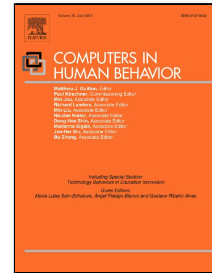


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Assessing consumers' satisfaction and expectations through opinions:
Expectation and disconfirmation approach



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Highlights

- Customers' expectations and satisfaction with multiple opinion types is studied.
- Sentiment words proved to be full mediator in predicting user's satisfaction.
- Regular, comparative and suggestive opinions positively effects on expectations.
- Comparative opinions are more influential in arising users' expectation.

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