

Accepted Manuscript

Impact of product attributes on customer satisfaction: an analysis of online reviews for washing machines

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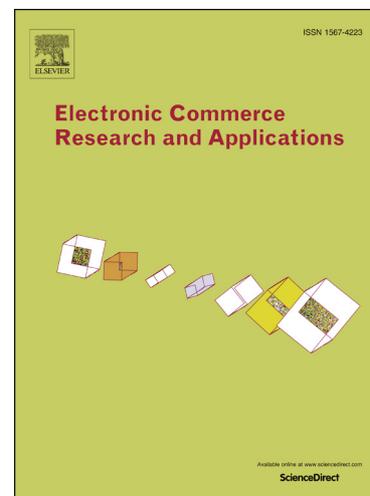
PII: S1567-4223(18)30027-9
DOI: <https://doi.org/10.1016/j.elerap.2018.03.003>
Reference: ELERAP 778

To appear in: *Electronic Commerce Research and Applications*

Received Date: 9 January 2018
Revised Date: 5 March 2018
Accepted Date: 5 March 2018

Please cite this article as: Y. Wang, X. Lu, Y. Tan, Impact of product attributes on customer satisfaction: an analysis of online reviews for washing machines, *Electronic Commerce Research and Applications* (2018), doi: <https://doi.org/10.1016/j.elerap.2018.03.003>

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**IMPACT OF PRODUCT ATTRIBUTES ON CUSTOMER SATISFACTION:
AN ANALYSIS OF ONLINE REVIEWS FOR WASHING MACHINES****Yuren Wang¹, Xin Lu (contact)^{1,2} and Yuejin Tan¹**

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March 5, 2018

ABSTRACT

Online reviews are an important information source for companies analysing users' demands. We conducted a study of online reviews to measure how product attributes impact customer satisfaction. First, we attempted to infer through sentiment analysis whether a customer is satisfied with a purchase according to their review. Second, a logistic regression model was developed to estimate the impact of various product properties on customer satisfaction scores. Our estimates indicated that customer satisfaction is influenced by drainage mode, loading type, frequency conversion, type, display, colour, and capacity. We further investigate the impact of price and find that customers who buy cheap products should be treated differently from purchasers of expensive items because the relevance of design features on their satisfaction is different. Additionally, we observed that although customers are concerned about noise, perceived noise is not consistent with actual noise levels. We analysed specific reviews and then obtained more detailed information on customer attitudes.

Keywords: Customer behavior; customer satisfaction; online reviews; product attributes; product design

Acknowledgments. The contact author acknowledges the Natural Science Foundation of China under Grant Nos. 71690233, 71771213 and 71522014. His co-authors were partially supported by the Natural Science Foundation of China under Grant Nos. 71731009, 71628103 and 71303251, and wish to acknowledge the support with thanks.

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