

# 顧客形象與商品形象的一致性對顧客滿意度影響之研究

鄭清智、洪朝陽

E-mail: 9701387@mail.dyu.edu.tw

## 摘要

本研究主要是探討顧客形象、商品形象與顧客滿意度之影響，並且納入人口變數當作控制變數，進一步探討顧客形象、商品形象對顧客滿意度的影響關係。本研究有以下的結論：一、對購買豪宅的消費者本身而言，他們很在意自我的形象與要求；並且當他們在購買商品的時候，相對的在商品形象的部分也是很在意。當他們對自我形象和商品形象給予很高的評價的時候，對購買該產品能得到不錯的顧客滿意度。當消費者對於自我的評價不高，並且在商品形象上也無法給予較高的肯定，此時消費者可能因為顧客形象低與商品形象低的影響，則對顧客滿意度相對的感受較低，這個族群的客層推測是比較具有挑剔心態。二、在性別差異上，男性消費者比女性更在意顧客形象與商品形象；而在顧客滿意度方面，女性似乎比男性較容易擁有不錯的顧客滿意度。除此之外，學歷、家庭型態、家庭平均月收入等有顯著的差異關係。消費者的學歷是大學或研究所以上的消費者，擁有較高的顧客滿意度；薪資在10-15萬元的消費者，其對於顧客滿意度是比其他薪資的人要高。

關鍵詞：顧客形象；商品形象；顧客滿意度

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