by single item, soup bases priced up to 220 NTD.
Place	Physical store, vacuum bag
Promotion	Holiday discounts, redeem points, add LINE to receive coupons

Recommendations based on the research findings

- (1) Maintain the main source of competitiveness
- (2) Launch more preferential programs
- (3) Strengthen the operation of network channels
- (4) Expand the sales scope and promotion of additional products
- (5) Continue to improve experiential services
- (6) Formulation of improvement strategies

