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Abstrak

ABSTRAK

Self-generated validity research has demonstrated that responding to survey questions changes subsequently measured judgements and behavior. We examine the scope and persistence of the effect of measuring satisfaction on customer behavior over time. In a field experiment conducted in a financial services setting, we hypothesize and find that measuring satisfaction (a) changes one-time purchase behavior, (b) changes relational customer behaviors (likelihood of defection, aggregate product use, and profitability), and (c) results in effects that increase for months afterward and persist even a year later. These results raise questions concerning the design, interpretation, and ethics in the conduct of applied marketing research studies.