

The Research of the Consistency of Customer Imagination and Commodity Imagination Influence to the Customer Satisfaction

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ABSTRACT

The main topic of this research is to discuss the influence of customer image, commodity image, and customer satisfaction. It also involves the population change as controllable change, then discuss the influence between trust relationship and customer satisfaction.. After statistics analysis, we have discovered as below : 1. To who purchase luxury property, they are very care self image and standard. When they purchase commodity, they also care about commodity image as well. As they have good reputation to self image and commodity image, to purchase this product have high evaluation to customer satisfaction. When consumers of self evaluation are not high, it could not have positive to put commodity image for higher position. While consumers have influence of low customer satisfaction and commodity image, this group of customers are belonging who have critical attitude . 2. At gender discrepancy, male consumers are more concern about customer satisfaction and commodity image than female consumers. While customer satisfaction, female are more satisfied than male. Beside this, education, family style, family monthly income have obvious discrepancy. It shows consumers education are university, graduate or above who have higher customer satisfaction. The consumers salary at NT100,000-150,000/M are also have higher customer satisfaction than others.

Keywords : customer image ; merchandise image ; customer satisfaction

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