

Digital Experiential Marketing Strategies for Old Commercial District-The Example of Taichung Central District in Taiwan

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Abstract: In recent years, the government of Taiwan makes many efforts on enhancing the function and image of the local commercial districts. The efficientness seems not remarkable because these projects only focus on the hardware improvement instead of consumers' feelings. Nowadays consumers buy products and services is based on showing the personal taste and feeling. Therefore, the old commercial district must emphasis on the customers' experience of the five senses in the future. Meanwhile, the digital technology and smart mobile devices develop very variantly and quickly. The marketing mode of the commercial districts will combine with digital technology for providing consumers more real-time, useful information of shopping and tourist in the future. It is necessary to build the digital experiential marketing mode, product introducing system and travelling navigation system for enhancing the attraction of old commercial districts. Thus, this paper will take Gi-Kong street, Electronic street and Freedom road three old commercial districts of the central area of Taichung City in Taiwan as the research fields. We hope to enhance the experience value of old commercial districts travelling through digital technology value-added. The point of the research will focus on establishing digital experiential marketing mode. Finally, we hope the results of this research can help the administrators of these old commercial districts plan and build up the innovative experiential marketing mode, scenarion product introducing system and interactive travelling system for activating the old commercial districts in the future.

Keywords: old commercial district, digital experiential marketing, five senses technology, augmented reality (AR)

I. INTRODUCTION

Taichung City is ideally located, pleasant weather, and Taichung in Taichung City Center area of urban development district who, in the past is very lively prosperity. It has a unique geographical, cultural, architectural and landscape, so that the region has a strong cultural and historical flavor shopping district, but now because of the transformation of economic structure change with the times, the district is no longer busy. Marketing has become the central business district and local governments work together to take forward direction, hoping to improve the old district of old, conservative and negative bad image. However, the effectiveness of the implementation of these plans seem failed, mainly because of too much emphasis on their improvement and planning hardware facilities, so that ignores the old district itself has real charm and the feelings and needs of consumers. Under the economic structure changes while changing trends, in addition to basic consumer goods, the people have begun to pay attention to the level other than the product itself. When prompted consumers to buy products and services, not only is the main function-oriented, modern consumers requires the ability to touch people's hearts, to enhance the taste, and other intangible experience levels. So compared to the traditional focus on functionality and benefits of product marketing, how to combine a variety of intangible and tangible experiential marketing will be a major focus of future store development. Provide consumer value in different sensory experiences, emotions, thinking, action and other related in order to achieve real cultural tour of the old district intellectual and emotional purposes, but will also retain the unique architectural landscape of this area of the humanities.

The plan for the old Taichung District's digital marketing planning experience and proposed the idea of recycling, the theoretical model of digital information technology, technology application and district human development plan for the most favorable convergence. First will be "in the zone of the old district of Taichung," science and technology as a bonus to the five senses to experience the old district of digital marketing research field, and based on the old district in both the quality and quantity of the depth of the long-term goal of sustainable development of tourism, it is desirable by researching this project, in order to provide the old district management units elaboration related to the old district planning digital marketing experience, reference information navigation facilities and promotion of cultural tourism activities. Pursuant to create and maintain a sustainable tourist-friendly old district shopping environment, while the old district will travel experience digits environmental planning as a precondition to explore the old district to enhance the quality of tourism satisfaction.

II. RELATED WORKS

According to the introduction of the Taichung City Government Economic Development Board (2017), and one of the regions in the area of Taichung City, Taichung earliest development and core regions, the oldest commercial district in Taichung. Administrative regions east of the railway runs through, Shuangshi Road section, Zhonghua West Street, South Minquan Road, Gongyuan Road and gospel Street is bounded terrain Founder orderly streets. Except for the north-south roads outside the central region stronghold, Public and Private Rail Road station located here, the traffic is very convenient for business prosperous region. But with Taichung, transportation and trade center move west and other factors, led to the area becoming a recession. Taichung City Government in the region in recent years, increasing emphasis on development, in addition to the regular events held in the region to promote business opportunities outside, and investment in a number of major construction zone. And there is a long history of monasteries and churches.

In 1895 the Japanese colonial period, after the Home Executive Governor Shinpei Goto in preparing for the implementation of the urban plan of correction, using the Barton and Hamano Yashiro's "Report on the Planning Taichung Street" in the report will Taichung City Planning as "checkerboard" city. 1900, "Taichung area correction" in the official announcement, scheduled to set up the park, and the park was scheduled to Taichung Park to its present site. At that time the green renovation, Yanagawa and planned checkerboard road (Figure 1), and the construction of Taichung Station, which is today's Taichung Station, Taichung slowly will transform into a new modern city. After World War II, the Republic of China over Taiwan, Japan and Taiwan the region's Governor divided merged into "the zone."

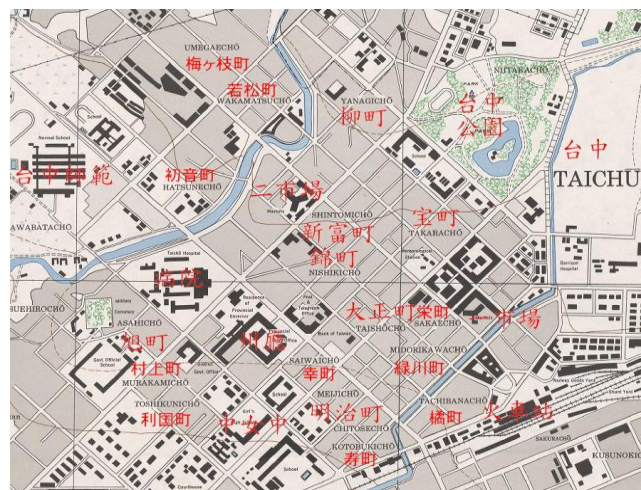


Figure 1. Taichung central district map in Japanese colonial period. (Source: <http://blog.kaishao.idv.tw/?p=1444>)

Taichung central district is composed of many street district made a comprehensive business district, each district have their own characteristics, in addition to the famous sun cakes freedom Road shopping district, there are electronic related products development has electronic Street shopping district, the following is the introduction of each district.

(A) Jiguang Street Shopping District

Jiguang Street shopping district located in the area of Park Road to the civil rights section, belongs to the early development of the commercial streets of Taichung City, during the Japanese occupation era, said jiguang Street shopping district as "Sakaemachi." Nowadays, with the development of the times Jiguang Street, gradually transformed into a wide range of development, which all jiguang Street pedestrian area, the longest pedestrian area in Taichung City; in addition, the pedestrian area can improve the current street congestion, chaotic street scene; better combine home and storefront arcades, promote business activity area (Figure 2).

(B) Freedom Road shopping district

Freedom Road shopping district is located in Sec freedom, north from Double Ten intersection, south ethnic intersection, was established in 1995 for the Taichung tenth district, shopping district shops Jayuro diversified, covering pastry industry, services, shoe shop, leather accessories shop, the sun is the sun cake cake birthplace and distribution center (Figure 2).

(C) Electronic Shopping Area

Sold Street shopping district early electronic sound electronic goods, and now has become the main trafficking computers and peripheral products, which is located in the mountain 93 Lane, Green Lane and western Sichuan street formed a cross street. In the electronic street stores up to dozens, and there are chain of electronics discount stores, electronics and materials readily available hardware and software, according to personal needs of select commodities, parity, easily selected inexpensive goods (Figure 2).



Figure 2. Jiguang Street, Freedom Road and Electronic Street shopping districts

2.1 Commercial District Definitions

There are many definitions about commercial district. The earliest David (1964) once stated that the district in addition to the area containing the store clustering, regional potential customers also included the presence of these potential customers will have a chance to consume in a particular cluster of shops. In addition, Cova et al. (2008) mentioned the well-known retailers Wal-Mart places to define the scope of the market share of district. Then Pitta, D.A. and Fowler (2005) expressed it will be in the range of a narrow commercial district area, this range of shops and stores to attract customers have encountered the group, and ongoing operations. After the definition of a more streamlined business district as long as there is aggregation of two or more retail stores stronghold can be called district (Evans and Berman, 2001). In sum, there are basically two ways to define the business district, a subjective definition: refers to the retail stores to attract customers to come in from the commercial district, the second objective is defined as: the same or different after various types of stores gathered to attract customers go make specific consumption (Simmons, 2008.).

2.2 District structure

Taiwan used to be separate from the mall and shopping district, were planning. And then according to district theoretical classification can be divided into three types, namely, business district, business district and potential trading district (Truong and Simmons, 2010). Department of Commerce, two types of change are called district, which is divided into the main shopping street, as well as district and other resources in the hinterland of three blocks (Figure 3). In many district classification, the most widely known as William Applebaum (1996) the district range into the main shopping district (store about 70% of customers source), minor district (major shopping district extends outward about 20 to 30% Existing customers area) and marginal district (about 10% of the stores customer sources) three regions. Commercial district the most significant feature of its convenience stores adjacent to Ge Dianjia gather its composition, it is possible to provide customers with the area near require products and services (Geisman, 2004). Zielke (2010) described that the district for local development important key business area in the future in addition to maintaining its basic consumption functions, can provide a healthy environment and the protection of the environment has become an indispensable business district development priorities (Figure 4).

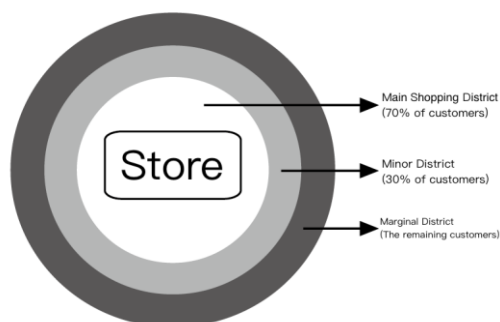


Figure 3. district constitution

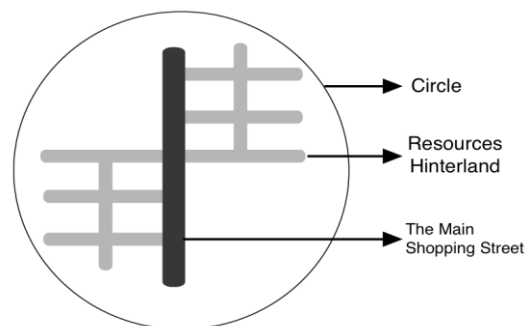


Figure 4.district range

2.3 Experiential marketing

2.3.1 Definition and types of experience

Experience derived from the Latin, it already has a probe, test meaning, according to Alice for little more 'experience' interpretation experience through sensory memory, the same memory multiple times combined experience. Schmitt (1999) presented the experience is to observe or participate in an event caused, whether real or imaginary events and experiences usually occurs via induced way. Pine and Gilmore (1998) also stores the services and merchandise metaphor for the stage and props, after Ruoshi consumers inclusion, there have been experience. Now consumers are more willing than the goods or services for the time and money on more memorable and more valuable experience.

Ying, and Chung (2007) advocated experience and consumer are closely associated with the so-called experience primarily by providing services, and then create a shopping experience that consumers want not only products, consumers pay more attention to whether in fact there is a satisfactory experience. Consumers believe that the entity than material goods, intangible experience to better reflect overall consumer value. Pine and Gilmore (1998) features into the experience level of participation and environmental correlation between two facets, and entertainment, education, escapism and aesthetic do four types of explanation (Figure 5).

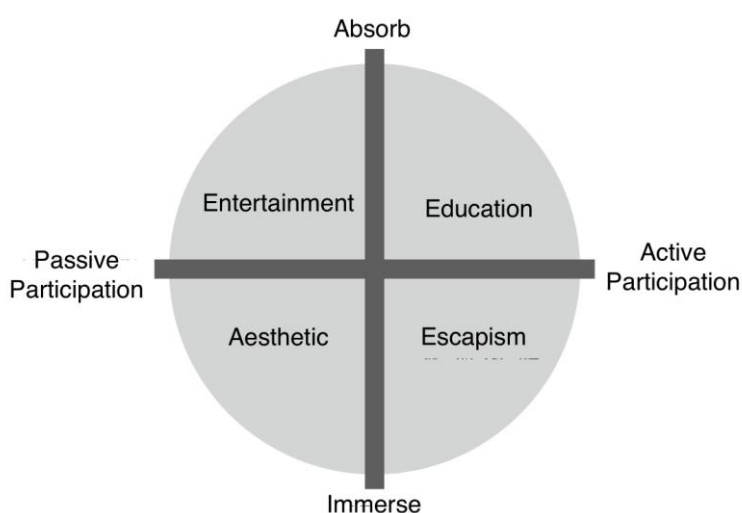


Figure 5. Characteristics of two facets and four types of experiences

2.3.2 Marketing Experience Definition

Schmitt(1999) believes the store should escape past the marketing focus on product features and functionality on the way, the marketing focus shifted use imagination and creativity to create a memorable experience for consumers, it is experiential marketing. Witkowski and Wolfenbarger (2002) also mentioned the current way of marketing is no longer just the traditional product-based marketing model, the consumer process itself is actually a complete experience. Schmitt(1999)who is now believed to have a good product performance, quality and other aspects for granted; they are looking for is able to touch people's minds, stimulate thought, senses a new experience model. Wiertz et al.(2004) assisted by finishing after discovery experience can bring a lot of economic sense. The first to experience the added value of goods can be improved, but also to deepen the impression of the product. McLuhan (2000) mentioned experiential marketing concept is extended to the different aspects of the experience. Core marketing experience, in fact, for customers to create different forms of experience, these experiences in the form of what we call "policy experience modules", and each policy experience modules have a different structure and marketing principles. Experiential marketing to be "media experience" to carry out and complete. Therefore experience-based marketing strategy of "policy experience modules" experiential marketing tools and tactics of the "media experience" as consisting of two important levels of marketing experience.

2.3.3 In the form of experiential marketing

Schmitt (1999) in "experiential marketing," a book that must be experiential marketing "strategy experience modules" and "media experience" a combination of policy experience-based experiential marketing for the policy module, each "mode of Experience group "containing different experience model, a different structure and different marketing principles constitute the last necessary media" created via different experience ".

(A) Policy Experience Module

Policy-based modules for the experience of Experience marketing, Schmitt (1999) Experience five modules, each module has its own experience of five separate structures and different forms of experience, the following are described the experience of five modules:

- (1) the senses: the five senses experience-based, respectively, sight, hearing, smell, taste and touch.
- (2) Emotional: the need to create a consumer can touch the feelings and emotions of the experience, which included mild mood and strong emotions.
- (3) thinking: the use of intelligence and creativity, causing consumer interest, surprise, the idea to create awareness and problem-solving experience.
- (4) Action: Relevant experience with interactive physical, lifestyle and interpersonal.
- (5) Related: with a particular ethnic group or culture-related social recognition experience, its sphere of influence contains sensory, emotional level, etc., thinking, and action.

(B) The Experiential Wheel

If the experience of Experience module-based marketing strategy, then the experience is the experience of the round marketing strategy tool. Experience is round with five classification policy experience module composed of five modules Experience Strategy both by different forms of content, they form a complex and interconnected, the structure of each effect is called the Wheel Experience(Schmitt, 1999).

(C) EzPros

That the sensory experience, emotional experience, thinking the experience, the experience of action associated with the experience of all is by "media experience" to produce, so the experience is also known as tactical tools media experience marketing. Identify its contents include communication, visual spoken, product presentation, co-branding, space environment, websites and electronic media, people (Schmitt, 1999).

2.3.4 Experience Economy Mode

In agricultural and industrial products mainly based era, its value as well as market volatility and by cost adjustments between the product and product differentiation is not obvious. Today, however, in the experience economy era, gradual diversification of product line and distinctive shape, in order to further increase market competitiveness, along with products from the services and enhance the overall consumer experience better value. Pine and Gilmore (1998) to experience the evolution of this phase of the economic theory known as economic value generated by the product of the progressive mode, the evolution will go through four stages, namely "the extraction of primary products", "manufactured goods", "to provide services" and "show experience." As shown in Figure 6.

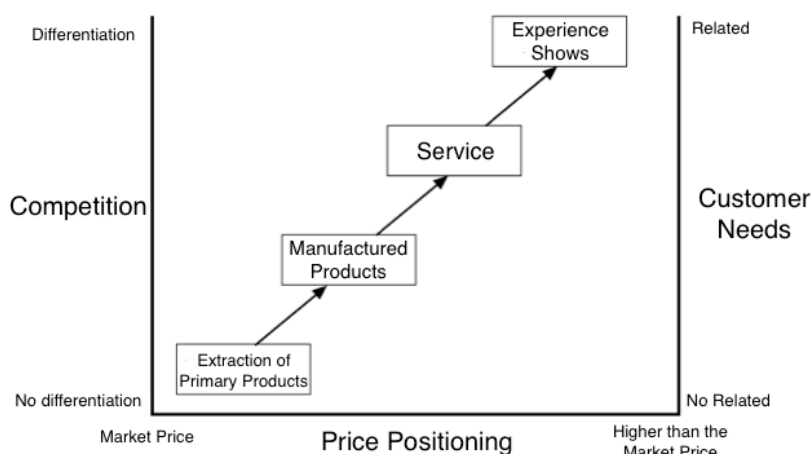


Figure 6. Economic Value Progressive Mode

2.4 Digital Technology

2.4.1 Internet community

The earliest original virtual community since 1974 electronic information exchange system (Steyn, 2010). Which types of interactive highest operability. But for interactive business platform, Facebook's fastest-growing. March 2010, Facebook access number in the United States beyond the Google website, after seven months of a breakthrough billion mark, becoming the world's largest social networking site. Facebook has

a network of banking functions, use the Internet to manage their own relationships. Pan et al (2012) to share information through a network of networks, can make the brand more easily spread out. Show differentiation to attract the attention of consumers is the key. Andrew L. et al. (2012) proposed value fan page, and by the way fans interact to increase the depth of discussion, 1. reach internal active. 2. Increased intent to buy. 3. development of new consumer groups through leveraged way.

2.4.2 Digital bonus with the five senses Technology

(A) Several bonus

In recent years with advances in technology, smart mobile devices and mobile networks in addition to the increasingly high standard, related applications and services is increasing, hardware and software are reaching maturity. In today's era of information explosion, people through these tools, you can easily and quickly get the information you really need. The popularity of smart mobile devices become more sophisticated, and people began to rely on the convenience and importance of smart phones brought, and mobile network specification upgrade, but also for a variety of applications to bring more possibilities. Today smart phones both in software and hardware systems and other aspects of architecture has matured, the future of how to bring consumers a new experience, will be the key to victory.

(B) Five Senses Technology

The so-called five senses technology is the technology to physiological perception of the five senses as summarized in the concept, the primary to the eyes, ears, nose, tongue, body and the five senses classified as primary structure. This concept summarized mainly provide experience-based marketing industry as a creative application, which was summarized as vision, hearing, smell, taste and touch. In this study, it is broadly defined as those who comply with the five senses of perception communicate feelings and convey the technological equipment or software technology, can be defined as the five senses Technology and categorized positioning properties.

2.4.3 Augmented Reality (AR) technology

(A) Augmented Reality navigation system

Augmented Reality Development Environment Construction equipment requirements and equipment requirements of the AR, can be divided into hardware and software equipment, hardware device is equipped with a host computer, an image capture device and the screen displays. AR environment tool, based on the US Atlanta GUV Research Center, Professor Blair and others have developed systems DART Construction in Macromedia Director software, and this system is relatively easy to end users design applications, operational links will be able to write programs without having to pass through the construction of AR environment. AR wide range of applications. Products used Products, which will sell the construction of 3D animation, placed within the AR card codes, in order for display presented to consumers, increase consumer understanding of the product, process, consumers through the sensory experience of the industry to design and improve the product purchase intention (Orth and Green, 2009).

III. RESEARCH METHODS

3.1 Investigation processes and procedures

Methods used in this study will be divided into two parts: The first part of the interview survey, the store for the industry in the region, in the area of visitors in-depth interviews with the contents of experiential marketing theories derived from the policy experience spindle module as interviews and analysis Oral agreements are analyzed. The second part of the questionnaire for tourists, will be the results of in-depth interviews to design a questionnaire. Finally, the results via statistical analysis software SPSS, and made specific recommendations experiential marketing strategy.

3.2 Questionnaire

According to Nguyen and Leblanc (2001) description of the survey is used to conduct a technical and attitude measurement questionnaire to gather and measure more than the idea of finishing, and can sort through correlation analysis and statistics, understand the nature of the problem and the key element to solve the problem. In interview survey questionnaire content analysis as the basis for the investigation, in addition to the verification interview survey results of the analysis, and the use of SPSS statistical software will survey the number of content distribution, analysis of variance, cross analysis and other statistical analysis, and statistical charts illustrate later You can detailed understanding of correlation as well as the results of the various elements. Marketing experience to Taichung District proposed future development of relevant content based on the survey results, and in view of digital technology, follow-up recommendations.

IV. RESULTS ANALYSIS

4.1 A combination of factors in the region

The survey focused on the area to investigate tourists, its purpose is to discuss the basic characteristics region tourists, but also hope to find charm in the region, the various factors drawback with visitors expect, and know exactly how visitors experience marketing for each configuration and evaluation of the surface of the idea. Tourists in the area considered the most important factor is the charm "preserve the character of old", "traditional historic setting" and "transport facilities", the majority of old age that the characteristics are very attractive, which over 55 years of age most You can feel its charm; the main factor was minus points "difficult parking" and "foreign migrant workers more", "hiking area is not well-planned," all ages have felt the problems caused by difficult parking, 26 to 35 age group by Factors that affect this maximum; the main factors expected to "additional parking and parking Flag" and "increase in tea shops, stores can stay," "organized market activity" in the area where most men can look forward to additional car parks and parking labeling, but women are hoping to increase Afternoon tea shops can stay the shop, most of the age groups most want in an additional car park and parking area can be marked to resolve their difficult parking problems (Table 1).

Table 1. An important factor in the region of each place.

Place charm factor	Plus factors	Factors minus points	Factors expected
1	Preserve the character of old	Difficult parking	Additional parking and parking Flag
2	Traditional historic setting	Foreign migrant workers more	Increase tea shops can stay in the shop
3	Convenient transportation	Hiking area is not well-planned	Market activity held
4	Unique Souvenir shops	Dirty streets	Increase cultural and creative shop
5	To preserve the historical and cultural	Very dark at night	Re-planning hiking area

Tourists in the area of digital technology that the most important factor is the charm "free Wi-Fi service", " punch preferential activity ", and " the use of facebook fans group propaganda ", visitors share photos or search the store network in the community, information and other tourist attractions, will need to use the Internet, and therefore free Wi-Fi by most people look forward to; the punch promotions to stores and tourist win activities, especially women are more like love sharing this activity; facebook usage is very high, and tourists susceptible fans, so use fans to increase its visibility, the store's marketing is very important ways (Table 2).

Table 2 In the area of digital technology important factor.

Places	Central Digital Technology Factors
1	Free Wi-Fi Internet service
2	Punch preferential activities
3	Use facebook fan group propaganda
4	Use interactive technology to increase tourist interest in area
5	Using virtual reality device presents District charm

4.2 Experiential Marketing Facet

Analysis in experiential marketing facet of show, visitors are most vulnerable to others, affected communities or cultural links, so the highest of the three facets of the experience of tourists associate degree of recognition, but the housewife (husband) or thinking that the emotion generated when the consumer is also very important, retired people agree to experience the most experience. It will be described below for each facet.

■ Sensory Experience

In the "sensory experience", many visitors may deem appropriate music mix will affect their degree of goodwill, and that the store whether they have a friendly, professional service attitude, the environment is

comfortable and bright is very important, in terms of products, in addition to the elderly, the rest ages are recognized with unique products and services more attractive, and most ethnic groups believe the best product choice or freedom can match. But stores cover medals and promotional materials distributed propaganda has little effect on tourists. The elderly are concerned about whether the store has organized or participated in activities to increase awareness (Table 3).

Table 3. Sensory action facets averages.

	Sequence	Item Title	Average	Standard Deviation
Sensory action	1	Stores should have a friendly, professional service attitude	4.68	0.51
	2	Whether bright and comfortable store environment will affect the favorability	4.39	0.611
	3	Appropriate music can change the atmosphere	4.29	0.605
	4	There are many options or products can freely mix	4.23	0.62
	5	With unique products and better able to attract me	4.11	0.666
	6	DIY experience if I would want to participate	3.61	0.892
	7	stores introduced punch, I would like to participate in promotional activities	3.61	0.896
	8	Are stores have organized or participated in activities to increase awareness	3.48	0.857
	9	Stores have distributed promotional materials of publicity is very important	3.42	0.875
	10	If the store will be more interesting to me cover medals	3.15	1.01

■ Emotional Thinking

Visitors to the "emotional thinking" aspect, of all ages to experience the area DIY shop located in a lower degree of recognition of the open space, where the elderly person considered most inappropriate is located in an open space. DIY experience for the young population has a high learning ability and interest, and therefore can best understand the value of the product through the DIY experience. In addition to showing visitors approved raw materials and props allows visitors to better understand the background of foreign products, are considered reassuring comfortable decor will be attracted, and many visitors think shows old photos, storyboards and other elements in the region can make them a better understanding of the area. The majority of visitors neither rejection to establish good relations with the store, but do not necessarily want to become like friends like relationship (Table 4).

Table 4. Emotional thinking facet average.

	Sequence	Item Title	Average	Standard deviation
Emotional Thinking	1	Particularly with respect to exaggeration, comfortable decor more attractive to me at ease	4.15	0.761
	2	Display materials and props can make me a better understanding of the product background	4.09	0.642
	3	Central elements of decor stores use to make me a better understanding of the area	3.96	0.75
	4	Creating a nostalgic atmosphere can increase my store of preference	3.95	0.865
	5	DIY experience make me a better understanding of the value of products	3.9	0.753
	6	I hope that with the store staff become like friends like relationship	3.83	0.778
	7	DIY Experience Zone is located in the store open space is very appropriate	3.81	0.811
	8	DIY stores if experience makes me interested in	3.68	0.878

■ Related experience

In the "related experience" section, visitors can find the middle-aged population being higher impact magazines and television, and in the area of the old main customer groups go further who will miss the memories in order to taste and return to old spending, There is also susceptible to the influence of friends and go to the consumer, the store hopes to attract more young population, should be strengthened to attract the best young internet marketing. Overall, youth and teenagers are subjected to a high degree of influence on the web recommend, and minimal magazine and television (Table 5).

Table 5. Facets related experience average.

	Sequence	Item Title	Average	Standard Deviation
Related Experience	1	I would rather go to a friend's recommendation because the consumer store	4.35	0.598
	2	Stores use online marketing to attract young population	4.27	0.601
	3	Because the memory of the taste and nostalgic return to old	4.18	0.72
	4	Because I would recommend and go to the store on the web	4.07	0.684
	5	Renovated old house in the past so I think there is the feeling of	4.06	0.749
	6	Will increase the desire to know the story behind the product purchase after	3.9	0.724
	7	Recommended because a magazine or television while visiting the store consumption	3.89	0.759

4.3 Digital Technology facets

The store itself is digital technology the most by tourists in areas most attention, and the City Tourism digital technology is also considered to be very important, Internet technology most people use and understanding of digital technology, so most visitors for Internet technology are not particularly idea.

■ Internet Technology

Appropriate use of the Internet to upload the image propaganda film, shot in so that visitors can use to enhance the image of the impression, and like to use modern facebook punch or share photos, while others are attracted to share and make other people also want to go to the store or region, and fans to share the latest addition to instant messages, also can interact with visitors, and create populist image. And email promotions sent messages easier to overlook, because too many of these letters will lead to really important letters are ignored, so the majority of visitors all said they did not wish to receive email send activity deals message (Table 5-3-1).

Table 6. Facet average Internet technology.

	Sequence	Item Title	Average	Standard Deviation
Internet Technology	1	District propaganda movie images on the web will increase the impression area	3.74	0.698
	2	I would recommend because facebook fan page and go in the area	3.61	0.795
	3	If we can get information and navigation by app I would like to use	3.6	0.815
	4	I will introduce the region because its Web site and go to the region	3.45	0.769
	5	I would like to receive promotions and events in the region posted the message line	3.07	0.98
	6	I would like to receive e-mail sent in the area Shipping & Events News	3.02	0.953

■ Things Digital Technology

In this Internet era, most of the tourists love free Wi-Fi service, so that you can feel free to punch, upload videos, even use google map search route, query attractions information, and most of the visitors are expected to be utilized virtual Reality to reproduce the style of the region, though the area still retains many historical and cultural monuments, but many because of old, damaged and lost past style, if you can take advantage of this technology allows younger can also list the area prosperous past style . The use of the QR code

groups less opportunity due to the use of QR code scanning is to find the location or information, but some stores search in the browser can find the information, and therefore less opportunity to use QR code (Table 7).

Table 7. Things digital technology facets averages.

	Sequence	Item Title	Average	Standard Deviation
Things Digital Technology	1	I like to have a free Wi-Fi service	4.37	0.714
	2	If the use of virtual reality in the region in the past to reproduce the style I want to try to see	4	0.769
	3	If we can make use of augmented reality navigation device I want to try to see	3.87	0.791
	4	If electronic billboards to provide information and navigation is very important	3.82	0.773
	5	If the use of digital photo display in the region over the last appearance to attract me	3.8	0.733
	6	If GPS positioning navigation system I would like to try to see	3.74	0.823
	7	If the area to launch punch preferential activity I would like to participate	3.67	0.917
	8	I'll search the store by scanning QR code Location & Information	3.53	0.942

■ Stores digital technology

Interactive technology can effectively attract the attention of tourists, and let adults or children are able to obtain interest through interactive technology and sound and light body movements, or even be able to learn through interactive technology, very high expectations of tourists. Most of the visitors said that they would want to try to take advantage of virtual reality way to increase overall store experience and feelings, and therefore more able to increase product appeal. Although the store has been part of the electronic menu use, but generally thought that ordinary tourist menu if attached picture is sufficient that it is not particularly necessary. Although 3D simulation approach can be more to show the effect of product characteristics and simulation products, and this party is also very popular with younger looking, in terms of the elderly population as a relatively new technology, and low acceptance, but for the elderly population the higher the more common three-dimensional projection acceptance (Table 8).

Table 8. Stores digital technology facets averages.

	Sequence	Item Title	Average	Standard Deviation
Stores Digital Technology	1	Use interactive technology to increase tourist interest in the area I would like to participate	3.96	0.723
	2	If you can increase the use of virtual reality experiences and feelings I want to try	3.95	0.76
	3	If the use of three-dimensional projection presented in a way characteristic of the area and the store will attract	3.91	0.718
	4	If we can understand the use of augmented reality in the region and I would want to try the store Features	3.89	0.759
	5	Stores with 3D simulation simulate product performance will attract me	3.87	0.746
	6	If we can make use of augmented reality to improve the effectiveness of DIY learning experience I want to try	3.86	0.773
	7	Store show the way to play the movie in the area and will attract my store Features	3.78	0.68
	8	If the store will increase the use of electronic menu on my store's favorability	3.76	0.867

Overall, the experience and the different ages for Digital Technology of the facets, there are different degrees of thoughts and feelings, most of the visitors to hold a digital technology are curious and looking forward, the age for the lower digit a high degree of acceptance of technology, and there is part of the elderly are

less able to accept the innovative digital technology, so to use digital technology to solve the region's problems with the store environment and enhance the charm of the area, should grasp its original charm, resolve problems and achieve tourists looking for the principle, and the different ethnic groups of tourists point of view and designed to lead to interest young people, and to guide the elderly person can adapt to digital technology, will be very important when you use the five senses technology to enhance the area charm part, these are the important direction for future development in the area of activation.

V. DISCUSSIONS

The following will focus on the current situation and problems in the area, and a combination of the five senses to experience science and technology and marketing planning points will be discussed.

5.1 The current situation and problems

Interviews with the fifth chapter of the fourth chapter of the questionnaire analysis to understand the current situation in the region, and current problems, which comprises various levels, mainly from three aspects stores, the District Environmental, tourists, etc. to organize the current situation in the region and problems.

■ Stores

Currently different neighborhoods have their own characteristics in the area of the store group, whose stores are mainly old tradition, like selling Souvenir sun cake Street, Monopoly Electronic Materials supplies electronic street, but in recent years there have been some special zone or a new concept of decoration mainly stores different types emerging, brought a new atmosphere to the area, but the link between the lack of another store, store type in the region is not enough diversity, resulting in more visitors to the site-directed way to travel to specific stores, and whether new or old stores are there to promote its shortage of tourists in areas close to the stores often do not understand and thus leave no distribution continue shopping.

■ District Environment

District since the environment is also still planning to maintain the current year during the Japanese occupation of checkerboard road and street atmosphere, but also retains the cultural assets and historic buildings, but not for a long time to maintain and update, and there are many old buildings damaged, although many tourists to go to visit these cultural assets, but are disappointed. Transport, lack of parking space, poor road vehicle flow line planning, the most urgent problems in the area. And there are many in the region to stop the operation of the store and empty house, seriously affecting the street appearance. And some people would like to find a suitable store, but could not find the landlord, not looking for a suitable house.

■ Visitor

There are many older people in the region together with your family and friends back in district play, the district back memories of the past, so there are many families in the region as a major source of tourists in the region, but most of the stores are hoping to add more young tourists, and you want to be able to stay in the tourist area, in order to promote tourism in the area of consumption. While the region was a serious lack of complementary measures corresponding to the foreigners, to the recent foreign tourists has increased, these are in the area during the follow-up is the key when planning must be considered.

5.2 Planning Highlights

The following will be based on interviews and questionnaire survey results of the analysis and proposed planning points for the region as well as in the area of the store environment, planning points based on the five senses digital technology as the basis for the formulation, in district stores is "Environmental decoration", "product experience", "tourist propaganda" three points for the title of the plan, while the district environment is based on "the street environment", "store building" and "promotional activities" plan put forward three points, expect to be able to use a variety of digital technology for the five senses issue improved point, as well as to enhance the charm of the area, expect planning points can bring concrete benefits to the region in the future development of activation.

5.2.1 Central store five senses Technology Highlights

■ Environmental decorating

Stores should each create their own environment and decorating specialty stores, while the vulnerable elderly tourists nostalgic retro decor to attract young people to experience the historical atmosphere like feel, stores may extend the regional characteristics of the use of the old house itself advantages of retro nostalgic environment construction, but also the use of virtual reality presented in a way retro style, so that visitors can feel closer, in the recollection of the past like the elderly, but for virtual reality and other ways, some fear the new technology, so you can use three-dimensional projection of the way to let the elderly who can feel the history retro atmosphere; while in the same time to create an atmosphere, music is essential, to join any music store atmosphere, with comfortable and bright environment in order to allow customers to enjoy comprehensive

sensory emotional experience.

■ **Product Experience**

In the area outside the old should be maintained the traditional characteristics of the original product, all types of stores should also identify the characteristics of their products, develop a unique commodity, and to maintain product quality and proper use of 3D simulation of the way to show product features and effect, so that visitors can learn more about the product before buying, so that customers can get the most basic sensory experience meet. And the impact of actions brought by the experience can not be ignored, if we increase the DIY experience activities related to the product, or to customers the freedom to choose the product mix, and the effective use of virtual reality device to show the production process as well as experience teaching DIY hand aspect, stores can use this way to get visitors viewing the site as if actually like to provide more interesting, but also can more easily understand the product background and production methods to meet the tourists desire to learn, can be effective in attracting favorite person action experience making product young family; even 3D simulation can also be used in DIY experience, allowing visitors to see the results might look like in front of DIY experience, so that stores presented more diverse and rich.

■ **Visitors propaganda**

According to the survey, the store is more hope to establish good relations with visitors, the store can use interactive technology to increase interaction with visitors, an increase of between topics with visitors, but also allows children to use interactive technology to play, so that parents can concentrate on the rest, and the selection of products . Today the popularity of the Internet era, network publicity for young people have great influence, therefore, the store in addition to providing free wireless internet services, to promote its bound to strengthen the operation of the network for the young, in addition to operating energy through direct interaction with customers outside the network of fan page, store page, please bloggers can also help write the text introduced to allow more people to see. In addition, the effective use of punch preferential activity, it is possible to increase the exposure, stores and tourist realize reciprocal effect.

5.2.2 District environmental planning five senses Technology Highlights

■ **Street environment**

One of the biggest features of the area is the historical and cultural assets retained, you can use virtual reality device presents the region over the past style, showing the charm of the area, increase tourism richness, the area is ideal for scale street actually hiking, if to improve the street environment in the region, it should first arrange car smooth flow line, you can use three- dimensional projection of the way the car flow line guidance, thoroughly implement the goal of one car lane. Planning indicators parking space and parking is very urgent improvement project, if the stereoscopic projection technology used in parking route instructions and marked parking, and use Sightseeing APP system, suggesting that the position of the remaining parking spaces can be effective in improving the parking problems. Because there are a lot of foreign tourists in the area, the navigation system is fully bilingual tourism should be added into future projects.

■ **Store building**

Each neighborhood stores should maintain original features, electronic street should maintain the advantages of their respective industries, and to add some different types of stores more diversified, if carried Integration Gedian Jia series, so can vary between stores and shops contact each other publicity, combined with QR code provided on the front stores, so after the visitors can get the latest information by scanning the store, or even be combined with sightseeing tour APP integration. In the region there are many empty house and had to stop the operation of the store, it should be statistical and finishing, so I want to develop business in the region who can be in the region through the Internet matchmaking system with the government or other relevant units, and the use of three-dimensional projection of the way to beautify the old empty house, to solve the region's problems entrepreneurs looking for storefront, but also can improve the vacancy problem, so that visitors can feel the atmosphere in the area of traditional culture, experience the unique old district charm.

■ **Promotional activities**

Should be introduced in place of interest or vehicle shall, in the region or in the area of additional stores introduced electronic billboards, so that visitors can learn more about sightseeing while in the area. Planning whole area sightseeing moving lines, Integration attractions and shops in the area, the planned area of digital navigation system that allows visitors to understand the information and history in Central and sightseeing tour by APP system, so that visitors can glance in each area shops and attractions in position, ready to receive new information, so that access to the area visitors can easily find the stores and attractions to go and see what is currently provided in the area store experience activities, or which offer, and at the same time use website promotion in each region experience.

Table 9. Planning suggestions of Taichung central commercial district.

Item	Factor	Planning Advices
Store	Environmental Decorating	<ul style="list-style-type: none"> ·Creating and decorating store Features ·Use virtual reality to create a retro fashion style ·Use stereoscopic projection presented in a way retro historic atmosphere ·Play music atmosphere suitable to show compliance with the characteristics of the store
	Product Experience	<ul style="list-style-type: none"> ·Retain the traditional characteristics of the product or to find product features ·Use 3D simulation way to show the effect of product characteristics ·Increase action experience DIY experience, customers are free to mix products ·Using virtual reality devices to demonstrate the production process as well as experience teaching DIY hand ·3D simulation applied DIY experience presenting its results might look like
	Visitors Propaganda	<ul style="list-style-type: none"> ·Use interactive technology to increase interaction with visitors Provide free wireless internet service ·Use Internet Marketing to increase the customer base of young people ·Business can interact directly with customers through the Internet fan page ·Increase exposure use punch preferential activities
District	Street Environment	<ul style="list-style-type: none"> ·Using virtual reality device area past style presentation ·Use three-dimensional projection of the way the car boot arrange smooth flow line flow line car ·The stereoscopic projection technology used in parking and parking instructions marked route ·Sightseeing APP system, suggesting that the position of the remaining parking spaces, improving Parking Problems ·Sightseeing comprehensive bilingual system
	Store Building	<ul style="list-style-type: none"> ·Combined with QR code provided on the front store, so that visitors can obtain information by scanning ·Jean To develop entrepreneurship in the region who can matchmaking empty house in the area of network systems through · Tandem interaction between the shops and stores · Use three-dimensional projection of the way to beautify the old empty house
	Promotional Activities	<ul style="list-style-type: none"> · In place of interest or drive to be added in the region at the presentation or in the area of electronic billboards store presentation · Planning area digital navigation system that allows visitors to understand the history of the area of information · With Sightseeing APP system that allows visitors to be able to list and attractions in the area Ge Dianjia position

VI. CONCLUSIONS

In this study, in the area of development background, commercial district form, experiential marketing and digital technology as the basis of the relevant literature, and by interviews with store operators and tourists, the results of the interview survey analysis Oral agreements organized into transcript and Integration Category to keep abreast of industry and tourist shops for ideas and key points in bilateral areas and digital technology. Finally, the literature survey and interviews designed based on the findings of the questionnaire, the use of a questionnaire survey was conducted more in-depth analysis and discussion in the area for visitors to understand the basic characteristics of the region in addition to tourists, but also can know the existing problems in the region and charm points, and analyzed under different ethnic groups and personal circumstances affect, experiential marketing ideas facets of their senses of action, emotional thinking, related experience, as well as internet technology, specific observations District sightseeing digital technology and the Central store digital technology of and consciousness perspective. Via various surveys can be found in the area there are many attractive factors but also a lot of hidden problems. Experienced the rise and fall of its economy, the rule of the Japanese occupation period, until today still preserved traces of various historical, in addition to the history of landscape architecture, but still retains many traditional snack shops, the area is an important characteristic charm, because not A sound planning so that these factors can not be effectively charm to attract tourists, and more tourists think its chaotic traffic moving line, the old housing construction and other factors minus points for the region left a bad impression. The analysis lies in the understanding of experiential marketing, high in area by tourists to experience the impact of marketing, and in accordance with the degree of different expectations for different ethnic groups Jie, therefore experience marketing to enhance the charm of the region is very important tactics. If appropriate in conjunction with the various elements of marketing experience, in addition to solving existing problems outside the region, but also to make appropriate adjustments according to different ethnic groups, can be effective in areas hit charm.

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