

Choosing Appropriate Customer Satisfaction Measures - First Steps towards a Normative Framework

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Abstract

Since the early 1970s, there has been a proliferation of customer satisfaction measures. A classification of these measures, which is modified and adapted from Hausknecht's (1990) study, is provided in [Table I](#). However, there has been no research on differentiating the use of those measures. It has been implicitly assumed that measures that have been shown to be reliable and to have high validity in one or several contexts, are equally applicable in other contexts. This paper explores the idea that the selection of customer satisfaction measures should be a function of at least three factors; (1) purpose of measurement (i.e., monitoring within a firm, benchmarking across firms and industries, and idea generation), (2) product characteristics, and (3) respondents characteristics. This paper identifies that there are at least three purposes of measuring customer satisfaction and that each purpose is likely to require a different type of satisfaction measure. Product involvement and product benefits are some of the product characteristics, which are suggested to influence the appropriate choice of a customer satisfaction measure. This paper also shows that respondent characteristic, such as level of education and respondent involvement, should influence the selection of an appropriate satisfaction measure.

Insert [table I](#) here

Insert [Figure I](#) here

References

Hausknecht, Douglas 1990. "Measurement Scales in Consumer Satisfaction/Dissatisfaction." Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour 3: 1-11.

TABLE 1
CLASSIFICATION OF CUSTOMER SATISFACTION MEASURES

CONTENT PRESENTATION/ COLLECTION	Cognitive	Affective	Behavioural
Verbal	<ul style="list-style-type: none"> • Degree of Satisfaction Measures • Summed Semantic Differential Scales of Satisfaction • Need Fulfillment Scales 	<ul style="list-style-type: none"> • Likert Scales • Delighted- Never Thought Scale • Delighted-Terrible Scale • Content Analysis • Emotional Scales 	<ul style="list-style-type: none"> • Behavioural Intention • Past Behaviour
	<ul style="list-style-type: none"> • Critical Incident Technique 		
Graphic	<ul style="list-style-type: none"> • Circles Scale • Ladder Scale 	<ul style="list-style-type: none"> • Feeling Thermometer Scale • Faces Scale 	--
Observation	--	<ul style="list-style-type: none"> • Facial Action Coding System • Arousal-Bagozzi's Method 	<ul style="list-style-type: none"> • Measures of Time, Frequency and Extent of Use • Filing Complaints/Compliment Notes • Repurchase Actions

Note: Adapted and modified from Hausknecht's (1990) study.

FIGURE 1
DETERMINANTS OF APPROPRIATE CUSTOMER SATISFACTION MEASURES

