

The Higher the Perceived Luxury, The Better the Satisfaction Is? The Role of Vanity Trait as a Moderator

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Abstract

This study is to explore the relationship between perceived luxury and customer satisfaction by using both the questionnaire and qualitative interview to the named brand perfume consumers. The empirical analysis shows that the positive relationship between perceived luxury and customer satisfaction was moderated by the trait of vanity. The authors find that the higher the trait of vanity, the stronger the customer perceived luxury associates with customer satisfaction than the lower trait of vanity does. Besides, perceived hedonic and perceived extended-self have significant effects on customer satisfaction. The authors also provide some feasible direction for further research.

Keywords: perceived luxury, vanity trait, customer satisfaction

愈奢華，愈滿意？ 以虛榮特質為干擾

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摘 要

本研究以台灣名牌香水的消費者為對象進行問卷調查與質性訪談，試圖探討知覺奢華感與顧客滿意之間的聯結關係，以及虛榮特質在其中的干擾作用。結果顯示，消費者的知覺奢華感與其滿意度呈正向顯著關係，且當消費者擁有高虛榮特質時，知覺奢華感對顧客滿意的正向關聯程度較其擁有低虛榮特質時為高。而知覺奢華感構面中的知覺享樂、知覺延伸自我對顧客滿意度有顯著的解釋力。文中亦提出未來可行的研究方向。

關鍵字：知覺奢華感、虛榮特質、顧客滿意

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