Definitions of consumer satisfaction

Author **Andreea Bolog**N/A
Author **Filimon Stremţan**N/A

Abstract:

The consumer satisfaction is vital for a business success. It was demonstrated that it is strongly linked with repurchase, loyalty and firm's profitability. Despite this, there is no consensual definition of satisfaction in the literature. This paper offers a review of onsumer satisfaction definitions existing in the literature.

Keywords: consumer satisfaction, loyalty, definition of satisfaction

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