

CS/D&CB

JOURNAL OF CONSUMER SATISFACTION, DISSATISFACTION AND COMPLAINING BEHAVIOR

CS/D&CB Biennial Conference, Fargo, ND, USA, 22-26 June 2022

CONFERENCE PROCEEDINGS

Hosted by

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AGGREGATE CONSUMER SATISFACTION: THE TELOS OF MARKETING

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ABSTRACT

The purpose of this article is to propose a general theory of marketing grounded in consumer satisfaction. The article reviews past definitions of marketing and key concepts applicable to the definition of marketing. It suggests that marketing is a discipline that has as its telos the sustainable optimization of aggregate consumer satisfaction.

CONSUMER (NON) COMPLAINT BEHAVIOR: – AN EMPIRICAL ANALYSIS OF SENIOR CONSUMERS IN GERMANY

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ABSTRACT

Since studies in the field of complaint research primarily look at the group of complainers, little is known about the group of non-complainers. For this reason, in addition to the complainers, the non-complainers should also be considered in the present study in order to help close the existing research gap. The focus of this study is the segment of older people aged 60 and over, as this group of people has received little attention in research to date. The focus on older people can be justified by demographic developments, collective aging and their strong purchasing power. Whereas at the beginning of the 21st century there were only around 0.6 billion people aged 60 and over worldwide, the United Nations (UN) expects this figure to rise to over 2 billion by 2050. The proportion of people aged 60 and older will increase to 21.5% by 2050 - in 1950, the proportion was only 8.0%. And this age group already has above-average incomes and savings, they spend significantly more on consumer goods than younger buyer groups, they demand higher-quality products, spend more money on literature, travel more frequently, have a greater interest in financial investments and mainly buy new and/or high-end cars. Older consumers will thus be one of the most important customer groups in the future and a key driver of corporate success in many industries. Numerous companies have therefore already begun to restructure their business processes (e.g., by optimizing the complaint management system) in order to meet the requirements of this important consumer group. Against this background, the aim of this study is to analyze the (non) complaint behavior of older consumers, using Germany as an example. Thus, this study contributes to the emerging research field of "Economics of Population Aging". The research question is: Why do men and women aged 60 and older (not) complain in dissatisfaction situations? Data collection for the study was conducted via a representative, ad hoc, online survey in January 2020 just before COVID-19 restrictions were in place. In total, data were collected from 533 people, 229 of whom had had negative experiences when purchasing a product or service. This sample was then evaluated and analyzed. In particular, the phenomenon of "not complaining" was investigated in a data-based manner. Among other things, the study shows that certain characteristics can be attributed to senior non-complainers.

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CUSTOMER SUCCESS AND THE TRANSFORMATION OF MARKETING RELATIONSHIPS

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ABSTRACT

The construct of customer satisfaction has been used for decades to achieve desired marketing outcomes such as loyalty, word-of-mouth and customer equity. Recent research, however, has indicated a weak or tenuous relationship between customer satisfaction and such marketing outcomes. More recently, the construct of customer delight has been found to achieve desired outcomes, but largely for certain types of products and consumption situations. In this paper, the authors introduce an initial theoretical framework for the construct of customer success, an objective tool that could potentially redefine customer relationship management and, in a broader context, the field of marketing. A customer success strategy is customer-driven, objectively measureable and is simultaneously beneficial to both a firm and its customers. While the customer success has been used with spectacular results by practitioners in the past, the term has been imprecisely defined in academic literature and no systematic theoretical framework currently exists. Drawing on the reverse logic framework (RLF) of relationship marketing, the customer valuation model, and return on relationships (ROR) framework, the authors use Hunt's indigenous theory, inductive realist approach to present an initial theoretical framework for the construct of customer success. This initial theoretical framework could help contribute to the future academic development of the construct of customer success and help practitioners better exploit customer success to achieve marketing outcomes.

² The names of the authors are listed in alphabetical order. Both authors contributed equally to the theoretical framework presented in this paper. The paper is partially based on the dissertation of Mikayla Raines.

QUALITATIVE RESEARCH IN THE *JOURNAL OF CONSUMER SATISFACTION, DISSATISFACTION AND COMPLAINING BEHAVIOR*: A 30-YEAR RETROSPECTIVE

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ABSTRACT

We review thirty years of qualitative research from the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*. Four themes emerge from this analysis: 1) CS/D&CB as a process, not an end state; 2) CS/D&CB as a social process; 3) CS/D&CB causation outside of the expectancy/disconfirmation paradigm; and 4) qualitative CS/D&CB studies driven by quantitative assumptions. These themes suggest a second-level interpretation of the results focused on theoretical complexity. We conclude the article by commenting on qualitative methodologies and proposing elements that should be required for qualitative research to be published in the journal in the future.

GROUNDED THEORY IN CS/D&CB RESEARCH

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ABSTRACT

Grounded Theory (Bryant & Charmaz, 2007; Glaser & Strauss, 1967; Locke, 2001) is a qualitative method that, at its core, believes theory emerges from data. Thus, grounded theory seeks to move away from theory verification and toward the creation of new theory. Doing so requires researchers to immerse themselves in the data. Grounded theory is a method and practice that is structured (yet flexible), iterative, and inductive. This session introduces Grounded Theory and discusses opportunities for its use in consumer satisfaction, dissatisfaction, and complaining behavior research. In addition, we discuss tips, common practices, challenges and shortcomings of the methodological approach.

USING NVIVO SOFTWARE FOR QUALITATIVE RESEARCH

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ABSTRACT

This presentation will focus on introducing NVivo software for use in qualitative research. We will focus on the software, demonstrate how it is used in the research process, and overview some of the best practices for using the software.

AN EXAMINATION OF STUDENT LOANS, PARTISANSHIP, AND COMPLAINING BEHAVIOR: THE CONSUMER FINANCIAL PROTECTION BUREAU

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EXTENDED ABSTRACT

Introduction

Dahl and Peltier's (2015) historical review of the *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior* demonstrated a need for researchers to examine the government-to-consumer (G2C) context. Approximately two-point four (2.4) percent of all studies in the *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behaviors* have used a government context, whether it was government-to-consumer or government-to-business (Dahl and Peltier 2015).

Our goal is to provide greater insight into the governmental realm. Specifically, we plot a study based on two dynamics occurring within a governmental context, student loans, and partisanship. Over the past fifty years, student loans have provided opportunities and access to higher education. Today, approximately two-thirds of all undergraduate students use loans to attend school (Velez, Cominole, and Bentz 2019). In a related manner, America is increasingly partisan; and this partisanship impacts a gambit of attitudes and beliefs (Silver and Van Kessel, 2021) as well as actions (McConnell et al. 2017) of these groups. Research finds that partisanship affects one's political values (Silver and van Kessel 2021), one's evaluation of other individuals (Iyengar et al. 2012), and even one's economic behaviors (McConnell et al. 2017). Hence, it appears reasonable to investigate whether partisanship also affects consumer complaining behavior.

The intersection of these areas lies within the context of the Consumer Financial Protection Bureau (CFPB). In terms of student loans, the CFPB has handled over 44,000 student loan complaints (Consumer Financial Protection Bureau 2017) through the Consumer Complaint Database. From a partisan perspective, the Consumer Financial Protection Bureau was developed when significant partisan disagreement was exhibited. Therefore, knowing that the initiation of the CFPB was a result of a strong partisan divide, we examine how one's partisanship will affect one's interaction with the agency. For instance, does one's partisanship

enhance the use of the agency (i.e. complaining behaviors) or does it tend to reduce the use of the agency (i.e. a lack of complaints).

To achieve our research goal, we incorporate our arguments within the area of social identity theory. We develop a model that incorporates the extent to which the potential complainants are a partisan match with the drivers of the policy process. To test our model, we integrate data from four sources, including the Consumer Complaint Database provided by the CFPB.

Literature review and hypothesis development

To better understand the effects of partisanship on the submission of consumer complaints, we ground our argument in social identity theory (Tajfel 1981). Social identity theory focuses on the perceived membership or belonging to a group (Tajfel 1981), and in what manner the individual's attitudes and behaviors align with the group (Tajfel and Turner 2004). Research reaffirms social identity theory as a means to understand partisanship. Within social psychology, party identification is often viewed as social identity (Huddy, Mason, and Aarøe 2015; Tajfel 1981); and research indicates partisanship, as a form of social identity, can impact one's behavior (Mason 2013).

We examine whether the partisan affiliation of a consumer leads to the use of a federal agency, the Consumer Financial Protection Bureau (CFPB). The CFPB was authorized under the auspices of the Dodd-Frank Wall Street Reform and Consumer Protection Act with a striking amount of partisan discord. The 2010 Dodd-Frank act passed with a level of partisan division with Democrats and Republicans staunchly divided in the U.S. House and U.S. Senate (i.e. 92% of House Democrats and 98% of Senate Democrats voted in favor, and 98% of House Republicans and 93% of Senate Republicans voted in opposition). Hence, the partisan match between the Democratic legislation that created the CFPB and Democratic partisan consumers would suggest a more positively-valenced perception of the CFPB than their Republican consumer counterparts. In sum, we suggest that partisanship affects the likelihood of lodging a complaint via the CFPB. Due to the Democratic initiation of the legislation which created the CFPB, we would hypothesize consumers who consider themselves affiliated with the Democratic party will be more likely to lodge a complaint to the CFPB than their Republican counterparts.

Hypothesis: *The level of Democratic partisanship has a positive effect on student loan complaints submitted to the CFPB.*

Analysis

To analyze our research question, we integrate data from four publicly-available sources into an econometric model. Our model includes data on consumer complaints regarding student loans, information on the dollar volume of student loan originations and disbursements, graduation rates, and state partisan composition. We use a log-log model (e.g., Montgomery 1997), which has the added advantage of producing parameter estimates that can be interpreted directly as elasticities (Van Heerde, Mela, and Manchanda 2004).

Results

The results reveal that consumer complaints are significantly affected by student loans and partisanship. We illustrate these findings by comparing several model specifications: (1) the proposed model, (2) a benchmark model with partisanship measured by the percentage of Democratic house representatives instead of senators, and (3) another benchmark model with student loan debts measured by the dollar amount of student loans.

We also find that partisanship has a significant effect on consumer complaints. This finding supports our hypothesis that higher levels of Democratic partisanship would increase the likelihood of lodging complaints due to social identity theory.

Academic and managerial contributions

Our research provides several academic and managerial contributions. Scholars have noted the “limited research available” regarding areas related to satisfaction and consumer complaints, as it relates to government services (Russell-Bennet, Hartel, and Drennan 2010, p. 65). Our focus on the G2C context is unique, as the B2C context has traditionally been the focus of consumer satisfaction, dissatisfaction, and complaining behavior (Dahl and Peltier 2015). Further, our merging of various forms of data illustrates a unique method to examine issues of complaints for both academics, marketers, and public policymakers. Our research also sheds insight into a relevant topic, the intersection of student loans and partisanship.

References Available Upon Request

**ATTRIBUTES OF INNOVATIONS ASSOCIATED WITH SATISFACTION:
AN INVESTIGATION ON PASSIVE INNOVATION RESISTANCE,
ATTRIBUTE TYPE AND EXPECTATIONS**

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ABSTRACT

Although there has been a spotlight to investigate passive innovation resistance, research has not explored how passive resistance effects consumer expectations and satisfaction. Several studies have investigated determinants of passive resistance and strategies to overcome the resistance. However, empirical evidence on how the nature of the innovation attributes interact with passive resistance to influence consumers expectations and resulting satisfaction has been explored to a lesser extent. In this paper, we seek to bridge this gap by measuring consumer responses of expectations and satisfaction when an innovation has enhancing attributes (attributes that add a benefit to existing product) or diminishing attributes (attribute that reduces a negative aspect of existing product). The present research seeks to investigate how attribute type interacts with passive innovation resistance and seeks to explain the effect marketing strategies can have on the resistance based on innovation types, expectations, and consumer overall product satisfaction.

Keywords: Passive innovation resistance, expectations, satisfaction, attributes, adoption

THIRD-PARTY COMPLAINING IN THE DIGITAL AGE

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ABSTRACT

While satisfaction is the goal for marketers, failures happen. Negative WOM follows. With the evolution and expansion of the internet and social media, the ease to complain to the firm (voicer) or to other parties has amplified. Who complains and how they complain has changed. In this paper we examine the evolution, contributors and efficacy of third-party complaining. We provide insight to marketers on what strategies should be utilized to effectively manage and monitor third-party complaints.

DOES EXISTENTIAL WELLBEING PROMOTE POSITIVE ATTITUDES ABOUT ENTREPRENEURS?

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ABSTRACT

Entrepreneurs play a vital role in creating and sustaining the type of dynamic and competitive marketplace that supports consumer satisfaction and broader wellbeing. However, consumer wellbeing may also play an important role in promoting a culture of entrepreneurship. In the current study (N = 1,269), we focus specifically on existential wellbeing and explore the potential for existential wellbeing to positively influence attitudes about entrepreneurship. Entrepreneurship involves agentic, goal-direction action. Meaning in life is an indicator of existential wellbeing and has been shown to support agentic thinking and goal-pursuit. Thus, meaning in life may promote the type of agentic mindset that encourages people to have positive attitudes about the role of entrepreneurs in society. We tested this proposal by measuring perceptions of meaning in life, feelings of agency associated with meaning (existential agency), and attitudes about entrepreneurs. We found support for a model linking meaning in life to positive attitudes about entrepreneurs via existential agency.

INTENSE CUSTOMER SATISFACTION WHILE STUDYING ABROAD: STUDY ABROAD AS A TRANSCENDENT CUSTOMER EXPERIENCE

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ABSTRACT

In a hermeneutical analysis of 11 in-depth interviews with past study abroad participants and 65 photographs shared by these participants, we affirm the findings of Wright and Larsen (2012 and 2016) that study abroad is an 'extraordinary experience.' We also discover five additional emergent themes: sight versus blindness, words versus actual experiences, emotional intensity, extreme enjoyment and personal growth and awakening. We then interpret these five new themes as Transcendent Customer Experiences, following Schouten et al. (2007), to explain the high levels of satisfaction and delight produced in participants of study abroad programs. The paper concludes with a discussion of the similarities and differences between TCEs and extraordinary experiences.

EXTENDING THE ARGUMENT: A CASE STUDY EXPLORING HOW TO DECAY CONSUMER GRUDGES IN A SOCIAL MEDIA WORLD

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ABSTRACT

We study the process involved in diminishing consumer grudges against an industry. Through a qualitative case study of an organization tasked with changing consumer's negative perceptions and beliefs about the Canadian agriculture industry, we uncover how the process of decaying grudges involves presenting information, creating credible sources, and building positive affect. Our findings extend Thota and Wright's (2006) grudgeholding decay framework.

FEMALE VISITORS' BEHAVIORAL INTENTION TO THE SHANGHAI COMICUP EXHIBITION: AN APPLICATION OF COGNITIVE APPRAISAL THEORY

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ABSTRACT

This paper studies the influence mechanism of embodied experience on revisit intention from the female perspective. By means of a field investigation and online surveys, a total of 247 valid questionnaires were collected from female visitors to the Shanghai comic exhibition. Factor analyses and Structure Equation Modeling were conducted, and results revealed that physical experience, situational experience, and perceptual experience have significantly positive effects on exhibition satisfaction and revisit intention. A further Bootstrap found that exhibition satisfaction has a significant mediating effect between embodied experience and revisit intention. These findings contribute to cognitive appraisal theory and also improve our understanding of female experience in the exhibition industry. This study sheds some light on the development of the cultural exhibition industry and the female exhibition experience research. For instance, improving female visitors' embodied experience would increase their revisit intention. It also has implications for exhibition organizers in terms of better cultural exhibition planning and effective management.

Keywords

Female visitor; comic exhibition; cognitive appraisal theory; embodied experience; revisit intention; exhibition satisfaction

ARE STAR RATINGS AFTER SERVICE FAILURE DIFFERENT FOR A SHARING ECONOMY BUSINESS?

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EXTENDED ABSTRACT

Introduction and Conceptual Framework

Prospect Theory has demonstrated that losses can be a greater focus of resources and attention than gains (Kahneman and Tversky, 1979). A service failure may produce a more predictable (downward) effect on satisfaction and thus makes a desirable context for examination. However, when a service failure does occur, the source of responsibility and control over the situation can have an influence on attribution of blame. While causal attribution is largely regarded as a cognitive process (Weiner, 1985), the formation of satisfaction has been described as the result of both thinking and feeling (Westbrook, 1987). This paper hypothesizes that the locus of responsibility and control over a service failure shifts more towards the staff member, then satisfaction with that service provider (the staff person themselves) will decrease as will overall satisfaction with the service. Additionally, satisfaction with the service provider will be positively related to overall satisfaction. With the P2P exchange context shown to have a greater social dimension to it (vis a vis a comparable B2C option), it follows that the antecedents to satisfaction that involve evaluation of human actions may be susceptible to social forces and thus exhibit differences when in a P2P context.

The hypotheses are thus presented, and are illustrated in Figure 1 below:

H1. *When the locus of responsibility for and control over (Locus) a service failure is attributed to the service provider to a greater degree, satisfaction with that service provider (SatSP) will decrease.*

H2. *The P2P context will positively moderate the relationship between Locus and SatSP*

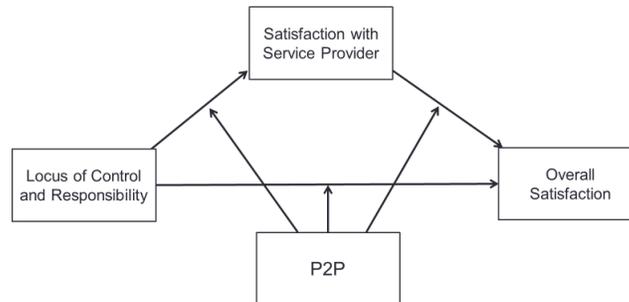
H3. *SatSP is positively related to overall satisfaction (OSat)*

H4. *P2P will positively moderate the relationship between SatSP and OSat.*

H5. *Locus will have a negative relationship with OSat.*

H6. P2P will positively moderate the relationship between SatSP and OSat.

Figure 1 Regression path model



Methods

We collected data using an online survey that presented to participants situational vignettes which described a scenario in which the participant was asked to imagine traveling to another city and renting accommodations. Two variables were randomly manipulated. First, the business model of the lodging choice was either presented as a hotel or a P2P option similar to Airbnb. Also, as the service failure was presented it was described as either stemming directly from actions of the service provider or otherwise outside of their control. This manipulated the locus of control and responsibility to focus on either the service provider or environmental factors. The Locus of Control and Responsibility was measured using two items. Locus Item 1: “How responsible was the owner for the (service failure)?” Locus Item 2: “How much control did the owner have over the (service failure)?” Both items were scored on a scale from 1 (none) to 5 (a lot). Summing the two items, the scale has Cronbach’s alpha of $\alpha = .858$.

The P2P variable was measured as a dummy variable based on the content of the vignettes, where Condition 0 is the B2C context and Condition 1 is the P2P context. The vignettes are worded differently so as to reflect each consumption context. For example, in the P2P context the service provider is referred to as the ‘apartment owner,’ while in the B2C context they are called ‘lodging manager.’

Both satisfaction variables were measured by asking respondents to give a star rating for the service encounter. Satisfaction with the Service Provider (*SatSP*) was worded: “Also, please give a satisfaction score specifically for the owner. Please rate their performance 1 to 5 stars, 5 being the best.” Overall Satisfaction (*OSat*) read: “As you leave the apartment your smartphone beeps. It is a message asking you to rate your satisfaction with your stay. From what you imagined of your experience staying in the apartment and interacting with the owner, please give an overall customer satisfaction score from 1 to 5 stars, 5 being the best.” Controls were also measured: *Age*, *Sex* (dichotomous, male = 0, female = 1, and *Experience* (with the exchange mode, i.e., B2C or P2P). The descriptive statistics and correlations of the variables are in Table 1.

Table 1. Correlations

	Mean	SD	Sat1	Sat2	Locus	P2P	Sex	Age
<i>OSat</i>	3.978	0.694	1					
<i>SatSP</i>	4.349	0.731	.634**	1				
<i>Locus</i>	4.782	2.414	-0.099	-.228**	1			
<i>P2P</i>	0.527	0.500	.159**	0.054	0.044	1		
<i>Sex</i>	0.571	0.496	0.015	0.032	-0.082	0.077	1	
<i>Age</i>	3.266	0.666	-.122*	-0.071	0.027	0.017	0.103	1
<i>Experience</i>	14.138	4.384	-0.029	-0.05	0.036	-.243**	-0.041	0.016

Significance levels: * (.05), ** (.01),
*** (.001)

N =
275

Sat1 overall satisfaction with the
service

Sat2 satisfaction specifically with the
worker

Sex coded: male 0, female 1; P2P coded: B2C
1, P2P 2

Analysis Results

The analysis used the PROCESS bootstrapping regression tool, model 59 (Hayes, 2017). Results of the regression analysis are presented in Table 2. Higher scores of *Locus* did in fact have a negative and statistically significant relationship with *SatSP*, supporting H1. Additionally, *P2P* significantly moderated the relationship between *Locus* and *SatSP*, supporting H2. *SatSP* then had a positive and statistically significant relationship with *OSat*, supporting H3. The other three hypotheses were not supported.

H1. <i>Locus</i> is negatively related to Satisfaction with the Service Provider (<i>SatSP</i>)	Supported
H2. <i>P2P</i> will positively moderate the relationship between <i>Locus</i> and <i>SatSP</i>	Supported
H3 <i>SatSP</i> is positively related to Overall Satisfaction (<i>OSat</i>)	Supported
H4. <i>P2P</i> will positively moderate the relationship between <i>SatSP</i> and <i>OSat</i> .	Not Supported
H5. <i>Locus</i> will have a negative relationship with <i>OSat</i>	Not Supported
H6. <i>P2P</i> will positively moderate the relationship between <i>SatSP</i> and <i>OSat</i> .	Not Supported

Table 2 Regression results PROCESS model 59

Outcome: SatSP		<i>b</i>	SE
	<i>Locus</i>	-.1437***	0.0265
	<i>P2P</i>	-.5596**	0.1903
	<i>P2P x Locus</i>	.1346***	0.0354
Outcome: OSat		<i>b</i>	SE
	<i>Locus</i>	0.0135	0.0224
	<i>SatSP</i>	0.5678***	0.0680
	<i>P2P</i>	-.0838	0.4701
	<i>P2P x Locus</i>	-.0068	0.0288
	<i>P2P x SatSP</i>	0.0695	0.0945

Conditional indirect effects of Locus on OSat at values of the moderator				
	LLCI	ULCI	<i>b</i>	SE
B2C	-.1234	-.0450	-.0816 ¹	0.02011
P2P	.0372	0.0237	-.0058	0.01531

Significance levels: * (.05), ** (.01), *** (.001) N = 275

¹Significant relationship

LLCI/ULCI = Lower level and upper level confidence intervals (95%)

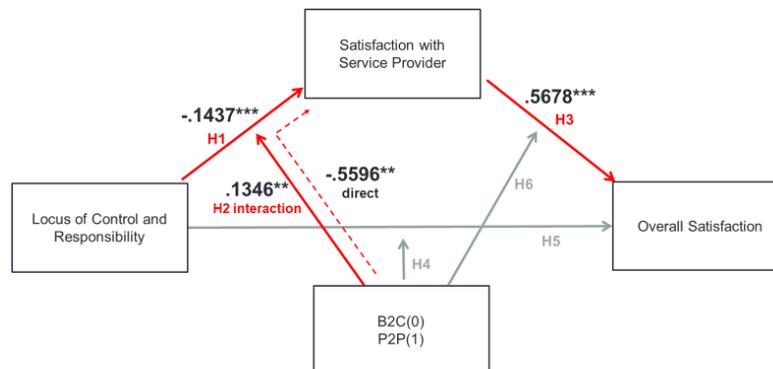
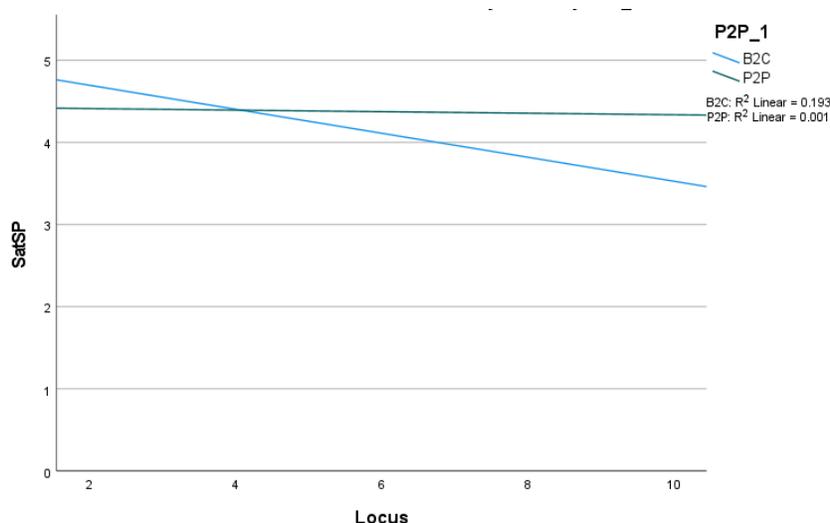
Figure 2 Path model with significant relationships

Figure 3 P2P condition shows no downward pressure on SatSP, while B2C condition does.



General Discussion

Three hypotheses related to the post-consumption stage were supported by the results of the regression model. The most impactful finding of the study is based on the investigation of H2 showing the effect on the satisfaction with the service provider (*SatSP*) from the interaction of *P2P* and *Locus*. This effect is also illustrated in Figure 3 which separates the P2P and B2C data. It is clear that the hypothesized relationship between *Locus* and *SatSP* is only evident in the B2C data, but not in the P2P data. The expectation is that as the service provider is seen as more responsible for and in control over a service failure, specific satisfaction with that service provider will suffer. This is true for the B2C condition. However, with the P2P condition data there is no such downward trend. Perhaps the expectation for the P2P (Airbnb owner) is somehow lower, countering the downward pressure on satisfaction scores as a result of a service failure, essentially rendering *Locus* useless. The exact mechanism within the P2P context producing this interaction should be further investigated.

The common thread with the three supported hypotheses is that in this model they all involve satisfaction with the service provider (*SatSP*), either as an antecedent or direct effect. This suggests that although it seems that satisfaction in a P2P context does differ from that in a B2C context, it is limited to effects directly related to the service provider. In other words, the effect involves -- one could even say 'protects' -- the tangible human being in the encounter, but not satisfaction with the abstract and general concept of the service in its entirety.

Another outcome worthy of further investigation is the direct effect of P2P on *SatSP* in the current model. This relationship was not included in the hypotheses but is calculated as part of the interaction analysis. The direct effect of *P2P* on *SatSP* was negative and significant, which is counter to the result of the positive interaction effect. Perhaps there may be an omitted mediator on the direct path within competitive partial mediation (Zhao et al., 2010). Discovering the omitted mediator(s) will shed more light into the process of how P2P context yields positive results.

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**STUDENT SATISFACTION WITH MEDITATION SERVICES:
AN EXPERIENCE ECONOMY AND SOCIAL FACILITATION THEORY PERSPECTIVE**

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ABSTRACT

The hyper-experience economy includes the way in which meditation releases neurochemicals that enable us to enter an altered state. As consumers strive for such a state, simply for the experience itself or as a form of performance enhancement, what is now reported is the making for a \$4 trillion market with U.S. companies increasingly 'hacking consciousness' to benefit from the Hyper Experience Economy. A large number of consumers new to mediation may find it helpful to investigate consumer behavior experiences they may encounter that are not well understood. This research explores the Mediation Services Economy through qualitative inquiry of a consumer behavior consumption experience.

A SCOPING REVIEW OF CS/D&CB

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ABSTRACT

The authors, listed above in alphabetical order, present a scoping review of CS/D&CB. The review is meant to familiarize newcomers to the CS/D&CB field with the theories, major constructs, and measurement tools for conducting research.

THE EFFECT OF INDULGENCE AND LONG-TERM ORIENTATION ON ONLINE USER RATINGS: EVIDENCE FROM AIRLINE REVIEWS

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ABSTRACT

This research studies the relationship between indulgence, long-term orientation and online user ratings. The relationship between the constructs is examined using a theoretical framework based on expectation disconfirmation theory and prospect theory. Based on the theoretical framework developed, it is hypothesized that indulgence has a negative effect on online user ratings. However, long term orientation and service quality moderates this relationship. We test our hypotheses on a data set gathered from online user reviews by customers for airlines across the world and find support. In addition, long term orientation and other service quality measures in context of airlines like food and beverage, staff service etc. have a positive effect on online user ratings. We also test our hypotheses on recommendation intent of users and control for fixed effects and find support. Managerial implications and future research avenues are discussed.

KEYWORDS: Indulgence vs. Restraint, Long-term orientation, user-generated content, online user ratings, expectation-disconfirmation, and prospect theory.

