Review

Cognitive and Affective Antecedents of Consumers' Satisfaction: A Systematic Review of two Research Approaches

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Abstract: The study of consumers' satisfaction has generated empirical research in the last few decades, with new challenges, such as a specific lens on online consumers' satisfaction. During the last decades, two well-differentiated research traditions can be observed: cognitive and affective. A wide range of antecedents of consumers' satisfaction has been proposed. The present contribution empirical research conducted under these two perspectives to determine which variables are related to satisfaction, the direction of these relationships, and the differences between the two dominant approaches. We conducted a systematic review of 104 empirical studies on consumers' satisfaction published between 1975 and 2017. The findings showed that both the cognitive and the affective tradition yield statistically significant precursors of satisfaction. A comparison between empirical studies exploring consumers' satisfaction in traditional versus by Internet purchasing behavior showed an increasing relevance of cognitive facets in traditional consumer behavior. Empirical evidence exploring differences between consumers' satisfaction with purchasing goods versus hiring services showed that both cognitive and affective predictors strongly impact when services are hired versus consuming goods. This article concludes with a discussion of these results and their implications.

Keywords: consumers' satisfaction; expectations; expectations' confirmation; positive affect; negative affect

1. Introduction

The old assumptions about consumers' satisfaction no longer seem useful, because people today can choose between online and face-to-face purchasing for almost all goods and services. This rapid and constant change in consuming trends puts retailers under high pressure to satisfy their consumers. Because literature has firmly established the relationships between customers' satisfaction and loyalty, defining the main antecedents of satisfaction became a strategic question. Currently, consumers are considered more autonomous, reflective, and critical [1], however, at the same time, they seem to be demanding lower costs and high-quality goods and services [2].

A plethora of studies highlighted that consumers are immersed in their social context, and their thinking and emotion could be partly due to social influences [3] but can also be affected by their knowledge, previous attitudes, personality traits [4], and other variables. Hence, consumers' satisfaction and other affects associated to consumers' experiences should be deeper analyzed in order to explore them as predictors of consumption behavior [5].

The study of satisfaction has become a focus of attention, not only for researchers, but also for businesses that offer their goods and services to consumers and that are immersed in an increasingly

competitive market [6]. Thus, achieving consumer satisfaction becomes a source of advantage and competitive differentiation [7] that involves a series of beneficial results for organizations, such as "word of mouth" communication among potential clients [8], loyalty [9], and financial profitability [10].

Within this context, there has been much research of the antecedents of consumer satisfaction, with consumers' psychological processes playing a key role [11,12]. One strong research tradition emphasizes the cognitive processes that underlie consumers' appraisals [13]. Along with this tradition, researchers have also begun to underline the role of affective experiences in consumption experiences as a source of satisfaction [14]. The diversity of approaches and investigations leads to a variety of satisfaction determinants proposed in the studies, their direction, and magnitude [15].

Since some seminal studies began studying consumer's satisfaction [16,17], a plethora of variables was added to the dominant approaches, both cognitive and affective. Even though each variable can improve our understanding of the phenomena, these is still a lot of debate in the literature about what model (cognitive versus affective) explains satisfaction better [18]. Moreover, the specific role of affect in the customers' experience remains unclear and its statistical contribution to explain a higher percentage of variance in satisfaction should be clarified [19].

Thus, the aim of this work was to carry out a synthesis of empirical research to better explain consumers' satisfaction. We attempted to determine which variables are related to satisfaction, the direction of this relation, and the differences between the two dominant approaches. Emphasis was placed on the constructs that have been investigated more extensively, both in the cognitive and in the affective traditions, as Figure 1 shows.
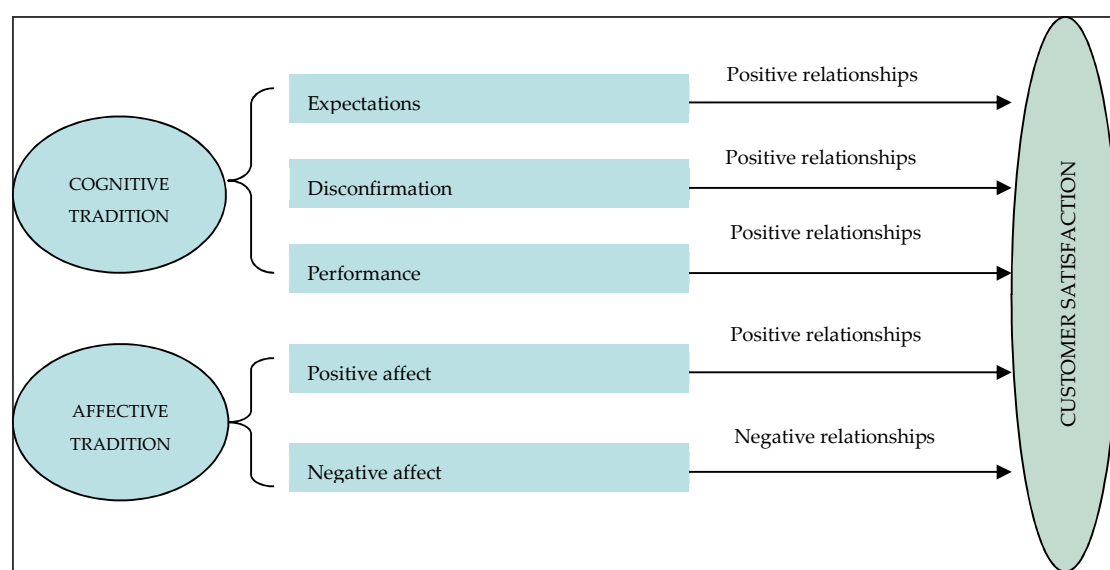

Figure 1. Mixed model of consumer satisfaction.

Moreover, even though our systematic review was focused on cognitive versus affective approaches on customers' satisfaction, we briefly explored whether the relations among the predictors and satisfaction differ as a function of the kind of transaction (traditional versus Internet) and the type of purchase (consumer goods versus services). We started out from the contingent viewpoint of satisfaction, which can become a stimulus for the advance of investigation and knowledge. Thus, as previous studies confirmed [13–15], the processes underlying consumer satisfaction do not always function in the same way. This approach allowed us to move toward a more complete and complex conception of satisfaction.

2. Method

2.1. Literature Search

In order to select the studies that can fulfill the selection criteria, we adopted formal search procedures. The following computerized databases, both thematic (Psycinfo, Econlit) and Multidisciplinary (Academic Search Premier, Jstor), have been used for the electronic search. It was carried out using the search equation ["customer satisfaction" OR "consumer satisfaction"] AND ["expectations" OR "confirmation of expectations" OR "perceived achievement" OR "positive affect" OR "negative affect"]. Additionally, we resorted to descendent searches from the bibliographical references of the articles found and we contacted researchers from the area to locate more studies. At this step, no limits were set for time, language, or document type. The first screening provided us with a total of 12,819 references. The titles and abstracts were examined and we retained 3569 references to academic sources, with peer reviewer processes, published in English, and full text accessible. These references have been retrieved and we applied to them an individualized scrutiny process, which resulted in the exclusion of several sources due to their focus (i.e., customer satisfaction with therapies, mental health services, E-learning services, or educational programs) [20] or due to their methodology (i.e., in-depth interview, observational studies, and secondary analyses of data) [21,22]. Finally, 620 full-text papers were stored and read. Ph.D theses, critiques, commentaries, revisions of the literature, and qualitative and case studies were excluded. A total of 104 primary studies were included in the present review. To sum up, the selected studies fulfilled these inclusion criteria: (a) being a study that included quantitative results about the relation between satisfaction and any of the formerly proposed variables (expectations, confirmation, performance, positive and negative affect); (b) they were based on samples of consumers' individual level responses, (c) published up to 2017, and (d) written in English. The complete list of studies is provided in Table 1.

Table 1. Primary studies included in this systematic review.

No.	Year	Contribution	Variables Included	Country	Commerce Area	Instrument for Measuring Consumers' Satisfaction
1	1975	Tessler, R., & Mechanic, D. (1975). Consumer satisfaction with prepaid group practice: a comparative study. *Journal of Health and Social Behavior*, 95–113.	Age, skepticism, readiness to seek care, social desirability bias, worries, time to get to doctor in minutes, reporting that it is inconvenient to get to a doctor, number of days wait to get an appointment, difficulty in getting appointments, waiting time at doctor´s office, waiting time at doctor´s office is too long	USA	Child care and own health care	Not available
2	1980	Westbrook, R. A. (1980). A rating scale for measuring product/service satisfaction. *The Journal of Marketing*, 68–72.	Expectations realizations for favorable outcomes, realization of expectations for unfavorable outcomes, frequency of repairs, possession of desired features, evoked set composition, insert set composition, complaint activity	USA	Automobiles, banks, watches, washing machines, refrigerators, TV, others	D-T scale: how do you feel about . . . ? 7 point scale from delighted (7) to terrible (1)
3	1980	Westbrook, R. A. (1980). Consumer satisfaction as a function of personal competence/efficacy. *Journal of the Academy of Marketing Science*, *8*(4), 427–437.	Personal competence/efficacy, sex, age, education, washer, dryer, refrigerator, freezer, dishwasher, range/oven.	USA	Major households appliances	Five interval-scale ranging from "very satisfied" to "very dissatisfied" with a middle response category of neither satisfied or dissatisfied
4	1980	Westbrook, R. A. (1980). Intrapersonal affective influences on consumer satisfaction with products. *Journal of consumer research*, *7*(1), 49–54.	Realization of expectations, optimism, pessimism, life satisfaction, consumer discontent, mood, social desirability	USA	Automobiles and footwear	How satisfied are you with this product? 100% completely satisfied /0% not at all satisfied
5	1982	Churchill Jr, G. A., & Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of marketing research*, 491–504.	Expectations, performance, disconfirmation, purchase probability	USA	Hybrid plant; video disk player	Using both belief and affect multi item measures of satisfaction
6	1982	Crosby, L. A., & Taylor, J. R. (1982). Consumer satisfaction with Michigan's container deposit law: An ecological perspective. *The Journal of Marketing*, 47–60.	Effectiveness, task convenience, price effect, availability, customer service	USA	Deposit law	Not available
7	1982	Gilly, M. C., & Gelb, B. D. (1982). Post-purchase consumer processes and the complaining consumer. *Journal of Consumer Research*, *9*(3), 323–328.	Percent received; days until complaint resolution	USA	Consumers who complained to the oil company	Not available
8	1983	Bearden, W. O., & Teel, J. E. (1983). Selected determinants of consumer satisfaction and complaint reports. *Journal of marketing Research*, 21–28.	Expectations, attitudes, intention, complaint reports, disconfirmations	USA	Automobile repair services	Satisfaction defined via for "agree-disagree" statements like those used by Oliver
9	1984	Prakash, V., & Lounsbury, J. W. (1984). The role of expectations in the determination of consumer satisfaction. *Journal of the Academy of Marketing Science*, *12*(3), 1–17.	Predictive expectations, normative expectations, comparative expectations, confirmation of predictive, normative and comparative expectative, post purchase evaluation, intention to repurchase	USA	Fast food, beer	Seven-point semantic differential scale ranging from extremely dissatisfied (1) to extremely satisfied (7)

Table 1. *Cont.*

No.	Year	Contribution	Variables Included	Country	Commerce Area	Instrument for Measuring Consumers' Satisfaction
10	1984	Prakash, V. (1984). Validity and reliability of the confirmation of expectations paradigm as a determinant of consumer satisfaction. *Journal of the Academy of Marketing Science*, *12*(4), 63–76.	Confirmation of predictive, normative, and comparative expectative, post purchase evaluation, predictive expectations, normative expectations, pre-purchase expectations, repurchase	USA	Beer	Not available
11	1988	Tse, D. K., & Wilton, P. C. (1988). Models of consumer satisfaction formation: An extension. *Journal of marketing research*, 204–212.	Comparison standard, expectation, ideal, equity, disconfirmation, subjective disconfirmation, perceived minus expected, perceived minus equitable, perceived minus ideal, perceived performance	USA	Miniature record player	" … Considering everything, how satisfied are you?" on a five-point bipolar scale ranging from very satisfied to very dissatisfied
12	1989	Oliver, R. L., & Swan, J. E. (1989). Consumer perceptions of interpersonal equity and satisfaction in transactions: a field survey approach. *The Journal of Marketing*, 21–35.	Buyer's and seller's perceptions of fairness, preferences, disconfirmation of expectations, satisfaction and intention of repurchasing.	USA	Automobile buying	Not available
13	1989	Oliver, R. L., & Swan, J. E. (1989). Equity and disconfirmation perceptions as influences on merchant and product satisfaction. *Journal of consumer research*, *16*(3), 372–383.	Salesperson equity advantage, salesperson fairness, salesperson preference, salesperson disconfirmation	USA	Automobile buying	Not available
14	1991	Swan, J. E., & Oliver, R. L. (1991). An applied analysis of buyer equity perceptions and satisfaction with automobile salespeople. *Journal of Personal Selling & Sales Management*, *11*(2), 15–26.	Buyer inputs, amount of attention, large number of visits, amount of bargaining, amount of frustration, amount of time, little energy, overall satisfaction	USA	Automobile buying	Six-item bipolar adjective scale tested in Westbrook and Oliver (1982)
15	1991	Westbrook, R. A., & Oliver, R. L. (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of consumer research*, *18*(1), 84–91.	Hostility, pleasant surprise, interest	USA	Automobile buying	12 Item Likert type scale; seven interval bipolar scale from very satisfied to very satisfied and single item circles scale (Andrews and Witthey
16	1993	Mano, H., & Oliver, R. L. (1993). Assessing the dimensionality and structure of the consumption experience: evaluation, feeling, and satisfaction. *Journal of Consumer research*, *20*(3), 451–466.	Arousal, elation, pleasantness, calmness, quietness, boredom, unpleasantness, distress, positive affectivity, negative affectivity, need, value, interest, positivity appeal	USA	Soap, cereal, toothpaste, personal computer, expensive suit	Oliver´s 12 item Likert type scales
17	1993	Oliver, R. L. (1993). Cognitive, affective, and attribute bases of the satisfaction response. *Journal of consumer research*, *20*(3), 418–430.	Attribute satisfaction, attribute dissatisfaction, Positive affect, Negative affect, disconfirmation	USA	Cars	12 Item Likert type scale
18	1993	Lai, M., & Widdows, R. (1993). Determinants of consumers' satisfaction with service: a preliminary study. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, *6*, 166–174.	Reliance, assurance, responsiveness, tangible, empathy, billing process, service outcome (repaired at the 1st time)	USA	Electronic products that need repairs until warranty	Satisfaction index is the sum of three five-point Likert scales
19	1994	Taylor, S. A., & Baker, T. L. (1994). An assessment of the relationship between service quality and customer satisfaction. *Journal of retailing*, *70*(2), 163–178.	Purchase intentions, service quality	USA	Malls	If I needed X services, I believe that I would be satisfied with XYZ´s services seven-point scale from strongly disagree to strongly agree

Table 1. *Cont.*

No.	Year	Contribution	Variables Included	Country	Commerce Area	Instrument for Measuring Consumers' Satisfaction
20	1994	Djupvik, H., & Eilertsen, D. (1994). Customer satisfaction monitoring to understand the market-Norwegian Telecom. *Marketing and Research Today*, 22(1), 4–18.	Cognitive part of corporative image, emotional part of cognitive image, loyalty	Norway	Telephone service	Not available
21	1994	Liljander, V. (1994). Modeling perceived service quality using different comparison standards. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 7, 126–142.	Acceptable service, average of predictive expectations, average of product norm, average of brand norm, average of best brand norm, average of excellent service, average of performance this time, average of performance over time, deserved service, equity in relation to restaurant, equity in relation to friends, performance this time on attributes, performance over time on attributes, intention to revisit the local, satisfaction over time	Finland	Restaurants	A seven-point scale ranging from very unsatisfied to very satisfied
22	1994	Bloemer, J. M., & Kasper, H. D. (1994). The impact of satisfaction on brand loyalty: urging on classifying satisfaction and brand loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 7, 152–160.	Involvement, deliberation, commitment, repeat buying behavior, loyalty	Denmark	Local newspaper	How much are you (dis)satisfied in terms of a percentage varying from 0% to 100%
23	1995	Spreng, R. A., Harrell, G. D., & Mackoy, R. D. (1995). Service recovery: impact on satisfaction and intentions. *Journal of Services marketing*, 9(1), 15–23.	Satisfaction with proper packing, with driver, with pick up time, with damage, with claims personnel, repurchase intentions, word of mouth	USA	Service recovery	five-points scales anchored by "extremely dissatisfied (1) and "extremely satisfied" (5)
24	1996	Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996). A reexamination of the determinants of consumer satisfaction. *The Journal of Marketing*, 60, 15–32.	Desires versatility, desires picture, perceived performance versatility, perceived performance picture, expectations versatility, expectations picture, desires congruency versatility, desires congruency picture, expectations congruency versatility, expectations congruency picture, attribute satisfaction versatility, attribute satisfaction picture, information satisfaction versatility, information satisfaction picture	USA	Camcorder	Four seven-point scales + M14 anchored as very satisfied/very dissatisfied, very pleased/very displeased, contented/frustrated and delighted/terrible
25	1997	Oliver, R. L., Rust, R. T., & Varki, S. (1997). Customer delight: foundations, findings, and managerial insight. *Journal of retailing*, 73(3), 311–336.	Surprising, disconfirmation, arousal, positive affect, delight, intention	USA	Recreational wildlife theme park and music concert program	A 10-point Likert type satisfaction scale (Oliver 1997)
26	1999	Jamal, A., & Naser, K. (2003). Factors influencing customer satisfaction in the retail banking sector in Pakistan. *International Journal of Commerce and Management*, 13(2), 29–53.	Core part of service quality, relational part of service quality, tangible part of service quality, gender	Pakistan	Bank	Not available
27	2000	Tractinsky, N., Katz, A. S., & Ikar, D. (2000). What is beautiful is usable. *Interacting with computers*, 13(2), 127–145.	Aesthetic, usability, aesthetic expectations, usability expectations	Israel	Pc application	Not available

Table 1. *Cont.*

No.	Year	Contribution	Variables Included	Country	Commerce Area	Instrument for Measuring Consumers' Satisfaction
28	2000	Athanassopoulos, A. D. (2000). Customer satisfaction cues to support market segmentation and explain switching behavior. *Journal of business research*, 47(3), 191–207.	Service speed, convenient location, staff competence bank friendliness	Not available	Services, bricks mortgages	Customer satisfaction associated with value and value with price. Service speed, convenient location.
29	2001	Bei, L. T., & Chiao, Y. C. (2001). An integrated model for the effects of perceived product, perceived service quality, and perceived price fairness on consumer satisfaction and loyalty. *Journal of consumer satisfaction, dissatisfaction and complaining behavior*, 14, 125.	Service quality, product quality, price fairness, loyalty	Taiwan	Automobile repair services	A single item asking respondents how satisfied you are with the maintenance center, where 1 is very dissatisfied and 5 very satisfied
30	2001	Malm, U., Lewander, T., OTP Research Group at the University of Gothenburg. Consumer satisfaction in schizophrenia: A 2-year randomized controlled study of two community-based treatment programs. *Nordic journal of psychiatry*, 55 (44), 91–96.	Symptoms, side effects, social function, distress, career distress	Sweden	Clinical care programs	Not available
31	2001	Martínez-Tur, V., Ramos, J., Peiró, J. M., & García-Buades, E. (2001). Relationships among perceived justice, customers' satisfaction, and behavioral intentions: The moderating role of gender. *Psychological Reports*, 88(3), 805–811.	Distributive justice, procedural justice, interactional justice, intentions	Spain	Hotels	Three seven-point scales ranging from 1: strongly disagree to 7: strongly agree
32	2001	Jun, S., Hyun, Y. J., Gentry, J. W., & Song, C. S. (2001). The relative influence of affective experience on consumer satisfaction under positive versus negative discrepancies. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 14, 141–153.	Performance, discrepancy, positive affect, negative affect dejection related, negative affect agitation related	South Korea	Not available	Unipolar scale modified from Oliver´s with five points
33	2001	Mittal, V., & Kamakura, W. A. (2001). Satisfaction, repurchase intent, and repurchase behavior: Investigating the moderating effect of customer characteristics. *Journal of marketing research*, 38(1), 131–142.	Consumer satisfaction, repurchase intention and repurchase behavior.	USA	Vehicles	Satisfaction was measured on a five-point scale (5 = "very satisfied," 4 = "somewhat satisfied," 3 = "neither satisfied nor dissatisfied," 2 = "somewhat dissatisfied," and 1 = "very dis-satisfied") to answer the question, "Based on your ownership experience, how would you rate your satisfaction with this vehicle's manufacturer?"
34	2002	Caughey, C. C., Francis, S. K., Grobe, D., & Hyunchang, E. (2002). Application of satisfaction theory to a predicted event: The Y2K computer problem. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 15, 99.	Knowledge, expectations, involvement, view of technology, gender, age, education, religion, income	USA	Case of the Y2K computer bug	A seven-point scale ranging from very unsatisfied to very satisfied

Table 1. *Cont.*

No.	Year	Contribution	Variables Included	Country	Commerce Area	Instrument for Measuring Consumers' Satisfaction
35	2003	Taylor, S. A., & Hunter, G. (2014). An exploratory investigation into the antecedents of satisfaction, brand attitude and loyalty within the B2B ECRM industry. *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior, 27.*	Loyalty, Trust, attitude, affect, value	USA	Electronic customer relationship management	Five nine-point Likert type scales
36	2003	Soderlund, M., & Ohman, N. (2003). Behavioral intentions in satisfaction research revisited. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 16,* 53.	Intentions as expectations, intentions as plans, intentions as wants	Sweden	Restaurant	Not available
37	2003	Davidow, M. (2003). Have you heard the word? The effect of word of mouth on perceived justice, satisfaction and repurchase intentions following complaint handling. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 16,* 67.	Word of mouth balance, repurchase, word of mouth dissemination, procedural justice, distributive justice, interactional justice	Israel	Post complaint	Three items based on a seven-point Likert scale anchored by strongly disagree to strongly agree
38	2003	Wangenheim, F. (2003). Situational characteristics as moderators of the satisfaction-loyalty link: an investigation in a business-to-business context. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 16,* 145.	Active loyalty, passive loyalty, purchase uncertainty, product importance, switching costs	Germany	Energy provider	A six-item instrument
39	2003	Jones, M. A., Taylor, V. A., Becherer, R. C., & Halstead, D. (2003). The impact of instruction understanding on satisfaction and switching intentions. *Journal of consumer satisfaction, dissatisfaction and complaining behavior, 16,* 10.	Positive word of mouth, switching intentions, instruction understanding	USA	Health care Insurance	A seven-point scale
40	2004	Shih, H. P. (2006). Assessing the effects of self-efficacy and competence on individual satisfaction with computer use: An IT student perspective. *Computers in Human Behavior, 22*(6), 1012–1026.	Self-efficacy, competence, near term consequences, long term consequences	Taiwan	Computer users	Three items based on a seven-point Likert scale: I was satisfied with computer use, after using it I'm pleased with it, after using it I feel it meets my needs
41	2004	Lee, E. J.; Overby, J. W. (2004). Creating value for online shoppers: Implications for satisfaction and loyalty. *Creating value for Online Shoppers. Implications for Satisfaction and Loyalty, 54–67.*	Price savings, service time savings, selection entertainment, visual escape interaction, loyalty, utilitarian, hedonic, loyalty	USA	Internet commerce	Three item scales: (a) I like doing business with this internet retailer (b) I've a favorable attitude to continuing to do business (c) this internet retailer has desirable features
42	2004	Moshavi, D. (2004). He Said, She Said: Gender Bias and Customer Satisfaction with Phone-Based Service Encounters. *Journal of Applied Social Psychology, 34*(1), 162–176.	Employee gender, gender dyad match	USA	Call center environment	Five-point scale ranging from 1 (poor) to 5 (excellent)

Table 1. *Cont.*

No.	Year	Contribution	Variables Included	Country	Commerce Area	Instrument for Measuring Consumers' Satisfaction
43	2004	Alcañiz, J. E. B., & Simó, L. A. (2004). Modelo cognitivo-afectivo de la satisfacción en servicios de ocio y turismo. *Cuadernos de Economía y Dirección de la Empresa*, (21), 89–120.	Disconfirmation, arousal, loyalty, intention to repurchase	Spain	Recreational park and interactive museum clients	Five items based on a five-point Likert scale
44	2004	Ribbink, D., Van Riel, A. C., Liljander, V., & Streukens, S. (2004). Comfort your online customer: quality, trust and loyalty on the internet. *Managing Service Quality: An International Journal*, *14*(6), 446–456.	Ease of use, website design, customized approach	Not available	Online service	Impact functionality, accessibility of information, ease of ordering and navigation impact satisfaction
45	2005	Martínez-Tur, V., Peiró, J. M., & Ramos, J. (2005). Linking situational constraints to customer satisfaction in a service environment. *Applied Psychology*, *54*(1), 25–36.	Social elements, technical elements	Spain	Gym	Asking the subject about 10 attributes of the gym using a seven-point Likert scale where 1: very dissatisfied and 7: very satisfied
46	2005	Homburg, C., Koschate, N., & Hoyer, W. D. (2005). Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay. *Journal of Marketing*, *69*(2), 84–96.	Price the consumers would be willing to pay for	Not available	New restaurant	Multiple items: All in all, I would be satisfied with this restaurant. The restaurant would meet my expectations Overall, how satisfied would you be with the restaurant visit just described? Strongly disagree to Strongly agree or Very dissatisfied to Very satisfied (nine-point scale)
47	2006	Yu, Chang-Hsi;Chang, Hsiu-Chen;Huang, Gow-Liang. A study of service quality, customer satisfaction and loyalty in Taiwanese leisure industry. *The Journal of American Academy of Business*, 2006, vol. 9, no 1.	Tangibles, reliability, responsiveness, assurance, empathy, loyalty	Taiwan	Sugar industry	Modified version of the Service Quality (SERVQUAL)
48	2006	Hsu, H. (2006). An empirical study of web site quality, customer value, and customer satisfaction based on e-shop. *The Business Review*, *5*(1), 190–193.	Website quality, web information quality, product quality, customer value, performance outcomes	USA	Internet shoppers	Four items using a five-point Likert scale ranging from strongly agree (5) to strongly disagree (2) I was very satisfied after shopping online I had a pleasurable experience in my online shopping I'm satisfied with the function I like shopping on line
49	2006	Suh, J. C., & Youjae, Y. (2006). When brand attitudes affect the customer satisfaction-loyalty relation: the moderating role of product involvement. *Journal of Consumer Psychology*, *16*(2), 145–155.	Satisfaction with proper packing, with driver, with pick up time, with damage, with claims personnel, repurchase intentions, word of mouth	Korea	Goods and Cosmetics company	Satisfaction as an evaluative summary of the consumption experience, based on the differences between expectation and the actual performance perceived

Table 1. *Cont.*

No.	Year	Contribution	Variables Included	Country	Commerce Area	Instrument for Measuring Consumers' Satisfaction
50	2007	Heitmann, M., Lehmann, D. R., & Herrmann, A. (2007). Choice goal attainment and decision and consumption satisfaction. *Journal of marketing research*, *44*(2), 234–250.	Five goals (justifiability, confidence, anticipated regret, evaluation costs, and final negative affect), decision and consumption satisfaction, loyalty, product recommendations, and the amount and valence of word	Germany	Consumer electronics market	Consumption satisfaction adapted from Oliver (1997) and decision satisfaction, based on Fitzsimons (2000); Fitzsimons, Greenleaf, and Lehmann (1997); Zhang and Fitzsimons (1999)
51	2007	Herrmann, A., Xia, L., Monroe, K. B., & Huber, F. (2007). The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases. *Journal of Product & Brand Management*, *16*(1), 49–58.	Price perceptions, satisfaction, perceptions of price fairness, consumers' vulnerability, and the urgency of need from the consumers' side	Germany	Automobile purchases	Two measures of satisfaction: with the dealer's service, and overall. The first includes items related to friendliness of the staff, the impression obtained when purchasing accessories, satisfaction with the information provided by the dealer, and satisfaction with the dealer's general commitment (Burmann, 1991; Ostrom and Spreng et al., 1996). The second assessment includes items related to overall satisfaction with the purchase and intention to complain.
52	2007	Cristobal, E., Flavian, C., & Guinaliu, M. (2007). Perceived e-service quality (PeSQ) Measurement validation and effects on consumer satisfaction and web site loyalty. *Managing service quality: An international journal*, *17*(3), 317–340.	Service quality	Not available	Online service	Dimensions of web design, customer service assurance, and order management are found.
53	2009	Kim, J., Jin, B., & Swinney, J. L. (2009). The role of etail quality, e-satisfaction and e-trust in online loyalty development process. *Journal of retailing and Consumer services*, *16*(4), 239–247.	Purchase experience by focusing on four dimensions of etail quality that go beyond website functionality or system quality aspects: fulfillment/reliability, website design, security/privacy and responsiveness, e-loyalty, e-satisfaction, and e-trust	USA	Online purchase experience	E-satisfaction items were developed by the researcher based on Fornell et al. (1996). The final set of items included a total of 11 items for etail quality and 14 items for e-trust, e-loyalty, and e-satisfaction. E-satisfaction was measured with: I am satisfied with the product of this online retailer; I am overall satisfied with this online retailer; I am satisfied with the purchase experience at this online retailer.
54	2010	Gounaris, S., Dimitriadis, S., & Stathakopoulos, V. (2010). An examination of the effects of service quality and satisfaction on customers' behavioral intentions in e-shopping. *Journal of services marketing*, *24*(2), 142–156.	Service quality and satisfaction, three consumer behavioral intentions, namely word-of-mouth, site revisit, and purchase intentions	Greece	Internet shopping	Two aspects of satisfaction: satisfaction with the e-encounter and satisfaction with the process. Satisfaction with the encounter: four items with a 10-point answer scale. Satisfaction from the process with the e-store experience: four items and a 10-point measurement.
55	2010	Tung, F. (2010). Exploring customer satisfaction, perceived quality and image: An empirical study in the mobile services industry. *The Business Review*, *14*(2), 63–69.	Perceived quality, perceived value, image, ease of use	Not available	Mobile phone services	Expectations of service quality, perceived quality, perceived value, image, ease of use lead to satisfaction

Table 1. *Cont.*

No.	Year	Contribution	Variables Included	Country	Commerce Area	Instrument for Measuring Consumers' Satisfaction
56	2010	Chung, K. H., & Shin, J. I. (2010). The antecedents and consequents of relationship quality in internet shopping. *Asia Pacific Journal of Marketing and Logistics*, 22(4), 473–491.	Site characteristics (communication of site characteristics, shopping convenience, site design, informativeness, and security), e-commitment, e-trust, customer satisfaction, trust, positive word of mouth (WOM), and commitment in offline	South Korea	Online retailing	Customer satisfaction was measured using three items developed by Sahadev and Purani (2008) and Ha and Fanda (2008).
57	2010	Carlson, J., & O'Cass, A. (2010). Exploring the relationships between e-service quality, satisfaction, attitudes and behaviours in content-driven e-service web sites. *Journal of services marketing*, 24(2), 112–127.	Website factors influencing attitude entertainment, informativeness, and organization	Australia	Online service	Website factors influencing attitude are entertainment, informativeness, and organization
58	2010	Ha, H. Y., Muthaly, S. K., & Akamavi, R. K. (2010). Alternative explanations of online repurchasing behavioral intentions: A comparison study of Korean and UK young customers. *European Journal of Marketing*, 44(6), 874–904.	Customized information and perceived interactivity	Korea and the UK	Online products	Consumers rely more on peer recommendations than experience with vendor in making purchases
59	2011	Dong, S., Ding, M., Grewal, R., & Zhao, P. (2011). Functional forms of the satisfaction–loyalty relationship. *International Journal of Research in Marketing*, 28(1), 38–50.	Expectancy disconfirmation performance versus other product or service in the category, performance versus the customer's ideal product or service in the category, repurchase intention	China	Air conditioner, computer, mobile, phone, refrigerator	Single item: overall satisfaction
60	2011	Anderson, R. E., & Swaminathan, S. (2011). Customer satisfaction and loyalty in e-markets: A PLS path modeling approach. *Journal of Marketing Theory and Practice*, 19(2), 221–234.	Customer satisfaction and Loyalty. Inertia and trust	Not available	Not available	New instruments with multiple scaled items for customer satisfaction, loyalty, inertia and trust. Likert-type response scale with seven items.
61	2011	Yao, C., & Liao, S. (2011). Measuring the Antecedent Effects of Service Cognition and Internet Shopping Anxiety on Consumer Satisfaction with E-Tailing Service. *Management & Marketing*, 6(1), 59–78.	Reliability, attentiveness, ease of use, access, security, credibility	Not available	E-goods and services shopping	Internet shopping as inherently riskier for shoppers
62	2011	Al-Maghrabi, T., Dennis, C., & Vaux Halliday, S. (2011). Antecedents of continuance intentions towards e-shopping: the case of Saudi Arabia. *Journal of Enterprise Information Management*, 24(1), 85–111.	Site-quality, trust, gender, age, educations, amount of internet spending	Not available	E-shopping; goods and services unspecified	Perceived usefulness, enjoyment, and subjective norms, and online shopping continuance.
63	2011	Vila, N., & Kuster, I. (2011). Consumer feelings and behaviours towards well designed websites. *Information & Management*, 48(4–5), 166–177.	Purchase intention, positive attitudes, trust, satisfaction and perceived risk	Spain	Spanish textile industry	PS.1. I think I made the correct decision in using this website. PS.2. Experience of this website has been satisfactory, PS.3. I am satisfied with this website, PS.4. I am satisfied with the service provided by this website

Table 1. *Cont.*

No.	Year	Contribution	Variables Included	Country	Commerce Area	Instrument for Measuring Consumers' Satisfaction
64	2011	Cho, Y., Park, J., Han, S. H., & Kang, S. (2011). Development of a web-based survey system for evaluating affective satisfaction. *International Journal of Industrial Ergonomics*, *41*(3), 247–254.	Affective satisfaction and design features of the mobile phones	South Korea	Mobile phones	The six dimensions of affective satisfaction proposed by Hong (2005) were used in this study (Delicacy, Simplicity, Color, Attractiveness, Luxuriousness, Overall satisfaction).
65	2011	Thirumalai, S., & Sinha, K. K. (2011). Customization of the online purchase process in electronic retailing and customer satisfaction: An online field study. *Journal of Operations Management*, *29*(5), 477–487.	Decision customization, transaction customization, customer satisfaction with different aspects of the online decision-making and transaction sub-processes website (customer sup- port, order tracking, ease of ordering, shipping & handling, and on-time performance).	Not available	Electronic retailing	Customer satisfaction with the decision-making sub-process is reflective of the decision-making sub-process, we identified variables (product information and ease of ordering) that were directly affected by decision customization features, such as personalized product recommendation, and capture customer satisfaction with the pre-purchase decision making at a retailer's website.
66	2011	Anderson, R. E., & Swaminathan, S. (2011). Customer satisfaction and loyalty in e-markets: A PLS path modeling approach. *Journal of Marketing Theory and Practice*, *19*(2), 221–234.	Adaptation, commitment, network, assortment, transaction ease, engagement, Satisfaction, loyalty, customer trust, and inertia	Not available	Online shopping	Scale items for satisfaction were adapted from Oliver (1980)
67	2011	Lin, C. C., Wu, H. Y., & Chang, Y. F. (2011). The critical factors impact on online customer satisfaction. *Procedia Computer Science*, *3*, 276–281.	Information quality, system quality, service quality, product quality, delivery quality and perceived price, and customers' satisfaction	Taiwan	Online purchase experience	User satisfaction items were adapted from Anderson and Srinivasan, 2003
68	2012	Myers, C. A., & Mintu-Wimsatt, A. (2012). Exploring antecedents influencing internet shopping satisfaction: the case of the apparel industry. *International Journal of Business and Social Science*, *3*(8).	Attitudes towards using the web for retailing, interest, convenience, prior experience, shopping innovativeness, perceived usefulness and tactile importance, and e-satisfaction	USA	Online apparel	E-satisfaction: a seven-point highly likely/unlikely bipolar scale was developed by the researchers to capture Internet satisfaction. This was adopted from Yoh et al. (2003).
69	2013	Ariff, M. S. M., Yun, L. O., Zakuan, N., & Ismail, K. (2013). The impacts of service quality and customer satisfaction on customer loyalty in internet banking. *Procedia-Social and Behavioral Sciences*, *81*, 469–473.	Assurance-fulfillment, efficiency-system availability, privacy, contact-responsiveness and website aesthetics and guide constitute, e-Service quality, e-satisfaction, e-loyalty	Malaysia	Internet banking	E-satisfaction of internet banking, adapted based on the construct of e-satisfaction proposed by Schaupp & Bélanger (2005).
70	2013	Liu, W. Y., Lin, C. C., Lee, Y. S., & Deng, D. J. (2013). On gender differences in consumer behavior for online financial transaction of cosmetics. *Mathematical and Computer Modelling*, *58*(1–2), 238–253.	Consumers' perception, importance, satisfaction for online shopping, and the same variables for purchasing cosmetics on line	Taiwan	Internet marketing and online financial transactions on cosmetic products	Level of satisfaction with the most recent online purchase of cosmetics. A Likert five-point scale was used, with 1 meaning "strongly disagree, very unimportant, very dissatisfied", 2 meaning "disagree, unimportant, dissatisfied", 3 meaning "average", 4 meaning "agree, important, satisfied" and 5 meaning "strongly agree, very important, very satisfied"

Table 1. *Cont.*

No.	Year	Contribution	Variables Included	Country	Commerce Area	Instrument for Measuring Consumers' Satisfaction
71	2013	Al-Manasra, E., Khair, M., Zaid, S. A., & Taher Qutaishat, F. (2013). Investigating the impact of website quality on consumers' satisfaction in Jordanian telecommunication sector. *Arab Economic and Business Journal*, 8(1–2), 31–37.	Websites quality (usability, information quality and service interaction) and consumer's satisfaction.	Jordan	Telecommunication organizations	Nine items (seven-point Likert scales (1 = strongly disagree; 7 = strongly agree). ("I am satisfied with my decision to purchase from this website"). Adapted from Billy, Rob & Ivan, 2008; Flavian, Guinaliu & Gurrea, 2006; Chang & Cheng, 2008).
72	2014	Polychronidou, P., Valsamidis, S., Kazanidis, I., Theodosiou, T., & Karasavvoglou, A. (2014). E-consumers' Perception–An Empirical Research. *Procedia Economics and Finance*, 9, 433–438.	Relation of e-consumers with the applications of e-commerce (reasons for not shopping online, perception of security for e-commerce, their attitude when buying and their consuming satisfaction	Greece	E-commerce	Customer's satisfaction was measured by five questions about e-commerce (use of e-commerce is good, smart, useful, and pleasant).
73	2014	Bressolles, G., Durrieu, F., & Senecal, S. (2014). A consumer typology based on e-service quality and e-satisfaction. *Journal of Retailing and Consumer Services*, 21(6), 889–896.	E-service quality five dimensions: Information, Ease-of-use, aesthetics, reliability, and security/privacy. Additionally: cognitive, affective, and conative e-consumers' satisfaction	France	Online travel, cultural goods (books, CDs, DVDs, etc.), and electronics goods, e-commerce	E-satisfaction was assessed with a measurement scale adapted from Oliver's (1997) scale. This scale measures the cognitive, affective, and conative dimensions of satisfaction on a commercial website. All items were assessed with five-point Likert-type scales.
74	2014	Hsiao, W. H., & Chang, T. S. (2014). Understanding consumers' continuance intention towards mobile advertising: a theoretical framework and empirical study. *Behaviour & Information Technology*, 33(7), 730–742.	Perceived value, perceived usefulness, trust, continuance intention, consumer satisfaction, and confirmation of expectations	Not available	Mobile advertising	Satisfaction: How do you feel about your overall experience of mobile ads use: SAT 1: Very dissatisfied/Very satisfied. SAT 2: Very displeased/Very pleased. SAT 3: Very frustrated/Very contented. SAT 4: Terrible/Absolutely delighted. With a seven-point Likert scale, in which 1 indicates 'strongly disagree' and 7 'strongly agree'.
75	2014	Tsai, M. H., Liao, C., & Hsieh, R. G. (2014). Customer dissemination of negative word-of-mouth: Influence of expected or unexpected events. *Social Behavior and Personality: an international journal*, 42(10), 1675–1687.	Expected or unexpected costs affect restaurant customers' attitudes toward the dissemination of negative word-of-mouth (WOM) when service failure occurs	Not available	Restaurant's services	Seven-point Likert-type scale, with response alternatives ranging from 1 = strongly disagree to 7 = strongly agree, to measure how strong the customer's intention was to spread negative WOM as each event occurred, and used items developed by Wetzer, Zeelenberg, and Pieters (2007)
76	2014	Eisenbeiss, M., Cornelißen, M., Backhaus, K., & Hoyer, W. D. (2014). Nonlinear and asymmetric returns on customer satisfaction: do they vary across situations and consumers?. *Journal of the Academy of Marketing Science*, 42(3), 242–263.	Share of wallet and willingness to pay	Not available	Rail freight transport	Single item and multiple items seven-point scale. Customer Satisfaction was predicted as a second-order formative construct of expectations, performance, and disconfirmation of expectations
77	2014	Hsu, J. S., Lin, T. C., & Tsai, J. (2014). Does confirmation always matter? Extending confirmation-based theories. *Behaviour & Information Technology*, 33(11), 1219–1230.	Perceived utilitarian Benefit, perceived hedonic benefit, satisfaction, continuance intention	Taiwan	Online services Facebook users	Satisfaction four items adopted from Spreng et al. (1996) were used to capture the extent to which respondents feel satisfied, pleased, contented, and delighted through the use of Facebook.

Table 1. *Cont.*

No.	Year	Contribution	Variables Included	Country	Commerce Area	Instrument for Measuring Consumers' Satisfaction
78	2014	Yang, Y., Liu, X., Jing, F., & Li, J. (2014). How does perceived value affect travelers' satisfaction and loyalty?. *Social Behavior and Personality: an international journal*, *42*(10), 1733–1744.	Quality value, Emotional value, Price value, Experiential value, Satisfaction, Loyalty	China	Tourism	Customer satisfaction from the measure by Gallarza and Gil Saura (2006) and Konecnik and Gartner (2007). Seven-point Likert scale rated from 1 = strongly disagree to 7 = strongly agree.
79	2014	Yu, H. S., Zhang, J. J., Kim, D. H., Chen, K. K., Henderson, C., Min, S. D., & Huang, H. (2014). Service quality, perceived value, customer satisfaction, and behavioral intention among fitness center members aged 60 years and over. *Social Behavior and Personality: an international journal*, *42*(5), 757–767.	Service quality, perceived value, customer satisfaction, and behavioral intention	Seoul, South Korea	Sport and fitness centers	Four customer satisfaction items were adapted from Oliver (1980) Participants rated each item on a seven-point Likert-type scale, ranging from 1 (strongly disagree) to 7 (strongly agree).
80	2015	Wu, I. L., & Huang, C. Y. (2015). Analyzing complaint intentions in online shopping: the antecedents of justice and technology use and the mediator of customer satisfaction. *Behavior & Information Technology*, *34*(1), 69–80.	Distributive justice, procedural justice, interactional justice, confirmation, perceived usefulness, satisfaction, complaint intention	Taiwan	Online Shopping	Satisfaction five items Satisfaction: My experience of using online stores is very satisfactory. My experience of using online stores is very pleasing. My experience of using online stores is very encouraging. Purchasing products from online stores is a good idea. I like to purchase products from online stores.
81	2015	Kim, J. W., & Jeong, S. H. (2015). The role of causal attributions in sport consumers' emotions and satisfaction judgment. *Social Behavior and Personality: an international journal*, *43*(5), 803–814.	Internal control and stability causal attribution dimensions and consumer satisfaction	USA	Focal university football team	Consumer Satisfaction Scale developed by Madrigal and Chen (2008). It is composed of four items rated on a 10-point Likert type scale from 1 = strongly disagree to 10 = strongly agree, for example, "I am satisfied with the way my favorite team performed in this week's game" and "If I had to do it over again, I would feel differently about selecting this team as my favorite this week" (reverse scored).
82	2015	Möhlmann, M. (2015). Collaborative consumption: determinants of satisfaction and the likelihood of using a sharing economy option again. *Journal of Consumer Behaviour*, *14*(3), 193–207.	Community belonging, cost savings, environmental impact, familiarity, Internet capability, service quality, smartphone capability, trend affinity, trust, utility, satisfaction, likelihood of choosing	Germany	Collaborative consumption services (CCS)	Satisfaction with sharing option: (Fornell et al., 1996). Overall, I am satisfied with [CCS]. The last use of [CCS] fulfilled my expectations. [CCS] represents the ideal version of a car/accommodation sharing option. Scale answer options anchored 1 = "strongly disagree" and 7 = "strongly agree" and included the additional option = "I cannot tell".

Table 1. *Cont.*

No.	Year	Contribution	Variables Included	Country	Commerce Area	Instrument for Measuring Consumers' Satisfaction
83	2015	Li, Y. (2015). Impact of impulsive buying behavior on post impulsive buying satisfaction. *Social Behavior and Personality: an international journal*, *43*(2), 339–351.	Impulsive buying behavior, mixed emotion response, and consumers' post impulsive buying satisfaction	China	Shopping in general	Self-developed scale to measure post impulsive buying satisfaction according to the definition of post impulsive buying satisfaction and with reference to Lin et al. (2005). Responses were rated on a seven-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). The scale contains three items, such as "This purchase meets my expectations."
84	2016	Moriuchi, E., & Takahashi, I. (2016). Satisfaction trust and loyalty of repeat online consumer within the Japanese online supermarket trade. *Australasian Marketing Journal (AMJ)*, *24*(2), 146–156.	Marketing mix (product, place, promotion, and price), experience, loyalty, e-satisfaction, e-trust	Japan	Online supermarket	E-satisfaction was measured by a three-item scale, which included items on product choices, overall satisfaction with purchases and overall satisfying online shopping experiences.
85	2015	Gao, L., Waechter, K. A., & Bai, X. (2015). Understanding consumers' continuance intention towards mobile purchase: A theoretical framework and empirical study–A case of China. *Computers in Human Behavior*, *53*, 249–262.	System information quality, privacy and security concerns, trust, service quality, flow, and satisfaction	China	Mobile purchase	Items measuring satisfaction towards mobile purchase adapted from Bhattacherjee (2001). Items of satisfaction reflect respondents' satisfaction, contentment and pleasure. All items were measured using a seven-point Likert-type scale with anchors from 1 = strongly disagree to 7 = strongly agree
86	2016	Rivera, J. J., Bigne, E., & Curras-Perez, R. (2016). Effects of corporate social responsibility perception on consumer satisfaction with the brand. *Spanish Journal of Marketing-ESIC*, *20*(2), 104–114.	Corporate Social Responsibility (CSR, brand attitudes) and consumer satisfaction	Spain	Sportswear sector	Customer satisfaction, sat1: The brand meets my expectations, sat2: The brand has the expected quality, sat3: I am satisfied to buy this brand; sat4: I have done the right thing by buying this brand
87	2016	Keng, C. J., Chang, W. H., Chen, C. H., & Chang, Y. Y. (2016). Mere virtual presence with product experience affects brand attitude and purchase intention. *Social Behavior and Personality: an international journal*, *44*(3), 431–444.	Mere virtual presence and mere virtual presence with product experience) led to different brand attitude and purchase intention	Taipei, Taiwan	Apparel brands consume	Not available
88	2016	Yu, Y., Jing, F., Su, C. T., Zhou, N., & Nguyen, B. (2016). Impact of material versus experiential purchase types on happiness: The moderating role of self-discrepancy. *Journal of Consumer Behaviour*, *15*(6), 571–579.	Self-discrepancy, purchase happiness, type of purchase (experiential versus material)	China	Material purchases	Not available

Table 1. *Cont.*

No.	Year	Contribution	Variables Included	Country	Commerce Area	Instrument for Measuring Consumers' Satisfaction
89	2016	Hopp, T., & Barker, V. (2016). Investigating the influence of age, social capital affinity, and flow on positive outcomes reported by e-commerce site users. *Behaviour & Information Technology*, *35*(5), 380–393.	Age, social capital affinity (the sense of community and likeness felt for people online), experience of flow (concentrated engagement in/enjoyment of an activity), e-commerce sites' satisfaction, affirmation, incidental knowledge gain, and focused knowledge gain.	USA	E-commerce sites	E-commerce site satisfaction; three items were adapted from Hennig-Thurau, Gwinner, and Gremler's (2002) customer satisfaction scale, Casaló, Flavián, and Guinaliu's (2008), and O'Cass and Carlson's (2010) website satisfaction scales. The measures were as follows: choosing to visit this site was a wise one; this site does a good job of satisfying my needs; and I did the right thing in visiting this site
90	2016	Zboja, J. J., Laird, M. D., & Bouchet, A. (2016). The moderating role of consumer entitlement on the relationship of value with customer satisfaction. *Journal of Consumer Behaviour*, *15*(3), 216–224.	Consumer entitlement, satisfaction, service quality, and value	USA	Season ticket holders of the National Hockey League franchise	Satisfaction was measured via a five-item subscale of Oliver's (1997) consumption satisfaction scale. Five-point Likert- type format with endpoints of strongly disagree (1) and strongly agree (5).
91	2016	Chung, B. D., Park, J. H., Koh, Y. J., & Lee, S. (2016). User satisfaction and retention of mobile telecommunications services in Korea. *International Journal of Human-Computer Interaction*, *32*(7), 532–543.	Mobile telecommunications features and services (usability, connection stability and speed, apps directly provided and managed by mobile telecommunications companies, packet loss) and customers satisfaction	South Korea	Mobile telecommunications services and features	Questionnaire for user satisfaction (translated into English). Overall Satisfaction (I am satisfied with my mobile telecommunications services), and 13 items for detailed satisfaction:
92	2016	Savoy, A., & Salvendy, G. (2016). Factors for Customer Information Satisfaction: User Approved and Empirically Evaluated. *International Journal of Human–Computer Interaction*, *32*(9), 695–707.	Content preparation: general product description, member trans- action, product appearance, customer service, product quality, company reputation, policies., and customer satisfaction.	USA	Online customers	Customer information satisfaction
93	2016	Doucé, L., Janssens, W., Leroi-Werelds, S., & Streukens, S. (2016). What to diffuse in a gender-specific store? The effect of male and female perfumes on customer value and behaviour. *Journal of Consumer Behaviour*, *15*(3), 271–280.	The pleasantness and stimulating nature of the perfumes, product excellence, and social dimension of customer value (aesthetic value and altruistic value), play and efficiency, customer satisfaction, and repurchase intention	Belgium	Perfume consume	Customer satisfaction, Wirtz and Lee's (2003) 11-point scale was used, answered on seven-point Likert scales
94	2017	Tudoran, A. A., & Olsen, S. O. (2017). Analyzing the returns of the first transaction satisfaction on intention to purchase and willingness to pay: Evidence for new food products. *Journal of Consumer Behaviour*, *16*(4), 372–386.	First transaction consumer satisfaction, purchase intention, willingness to pay for new food products	Spain (A Coruna, Valencia, and Madrid)	Three product-testing field experiments with consumers in different natural settings	A multi-item seven-point semantic differential scale from −3 to 3 was used to measure consumers' degree of satisfaction with the new product
95	2017	Park, E., Kim, K. J., & Kwon, S. J. (2017). Corporate social responsibility as a determinant of consumer loyalty: An examination of ethical standard, satisfaction, and trust. *Journal of Business Research*, *76*, 8–13.	Value relevance, ethical standard, commitment to Corporate Social Responsibility, satisfaction, trust, and loyalty	South Korea	Retail consumers	ST1: My experience with the company has been satisfactory.ST2: The company provides excellent services or products. ST3: My choice to contact the company was a wise one. Chen, Lai, and Ho (2015), Loureiro, Sardinha, and Reijnders (2012)

Table 1. *Cont.*

No.	Year	Contribution	Variables Included	Country	Commerce Area	Instrument for Measuring Consumers' Satisfaction
96	2017	Nisar, T. M., & Prabhakar, G. (2017). What factors determine e-satisfaction and consumer spending in e-commerce retailing? *Journal of Retailing and Consumer Services*, *39*, 135–144.	E- satisfaction on consumer spending in e-commerce retailers	USA	E-commerce retailers	Customer satisfaction (the America's customer satisfaction index (ACSI) score is calculated as a weighted average of three survey questions that measure different facets of satisfaction with a product or service). First, please consider all your experiences to date with (Company/Brand). Using a ten-point scale on which "1" means "very dissatisfied" and "10" means "very satisfied, how satisfied are you with (Company/Brand)?
97	2017	Shi, X., & Liao, Z. (2017). Online consumer review and group-buying participation: The mediating effects of consumer beliefs. *Telematics and Informatics*, *34*(5), 605–617.	Online consumer review, consumer perceptions of effectiveness, structure assurance, and familiarity with intermediary, consumer satisfaction and trust in intermediary, consumer continuance use of online group-buying	Hong Kong	Individual consumers of Groupon	SAT1: I make effective decisions of group-buying. SAT2: I am satisfied with online group-buying services. SAT3: My expectation is met from online group-buying. SAT4: I am happy with the online group-buying process
98	2017	Qazi, A., Tamjidyamcholo, A., Raj, R. G., Hardaker, G., & Standing, C. (2017). Assessing consumers' satisfaction and expectations through online opinions: Expectation and disconfirmation approach. *Computers in Human Behavior*, *75*, 450–460.	Online opinions, expectations, perceived performance, disconfirmation, and satisfaction	Not available	Users of the groups online information systems, such as digital marketing, tourism, business intelligence, and the hotel industry.	Satisfaction 1. Using the online review makes me feel very satisfied, 2. Using the online reviews makes me feel very connected with others, 3. Using the online reviews makes me feel pleased with others
99	2017	Garaus, M. (2017). Atmospheric harmony in the retail environment: Its influence on store satisfaction and re-patronage intention. *Journal of Consumer Behaviour*, *16*(3), 265–278.	Atmospheric harmony, environmental pleasure, satisfaction, re-patronage intention, atmospheric responsiveness	Not available	Shopping experience local wine retail store during a wine tasting event	A single item assessed store satisfaction (Bloemer and de Ruyter, 1998). Example: I am satisfied with this store.
100	2017	Qazi, A., Tamjidyamcholo, A., Raj, R. G., Hardaker, G., & Standing, C. (2017). Assessing consumers' satisfaction and expectations through online opinions: Expectation and disconfirmation approach. *Computers in Human Behavior*, *75*, 450–460.	Positive, negative and neutral sentiment words, online opinions, expectations, perceived performance, disconfirmation, and satisfaction	Malaysia	Tourism, business intelligence, and the hotel industry	Satisfaction level of users associated with online reviews is calculated by three items (SA1–3). 1. Using the online review makes me feel very satisfied (strongly disagree . . . strongly agree), 2. Using the online reviews makes me feel very connected with others (strongly disagree/strongly agree); 3. Using the online reviews makes me feel pleased with others
101	2017	Ruiz-Mafe, C., Chatzipanagiotou, K., & Curras-Perez, R. (2018). The role of emotions and conflicting online reviews on consumers' purchase intentions. *Journal of Business Research*, *89*, 336–344.	Informativeness, persuasiveness, helpfulness, credibility, empathy, pleasure, arousal, intention to visit	Spain	Spanish users of the TripAdvisor website	Multiple items scale from Cheung et al. (2012); Zhang et al. (2014), Yin et al. (2014)

Table 1. *Cont.*

No.	Year	Contribution	Variables Included	Country	Commerce Area	Instrument for Measuring Consumers' Satisfaction
102	2017	Zhao, Y., Xu, X., & Wang, M. (2019). Predicting overall customer satisfaction: Big data evidence from hotel online textual reviews. *International Journal of Hospitality Management*, 76, 111–121.	Subjectivity, diversity, readability, polarity, length, involvement	Not available	Reviews from tripadvisor.com	Customer Ratings, overall customer evaluation of the hotel from one to five ratings
103	2017	Han, H., Kim, W., Lee, S., & Kim, H. R. (2018). How image congruity and satisfaction impact customer retention at luxury restaurants: A moderated mediation framework. *Social Behavior and Personality*, 46(6), 891–904.	Image congruity and customer satisfaction, and customer retention	South Korea	Luxury restaurants	Three items were used to measure customer satisfaction (e.g., "Overall, I am satisfied with my experience at this restaurant."). five-point Likert type scale ranging from 1 (totally disagree) to 5 (totally agree)
104	2017	Martínez-Tur, V., Estreder, Y., Moliner, C., García-Buades, E., Ramos, J., & Peiró, J. M. (2017). Linking Employees' Extra-Role Efforts to Customer Satisfaction. *Social Psychology*, 48 (2), 104–112.	Customer complaints ("presence" versus "absence"), extra-role customer service, and customer satisfaction	Spain	Hotel's customers and service centers	Three-item reduced version (Gotlieb, Grewal, & Brown, 1994) of the measure of customer satisfaction developed by Oliver (1980): "I feel happy about my decision concerning the choice of this hotel"; "I believe I did the right thing when I used this hotel"; and "In the future, I will be happy to come to this hotel." Likert type scale": 1 (=strongly disagree); 7 (=strongly agree).

2.2. Coding of the Variables

The information retrieved and summarized by this review was: variables related to the primary data collection, country of data collection, commerce sector, the type of purchase (goods versus services), and the type of transaction (Internet versus traditional purchase). Finally, we summarized the information about the different kinds of assessments for the criterion variable: consumers' satisfaction.

2.3. Sample of Studies

Of the total 104 primary studies, only one was published in 1975, eight between 1980–1984, 13 between 1988–1994, five between 1995–2000, 18 between 2001–2005, 12 between 2006–2010, 22 between 2011–2014, and 24 between 2015–2017. In the case of the variables included in theory of the confirmation of expectations, the time frame of the studies included was broader, given that this theory has awakened interest among investigators since the 1980s, and even before. In the case of the affective variables, the time interval was shorter, because, as mentioned, it was not until the mid-1990s that this began to be clearly incorporated in research. Figure 2 depicts the amount of studies by publication year.
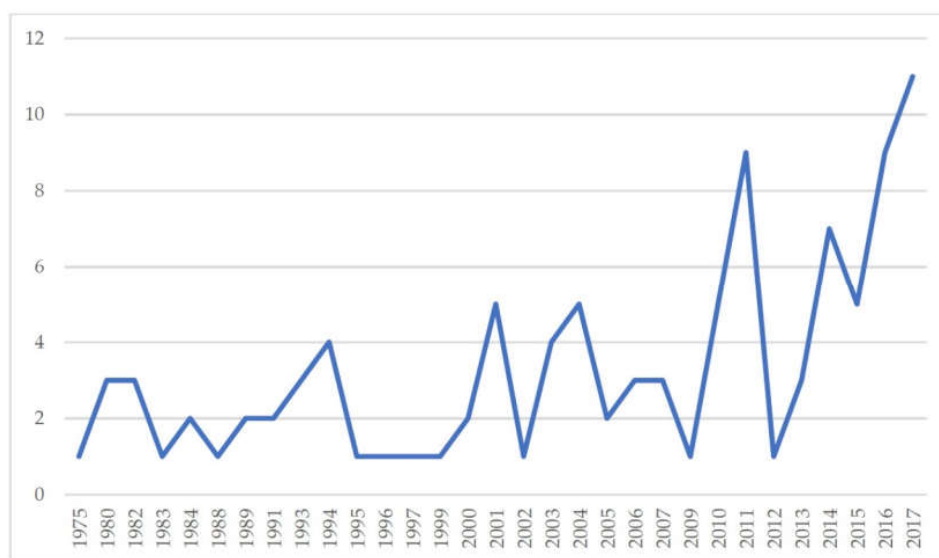

Figure 2. Amount of studies as a function of Year of publication.

Related to the country where data have been collected, 36 were conducted in the United States of America, eight in Taiwan, seven in South Korea, six in Spain, and the rest were from Germany, Greece, Israel, China, Malaysia, Japan, Belgium, and Scandinavian countries. An increasing amount of studies did not inform the region of data collection, due to their focus on Online consumers. Table 2 summarizes the origin of the sample of the studies.

Related to the purchasing sector, food, automobiles, and household appliances were the most frequent sectors before 1990, while restaurants, travels, gyms, and computers being representative during the 2000s', and mobile phones-related services and goods increased during the 2010–2015 period. During the period from 2015 to 2017, most of the studies assessed consumers' satisfaction in online shopping, e-commerce and, more recently, a number of studies have focused on consumers' websites, such as TripAdvisor, and collaborative consumers websites, such as Groupon.

Most of the studies were based on primary data, collected by the researcher group, and only two or three examples included secondary data, as a re-analysis of wider surveys or other macro-research projects [23]. Related to the type of measure of consumers' satisfaction, there were a wide range of scales and instruments. The most common were based on SERVQUAL and Oliver's proposals. There are also different ad hoc measures, adapted from previous questionnaires or even designed for the specific study [24].

Table 2. Amount of primary studies as a function of the country.

Quantity	Country
1	Belgium
1	Denmark
1	Finland
1	France
1	Hong Kong
1	Japan
1	Jordanian
1	Norway
1	Pakistan
2	Greece
2	Israel
2	Malaysia
2	Sweden
20	Unidentified
36	USA
4	China
4	Germany
7	South Korea
8	Spain
8	Taipei, Taiwan

3. Results

While a plethora of new studies have recently considered challenging consumers' topics [4,25,26] in the study of consumers' satisfaction, two great research traditions emerged consistently: the cognitive and the affective. We organized the presentation of our findings in two steps. First, we summarized the main features of the studies within each theoretical approach. Second, we explained the novel findings related to type of transaction and type of purchase.

3.1. Synthesis of Both Approaches on Consumers' Satisfaction

The cognitive tradition was developed earlier and more extensively. In fact, it was not until the 1990s that studies defending the affective factors as complementary determinants of satisfaction began to appear [27–29]. From this approach, Oliver [27] defined satisfaction as a response by consumers that is the outcome of their previous expectations and the discrepancy between these expectations and the perceived performance of the product consumed [30].

In the initial models, previous expectations (assimilation) and the confirmation-disconfirmation of these expectations (contrast) were the two variables that were directly and independently related to satisfaction [31]. Performance or perceived quality only played implicit roles. However, it was subsequently observed that perceptions of quality or performance as such had an additional and statistically significant effect [32–34]. Hence, the experience of consumption has often been considered as a process of learning about the characteristics of the services and goods. Thus, the perceived quality has a significant impact on satisfaction independently of prior expectations and the processes of confirmation of expectations [35].

Despite the popularity of the cognitive approach, people do not always behave so rationally during their consumption activities; rather, their satisfaction also depends on a series of affective experiences that are partly subconscious and automatically generated, and do not require exhaustive information processing. Thus, during consumption activities, people experience affects that influence their satisfaction [14]. Therefore, it is not surprising that various authors have emphasized the affective nature of satisfaction [36–38].

Regarding the study of affect, the arguments about whether positive and negative affect are independent [39] or whether they are the opposite poles of the same construct [36] are well known.

However, within the concrete area of consumption, the conception of positive and negative affect as independent constructs has been predominant [40,41]. It is assumed that during consumption activities, people may simultaneously experience both positive and negative emotions. Thus, within this affective tradition in the study of satisfaction, positive and negative affect will be the inputs on which systematic review is applied, considering both as independent constructs.

To summarize, the different attention and interest that each of the two traditions (cognitive versus affective) have generated in the study of satisfaction is reflected in the amount of empirical studies published under them. In the present revision, we have found 61 studies with findings from the theory of the confirmation of expectations compared with the affective variables, which received much less attention in the study of satisfaction. Only 31 studies clearly relied on the affective components of the customers' satisfaction phenomenon, while the other used mixed approaches. Moreover, the sample sizes in the studies of satisfaction proceeding from the affective tradition present lower values than in the cognitive tradition.

3.2. Potential Moderators: Type of Transaction and Type of Purchase

Our first finding is that an increasing number of studies is devoted to Online transactions and E-commerce. 26% of the studies have been applied to these fields, with a novel group that explored the theoretical models with new kinds of transactions, such as group purchasing (Groupon) or Trip Advisor's reviewers or users. About the type of transaction, there is no consistent evidence about stable differences between consumers' satisfaction in Internet commerce than in physical stores [42,43]. However, some differential characteristics that surely affect the relations of the various predictors of satisfaction can be underscored. As Price et al. stated 20 years ago [44], there is no a priori reason why affective variables should have more impact on purchasing by Internet than on the traditional purchase of goods and services. When buying by Internet, there is no spatial proximity between buyer and employee or the people in charge of distributing or providing the goods or services. The specific transactions do not tend to long-lasting, thus, it is hard to imagine interpersonal relations in which affect would have any impact. On the contrary, what buyers seek is a functional and efficient outcome through a powerful media such as the Internet. All this suggests that the rational and cognitive aspects will be more important in purchases through the Internet than in traditional purchases, whereas affective constructs will be more important in traditional purchases than in Internet transactions [45]. Despite this fact, customers' experiences during online purchasing can exhibit great heterogeneity, as other researchers have stated [46–48].

Regarding the type of purchase, it is hard to establish the direction of the differences. One could imagine two scenarios or hypotheses, considering the idiosyncrasies of services versus consumer goods [49–51]. It is well known that services have a higher level of intangibility [52]. Although in many cases, it is necessary to use some installations, what is bought is an action that can only be experienced. Given such intangibility, it is difficult to elaborate and anticipate previous expectations in services, so users' satisfaction can be due to the quality and the experiences derived from the act of consumption [53]. Thus, the first scenario or hypothesis states that expectations and confirmation of expectations will be less important in services than in consumer goods. In contrast, perceived performance during the consumer action, as well as affective experiences, will tend to be more important in services than in consumer goods.

A second scenario or hypothesis is derived from the uncertainty associated with hiring services [54]. In services, the user often participates actively (i.e., educational services), the service is purchased at the same time it is being produced and, in contrast to goods, it is difficult to anticipate the experiences that may emerge during the hiring activity and the use of the services. In contrast, it is clearer and easier to anticipate what may occur when purchasing and using a tangible consumer good. Therefore, it is reasonable to assume the existence of different activation levels for services and consumption. The uncertainty associated with services will increase the level of users' attention towards all the aspects related to the consumption experience. In contrast, to some extent, the purchase

of goods will be clarified and will become more routine. In this context, the level of attention to and processing of consumption-related actions will tend to decrease [51]. Thus, this second hypothesis describes a situation in which all the variables involved will be more important to predict satisfaction with services than satisfaction with consumer goods.

The purpose of the present paper was to perform a systematic review of the variables that, both from the theory of the disconfirmation of expectations and the affective tradition, have been proposed in research as determinants of satisfaction. Likewise, we wished to determine the differential behavior of these variables with two potential moderating variables: type of transaction (traditional purchase versus Internet) and type of purchase (consumer goods versus services).

The findings observed in most of the empirical studies are congruent with the idea that satisfaction is both of a cognitive and an affective nature [55]. Both approaches have proposed predictors that have statistically significant relations with consumer satisfaction, as most of the empirical study have stated [56,57]. Thus, we corroborated that people's assessments in consumption contexts are based on cognitive information processing, but also on the affective experiences derived from the purchase and/or hiring of products. This duality reflects the complexity associated with consumers' behavior. In satisfaction, there is a subjacent conscious analysis of the outcome and the degree to which it satisfies consumers' previous expectations. Moreover, people experience affect that are, to some extent, automatic, and therefore, do not require exhaustive information processing. In the same vein, our findings based on this systematic review partially coincide with those offered in previous reviews. In this venue, Szymanski and Henard [58] arrived at similar conclusions, even though they did not consider studies of purchasing by Internet, and their research was not based on European samples.

Perhaps one of the novelties that our review offers is related to the comparison between types of transaction. In fact, the type of transaction would moderate the relations between satisfaction and its determinants, thus, we can propose that purchasing by Internet is not the same as traditional purchasing when addressing the phenomenon of satisfaction [59,60]. Specifically, we observed stronger relationships in the empirical studies in the case of purchasing by Internet for the cognitive variables: expectations, confirmation, and performance. In contrast, it seems that there were lower differences about affect. Thus, cognitive variables probably would have greater impact on satisfaction when consumers purchase by Internet. This is congruent with the characteristics of on-line purchases. This setting does not favor spatial proximity between the buyer and the purveyor and, moreover, the transactions are not usually prolonged over time. People who use the Internet to purchase are seeking an efficient, safe, and functional transaction, thus, the cognitive and rational aspects are more important than in the case of traditional purchases. In accordance with these arguments, affective aspects will not be as important in purchases by Internet. According to Price et al. [32], the lack of physical proximity between purveyor and buyer as well as the short duration of the transactions should decrease the impact of affect. Nevertheless, in some empirical studies, positive affect seems to be just as important as in traditional purchases. A tentative explanation of this result may have to do with affective experiences that are specifically associated with purchases by Internet, as helplessness or fear of being cheated [61].

Finally, the type of purchase would moderate the relation between satisfaction and its determinants: buying consumer goods is not the same thing as hiring services. We had proposed two possible hypotheses or scenarios for explaining this topic. In one of them, considering the intangibility of services [62,63], and therefore, the difficulty of developing previous expectations, we anticipated that the experiences undergone during the consumption activity would have more impact on services than on the purchase of goods. Hence, in this first scenario, perception of performance and the affective experiences during the consumption activity would have more predictive capacity in services than in satisfaction with consumer goods. In contrast, prior expectations and their degree of confirmation would have more predictive power in the case of consumer goods. A second scenario was based on the greater uncertainty that usually accompanies services versus more clarity and definition of consumer goods [64]. This greater uncertainty when hiring services should increase consumers' attention

towards the diverse aspects related with their consumption activities. Our results are congruent with this second hypothesis. Thus, our results indicate that the magnitude of the relations between consumer satisfaction and the diverse precursors we have studied tends to be higher in services than in consumer goods.

Some relevant practical implications were also extracted from the present findings. On the one hand, the idea that consumers base their satisfaction on rational judgments that involve information processing and the instrumentality of their purchase decisions was consolidated (the extent to which their expectations confirmed, and they perceive a good performance or outcome); on the other hand, affective experiences (that are more spontaneous or automatic) were also important. Organization managers should be aware of this duality, and therefore, their decisions should consider not only a functional design, but also an emotional design of the product, which promotes positive affect in consumers. On the other hand, the findings obtained were congruent with a contingent point of view of consumer satisfaction. Consumers do not always assign the same importance to the different elements involved in their satisfaction. Thus, we noted that cognitive judgments tend to be more important in purchases by Internet than in traditional purchases. People and organizations that offer their products by this electronic means are, to some extent, forced to pay more attention to functional aspects (paying attention to the results and fulfilling the expectations of the consumers that are attended). Likewise, we have observed that, when faced with the higher uncertainty associated with hiring services, consumers are more sensitive or attentive to various aspects of their satisfaction, both cognitive and affective. According to this, service purveyors should deal with the uncertainty associated with this sector and the difficulty of standardizing products.

This work has some limitations that may serve as stimulus for future research. Two moderators were suggested (type of transaction and type of purchase). However, there may be more moderating variables, both from the customers' side (age, gender, education) [65,66] or the purchasing channel (as multichannel context), as others suggested [56], about which there is hardly any information in previous research. Moreover, although some sociodemographic characteristics of consumers can be seen in the list of studies included in the revision, more information is necessary. In future works, it would be appropriate to explore variables that would help to define the way in which consumer satisfaction develops in diverse contexts and/or contingencies. This would enhance a more complete and complex view of consumer assessments. The moderating effects we observed could also be a stimulus for research of consumer satisfaction.

The systematic analysis has allowed us to find indications that the development of satisfaction follows different patterns for buying by Internet versus traditional purchases, and for hiring services versus purchasing goods. Although we suggested some mechanisms that may underlie these differences, we did not examine them specifically [67]. Therefore, it would be appropriate to carry out specific studies, such as wide meta-analyses of empirical studies, that address the differential functioning of the cognitive and affective processes involved in these diverse consumption contexts.

4. Conclusions

Despite its limitations, this work intended to offer some contributions to the study of consumer satisfaction. Firstly, it helped consolidate a complete image of satisfaction with the participation of cognitive and affective processes. Secondly, it allowed us to advance in a contingent perspective of satisfaction in which the importance of the processes involved varies as a function of contexts and contingencies. Moreover, the results are a stimulus for future research.

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