

Revisiting the role of consumer self-confidence in satisfaction and positive word-of-mouth:
from correlational to configurational approaches

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Abstract

The current study examines the role of consumer self-confidence (CSC) and consumer satisfaction in producing positive WOM. Based on an online survey of 714 retail bank customers the study relies on both SEM and fsQCA to test the effect of CSC dimensions on WOM and explore how configurational analysis can reveal new nonlinear patterns of CSC development. Empirical results identify the CSC dimensions with stronger effect on WOM, as well as demonstrate the mediating role of satisfaction in CSC – WOM relationship. The fsQCA findings demonstrate how CSC dimensions complement or substitute each other to produce the desired effect on WOM.

Keywords: *Consumer self-confidence, Satisfaction, Positive WOM*