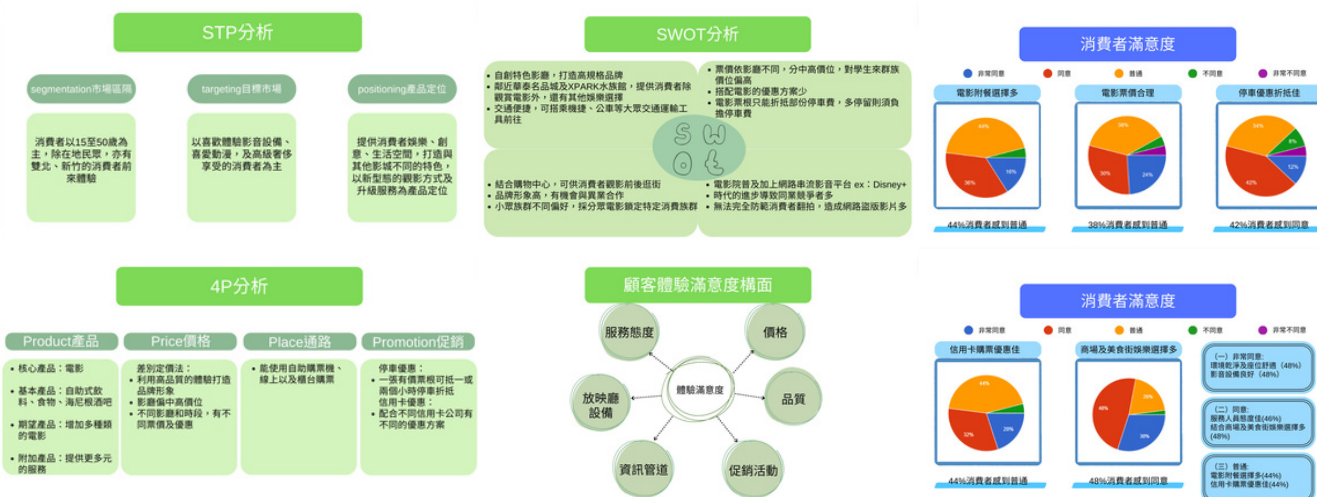


作品簡介

「新光」熠熠-青埔「影城」

行銷策略與顧客體驗滿意度調查

桃園青埔特區因交通及建設發展快速，成為全桃園人口數增加最快的地區
新光影城看準商機於 2020 年 7 月將電影結合購物、美食
以多元型態開幕首家複合式影城，因為交通便利再加上提供消費者購物休閒娛樂體驗的服務受到消費者青睞
因此本組想探討「桃園青埔新光影城」之行銷策略及顧客體驗滿意度



本組透過行銷策略及消費者滿意度分析，提出以下三點建議：

- (一) 電影院附餐以特色餐飲搭配電影主題推出專屬口味，創造消費者味覺記憶，與美食街、商場店家做出差異化，增加銷售魅力
- (二) 影城票價偏高，可透過優惠推出學生專案及家庭套票，給予不同的價格供應，以增進來客數
- (三) 停車折抵與商場合作搭配更多活動優惠，可依超過觀賞時間，持電影票享有停車優惠費率計算補收差額



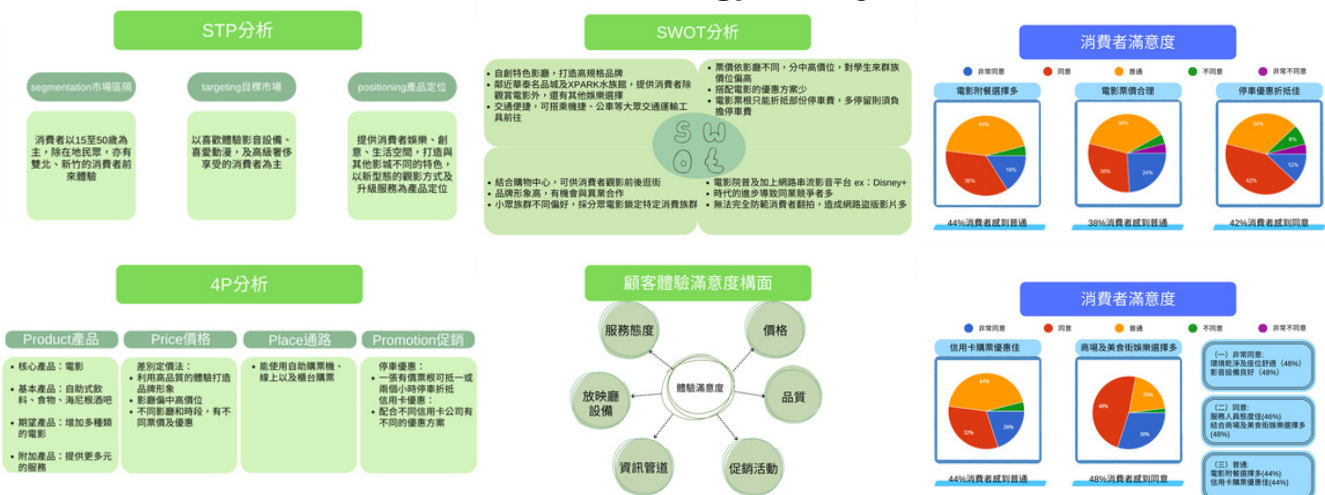
新光影城
SHIN KONG CINEMAS

introduction

「新光」熠熠-青埔「影城」

Marketing strategy and customer experience satisfaction survey

Due to its rapid development in transportation and infrastructure, Qingpu Special District in Taoyuan has become the fastest-growing area in terms of population. Capitalizing on this growth, New Century Movie Theater combined cinema with shopping and dining in July 2020, becoming the first multi-functional cinema in the area. Its convenient location and diverse offerings have attracted consumers' attention. Hence, our group aims to explore the marketing strategies and customer satisfaction of New Century Movie Theater in Qingpu, Taoyuan.



Our group proposes the following three recommendations based on marketing strategy and consumer satisfaction analysis:

- (1) Introduce themed dining options at the cinema to create unique taste experiences that tie into movie themes, setting it apart from nearby eateries and shops, thereby boosting sales appeal.
- (2) Offer student discounts and family packages to attract more customers despite higher ticket prices.
- (3) Partner with shopping malls to offer parking discounts and additional promotions. Implement differential parking rates based on movie runtime, allowing patrons to enjoy reduced rates by presenting their movie tickets.



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