

# A Study of the Relationships among Product Attributes, Attitude, Pleasure and Customer Satisfaction

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## ABSTRACT

In recent years, as the quality of life is increasing, consumers gradually focus on pleasure of product ' use. Product features has become the basic needs of consumers ' goal to pursue. This research uses Far-East Telecommunications customers as population to explore the relationship among product attributes, attitude, pleasure and customer satisfaction. Based on the literature review, this study build up research framework, define operational definitions of the variables, research hypothesis and questionnaire. The study has taken Far-East Telecommunications cus-tomer as the sample objects and surveyees. There are 400 samples and the data is analyzed with the statistical software SPSS21.0 and AMOS21.0 in order to verify the relationship among the variables. The result shows that product attributes have a significant positive im-pact on attitude and pleasure. Attitude also has a positive impact on customer satisfaction. Pleasure has a positive influence on customer satisfaction. Finally, by the results of the study, the study proposes the implications of management in academics and practice, and offers advice for further research in future.

Keywords : product attributes、 attitude、 pleasure、 customer satisfac-tion

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