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Decreasing customer expectations increase customer Satisfaction: An Experimental Study

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A number of books on improving customer satisfaction have been published. We noticed in those books the importance of customer expectations. An experimental study is taken in this study to clarify “how affect customer satisfaction by adjustment of customer expectations”.

This study is based on the expectancy disconfirmation model. According to this model, if customer expectations are higher than perceived quality, it is easy for customer to feel the customer dissatisfaction. Therefore, we aim to improve customer satisfaction by decreasing the high customer expectations. For this purpose, we compared three groups: 1)“group with the higher customer expectations”, 2)“group with the lower customer expectations”, and 3)“group that made the adjustment of customer expectations”.

This experimental study was done using “adjust expectations customers by advertising”, “product experience”, and “questionnaire”. I found a result, few people have felt a satisfaction in the “group that made the adjustment of customer expectations”. I have also found reduced customer satisfaction as well as customer expectations in the “group that made the adjustment of customer expectations” by consideration. A hypothesis was constructed that “adjustment of the customer expectations affect both customer expectations and perceived quality”.

I made a modification to the expectancy disconfirmation model. Therefore the result implies that “adjustment of customer expectations will also affect the perceived quality as well as customer expectations”.

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