

DELIGHTED CONSUMERS BUY AGAIN

Jessica M. Hicks, Michigan State University
Thomas J. Page Jr. , Michigan State University
Bridget K. Behe, Michigan State University
Jennifer H. Dennis, Purdue University
R. Thomas Fernandez, Michigan State University

ABSTRACT

This article extends current research on the role of moderating variables in satisfaction research by examining the role of prior knowledge on repurchase intention. Knowledge level is proposed to be a moderating variable of the relationship between satisfaction and repurchase intention as well as delight and repurchase intention. An Internet survey was conducted to examine an actual purchase experience, in this case the initial purchase and the perceived performance of a flowering plant following purchase. The results revealed that knowledge level did not have a moderating effect on the delight to repurchase intention path, nor did it moderate the satisfaction to repurchase intention path. The delight to repurchase intention path, however, reveals a significant impact on repurchase intention. The satisfaction to repurchase intention path is not significant in any model. Results are consistent with existing literature, indicating that greater emphasis should be placed on delighting consumers, rather than merely satisfying them.

INTRODUCTION

The consumption cycle has been studied in detail by various researchers, from prepurchase deliberation, to choice, consumption, and finally post-consumption evaluation. Several researchers have suggested that knowledge about a particular product or product category affects specific decision

processes that in turn influence the amount of information that is searched for in prepurchase deliberations (Alba and Hutchinson, 1987; Brucks, 1985; Huffman and Houston, 1993). Knowledge level has also been proposed to affect decision-making behaviors (Brucks, 1985), the formation of loyalty (Chiou, Droge and Hanvanich, 2002), the evaluation of alternatives through information-processing (Bettman, 1979; Fishbein and Ajzen, 1975), and the level or likelihood of customer defection (Capraro, Broniarczyk and Srivastava, 2003). Knowledge about a specific product may also play a role in the formation of satisfaction, specifically when expectancy disconfirmation is used to measure satisfaction level. Mittal and Kamakura (2001) argue that a link between satisfaction and repurchase intention exists, but this link varies according to consumer characteristics and is based on satisfaction thresholds and response bias. Although empirical research has been conducted on the link between satisfaction and repurchase intention on durable goods (Mittal and Kamakura, 2001; Reichheld and Teal, 1996) and the moderating role of knowledge on these constructs (Capraro et al., 2003), research is still lacking with regard to the role that these constructs play in the consumption cycle of non-durable goods. The link between delight and behavioral intention has been studied primarily in the service context rather than in a product consumption context because the moderating role of services can be measured more easily based on consumer patronization (Oliver, Rust and Varki, 1997).

In this article, a model is developed and tested that examines the level of knowledge (high or low) of the consumer, and its possible moderating effect on satisfaction, delight, and repurchase intention. Capraro et. al. (2003) posit in their study of the moderating role of knowledge that the level of knowledge directly affects defection rates above that of satisfaction. We hypothesize, similarly, that the level of knowledge the consumer possesses, when coupled with feelings of satisfaction and delight, moderates further repurchase intention. In short, this article attempts to further our understanding of the moderating role of knowledge in the consumption cycle and its impact on postpurchase deliberations.

Satisfaction and Delight

Satisfaction has been found to be a basic foundation for customer retention, but recently researchers have begun to address the importance of delighting the customer in addition to satisfying them (Oliver et. al., 1997; Williams and Anderson, 1999). Research in the area of consumer satisfaction has long focused on the relationship with service quality (Bolton and Drew, 1991). Through the studies of the interrelationships between customer satisfaction and service quality, behavioral results emerged indicating the existence of "higher levels" of satisfaction known as "customer delight" (Oliver et. al., 1997). Customer delight has been defined as "the reaction of customers when they receive a service or product that not only satisfies, but provides unexpected value or unanticipated satisfaction" (Chandler, 1989), the combination of joy and surprise (Plutchik, 1980), a sense of relatedness between the customer and the firm that evokes feelings of joy (Kumar, Olshavsky and King, 2001), and the key to customer loyalty (Schlossberg, 1990). The formation of delight as theorized by Oliver et. al. (1997) occurs through the

following sequence: high levels of performance initiate arousal, which leads to pleasure, and ultimately delight. These findings, based upon Plutchik's (1980) "psycho-evolutionary" framework, indicate that the highest levels of joy and surprise led to scores that corresponded with the label "delighted" in the study. Kumar et. al. (2001), however, suggest that delight may occur under two different circumstances. Delight may occur as a result of joy and surprise (arousal) as suggested by Plutchik (1980) and Oliver et. al. (1997), or simply as a result of joy (Kumar et. al. 2001).

The study of delight is primarily rooted in the study of consumer loyalty. Satisfaction has often been considered the antecedent to consumer loyalty. However, Reichheld (1996) showed that while consumers may state that they are satisfied, they might not be loyal. Loyalty in Reichheld's study occurred only when consumers were completely satisfied; these consumers were labeled "delighted consumers." Varying levels of satisfaction occur, indicating that only when satisfaction is complete does delight occur. Delight as studied by Oliver et. al. (1997) was shown to be a function of surprising consumption, arousal and positive affect. Delight in this study was strongly correlated with positive affect; however, the authors suggest that while delight and satisfaction are correlated, they are in fact separate conceptual entities.

Repurchase intention

The occurrence of delight is directly related to positive affect in relation to consumption-based experiences on the part of the consumer. Oliver et. al. (1997) suggest that the occurrence of delight within the consumption process may cause the consumer to strive for reoccurrences of this affective state. Thus, if delight and/or satisfaction are achieved, the consumer will be more likely to

repurchase the product. We hypothesize from these studies that the satisfaction and delight constructs will both have a positive impact on repurchase intention; however, delight will have a greater impact than satisfaction because it is an emotion, which is more strongly held by the consumer than the feeling of satisfaction.

Product Knowledge

Early research into the area of consumer knowledge indicated that the knowledge construct was composed of a single independent measure. However, as researchers began investigating the knowledge construct, it became apparent that knowledge was comprised of several independent measures, which led researchers to hypothesize that multi-dimensional accounts of the knowledge variable are needed (Alba and Hutchinson, 1987; Bettman, 1986; Brucks, 1985). Alba and Hutchinson (1987) proposed, based on work by Jacoby, Troutman, Kuss and Mazursky (1986), that knowledge is comprised of two components: familiarity and expertise. Familiarity is commonly defined as the number of experiences the consumer has undergone within a purchase situation, while expertise is the ability to execute these product-related experiences effectively. For the purpose of brevity, we will look primarily at familiarity and its impact upon satisfaction and future intentions.

It is commonly asserted by researchers that as familiarity increases, so too does consumer expertise (Söderlund, 2002). This assertion becomes important when we begin to look at postpurchase responses concerning evaluation and behavioral intentions such as repurchase intent. Measurement of consumer evaluation with regard to postpurchase criteria is critical because of the positive relationship between postpurchase evaluations and future behavior. Consumers who purchase durable

goods have an extended period in which they form postpurchase evaluations based on the long-term performance of the product. Non-durable or perishable goods, however, have a shorter period in which judgments and evaluations can be based. Several researchers suggest that as the number of purchase-related experiences or familiarity with a product increases, knowledge does as well. This would indicate that consumers who purchase non-durable goods might in fact have comparable amounts of time in which to form their evaluations and judgments (Söderlund, 2002). When looking at postpurchase evaluations, researchers naturally move to the impact of high or low knowledge on these evaluations. Knowledge has been assessed primarily by the correspondence between subjective (self-reported expertise) and objective (factual tests) knowledge (Park, Mothersbaugh and Feick, 1994; Capraro et al., 2003).

RESEARCH HYPOTHESES

In this study, it is hypothesized that in relation to a plant product, consumers use objective knowledge that they possess to guide prepurchase search. Upon purchase, a cognitive evaluation process occurs in which post-consumption beliefs about attributes or outcomes realized are measured against the preconceived notions or expectations held by the consumer. The appraisal of the belief structure prior to and after consumption yields expectancy disconfirmation. If the performance of the plant product exceeds expectation, satisfaction may result, yielding a positive expectancy disconfirmation. From a sales standpoint, it is important for management to understand the integral role of knowledge on postpurchase evaluation made by the consumer. The information that is disseminated to the consumer can influence

knowledge levels, and in turn, impact repurchase intention.

H1: Satisfaction and delight will both have a positive effect on repurchase intention for both high and low knowledge consumers.

H2: Delight will have a greater impact on repurchase intention than will satisfaction for both high and low knowledge consumers.

All businesses are, or should be interested in the consumers' evaluation, and in turn retention of their customer base. While businesses are intrinsically interested in consumer retention, there is often a gap between the perception of consumer satisfaction on the part of long-term consumers, and their actual level of satisfaction. A study conducted by Reinartz and Kumar (2000) indicates that, in contradiction to Bolton (1998), long-term consumers do not pay higher prices for products than do short-term consumers. Söderlund (2002) suggests that high familiarity may lead to a more demanding consumer who does not react to stimuli in the same manner as that of a low familiarity consumer. It is hypothesized, therefore, that consumers who are more knowledgeable about plant products prior to purchase will have higher expectations and beliefs concerning performance levels. This higher level of knowledge will make them more difficult to satisfy, resulting in lower intention to repurchase.

H3a: Satisfaction will have a greater effect on repurchase intention for consumers with a low level of knowledge compared to those with a high level of knowledge.

H3b: Delight will have a greater effect on repurchase intention for consumers with

a low level of knowledge compared to those with a high level of knowledge.

MATERIALS AND METHODS

Data Collection

In July 2004, an Internet study was conducted by Survey Sampling, International. (Fairfield, CT.), a professional survey company specializing in Internet survey procedures. Survey Sampling, International. randomly selected 15,000 individuals from their eLITE database that is composed of thousands of individual respondents who are collected through a variety of permission-based marketing sources. Potential respondents were screened prior to survey implementation through a series of questions regarding their plant purchases and usage characteristics of those plants in the past year. Respondents who qualified were invited to participate in the survey if they had (a) purchased at least one indoor flowering potted plant for their home or office, and if they were (b) at least 18 years of age. Survey Sampling using a FilemakerPro database monitored qualified respondents. Individuals meeting the qualifying criteria were automatically sent an email invitation with an active link to a web site to complete the survey. To ensure survey validity, cookies were placed on the respondent's browser that inhibited multiple submissions by qualified respondents, as well as resubmissions by respondents who received qualification denials. A \$5 gift certificate from Amazon.com Inc., was used as an incentive for those qualified individuals to fully complete the survey. If multiple sections were left blank within the survey, an error message appeared, indicating that the respondent gave insufficient information. Upon completion of the survey, a text box appeared asking respondents to supply a valid email account to which the honorarium could

be sent. Respondents were assured that the email address supplied would be secure, and that correspondence would pertain to the honorarium only.

On the predetermined date, 15,000 invitations were sent out to prescreened members of the eLITE database. In a seven-hour period, 659 qualified respondents completed the survey that exhausted the number of Amazon.com certificates available for distribution as incentives. Incomplete and unusable surveys were removed, yielding a total of 629 acceptable surveys.

Respondents ranged in age from 19 to 87 years, with a mean age of 40 years (2.9%) and a mode of 39 years (4.0%). Respondents were primarily female (79%), approximately 82% had completed some form of formal education beyond that of high school, 36% held a Bachelor's degree or higher; 73% of respondents had a 2003 household income level ranging from \$25,001-\$100,000. The mode household income level ranged from \$25,001-\$50,000 (34%). Among the participating households surveyed, 63% were comprised of two adults and 45% of the participants had no dependents. Participants represented a significant cross section of the U.S. population: while 44 states were represented in the survey, a majority of respondents was from the Midwest region (54%).

Measurement

Measures were acquired for each of the following constructs: satisfaction, delight, knowledge level, and repurchase intention. Knowledge level was used as a moderating variable to determine whether or not satisfaction and/or delight have a significant impact on repurchase intention. All constructs were measured using multiple-item scales.

Overall satisfaction measures

The satisfaction construct was measured using two seven-point multi-item scales adapted from a prior study (Spreng, MacKenzie and Olshavsky, 1996). The measures created by Spreng et. al. (1996) reflect the valence characteristics as suggested by Oliver (1989). Satisfaction measures were introduced to the respondents in the following manner: "Choose a number that most closely reflects how you felt about the performance of the indoor flowering plant." Two questions ensued, with scales anchored as "Very satisfied/Very dissatisfied," and "Very pleased/Very displeased."

Delight measures

The delight construct was measured using two seven-point scales asking respondents to, "Please answer the following questions based on the outcome of your purchase." The first question asked, "I am content with the purchase of my indoor flowering potted plant" followed by a scale anchored by "Strongly disagree/Strongly agree." Desirability of the outcome was measured with a scale anchored by "Very undesirable/Very desirable," and feelings toward the product were measured using a set of descriptors that represent the range of emotions commonly experienced in consumption situations. Our scale included descriptors from Richins (1997) Consumption Emotion Set. Richins (1997) included delight as a component of joy. Plutchik (1980) used both joy and delight constructs, indicating that delight was also an emotion felt within a consumption experience.

Knowledge Level

Knowledge level was measured using three seven-point scales based on consumer's perceived knowledge of plants. Knowledge

level was measured by asking respondents to “Choose a number that most closely reflects how you feel about your knowledge pertaining to plants.” The first question asked, “How would you rate your knowledge about caring for flowering shrubs?” The question was anchored by a “Very little/Very much” scale. The second question asked, “In comparison to the average person, how would you rate your level of knowledge with flowering plants?” The third measure of knowledge level asked the respondent to indicate “No prior plant knowledge/Large amount of plant knowledge” on a 7-pt scale.

Repurchase Intention

Repurchase intentions were measured based upon the probability that the consumer would buy the same or similar plant product again when their prior experiences with a similar plant product were taken into account. Repurchase intentions were measured with two seven-point scales determining the probability and likelihood of repurchase intent.

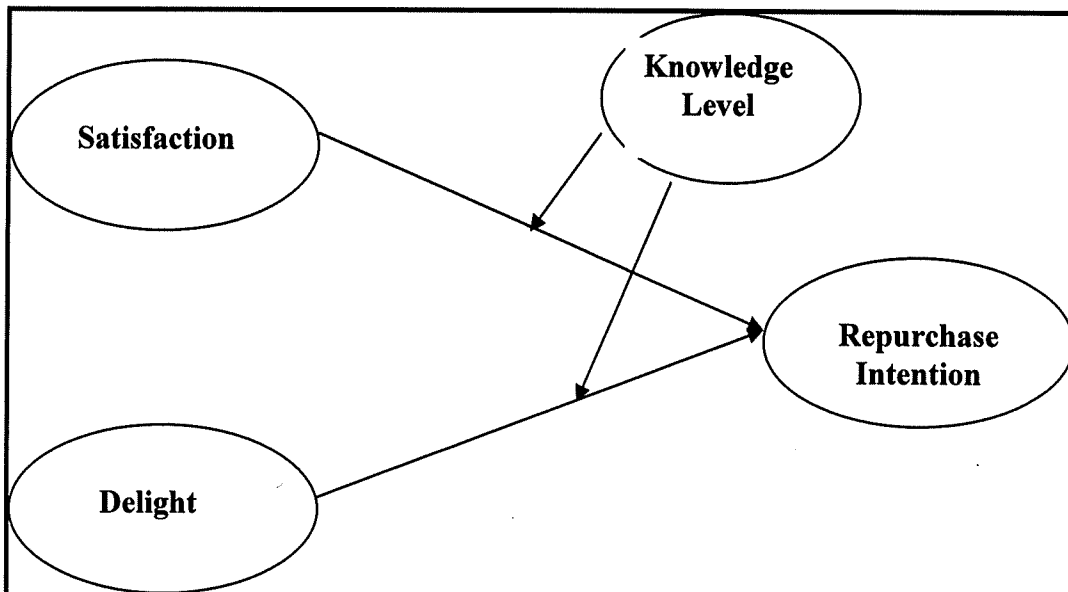
The likelihood of repurchase of a specific plant and probability of repurchase of a similar plant scales were anchored by “Very low/Very high” categories, with a neutral response as the midpoint. The definitive statement, “I will purchase a flowering potted plant the next time I need a gift/something for myself” was anchored with a Disagree/Agree scale.

RESULTS

The hypotheses were tested by estimating a two-group structural equations model (Jöreskog and Sörbom, 2003) for satisfaction, delight, and repurchase intention (see Figure 1). The groups were defined by the respondent’s answer concerning their perceived knowledge of plants. Knowledge of plants was used as a moderating variable. Those below the median were classified as low in knowledge (≤ 3 on a 7-point scale) (Group 1), while those above the median were classified as high in knowledge (≥ 5 on a 7-point scale) (Group 2).

Figure 1

Proposed Repurchase Intention Model with Knowledge as a Moderating Variable



The remaining subjects (n= 211) at the median (4) were dropped from each analysis to more clearly differentiate subjects with low and high knowledge. Satisfaction, delight, and repurchase intention were all operationalized as multi-item latent constructs.

Reliability of the measures for all three constructs was assessed using coefficient alpha. These values range from 0.78 for repurchase intention to 0.97 for delight, all of which exceed the lower limit of acceptable reliability set by Nunnally (1978).

Tests of Hypotheses

Hypothesis 1 stated that repurchase intention will be positively impacted by satisfaction and delight. Table 1 shows that satisfaction does not influence repurchase intention, since the path is not significant in either group. Conversely, delight has a significant positive impact on repurchase intention in both groups. These results show partial support for hypothesis 1.

Table 1

Standardized Effects (t Values) of Satisfaction and Delight on Repurchase Intention

Path	Unconstrained Model	Group Scores	
		Group 1	Group 2
Satisfaction → repurchase intention		0.13 (0.87)	0.08 (0.86)
Delight → repurchase intention		0.66 (4.85)	0.89 (9.81)
Chi-square	34.98	14.35	20.63
Degrees-of-freedom	22	11	11
p-values	0.04	0.04	0.21
NFI	0.99	0.99	0.99
CFI	1.00	1.00	1.00
GFI	0.98	0.98	0.98
SRMR	0.035	0.022	0.022
RMSEA	0.053	0.035	0.035

Hypothesis 2 stated that delight would have a greater impact on repurchase intention than will satisfaction in both groups. As shown in Table 2, delight had a significant impact on repurchase intention in both the high and low knowledge groups, while the satisfaction to repurchase intention path was not significant in either group. Further

evidence of this is shown by the fact that the Chi-square difference for both groups was significant, with the path coefficient for delight to repurchase intention being larger than the coefficient for satisfaction to repurchase intention. Thus, hypothesis 2 is supported.

Table 2

Within Group Estimates of the Constructs Based on the Proposed Knowledge Level of the Consumer (Group 1 = Low Knowledge; Group 2 = High Knowledge)

	χ^2	df		χ^2	df
Group 1 Constrained	17.58	12	Group 2 Constrained	38.19	12
Group 1 Unconstrained	14.35	11	Group 2 Unconstrained	20.63	11
Difference	3.23	1	Difference	17.56	1

Hypothesis 3a predicted that the effect of satisfaction on repurchase intention would be greater for those with low levels of knowledge than those with high levels of knowledge. Table 3 shows the differences in Chi-square and the degrees-of-freedom when the path from satisfaction to repurchase intention is constrained to be equal across both knowledge levels. The path from satisfaction to repurchase intention is not significant in either the high or the low knowledge level, and the chi-square difference test shows that the paths are equal in both groups. Thus, hypothesis 3a is not supported.

Hypothesis 3b predicted that the effect of delight on repurchase intentions would be greater for those with low levels of knowledge compared to those with high levels of knowledge. The path from delight to repurchase intention is significant in both groups as shown in Table 1. When the path from delight to repurchase intention is constrained to be equal across both knowledge levels, the Chi-square difference is not significant as shown in Table 3. Thus, hypothesis 3b is not supported.

Table 3

Between Group Constraints

	Chi-square	Chi-square Difference	df
2 Group Constrained Satisfaction → Repurchase Intention	34.98		
Constrained	35.04	0.06	1
Delight → Repurchase Intention Unconstrained	36.81	1.83	1

DISCUSSION

Overall, there is support for the hypothesis that delight influences the formation of repurchase intent. Various authors have suggested that satisfaction research would be furthered if moderating variables were studied in greater detail (Oliver and Bearden, 1983). Spreng and Page (2001) suggested that consumer knowledge might be one such moderating variable that should be studied in greater detail. Prior studies have examined the satisfaction-knowledge likelihood of defection link (Capraro et. al., 2003) as well as the moderating effect of high and low levels of knowledge between satisfaction and loyalty formation (Chiou et. al., 2002). In the case of the former (Capraro et. al., 2003), little of the effect of satisfaction on likelihood of defection was mediated by level of knowledge concerning alternatives. Findings from this study show similar results, specifically that the moderating role of knowledge level does not have a significant impact on either the satisfaction-repurchase intention path or the delight-repurchase intention path. Findings from this study do indicate that delight plays an integral role in repurchase intention. These results are similar to those described in Oliver et. al. (1997) in that satisfaction and delight are shown to be separate conceptual entities.

Clearly, businesses need to focus on more than customer satisfaction. While satisfaction metrics are important in decisions for products and services, customer retention and loyalty need additional metrics. For plants, delight did significantly influence repurchase intentions. This means that for businesses selling plants, they need to go beyond ordinary customer satisfaction and create a "wow" effect in customer delight.

In this manner, they may be more able or better prepared to retain customers. It also implies that businesses may need additional metrics beyond customer satisfaction.

Directions for future research

The relationships between satisfaction, delight, and repurchase intention have been explored with knowledge level as a moderator of the effects. This study investigated a limited component of the knowledge framework and its role as a moderating variable. Future researchers may want to explore the moderating effect of knowledge on a single, specific plant, rather than on a general houseplant category. While a consumer may possess considerable knowledge about a specific plant or plant categories, it can be argued that this knowledge is not homogeneous across all plant categories. Therefore, the moderating effect of plant knowledge on satisfaction and repurchase intention may not represent the true impact of knowledge on post-consumption responses.

The price of the plant product may also have an impact on post-consumptive processes. A certain level of risk is associated with any consumption experience. This level of risk can be compounded when price sensitivity becomes an issue. Zaichkowsky (1985) demonstrated the integration between information search and product involvement. The more involved the consumer is with a product, the greater their propensity to search for information across product groups. Thus, the level of involvement determines how concerned a consumer is with price. Future research into the impact of cost on the post-consumptive processes a consumer undergoes while purchasing plant products would also be merited.

REFERENCES

- Alba, Joseph W. and Wesley Hutchinson (1987), "Dimensions of Consumer Expertise," *Journal of Consumer Research*, 13(4), 411-454.
- Bettman, James R. (1979), *An Information Processing Theory of Consumer Choice*, Reading, MA: Addison-Wesley.
- Bettman, James R. (1986), "Consumer Psychology," *Annual Review of Psychology*, 37, 257-89.
- Bolton, Ruth N. and James H. Drew (1991), "A Multistage Model of Customers' Assessments of Service Quality and Value," *Journal of Consumer Research*, 17(4), 375-84.
- Bolton, Ruth N. (1998), "A Dynamic Model of the Duration of the Customer's Relationship with a Continuous Service Provider: The Role of Satisfaction," *Marketing Science*, 17(1), 45-65.
- Brucks, Merrie (1985), "The Effects of Product Class Knowledge on Information Search Behavior," *Journal of Consumer Research*, 12, 1-16.
- Brucks, Merrie (1986), "A Typology of Consumer Knowledge Content," *Advances in Consumer Research*, 13, 58-63.
- Capraro, Anthony J., Susan Broniarczyk, and Rajendra K. Srivastava (2003), "Factors Influencing the Likelihood of Customer Defection: The role of Consumer Knowledge," *Journal of the Academy of Marketing Science*, 31(2), 164-176.
- Chandler, Colby H. (1989), "Quality: Beyond Customer Satisfaction," *Quality Progress*, 22(2), 30-32.
- Chiou, Jyh-Shen, Cornelia Droge, and Sangphet Hanvanich (2002), "Does Customer Knowledge Affect How Loyalty is Formed?" *Journal of Service Research*, 5(2), 113-125.
- Fishbein, Martin and Icek Ajzen (1975), *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*, Reading, MA: Addison-Wesley.
- Huffman, Cynthia and Michael J. Houston (1993), "Goal-Oriented Experiences and the Development of Knowledge," *Journal of Consumer Research*, 20(2), 190-207.
- Jacoby, Jacob, Tracy Troutman, Alfred Kuss and David Mazursky (1986), "Experience and Expertise in Complex Decision Making," *Advances in Consumer Research*, 13, 469-472.
- Jöreskog, Karl G. and Dag Sörbom (2003), LISREL 8.5: User's Reference Guide. Chicago: Scientific Software International.
- Kumar, Anand, Richard W. Olshavsky and Maryon F. King (2001), "Exploring Alternative Antecedents of Customer Delight," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 14, 14-26.
- Mittal, Vikas and Wagner A. Kamakura (2001), "Satisfaction, Repurchase Intent, and Repurchase Behavior: Investigating the Moderating Effect of Customer Characteristics," *Journal of Marketing Research*, 38(1), 131-143.
- Nunnally, Jum C. (1978), *Psychometric Theory*, New York: McGraw-Hill.
- Oliver, Richard L. and William O. Bearden (1983), "The Role of Involvement in Satisfaction Processes," *Advances in Consumer Research*, 10, 250-55.
- Oliver, Richard L., Roland T. Rust, and Sajeev Varki (1997), "Customer Delight: Foundations, Foundations, and Managerial Insight," *Journal of Retailing*, 73(3), 311-34.
- Park, C. Whan, David L. Mothersbaugh, and Lawrence Feick (1994), "Consumer Knowledge Assessment," *Journal of Consumer Research*, 21(1), 71-82.
- Plutchik, Robert (1980), *Emotion, A Psychoevolutionary Synthesis*, New York: Harper and Row.
- Reichheld, Frederick F. and Thomas Teal (1996), *The Loyalty Effect: The Hidden Force Behind Growth, Profits and Lasting Value*, Boston, MA: Harvard Business School Press.
- Reinartz, Werner J. and V. Kumar (2000), "On the Profitability of Long-life Customers In A Noncontractual Setting: An Empirical Investigation and Implications for Marketing," *Journal of Marketing*, 64(4), 17-35.
- Richins, Marsha L. (1997), "Measuring Emotions in the Consumption Experience," *Journal of Consumer Research*, 24, 127-146.
- Schlossberg, Howard (1990), "Satisfying Customers Is a Minimum; You Really Have to 'Delight' Them," *Marketing News*, 24(11), 10-11.
- Söderlund, Magnus (2002), "Customer Familiarity and Its Effects On Satisfaction and Behavioral Intentions," *Psychology & Marketing*, 19(10): 861-79.

- Spreng, Richard A., Scott B. MacKenzie and Richard W. Olshavsky (1996), "A Reexamination of the Determinants of Consumer Satisfaction," *Journal of Marketing*, 60 (July), 15-32.
- Spreng, Richard A. and Thomas J. Page Jr. (2001), "The Impact of Confidence in Expectations on Consumer Satisfaction," *Psychology & Marketing*, 18(11), 1187-1204.
- Williams, Jacqueline A. and Helen H. Anderson (1999), "Customer Delight: The Beat of A Different Drummer," *Journal of Satisfaction, Dissatisfaction, and Complaining Behavior*, 12, 44-52.
- Zaichkowsky, Judith L. (1985). "Measuring the Involvement Construct," *Journal of Consumer Research*, 12(3), 341-52.

Note: At the time that this article was submitted, Jessica M. Hicks was a master's candidate at MSU. She is now Product Support Specialist, with Benary, Traverse City, MI. Bridget K. Behe (Professor) and R. Thomas Fernandez (Associate Professor) are in the Department of Horticulture, Michigan State University; Thomas J. Page, Jr. is an Associate Professor, Department of Marketing and Supply Chain Management, Michigan State University; and Jennifer H. Dennis is an Assistant Professor, Departments of Horticulture and Landscape Architecture and Agricultural Economics, Purdue University. The authors would like to thank R. Daniel Lineberger at Texas A&M for helping coordinate and collect data for the internet survey and Dr. Edward E. Rigdon, Department of Marketing, Georgia State for his insightful answers about the structural equations model.

Send correspondence regarding this article to:

Bridget K. Behe
Michigan State University
Department of Horticulture
A238 Plant and Soil Sciences
East Lansing, MI 48824-1325
fax # 517-353-0890
e-mail behe@msu.edu
