

CONSUMER EXPERIENCE, PATTERN AND ANALYSIS

Currently, the innovative and technological equipment have penetrated our life due to the huge improvements of technological products; simultaneously, severe competition has appeared in this area. In order to be more competitive in the market, an increasing number of companies swarms to launch more marketing activities to obtain information concerning customers' preference towards their brand, product, price; and this information will help the company improve their products and services. Apple Computer Inc. originally started with a core value of "Simplicity is the ultimate sophistication", and they have been struggling to create the most user friendly interface and application experience for consumers. Despite the product itself, outstanding consumer experience may be one of the reasons that help the company achieve a global leading place today.

Describing the role of experience marketing on the consumers' purchasing decision process: Pre-experience can motivate consumers to purchase iPhone; experience and post experience can influence consumers on deciding whether they will continue using the product. Therefore, it implies that experience marketing motivates the consumers' wants, and then the relevant experience affects the following steps in consumers' purchasing decision process. In other world, the authors believe that experience marketing plays a motivation role in the consumers' purchasing decision process