

## **A parsimonious model of consumer satisfaction**

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### **Abstract**

Researchers examining consumer perceptions about products in different categories found several factors that related to consumer satisfaction. This pilot study examines consumer ratings of their overall satisfaction with high and low involvement products, and how that satisfaction relates to post-purchase dissonance and perceived product utility. These product characteristics were rated after the respondents, students in a Consumer Behavior course, completed journal entries about high and low involvement products they purchased during a semester. A multiple regression analysis indicated that dissonance and utility were significant predictors of overall satisfaction of the product, accounting for 43% of the variance for the low involvement products and 25% of the variance for the high involvement products. In both regression equations post-purchase dissonance was negatively related to overall satisfaction, and utility was positively related to overall satisfaction. The difference in variance accounted for by the two variables in the two product categories is speculated to be due to the characteristics of low and high involvement products. That is, low involvement products require little search and contemplation, consequently, the simple model of consumer satisfaction is more appropriate. In contrast, high involvement products require extended search and contemplation, and consequently other variables (e.g., peer acceptance, brand reputation, psychological compatibility of the product, etc.) might also contribute to a comprehensive model of consumer satisfaction. Nevertheless, by focusing on just two post-purchase characteristics, marketers may be able to increase consumer overall satisfaction with a product. The results are discussed in light of past research and managerial application.

**Keywords:** consumer involvement, consumer satisfaction, consumer perceptions, post-purchase dissonance.