**Additional information for manuscript 5043**

**Additional information - 2. Customer satisfaction: on satisfiers, dissatisfiers, criticals and neutrals**

Several terms are used to refer to the different antecedents to (dis)satisfaction (see table 1).

**Table 1** Overview of different takes on the taxonomies of (dis)satisfaction.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Herzberg et al. 1959Sligman (1970)Zhang & Dran (2000) | Motivators  | Hygienes  |  |  |
| Kano et al. (1984)Fuller & Mazler (2008) | Enthusiasm factors | Necessity factors | Performance factors |  |
| Oliver (1995) | Monovalent Satisfiers | Monovalant Dissatisfiers | Bivalent Satisfiers | Null Relationships |
| Cadotte & Turgeon (1988) | Satisfiers | Dissatisfiers | Criticals | Neutrals |

**Additional information - 3. Methodology**

Included is separate document containing one of the original surveys in the VvE-case.