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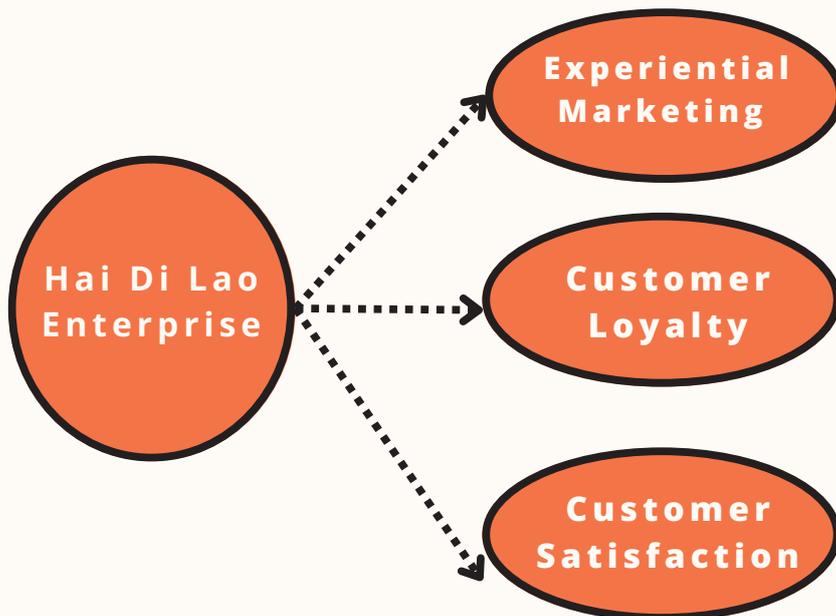
# 在「海」的「底」層「撈」出你想知道

-A Study on Experiential Marketing, Customer Loyalty, and Satisfaction at Hai Di Lao - A Case of the Taoyuan Central Store

The aim of this study is to **explore the business philosophy** and **marketing strategies of Hai Di Lao**, as well as **examine the current status of customer perceptions towards the experiential marketing aspects of Hai Di Lao**. Additionally, the study aims to analyze customer loyalty and satisfaction towards service quality by employing a literature analysis method to integrate SWOT analysis and 4P analysis. Furthermore, a questionnaire analysis method will be used to investigate consumer satisfaction with Hai Di Lao and analyze their willingness to revisit, providing specific recommendations. In response to Hai Di Lao's business philosophy of "service first, customer first" and their brand concept of "integrity in operations, enhancing food stability and safety," this study aims to align with these principles.

## Target Audience:

Hai Di Lao Consumers in Taoyuan City



海底撈火鍋  
Haidilao Hot Pot

Our team has derived the following three suggestions based on literature review and questionnaire surveys:

### Suggestion 1: Enhance parking convenience:

Establish partnerships with nearby parking lots to provide contracted parking services, thereby increasing the willingness of consumers to visit and spend at the establishment.

### Suggestion 2: Organize monthly store manager events:

Collaborate with popular online influencers to attract consumers from different regions and gain media coverage, thereby increasing the visibility of the store.

### Suggestion 3: Enhance Chinese cultural experiential activities:

Allow consumers to personally experience face-changing performances or offer a variety of other activities that showcase Chinese culture, enabling foreign consumers to gain a better understanding of Chinese culture.