

# PERSONAL CHARACTERISTICS AS MODERATORS OF THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND LOYALTY

*Christian Homburg, University of Mannheim, Germany*  
*Annette Giering, University of Mannheim, Germany*

## ABSTRACT

The objective of this study is to provide additional insight into the relationship between customer satisfaction and loyalty by examining the effects of moderating factors on this relationship. Previous research on this relationship has largely neglected the issue of moderator variables. The authors develop a set of hypotheses related

to the moderating effect of selected personal characteristics on the satisfaction-loyalty link. These hypotheses are tested in a consumer durables context using multiple group causal analysis. Empirical findings provide reasonable support for the theoretical reasoning. Specifically, variety seeking, age, and income are found to be important moderators of the satisfaction-loyalty relationship.

---

For further information contact:

Christian Homburg  
Department of Marketing  
University of Mannheim  
68161 Mannheim  
Germany  
Phone: 49/621/292-2952  
FAX: 49/621/292-5747

---