## Satisfaction

A Behavioral Perspective on the Consumer

Second Edition

Richard L Oliver

JW.E.Sharpe Armonk, New York London, England

## **CONTENTS**

List of Tables		XV
List of Figures		xvii
Preface		xxi
1. Introduction: What Is Satisfaction?		3
Why Study Satisfaction in a Consumer Context?		4
The Consumer's Perspective ,		4
The Firm's Perspective		5
The Industry Perspective		5
The Societal Perspective		5
A Diversity of Satisfaction Definitions		6
Satisfaction: A Formal Definition		8
What About Dissatisfaction?		8
Vertical and Horizontal Distinctions		9
Vertical Distinctions		10
Horizontal Distinctions		10
Do Firms Agree on Satisfaction as a Corporate Goal?		11
Consumer Satisfaction Compared to Satisfaction in Other Domains		12
Satisfaction Compared to Related Concepts		13
A First-Time Consumer		14
Repeat Purchasing, Consumption, or Patronization		15
A Note on the "Nonprocessing" of Satisfaction		15
The Structure of This Book		16
The Essentials of the Satisfaction Response		16
Comparison Operators		18
Integrative Psychological Processes		19
Consequences of Satisfaction		21
Glossary		21
Notes		23
Bibliography		24
PART I. BASIC SATISFACTION MECHANISMS		27
2. The Performance of Attributes, Features, and Dimensions		29
Traditional Satisfaction Analysis	""	29

Descriptive Statistics	30
Importance-Performance Analysis	31
Regression Analysis	33
A Fundamental Shortcoming of Performance Analysis	35
Determining and Measuring Feature Performance	36
Satisfaction Drivers Versus Choice Criteria	36
Levels of Feature Abstraction	39
What Features?	40
Consumer-Generated Lists •	44
Scaling Performance	46
Feature or Attribute Importance	50
Alternative Measures of Importance for Satisfaction	52
Importance-Performance Analysis Revisited	53
Conclusion	55
Notes	55
Bibliography	57
3. Expectations and Related Comparative Standards	61
What Is an Expectation?	63
More on Varieties of Expectations and Performance Referents	" 64
Anticipations as Expectations: Affective Expectations	64
Expectations of What?	65
Expectation Referents Categorized by Level of Desire	66
Referents Categorized by Level of Abstraction	69
Referents Categorized by Focal Comparison Object	72
An Applied Example	73
The "Best" of the Expectation-Based Comparative Referents	74
Sources of Referents and Reasons for the Level of Abstraction	75
External Sources	76
Internal Sources	77
Measuring Expectations: How and When	79
Predictive Expectations	79
Examples of Measures	80
Measuring Ideal, Should, and Desired Expectations	81
Practical Issues in the Measurement of Multiple Standards	81
Measuring Expectations After the Fact: Retrospective Expectations	82
Updating Expectations During Consumption	83
The Function of Expectations in Satisfaction Formation	84
Expectations as Assimilation Agents	84
Expectations as Contrast Agents	86 86
Conclusion	
Notes  Piblicanalus	86
Bibliography	89
4. The Expectancy Discontinuation Model of Satisfaction	96
Discrepancy Models of Satisfaction	96
The Consumer Behavior Approach	97

Shortcomings of Assimilation Versus Contrast Interpretations	98
Disconfirmation Elaborated	99
Objective Versus Subjective Disconfirmation -	101
Predicting Satisfaction: Calculated or Subjective Disconfirmation?	104
Expectations and Disconfirmation as Proxies for Assimilation and Contrast	105
What Does This Imply for Managerial Strategy?	107
The Role of Confirmation	107
The Role of Extremes of Disconfirmation	109
Surprise and Disconfirmation in the Consumption Response	110
The Relative Influences of Expectation or Disconfirmation: When Would	
One Dominate the Other?	112
When Expectations Dominate	112
When Disconfirmation Dominates	115
Conditions Favoring Strong Disconfirmation Effects	116
Evidence for the Expectancy Disconfirmation Model	117
Performance Influences in the Expectancy Disconfirmation Model	118
Model Variations	120
Sample Versus Individual Influences	121
Other Disconfirmable Comparative Referents	121
Conclusion "	126
Notes	
Bibliography	130
PART II. ALTERNATIVE AND SUPPLEMENTARY COMPARATIVE OPERATORS	135
5. Need Fulfillment in a Consumer Satisfaction Context	137
Basics of Need	137
Restoration and Enhancement	137
Reinforcement	138
Needs in the Satisfaction Process	140
Two Popular Need Satisfaction Models	142
Marketing Efforts to Apply Two-Factor Theory	147
Need Gratification Theory Elaborated	148
A Consumer Perspective on Need Satisfaction Theory	148
Descriptive and Correlational Data	150
The Kano Approach to Satisfiers and Dissatisfiers	152
Practical Implications of the Need Satisfaction Perspective	155
Application Implications	155
Measurement and Analysis	155
Conclusion	158
Notes .	158
Bibliography	160
6. Quality: The Object of Desire	162
Technological Referents: The Historical Approach	162
Technical Comparisons	163

Consumer Perceptions of Quality	164
Quality Abstractions From the Consumer's Perspective	165
Single-Stimulus Definitions	165-
Dual-Stimulus Definitions	167
Ideals as the Quality Standard	168
Use of Excellence as the Quality Standard: SERVQUAL Revisited	169
Quality Response Functions	171
Are Importances Useful in a Quality Model?	172
Measuring Quality as an Encounter or Global Concept	173
Quality Measurement at the Encounter Level	173
Quality Measurement at the Global Level	173
Quality and Satisfaction: Similarities and Differences	175
Conceptual Differences	175
Distinguishing Short-Term and Long-Term Quality and Satisfaction Effects	178
Tests of Frameworks Linking Quality and Satisfaction	180
An "Encounter Quality Influences Satisfaction" Model	181
Satisfaction-Specific and Quality-Specific Attributes	181
The Model	182
Affective Quality: New Directions for Services Conclusion	184
Notes	185 185
Bibliograhy	187
Diologiani	107
7. The Many Varieties of Value in the Consumption Experience	190
Axiology: The Study of Values	190
Self-Oriented Values	191
Other-Oriented Values	191
Renditions of Value as Pre- and Postconsumption Events	192
Single-Stimulus Definitions of Value in Consumption	192
Dual-Stimulus Definitions of Value in Consumption	195
Proposed and Actual Model Tests Containing Quality and Value:	
What Can Be Learned?	197
Value as a Satisfaction-Like Postpurchase Comparison	198
What, Now, Is Value?	198
What, Now Is the Role of Value in Satisfaction (or Vice Versa)?	200
Measuring Consumer Values.	202
What of Value in Marketing Strategy?	203
Conclusion	204
Notes  Piblic acceptor	204
Bibliography	206
8. Equity: How Consumers Interpret Fairness	211
Equity: What It Is	211
A Mathematical Representation of Equity and Its Problems	212
"Positive" Inequity	214
The Effect of Differing Roles	214
The Role of Equity in Consumer Satisfaction	215

	Person-to-Person Comparisons	215
	Person-to-Merchant Comparisons	217
	Consequences of Inequity "	218
	Historical Versus Contemporary Interpretations of Equity Influences	218
	Nonintervening Frameworks	218
	Intervening Approaches	220
	Additional Topics in Consumer Equity	224
	Distributive Versus Procedural and Interactional Fairness	224
	Does Equity Work in Parallel With Disconfirmation?	226
	Equity Sensitivity: Who and How Many Are Affected?	229
Conc	clusion	229
Note	s S	230
Bibli	iography	232
	Regret and Hindsight: What Might Have Been and What I Knew Would Be	237
	The Comparative Nature of Regret and Hindsight	237
	Hindsight and Regret Categorized by Perceived Responsibility	238
	Regret	239
	Sources of Referents for the Occurrence of Regret ,	241
	Positive Regret: Clarifying Rejoicing	243
	Common Alternative Negative Correlates of Regret	244
	A Priori Consideration of Regret	244
	Joint Operation of Regret and Disconfirmation	246
	Determinants of Regret	246
	Evidence for the Consequences of Regret	250
	Regret as an Initiator of Self-Protection	251
	Hindsight Bias	251
	Moderating Conditions and Causes	252
~	Evidence in a Marketing Context	253
	clusion	253
Note		254
Bibl	iography	256
PAR	RT III. SATISFACTION PROCESSES AND MECHANISMS	261
	Cognitive Dissonance: Fears of What the Future Will Bring (and a Few Hopes)	263
	Decision-Making Stages	264
	Four Phases of Consumption	264
	Purchase Phase Stresses	266
	Dissonance: The Concept	267
	Causes	267
	What Dissonance Is	270
	How Can Consumers Stand It?	270
	Dissonance: The Evidence	271
	Dissonance-Inducing Factors	272
	Dissonance Reduction Strategies	274
	Examples of Consumer Dissonance Induction and Reduction	278

Proposed Relations Between Dissonance and Satisfaction Beta and Gamma Phase Effects	279 279
Delta Phase Effects	- 281
Measuring Dissonance in the Satisfaction Process	281
Conclusion	283
Notes	284
Bibliography	285
11. Attribution in the Satisfaction Response: Why Did It Happen?	290
The Origins of Attribution Theory	291
Actors and Observers	291
Causes and Reasons	292
Attributions to the Person or Situation	293
Biases and "Errors of Judgment <sup>1</sup> " in Attribution	293
The Weiner Framework	295
The Three Dimensions	295
Consumer Interpretations	296
Postpurchase Marketing Examples	298
Locus of Causality .	298
Controllability	299
Stability	299
The Causal Basis for Attributions	300
The Role of Disconfirmation	300
The Model	302
Attribution-Dependent Affect	303
Attribution Measurement	304
Qualitative Measures	304
Standard Scales	305
Conclusion	306
Notes	307
Bibliography	309
12. Emotional Expression in the Satisfaction Response	314
Emotion and Its Origin	315
The Brain and Emotion	316
Emotion, Affect, and Mood	317
The Structure of "Universal" Emotions	318
Emotions as Discrete Affects	318
Affect as a Two-Dimensional Construct	318
Emotion as a Blend of Affects	320
Evidence for Satisfaction in Emotion Frameworks	320
Measuring Affect in Satisfaction Contexts	323
Identifying Consumption Emotions	323
Bipolar Versus Unipolar Scales in Emotion Measurement	325
Intensity Versus Frequency Studies of Consumer Emotion •	325 327
Origins of Consumer Emotion	327
origino of Consumor Emotion	541

	Emotion and Satisfaction in Consumption	327
	Preconsumption Emotion Effects	329
	Affects During Transient and Extended Consumption ~"	330
	Emotions as Satisfaction Outcomes	333
(	Cognitive Determinants of Emotion	334
	Cognitive Appraisal Revisited	334
	Two-Appraisal Models	335
	Affects Resulting From Cognitive Appraisal	335
	Where Is Satisfaction?	338
	Inductive Approaches	338
	Insights in the Postpurchase Literature	339
	Appraisal-Based Consumption Emotions	339
	The Tertiary Phase: Action Tendencies	340
Conc	clusion	341
Note	S	342
Bibli	iography	345
13.	The Processing of Consumption	352
	A Response Mode Approach to Consumption .	352
	The Dilemma for Management	353
	Satisfaction in a Classification Context	353
	Satisfaction in an Appraisal Context Revisited	354
	A Formal Appraisal Model for the Satisfaction Response	355
	The Favorable Outcome Sequence	356
	The Unfavorable Outcome Sequence	357
	The Unexpected Outcome Sequence	358
	The Success and Failure Attribution Sequences	359
	Adding the Appraisal Framework to the Expectancy Disconfirmation Model	360
	Satisfaction Prototypes	360
	Proposed Categories of Consumption Response Orientation	364
	Summary of the Model	367
	A Test of the Model	367
	The Study	368
	Response Mode Profiles	370
	Processing Profiles	371
	Emotional Linkages	373
	Other Proposed Satisfaction States	376
	clusion	378
Note	es es	379
Bibl	iography	380
PAR	AT IV. SATISFACTION'S CONSEQUENCES: WHAT HAPPENS NEXT?	383
14.	After Satisfaction: The Short-Run Consequences	385
	What Do Consumers Do?	386
	Nonresponse Following Successful Consumption	386
	Nonresponse Following Unsuccessful Consumption	386

A Complaint Process Model	389
Complaint Handling Within the Expectancy Disconfirmation Model	392
Indirect Evidence for the Complaining Framework	" 393
More Problems of Overgenerosity	395
The Case of Unknown Complaint Expectations	396
Other Consumer Responses	397
Firm Strategies: Promoting Complaints and Encouraging Compliments	397
Encouraging Complaints	397
What About Compliments?	399
Integrated Psychological Processes: Attribution, Equity, and Appraisal	399
Consumer Dissatisfaction Profiles	402
Nontheoretic Frameworks	402
The Hirschman "Exit, Voice, and Loyalty" Theoretical Framework	403
Consumer Dissatisfaction Studies Using the Hirschman Framework	404
Word of Mouth: Current Interpretations	404
Determinants	405
Company WOM Responses and Strategies	407
Measuring the Short-Term Consequences	408
Primary Postpurchase Variables ,	408
Secondary Satisfaction	409
Conclusion	410
Notes	410
Bibliography	415
15. Loyalty and Financial Impact: Long-Term Effects of Satisfaction	424
The Development of Loyalty: A Framework	425
Intentions and Behavior: Historical Perspective as Relating to Loyalty	428
Intention as a Proxy for Loyalty	429
Behavior as a Proxy for Loyalty	430
A Definition of Loyalty	432
The Phases of Loyalty Elaborated	433
Cognitive Loyalty	433
Affective Loyalty	433
Cognitive Loyalty	434
Action Loyalty	434
Tests of the Phases •	434
Obstacles to Loyalty	436
Consumer Idiosyncrasies	436
Switching Incentives	437
Interpersonal Loyalty: Additional Effects in Services	440
Loyalty Patterns	440
Three Loyalty Categorizations	441
Loyalty Programs	442
Philosophy and Evidence	442 444
Excess Returns to Loyalty  New Pownertiyes on Loyalty Concretion and Maintenance	444
New Perspectives on Loyalty Generation and Maintenance: Consumption Communities	445
Consumption Communics	<del>44</del> 3

Dimensions of the Framework	445
Self-Isolation as a Sustainer of Loyalty	446
The Social Organization: The Village	" 448
Individual and Social Integration: Fully Bonded Loyalty	449
The Relation Between Satisfaction and Loyalty	450
Is Brand Loyalty an Anachronism?	452
Measuring Loyalty	453
Basic Loyalty Scales: Staying and Switching	453
The Social Support of the Community	455
The Translation of Loyalty Into Profits	455
The Big Picture: Satisfaction Matters	456
How Satisfaction Indirectly Influences Profits	457
Market Share and Shareholder Wealth	458
Conclusion	459
Notes	460
Bibliography	465
Name Index	479
Subject Index ,	503
About the Author	519