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Sommario	<p>Customer satisfaction has been traditionally studied and measured regardless of the time elapsed since the purchase. Some studies have recently reopened the debate about the temporal pattern of satisfaction. This research aims to explain why “how you evaluate a service depends on when you evaluate it” on the basis of the theoretical framework proposed by Construal-Level Theory (CLT). Although an empirical investigation is still lacking, the literature does not deny that CLT can be applied also with regard to past events. Moreover, some studies support the idea that satisfaction is a good predictor of future intentions, while others do not. On the basis of CLT, we argue that these inconsistent results are due to the different construal levels of the information pertaining to retrospective and prospective evaluations. Building on the Two-Factor Theory, we explain the persistence of certain attributes’ representations over time according to their relationship with overall performance. We present and discuss three experiments and one field study that were conducted a) to test the extensibility of CLT to past events, b) to disentangle memory and construal effects, c) to study the effect of different temporal perspective on overall satisfaction judgements, and d) to investigate the temporal shift of the determinants of customer satisfaction as a function of temporal distance.</p>

Localizzazioni e accesso

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