

夜市遊客美食體驗影響知覺價值之研究

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摘要

本研究目的在於瞭解夜市美食與遊客知覺價值的關聯，進而提供日後夜市規劃與行銷之依據。透過台北景美夜市為例，以質性訪談廣泛、深入性的討論夜市美食體驗與知覺價值之間的關連，提供景美夜市美食文化現況報導，知悉其優缺點為何？以提供當局作為日後整體規劃和行銷策略的參考。

研究結果發現，遊客於景美夜市體驗美食產品的過程中，對於價格性價值的重視，認為夜市美食的物美價廉，是主要再次上門光顧的因素。對於美食享受過程中的感官體驗，認為味覺和視覺上的情緒性價值，能夠引發消費者的慾望及感動。品嚐夜市美食的活動也是一種與親朋好友情感交流的活動，創造遊客的情感體驗，美食的話題帶動了情感的互動。遊客重視夜市的交通便利性，認為行動體驗所花費的時間成本低，會增加逛夜市的意願。

關鍵字：夜市美食、體驗行銷、美食體驗、知覺價值

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The Study of Culinary Experience on Night Market Tourists in the Influence of perceived value

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Abstract

Government has been actively promoting tourism industry in recent years, and Taiwan Night Market Culture has become a hot current mainstream of tourism marketing. Night Market Culture is often close to the people's lives. To experience the features of localization, popularity, and hometown roots, Taiwan Night Market is really one must-be-taken schedule of in-depth travel and local cultural characteristics in the trip. The purpose of this study is to understand the relevance between night market food and tourists perceived values, and thus provide for future planning and marketing of the night market basis. Take Taipei Jingmei Night Market for example, a wide range of qualitative interviews and in-depth discussions are used to find the association between the night market culinary experience and perceived values, then providing current food culture reports of Jingmei Night Market reports. We can be aware of the strengths and weaknesses, hoping to provide the Authorities overall planning for future reference and marketing strategies.

The results found that visitors experiencing the culinary offerings at Jingmei Night Market emphasize the price and the value of food. They consider "low price and high quality in night market" to be a major factor of coming again. For the food sensory experience, they consider the emotional values of taste and vision can lead to consumers' desires and moving. Tasting night market cuisine is also an emotional exchanging process among the friends and family. The food topic not only creates the emotional experience of tourists, but leads to the emotional interaction. Visitors pay attention to the convenience of public transportation, and they are willing to go night market visiting because of the low transit cost.

Keyword: night market cuisine, experiential marketing , gourmet experience , perceived value