Linking Service Characteristics and Customer Characteristics to Customer Satisfaction

Satoko Suzuki[1]

Kosuke Takemura[1]

Ken Fujiwara[1]

[1] Graduate School of Management, Kyoto University

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Abstract (198 words):

Customer satisfaction has been widely discussed in marketing and consumer behavior literatures. Recently, an argument has been made to consider both the service concept and customer characteristics for a parsimonious model of customer satisfaction (Anderson, Pearo and Widener, 2008). However, effects of service components toward customer satisfaction may depend on service characteristics, as well as on customer characteristics.

Based on three survey studies, we found that customers' approach-avoidance orientations (Carver & White, 1994) have different effects on customer satisfaction between services with two different types of communication styles: high vs. low-context (HC vs. LC) communication (Hall, 1976). The results showed that higher the customers' avoidance orientation, higher the customer satisfaction for LC communication service than HC communication service; higher the customers' approach orientation, higher the customer satisfaction for HC communication service than LC communication service.

The findings contribute to the theory of customer satisfaction especially when service-dominant logic view is increasing its popularity. Our findings provide new insights about co-creation of value. The key managerial implication of this research is that a service

business cannot satisfy all customers. The managers should have a clear understanding of

their service characteristics and select customers who are well-suited with their services.