

Analysis Customer Satisfaction in Luxury Fashion E-commerce Platform Services Based on Kano Model

Tao Chen^{1, †}, Qilin Hao^{2, †}, Fengchao Jiao^{3, *, †}, Dongquan Zheng^{4, †}

¹Information Technology Management of Business, University of Manchester, Manchester, UK

²International Business School, Tianjin University of Finance and Economics, Tianjin, China

³Department of Adv Design & System Engg, City University of Hong Kong, Hong Kong., China

⁴UQ Business School, The University of Queensland, Brisbane, Australia

*Corresponding author: guanghua.ren@gecademy.cn

[†]These authors contributed equally.

Abstract. With the digitalization trend and the changing of customer preferences, various online luxury consumption platforms occurred. In the Chinese market, lots of platforms combine e-commerce and customer engagement. Among these platforms, the Dewu app was initially launched to target customers interested in trendy luxury sneakers and have high popularity in the 90's generation in China. With high potential in the online luxury fashion industry, this research will mainly focus on improving the customer satisfaction of luxury fashion e-commerce platforms. It is critical for existing or new businesses of the online luxury fashion industry to improve their services to gain a higher market share from customer satisfaction. To better analyze, this research will adopt Kano Model to analyze the Dewu app's current practices to explore how other similar businesses could improve. Additionally, this study will adopt a questionnaire to generate data. As a result, services like identification service, sale reminder, reporting of infringement, logistics services, and customer service center will be one-dimensional quality, which indicates the importance of these services for Dewu to gain a competitive advantage. On the other hand, services like maintenance, live stream, and virtual shopping are indifferent quality and unnecessary services, and an extensive product range is attractive. The finding indicates which service is highly related to and which is less related. Through the analysis of the Dewu app, this study put forward some suggestions for other luxury fashion e-commerce platforms to improve themselves.

Keywords: Chinese luxury consumption, Online luxury consumption platform, Dewu app, Kano Model

1. Introduction

Nowadays, Chinese buyer accounts for a high proportion of global buyers of luxury goods. According to Daniel, in 2021, Chinese luxury consumption has generated nearly two-thirds of global economic growth, which is around \$115 billion goes to luxury consumption in 2018, and the proportion of Chinese luxury consumption in the world's luxury consumption is likely to increase to 40% in 2025 [1]. Among these Chinese customers, the young generation accounts for a large proportion. As Dudarenok in 2021, Chinese customers' average age is 28 years old, ten years younger than the average age of luxury buyers in other countries. The proportion of the post-00's generation is likely to increase to 40% of Chinese luxury consumption customers, and trendy concepts and cost-effective items are likely to influence young customer buying decisions [2]. After COVID-19, the importance of digitalization, domestic market, technology, and agility increased.

Facing COVID-19, luxury businesses had to shift to online; the online luxury platform generates around 50-70% of luxury consumption. Mornigroup in 2021 showed that digitalization in the Chinese market includes e-commerce and consumer engagement through digital platforms. Online luxury goods consumption has increased from 27% in 2018 to 10% of total luxury sales [3]. As online shopping platforms are widely used in consumers' daily lives, the luxury consumption platforms have become various. Booker found that in addition to large-scale integrated online luxury consumption platforms, more and more platforms specialized in different categories. Besides, young customers

consume hard-to-find pieces, which leads the second-hand market to increase rapidly [4]. Gourvennec demonstrated that Platforms like the Dewu app were created for customers to purchase trendy shoes and created a community for shoe lovers to share the product they like [5]. As Howe in 2020 illustrated, the Dewu app, also called Poizon, a Chinese sneaker trading app, was created by a technology company in china as a second-hand sneaker consumption platform in 2015. Since the trendy product, they have successfully attracted many young customers, around 70% of their customers are 90's generation. With the accumulative resources of appraisers and consumers in the Hupu community over the years, Dewu claimed to be the pioneer of authentication services and launched a shopping model that is "identify first, then ship", which enabled Dewu to grow at a fast speed [6]. Through investigation, Daxue, Dewu has developed top-five free apps in the Chinese app store. Dewu has a wide range of products from trendy shoes to automobiles, and they provide diversified services. As a resale platform, Dewu also provides a community for shoe lovers to share information about shoes, improving customer engagement [7]. Dewu takes the leading position in the Chinese industry of luxury fashion e-commerce by offering quality and abundant customer services, including product authentication, product Livestream, virtual try-on, in-app chat service. The Chinese middle-class and young digital buyers tend to emphasize the quality of their digital purchases. Therefore, the product authentication service would assure customers that they spend money on genuine and impeccable products such as sneakers or luxurious bags.

Moreover, the abundant product choices enable Dewu to attract heterogeneous customer groups, ranging from sneakers to lipstick, clothes, and even luxurious racing cars. These instances have exemplified why Dewu is successful and presented what influential services the competitors should learn. Therefore, this research would be profound by suggesting how other companies could evolve.

As Boping said, some scholars have analyzed the future development of Dewu in the real market [8]. However, fewer scholars focus on improving an online platform like the Dewu app to increase customer satisfaction. Therefore, this research's central question is how to improve the customer satisfaction of luxury fashion e-commerce platform's services based on Kano Model analysis. This research would matter in the digital age as helping existing or new businesses of the online luxury fashion industry more likely seize the opportunities and acquire better market share. Today luxury fashion consumption shows an increasing interest and generates new momentum. One prominent feature of the digital era is the rise of the digital-savvy middle class and their remarkable purchasing power and inclination for luxury fashion. Conspicuously it is vital to appeal to their diverse demands through digital services and raise customer satisfaction.

The article would first review why Dewu has attracted millions of customers by evaluating what influential services it provides to meet the diverse needs of customers through a quantitative analysis using Kano Model. For methodology, the data would be collected from acquiring responses through sending questionnaires. It is hypothesized that product authentication, in-app chat service, and product maintenance were the most effective services based on a small random sample of data collection and group discussion. The result shows that product authentication, virtual try-on, abundant product choices, and user-generated content strongly correlates with high customer satisfaction. Finally, the result discussion will further discuss how other companies learn to adopt similar strategies. In general, other companies, especially new entrants, should apply a lean thinking strategy to choose the most valuable strategy instead of simply duplicating what Dewu offers, considering cost-efficiency.

2. Literature Review

2.1 Consumer Satisfaction

With the improvement of consumption capacity in China, young consumers, as the primary consumer group, will pay more attention to product quality and be afraid of buying fake. At the same time, consumers' appraisal level and requirements for products or services also well improved. Facing the increasing number of platforms, consumers prefer to choose a worthwhile platform that

consumers' evaluation may impact. Therefore, for the e-commerce platform, it is becoming increasingly important to cultivate customer satisfaction. The concept of customer satisfaction put forward by an American scholar Cardozo in 1965 described it as a product from highly competitive markets [9]. From putting forward the concept of customer satisfaction more than 40 years, scholars around the world have different comprehension; many of these views are well known, such as Horward and Sheth in 1969, who argue that "a consumer's perception of the appropriateness of the product or service paid for during the purchase process" [10]. And Day's viewed that customer satisfaction primarily includes the consumer's perception of the service or product, expectations of use, and subsequent evaluations [11]. Different studies for the definition of customer satisfaction have started, the theories are gradually getting rich. To further explore the factors affecting customer satisfaction, scholars worldwide have conducted more extensive research. There are two coherent views. The first is to consider the customer's behavior. It considered that customer satisfaction is the customer's overall evaluation of a specific transaction process. Therefore, the service personnel's understanding of goods or services and service skills will significantly impact the transaction's success in this process. The second view is based on the cumulative behavior of customers and holds that customer satisfaction is a cumulative evaluation of customers after multiple purchase transactions. This view mainly emphasizes customers' overall evaluation of an enterprise's reputation, brand, product, and strength. These two views can be roughly further divided into the following three different views.

2.2 Fair Perspective

Firstly, there is the proper perspective. The degree of customer satisfaction is different when the customer compares to others. Huppertz thought that customer satisfaction is determined by the size of the level of fairness perceived by the customer. Customers form an interchange relationship with the merchant in the purchasing process, which will compare the ratio of the rewards from the purchase process and the proportion of the cost of others. When the customer knows the proportion is fair, he will be satisfied [12].

2.3 Cognitive Perspective

Secondly, there is the cognitive perspective. Customer satisfaction is mainly affected by the preference of a product or service, and the preference is from the expectancy of a customer. Oliver, in 1993 summed up the expectancy disconfirmation theory. He describes the theory through two processes. The first is the process that generates the expectancy, and the second is the cognitive process [13]. The preference that influences absolute customer satisfaction comes from the disconfirmation of expectancy.

2.4 Evaluation Perspective

Thirdly, there is the evaluation perspective. The perspective is an extension of the cognitive perspective. The theory shows that the preference of a product or service is the expectancy of a customer and many other elements from the service or product. The customer will evaluate all of the elements and show the degree of satisfaction. The elements of a service or product are always different under the researches from different scholars. Berry in 1985 showed that the degree of customer satisfaction would be affected by the following ten factors: Access, Communication, Competence, Courtesy, Understanding, Reliability, Credibility, Responsiveness, Security, and Tangibles [14]. In his subsequent study in 1990, he found that the ten factors can be regenerated into Tangibles: reliability, responsiveness, assurance, and empathy. He pointed that the most important factor is reliability. Based on Berry's research, many scholars have researched the factors that affect customer satisfaction in some specific areas. Walker illustrated that a company could improve customer satisfaction from the angle of quality service, which a company needs to make a strategy about providing quality services. Furthermore, he pointed out that the product's transmission system, quality, reliability, and good personality services are core elements that affect customer satisfaction

[15]. Armistead in 1990 thought a company should use customer services to catch customers and improve customer satisfaction. He divides all factors of customer service into firm dimension and soft dimension, and firm factors include the framework of time, flexibility, and fault; soft factors include style, steering, and safety [16]. While Johnston looked more attention to customers' experience and feelings on indicators compared to Berry. Johnston selected the ten service industries of a country and had a field investigation. He believes that the ten factors inform Berry roughly reflects the traditional sense of customer satisfaction. However, he believes it would be better than these 10-factor indicators were changed to 12. The seven factors are from Berry's view and appearance, cleanliness, comfort, friendliness, and availability [17].

All in all, through the research and analysis of relevant literature, it can be seen that the research on the customer satisfaction theory began earlier, and the results of theoretical research are also relatively abundant. In many theoretical views, most scholars believe that a preference for service, fairness or something else may affect customer satisfaction. The difference is mainly due to the different sources of performance. The performance from a fair perspective is hard to be quantified. In contrast, customer satisfaction can be analyzed easily by establishing an econometric model from cognitive and evaluation perspectives. There is a better description of customer satisfaction from services under the evaluation perspective which can help build up a suitable model for a comprehensive analysis of the customer satisfaction providing by the services. However, although scholars have achieved certain results on the factors that affect customer satisfaction, there is still a gap. In the analysis of the influencing factors of customer satisfaction, most of the research is limited to the specific level of service quality, capabilities and rarely researches the customer satisfaction from the overall level of the service. Under this situation, most of the studies have a general statistical analysis method such as descriptive statistics or regression analysis that lacks an overall quantitative indicator of complex variables. Thus, these researches have a certain limitation.

3. Methodology

3.1 Research design

3.1.1 Five Categories of Perceived Quality

Dr. noritaki Kano of Japan proposed the kano model in 1984s. It can research the relationship between user demand and customer satisfaction and realize user needs' classified analysis. Based on the charm quality theory, Dr. noritaki Kano classified consumer demand into five categories: Must-be Quality, One-dimensional Quality, Attractive Quality, Indifferent Quality, and Reverse Quality.

Must-be Quality attribute is the basic demand. That means once the product or service is provided, the customer will meet with their satisfaction. Moreover, even company improves the product with Must-be Quality, customer satisfaction will not increase. However, as long as the product or service is not be provided, customer satisfaction will decrease instantly.

One-dimensional Quality attributes are that when providing this product, customer satisfaction will increase, and it will decrease significantly when not provided. The more the products and services provided by the company beyond customers' expectations, the better the customer's satisfaction will be.

Attractive Quality attributes can be described as surprising attributes. If this product is not provided, customer satisfaction will not decrease, but when this product is provided, customer satisfaction will have great improvements.

Indifferent Quality is the attribute that means customer satisfaction will not change no matter whether the Indifferent Quality product is provided or not. This is because customers are not intended to these products.

Reverse Quality shows what the bad product is. Unfortunately, the customers do not have this requirement, and customer satisfaction will fall if the product is provided.

According to the Kano model, satisfaction can be divided into five categories of perceived quality: Must-be Quality, One-dimensional Quality, Attractive Quality, Indifferent Quality, and Reverse Quality.

Every product or service can be divided into these five categories using the survey of Kano and make an evaluation table like Table 1.

Table 1. Kano evaluation table

Quality attribute		Dysfunctional				
		1. Like	2. Must-be	3. Neutral	4. Live with	5. Dislike
Functional	1. Like	Q	A	A	A	O
	2. Must-be	R	I	I	I	M
	3. Neutral	R	I	I	I	M
	4. Live with	R	I	I	I	M
	5. Dislike	R	R	R	R	Q

A = Attractive

O = One-dimensional

M = Must-be

I = Indifferent

R = Reverse

Q = Questionable

The evaluation sequence is "M> O> A> I". It means that if two or more categories are bounded or close to bounded, more information is needed.

3.1.2 Better-Worse Index

In addition to discussing the Kano attributes, it is also possible to calculate the Better-Worse index, which indicates how much a feature can add satisfaction or dislike if a product or a service is canceled. The index is composed of two numbers: the better and the worse.

$$\text{Better} = \frac{A+O}{A+O+M+I} \quad (1)$$

The better number can be interpreted as an increased satisfactory coefficient. The value of better is usually positive. This means that if the company provides some functionality, customer satisfaction will increase. The larger the positive value is close to 1, the faster increase of customer satisfaction.

$$\text{Worse} = \frac{O+M}{A+O+M+I} \quad (2)$$

The worse number can be called the unsatisfactory coefficient after elimination. Its value is usually negative, and if not provide some functional attribute, customer satisfaction will decrease. The more the negative number is close to -1, the faster decline of customer satisfaction.

According to the better-worse index, we can have a more detailed analysis of the services with the same attribute by drawing a better-worse diagram with four quadrants. The first quadrant indicates that the Better number is high, and the absolute value of the Worse number is also high. It is a One-

dimensional attribute. The second quadrant indicates that the Better number is high, the absolute value of the Worse number is low. It is an attractive attribute. The third quadrant indicates that the Better number is low, the absolute value of the worse number is also low. It is an Indifferent attribute. The fourth quadrant indicates that the Better number is low, the absolute value of a worse number is high. It is a Must-be attribute. The influence of each service can be further analyzed through the position in the better-worse diagram.

Dewu is a luxury fashion e-commerce app that provides many kinds of services. For example, authentication service, maintenance service. Moreover, each service can influence customer satisfaction from different aspects. Kano is a comprehensive analysis method that involves the evaluation of all factors that can influence customer satisfaction. Therefore, it can estimate Dewu's different kinds of services from a comprehensive analytical perspective. The second is that many scholars also utilized the Kano model to analyze and classify factors that can influence customer satisfaction in previous research processes. Yang, in 2020 used the Kano model to assess the government's WeChat service [19]. Chen and Xie in 2020 filter out the core fitness application customer satisfaction index by using the Kano model [20]. Yan et al. cleared and identified customer demand types and overall preference selection of Museum Cultural and creative products in the same analysis model [21]. Based on the Kano model's characteristics and the same points in research questions with other scholars, this essay analyses factors that can influence customer satisfaction in Dewu by Kano model.

3.2 Data Collection

The data collection process is carefully designed to fulfill the perimeters of the KANO model analysis. The major form of data collection is sending questionnaires. The respondents of this questionnaire are limited to those who have used the Dewu app before. In the questionnaire, respondents are asked to evaluate their satisfaction rate toward Dewu's services as a luxury fashion e-commerce platform, including "authentication service", "customer service", "maintenance service", "live streaming", "diversified product", "Sale reminder", "infringement report", "virtual shopping", "logistics service". For each category, respondents have five options for reporting, which are "like", "must-be", "neutral", "live with", and "dislike". Raw data could be systematically collected and analyzed through standardized answers. The data collection only expects the customers' satisfaction rate toward Dewu's services, without exploiting respondents' other personal information such as gender and age.

In considering safety issues caused by COVID-19, the questionnaire is sent online instead of in physical forms. To avoid bias, each of the four group members has his networks to post the QR-code on social media for accessing this questionnaire. Therefore, bias could be effectively circumvented because respondents are heterogeneous. The portal of this questionnaire remains open until 50 valid responses are collected. It took seven days to receive enough samples.

3.3 Data Analysis

3.3.1 Five Categories of Perceived Quality

The Kano model can analyze the customer satisfaction of Dewu's services through two dimensions: five categories of perceived quality and the better-worse index.

This paper summarized 50 sample data, analysed them according to the five categories of perceived quality, and drew a frequency distribution table in Table 2.

Table 2. The overview of Kano's survey frequency distribution

Quality attribute	Frequency of Must-be quality (M)	Frequency of One-dimensional Quality (Q)	Frequency of Attractive Quality (A)	Frequency of Indifferent Quality (I)	Frequency of Reverse Quality (R)	Frequency of Questionable (Q)	Total
Authentication service	2	12	9	7	1	19	50
Customer service center	3	29	1	3	1	13	50
Maintenance service	1	9	12	13	2	13	50
Live stream service	1	2	4	26	9	8	50
Diversified product	1	8	16	6	1	18	50
Sale reminder	0	20	7	4	2	17	50
Infringement report	0	24	9	8	1	8	50
Virtual shopping	0	9	11	13	1	16	50
Logistics services	3	30	5	2	1	9	50

3.3.2 Better-worse Index

By calculating sample data, we obtain the better-worse index for each service of Dewu, which is shown in Table 3.

Table 3. Dewu's services better-worse index table

Quality attribute	Better number	Worse number
Authentication service	0.70	0.47
Customer service center	0.83	0.89
Maintenance service	0.60	0.29
Live stream service	0.18	0.09
Diversified product	0.77	0.29
Sale reminder	0.87	0.65
Infringement report	0.80	0.59
Virtual shopping	0.61	0.27
Logistics services	0.88	0.83

According to the data in table 3, Dewu's services better-worse diagram can be drawn, shown in Figure 1.

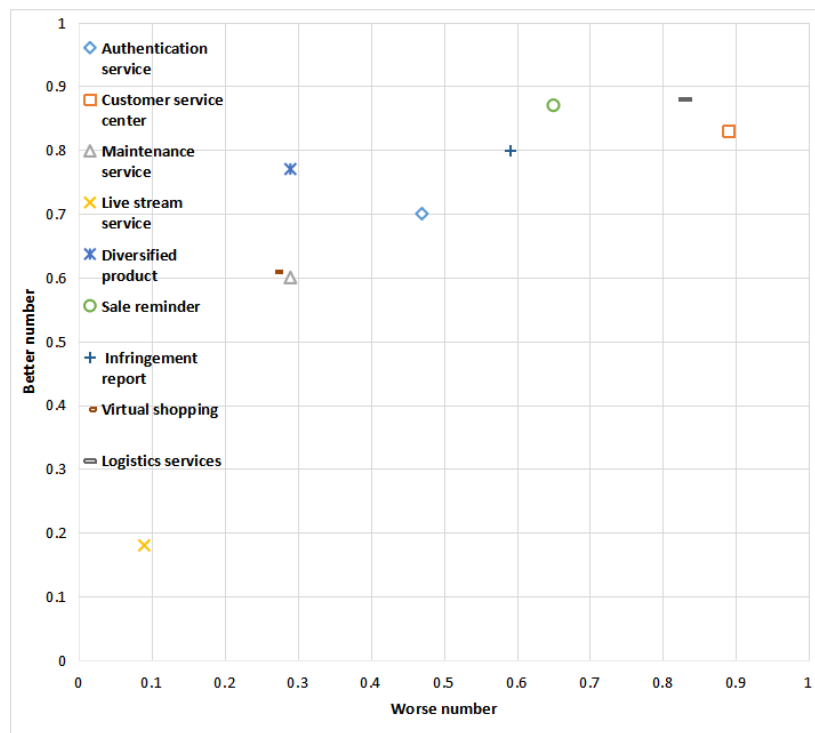


Figure 1. Dewu's services better-worse diagram

4. Result

As the data analysis showing above, we can know that all of the nine different services of Dewu can be divided into One-dimensional Quality, Indifferent Quality, and Attractive Quality. Combined with the above analysis, we can overview the quality attributes of Dewu's services, which are shown in Table 4.

Table 4. An overview of the quality attributes of Dewu's service

Quality attribute	Classification	Classification agreement(percentage)	Better number
Authentication service	One-dimensional Quality	24%	0.70
Customer service center	One-dimensional Quality	58%	0.83
Maintenance service	Indifferent Quality	26%	0.60
Live stream service	Indifferent Quality	52%	0.18
Diversified product	Attractive Quality	32%	0.77
Sale reminder	One-dimensional Quality	40%	0.87
Infringement report	One-dimensional Quality	48%	0.80

Virtual shopping	Indifferent Quality	26%	0.61
Logistics services	One-dimensional Quality	60%	0.88

As it is showing in the figure, we can easily know about the result of our analysis.

The five categories of perceived quality aspects, such as authentication service, sale reminder, Infringement report, logistics services, and customer service center, are one-dimensional quality. That means these services are the signature of Dewu. Because it is the customer's favorite additional services or product function, Dewu is superior to competitors and guides customers to strengthen the good impression of Dewu. Through the better-worse index, it can be compared the size of customer satisfaction by providing these services. It is arranged according to the size of the better number. Logistics services (0.88) > Sale reminder (0.87) > Customer service center (0.83) > Infringement report (0.80) > authentication service (0.70). The size of dislike if Dewu cancels each service can also be compared through the worse number. It is arranged according to the size of the worse number. Customer service center (0.89) > Logistics services (0.83) > Sale reminder (0.65) > Infringement report (0.59) > authentication service (0.47). Among them, logistics holds the largest better number and worse number. The numbers indicate that logistics services can give the biggest customer satisfaction in one-dimensional quality products, and the customer will show the biggest dislike if it is disappeared.

As for maintenance service, live stream service, and virtual shopping are indifferent quality, which means they are unnecessary services when Dewu competes in the luxury fashion e-commerce market. There are no impacts on customer satisfaction by providing these services. Through the better-worse index, it can be compared the size of customer satisfaction by providing these services. It is arranged according to the size of the better number. Virtual shopping (0.61) > maintenance service (0.60) > Live stream service (0.18). The size of dislike if Dewu cancels each service can also be compared through the worse number. It is arranged according to the size of the worse number. maintenance service (0.29) > Virtual shopping (0.27) > Live stream service (0.09). The numbers indicate that if Dewu chooses among the three services, Dewu should reserve the virtual shopping and cancel the live stream service.

As for the diversified product, it is an attractive quality. That means diversified products like the limited edition of some luxury always surprise and delight the customer. Dewu cultivated a lot of customer satisfaction by providing diversified products,

There is no must-be and reverse attributes. That means Dewu does not rely on a single service to cultivate customer satisfaction, and there is no obvious error when Dewu is designing services.

Above all, we know that Dewu's satisfactions are most from authentication service, sale reminders, Infringement reports, logistics services, and customer service center. The influence of logistics is the largest. Lower than them, the diversified product also has a big influence on customer satisfaction. Maintenance service, live stream service, and virtual shopping make little impact on customer satisfaction. Dewu cultivates customer satisfaction through authentication service, sale reminders, Infringement reports, logistics services, customer service center, and diversified products.

5. Discussion

The results show that authentication service, sale reminders, Infringement reports, logistics services, customer service center, and diversified will affect customer satisfaction. The five services with one-dimensional quality attributes have a universality that directly impacts the goods to customers. Moreover, the initiators of these services are mainly customers. From logistic service to the customer service center, customers can choose the time to start this service and see the whole process. All of these services, even the Infringement report, will affect the goods' quality by

decreasing the fakes on the APP. Customers' biggest expectation when shopping on the luxury fashion e-commerce platform is from receiving the best goods. That is why these services have one-dimensional quality attributes. Furthermore, logistics service will directly affect the damage rate of goods, affecting the quality of the goods, which cause the logistics service's biggest influence on customer satisfaction.

At the same time, logistics service is the foundation of all remaining services like authentication service. Therefore, when comparing to other one-dimension attributes services, authentication service. However, it affects the quality of goods directly. Although it can be initiated from the customer, it still has a minimum influence on customer satisfaction because customers cannot participate and control it. There is a wrong authentication event in 2018 which will largely affect customer satisfaction.

For diverse products, it can affect product quality only when customers choose suitable goods on the APP and can not be initiated and participated by the customer. It is only a surprise to customers. So it has attractive quality attributes and has a lower influence on customer satisfaction. The last three services with indifferent quality attributes can neither directly affect the quality of the product nor initiate the customer during shopping. So they nearly do not influence customer satisfaction.

5.1 Suggestions for Other Luxury Fashion E-commerce Platform

According to the result discussion, there are three suggestions for other luxury fashion e-commerce platforms:

5.1.1. Pay attention to logistic services

Logistics will affect the goods during transportation and have a big influence on customer satisfaction. Dewu has a good logistics service through a '7R' logistics strategy. Therefore, the luxury fashion e-commerce platforms should develop similar strategies to improve logistics quality and goods quality.

5.1.2. Pay attention to customers and improve feedback mechanisms.

Through the example of Dewu, it can be concluded that sale reminders, Infringement reports, logistics services, and customer service center will all influence when the customer personally participates in it and understands its entire process. Therefore, the luxury fashion e-commerce platforms should give much effort to improving the customer feedback mechanism and eliminate the opaque part that ensures customers can participate in it better—avoiding the wrong authentication event appearing again.

5.1.3. Clear self-position

In recent years, most major platforms launched live stream services and have had a big success. However, as a luxury fashion e-commerce platform, the most important factor of customer satisfaction is from a good itself. Therefore, they should put energy and funds into a shopping process that affects the quality of a good itself.

5.2 Contribution

There is little comprehensive research on factors influencing customer satisfaction, especially for luxury fashion e-commerce. This essay supplied a gap of academic defects in luxury fashion e-commerce platforms and sorted the importance of factors for customers.

From the business point of view: the Kano model is used to analyze and rank the importance of the services provided by Dewu. To provide opinions and suggestions on improving services and products of other luxury fashion e-commerce platforms, which guide the improvement of the e-commerce market environment and overall service level to a certain extent.

From the customer point of view: The e-commerce platform should pay attention to customer feedback, which can also help customers raise awareness and exercise the right of feedback.

Furthermore, e-commerce platforms can take advantage of these opinions from customers and enable themselves to develop to improve customers' shopping experience.

According to the analysis and explanation of the result, two gaps can be found based on the sample data. Firstly, because of a few numbers of samples and some existing useless samples, some errors may appear between real results and analysis results. Secondly, there is no classification of the survey samples, and customer satisfaction from different groups cannot be discussed in more detail.

6. Conclusion

With the development of Chinese luxury consumption, the competition of luxury fashion e-commerce platforms is becoming increasingly fierce. Customers or entrepreneurs need to identify what kind of service has the biggest influence on customer satisfaction. The Kano model analyzed the customer expectations involved in customer satisfaction after referring to and summarizing the customer satisfaction theories. By analysing Dewu's nine typical services, five categories of perceived quality and better-worse index were used. It can be concluded that the service which can have a big influence on customer satisfaction is the service that can influence the quality of a good director and allow customers to participate in it personally and control the whole process. As research of luxury fashion e-commerce platform services, the research of Dewu's services help to create an evaluation criterion for customer satisfaction of service and can be applied to the luxury fashion e-commerce platforms by emphasizing the importance of logistics, feedback mechanism, and the position in the market. By providing appropriate services, both the consumer experience for the customer and the competitiveness of a luxury fashion e-commerce platform will be improved. It will promote positive competition in the luxury fashion market. As a result, the market will usher in a better new situation.

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