



Model of satisfaction involving affect and personality traits

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Abstract

The aim of this study is to model the personality traits, affect and satisfaction in the context of banking services. Specifically, it is proposed that extraversion/neuroticism impacts positive/negative affect respectively, which in turn influence satisfaction. Additionally, the direct and indirect impact of extraversion/neuroticism on satisfaction is analyzed. A survey with 269 Macedonian current users of banking services was carried out, using questionnaires as a method of data collection. Confirmatory factor analysis and structural equation modeling were applied in testing the proposed model. The findings indicate that neuroticism as a personality trait impacts negative affect, while extraversion impacts positive affect. Further, the influence of positive affect on satisfaction is in positive direction, whereas the influence of negative affect on satisfaction is in negative direction. Neuroticism has no direct impact on satisfaction, but it indirectly negatively influences satisfaction when mediated by negative affect. On the other hand, extraversion has direct negative effect on satisfaction and indirect positive effect when mediated by positive affect, which suggests competitive mediation. The present paper contributes to the existing literature by linking personality traits, affect and customer satisfaction in one model providing evidence-based insights on the structural relations between personality traits, affect and customer satisfaction. Moreover, this is the first study to explore the relationships between personality traits, affect and customer satisfaction of retail banking customer in a developing country in the Balkans.

Keywords Positive affect · Negative affect · Extraversion · Neuroticism · Customer satisfaction

JEL Classification M31

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1 Introduction

Customer satisfaction has a profound effect on an organization, it contributes to the growth of the business and it is extremely important in building long-term relationships with customers. Customer satisfaction represents the emotional effect produced by the product's quality or value meaning that the concepts of customer satisfaction and affect are closely related (Westbrook 1987).

Bagozzi et al. (1999, p. 184) defined affect as “an umbrella for a set of more specific mental processes including emotions, moods and possible attitudes”. They discussed the differentiation of emotions from affect, moods and attitudes suggesting that affect is a more generalized feeling or state. In this line, Westbrook (1987, p. 259) suggested that affect is “a mental phenomena uniquely characterized by a consciously experienced, subjective feeling state, commonly accompanying emotions and moods”. In the customer satisfaction literature, positive affect and negative affect are analyzed as determining factors of customer satisfaction. The affective aspects of customer satisfaction were previously neglected by the researchers who were primarily focused on analyzing people as cognitive beings considering satisfaction as outcome of a comparison process between expectations and perceived performance. Positive affectivity (PA) describes one's tendency toward experiencing states of high energy, concentration, and activity at its high end, lethargy and sadness at its low end. Negative affectivity (NA) describes one's tendency toward anger, anxiety, and guilt at the high end, and calmness at the low end (Watson et al. 1988).

Previous research proved that positive affect is positively related, while negative affect is negatively related to life satisfaction (Singh and Jha 2008; Extremera and Rey 2016), job satisfaction (Connolly and Viswesvaran 2000; Thoresen et al. 2003) and customer satisfaction (Burns and Bowling 2010). Since there are limited research studies investigating the relationship between affective dispositions (positive and negative affect) and customer satisfaction and particularly in service settings, this study contributes to the research stream on affective determinants of satisfaction, and suggests that affective dispositions (individual's tendency to experience certain emotional states over time and across situations (Watson et al. 1988) are important causes of satisfaction.

Moreover, the previous research in personality psychology have linked personality traits with affective experiences. The five-factor model is one of the most popular model comprising five personality' dimensions: extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience (McCrae and John 1992; John and Srivastava 1999). Among these personality dimensions, neuroticism and extraversion, appeared as dominant personality dimensions associated with positive affect (PA) and negative affect (NA). Specifically, Costa and McCrae (1980) and McCrae and Costa (1991) indicated that PA and NA are related to the personality dimensions of extraversion and anxiety/neuroticism respectively. Rather than focusing only on direct relationship between PA and extraversion and NA and neuroticism, this research study provides supplementary evidence of the mediating role of affectivity in the relationship between personality traits and satisfaction.

Since most of the studies focus either on investigating the relationship between personality traits and affect, or between affect and satisfaction, this study contributes to the existing body of research by incorporating personality traits, positive/negative affect and satisfaction into one integrated model.

Moreover, our study fills the identified research gap in analyzing the impact of personality traits on customer satisfaction by investigating not only direct but also indirect relationship between personality traits and satisfaction. Hence, mediating roles of positive and negative affectivity are discussed to clarify and extend the knowledge of the relationship between two personality traits and satisfaction.

Additionally, investigating the relationships among personality traits, affect and satisfaction in retail banking settings is a challenging task and it is becoming even more complex and relevant in the changing banking models. Namely, the traditional banking models are characterized with personal attention and personalized service encounters between a customer and a banking service provider (Surprenant and Solomon 1987), indicating that the personality traits can significantly influence the customers' affective responses towards service suppliers. Nowadays, when banking services are dominantly technology-based, customers take an increasingly active role to co-create the service encounter by interacting to concrete service interface which integrate complex service systems, people, the physical environment, service processes and technology (Larivière et al. 2017). Thus, the relevance of customer personality and affection research in banking sector is increasing. Jayanti (1996) claimed that affective responses towards service providers influence the service encounter satisfaction. According to Vázquez-Carrasco and Foxall (2006) considering customers' personal characteristics is necessary for determining the nature of their relationship with the service supplier. However, with a few exceptions (Al-Hawari 2015), the importance of customer personality in influencing satisfaction in retail banking settings has not been addressed by marketing scholars. Also, very few studies have tried to investigate both the influence of customers' personality on affect and the influence of affect on satisfaction (Matzler et al. 2005), and none within the context of retail banking. Additionally, this is the first study to explore the linkages between personality traits, positive/negative affect and satisfaction in a developing country in the Balkans. Given the dominant share of services sector in national economies and the important role of banking sector (in Macedonia, as well), these research studies are becoming more relevant.

This study draws upon the personality trait theoretical lens and dispositional affectivity and customer satisfaction research stream. We built a model of two personality traits, namely neuroticism and extraversion as antecedents of negative affect and positive affect respectively, which in turn influence satisfaction of customers in banking sector. Given the linkages between personality traits and affect and between affect and satisfaction, a causal chain from two personality traits to customer satisfaction via affect has been established and empirically analyzed in this research study. Precisely, the direct and indirect influence (through affect) of personality traits on satisfaction is analyzed.

Therefore, the objective of this research is to study the relationships between personality traits (neuroticism and extraversion), positive and negative affect, and customer satisfaction: first, by determining the relationship between extraversion and

positive affect and between neuroticism and negative affect; second, by determining the effect of positive affect and negative affect on the consumers' satisfaction and third, by analyzing the direct and indirect influence of personality traits of neuroticism and extraversion on consumers' satisfaction in the banking service settings in Macedonia.

In the next section, we provide theoretical background about personality traits, positive/negative affect and satisfaction and we discuss the relationships among two personality traits, positive and negative affect and customer satisfaction. Also, we describe the sampling procedure, sample characteristics and the analytical procedure and we present the conceptual model and the research hypotheses. Then, we present the results from our study and in the final section, we discuss our findings, give the theoretical and practical implications and discuss the limitations of the study, future research and concluding remarks.

2 Literature review

According to McCrae and John (1992, p. 195) neuroticism represents "individual differences in the tendency to experience distress, and in the cognitive and behavioral styles that follow from this tendency". Regarding the extraversion, there is no consensus about what it represents due to the fact that most items used to measure extraversion refer to both affective and behavioural components (Zillig et al. 2002). However, extraversion is generally conceptualized as a difference in interpersonal styles. According to DeYoung et al. (2007), extraverts tend to be talkative, enthusiastic and assertive. Extraverts are dominant (assertive) and nurturant (warm) (Trapnell and Wiggins 1990). McCrae and Costa (1987) linked the extraversion primarily with sociability. Lucas et al. (2000, p. 466) found that "sensitivity to rewards rather than sociability forms the core of extraversions". Additionally, Lucas and Diener (2001) confirmed that the essential feature of extraversion is sensitivity to rewards and the tendency to experience pleasant affect and not the tendency to enjoy social situation. They empirically proved that extraversion correlated positively with enjoyment of either very pleasant or moderately pleasant social situations. Peabody and Goldberg (1989) and Goldberg (1990) argued that extraversion is related to surgency (behavioral dominance and achievement seeking). Besides these narrowly interpretations of extraversion, Watson and Clark (1997) argued that positive emotionality should be seen as the central core component of extraversion claiming that compared to introverts, extraverts are more happy, energetic, ambitious, spend more time with other people, actively seeking out exciting and pleasurable experiences. Wilt and Revelle (2015) claimed that most of the items for assessing extraversion, fell in the domains of affect and behavior indicating that extraversion is predominantly a behavioral-affective trait. According to Watson (2000), extraversion is typically assessed with items including positive affective content while neuroticism with items including negative affective content. However, extraversion and neuroticism are orthogonal dimensions and not opposites, meaning that whether people who have high scores on extraversion will be depressed and anxious depends on their scores on neuroticism (McCrae and John 1992).

Watson and Clark (1997) claimed that extraversion correlates strongly with the positive affect, and neuroticism correlates moderately strongly with negative affect. According to McCrae and Costa (1991), neuroticism and extraversion predicted individuals' negative and positive affect, respectively. Watson et al. (1988) confirmed that neuroticism is a driver of negative affect, while Lucas et al. (2000) confirmed that extraversion trait relates strongly to pleasant (positive) affect. Additionally, Lucas and Fujita (2000) confirmed the positive relationship between extraversion and positive affect. Riggio and Riggio (2002) found significant positive relationship between extraversion and expression of emotions regardless of type of expressiveness measure (behavioral and self-report measure), while neuroticism was significantly negatively related to behavioral measures, but unrelated to self-report measures of emotional expressiveness. Costa and McCrae (1980) found that extraversion personality trait strongly correlates with positive affect, whereas neuroticism predisposes individuals toward negative affect. Also, Rusting and Larsen (1997) empirically proved that neuroticism is related to negative affect following a negative mood induction and extraversion is positively related to positive affect following a pleasant imagery task.

Consequently, we propose the following hypotheses:

- H1. Personality trait of neuroticism has significant influence on negative affect.
- H2. Personality trait of extraversion has significant influence on positive affect.

The disconfirmation of expectation paradigm (Oliver 1980) is the most widely accepted conceptualization of customer satisfaction. It is primarily cognitive theory since all the activities in the process of evaluation and comparison of expectations and performance are mostly conscious (Oliver 1993). The disconfirmation of expectation paradigm posits that positive disconfirmation (perceived performance exceeds expectations) leads to customer satisfaction, while negative disconfirmation (perceived performance is lower than expectations) leads to customer dissatisfaction. Additionally, the direction in defining customer satisfaction as a process of evaluation (Vavra 1997; Fornell 1992; Oliver 1981) is also cognitive focused. Similarly, the direction in defining customer satisfaction as an outcome of this process (Oliver 1997, 2010; Yi 1990) is also related to the cognitive aspect of the evaluation process/its outcome. Consequently, there are authors who claimed that these studies which ignore the emotional (affective) aspect of customer satisfaction (Yu and Dean 2001; Wirtz and Bateson 1999; Stauss and Neuhaus 1997; Liljander and Strandvik 1997; Peterson and Wilson 1992) are not reliable enough. According to Yu and Dean (2001), emotion should be regarded as an aspect of the cognitive construct of customer satisfaction, whereas Wirtz and Bateson (1999) suggested separation of emotions from customer satisfaction, since "satisfaction is a partly cognitive and partly affective evaluation of consumption experience. Moreover, Cronin et al. (2000) claimed that emotions should be considered as a separate construct in analyzing customer satisfaction since it is a fundamental attribute in satisfaction, whereas Oliver (2010) considered the affective component of customer satisfaction as differentiating dimension of customer satisfaction from perceived service quality as a cognitive process (Oliver 2010). Westbrook and Oliver (1991, p. 85) stated that

“consumption emotion refers to the set of emotional responses elicited specifically during product usage or consumption experiences”. The perspective of customer satisfaction as an emotional response makes personality traits relevant for analyzing not only in relation to affect, but to satisfaction, as well (Matzler et al. 2006; Matzler et al. 2005; Mooradian and Oliver 1997). In researching the affective aspect of satisfaction, Westbrook (1987) proved that two affect states, i.e. positive and negative affect significantly influence satisfaction. Liljander and Strandvik (1997) claimed that customer satisfaction is better predicted when emotions are analyzed. They suggested that positive emotions induce positive word-of mouth communication, while negative emotions usually reflect in complaining behavior.

Most of the research studies revealed that positive emotions positively influence customer satisfaction, while negative emotions have negative influence on customer satisfaction (White 2010; Han and Back 2007; Phillips and Baumgartner 2002; Dubé and Menon 2000; Mooradian and Oliver 1997; Mano and Oliver 1993; Oliver 1993; Westbrook and Oliver 1991; Westbrook 1987). Moreover, according to Han and Back (2007) and Wong (2004), negative emotions have greater influence on customer satisfaction than positive emotions. Dubé and Menon (2000) went further in analyzing the effects of negative emotions on satisfaction, stressing that the negative relationship between negative emotions and satisfaction is found only for the negative emotions attributed to the service provider, but not attributed to situation or to oneself. They also confirmed the expected positive relationship between positive emotions and satisfaction.

Based on the presented above, we propose the following hypotheses:

H3. Negative affect has significant influence on customer satisfaction.

H4. Positive affect has significant influence on customer satisfaction.

Beside the crucial role of emotions/affect in satisfaction, some studies suggest satisfaction reliance on customer’s individual characteristics. Namely, Matzler et al. (2005) revealed a direct relationship between personality traits and self-satisfaction, mediated by emotions. In a later study, Matzler et al. (2006) suggest a positive indirect relationship between personality trait extraversion and brand affect. The study of Siddiqui (2012) offers new insight in analyzing personality traits as a significant and consistent determinant of customer satisfaction in two service contexts, credit card and mobile service. Mooradian and Oliver (1997) revealed the positive impact of extraversion on satisfaction through positive emotions and the negative effect of neuroticism through negative emotions. The effect of extraversion and neuroticism on satisfaction was also analyzed in the study of Faullant et al. (2011), using joy and fear as their aspects respectively. Jani and Han (2013) suggested that extraversion, agreeableness and neuroticism as personality traits have a significant relationship with hotel guests’ satisfaction. Generally, the evidence on the impact of personality traits and customer satisfaction is scarce and for that reason, we aim at observing it, deriving the following hypotheses:

H5. Personality trait of neuroticism has significant influence on customer satisfaction.

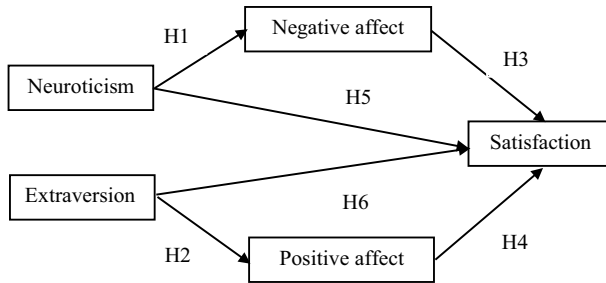


Fig. 1 Conceptual model and hypotheses

H6. Personality trait of extraversion has significant influence on customer satisfaction.

Based on the literature reviewed above, the following research model has been developed (see Fig. 1).

3 Methodology

3.1 Data collection and sample

To measure affect, neuroticism and extraversion, and satisfaction of banks' customers a survey questionnaire was developed and non-probability sampling procedure (convenient sampling) was used to design the research sample. The respondents were instructed to refer banks which services they used most often in the previous year. The final research was conducted on banking service users, collecting 290 responses out of which 269 were valid. The sample size is above the recommended minimum level of at least ten times as many observations as the number of variables to be analyzed (Hair et al. 2006).

Summary statistics on sampled consumers is presented in Table 1.

3.2 Measures

For each of the latent constructs in the model, multi-item scales were used. For measuring mood, 20-items PANAS (Positive and Negative Affect Schedule) scale was adapted from Watson et al. (1988). The operational measures are positive affect and negative affect. For measuring two personality dimensions, the subscales capturing extraversion (E) and neuroticism (N) were taken from EPQR-Short questionnaire developed by Eysenck et al. (1985). Each subscale has 12 five-point Likert scale items. Customer satisfaction was measured by using 3 items subscale scale adapted to the banking sector from EPSI questionnaire. All three items have been assessed on a ten-point Likert scale.

Table 1 Summary statistics on the sample

Sample characteristics	Frequency
Gender	
Male	48%
Female	52%
Age	
Average age of the respondents	32 years
Education	
Primary	2.6%
Secondary	30.8%
College	58.4%
Postgraduate/Ph.D.	8.2%

Source: Authors' calculations

The questionnaire was first translated into Macedonian language and afterwards a backward translation in English was done, in order to avoid translation problems and misunderstandings. Additionally, the questionnaire was pre-tested by two scholars and 5 postgraduate students who were encouraged to give comments concerning weaknesses in the questionnaire design and instrumentation. The questionnaire was also given to 20 respondents and as a result, only minor refinements of the wording were made.

4 Results

A two-stage procedure of structural equation modeling was applied to analyze the data and to test the proposed hypotheses (Anderson and Gerbing 1988), using AMOS version 20.

Harman's single test factor has been used to check for potential common method bias (Chang et al. 2010). The test result shows that there is no single factor explaining a disproportionately large portion of variance. The examination of correlation matrix revealed the absence of highly correlated variables and therefore common method bias is unlikely to be a concern with this data (Podsakoff et al. 2003).

Confirmatory factor analysis (CFA) were used to evaluate reliability and validity of the measurement instruments. In CFA, standardized residual covariances were explored and the values higher than 2.0 were used as an indicator for removing the items. During this process, 13 items from PANAS scale and 18 items from E and N scales were removed, leaving a total of 7 items from PANAS scale (N4, N8, N9, N10, P4, P5, P7), 6 items from N and E scales (NEUR3, NEUR4, NEUR8, EXTR3, EXTR5, EXTR8) and 3 items from satisfaction scale (SAT1, SAT2 and SAT3). The large number of removed items from extraversion and neuroticism subscales during performing CFA is not unusual, because similar results can be found in other research studies (Renner 2002; Matzler et al. 2005; Tiwari et al. 2009). So, the final model consists of 16 items loaded onto five constructs: positive affect, negative affect, extraversion, neuroticism, and satisfaction. The measurement model

was assessed by a range of commonly used indicators. The overall fit of the final model was good by conventional standards (Chi square/df=1.37; GFI=0.945; AGFI=0.92; CFI=0.981; TLI=0.976; IFI=0.981; RMSEA=0.037),¹ indicating that the model provides a good fit (Hair et al. 2010). Moreover, the Chi square/degrees of freedom ratio ($\chi^2/df=1.37$) was below Marsh and Hocevar's (1985) criterion showing that the model was acceptable. Convergent and discriminant validity was assessed for the final multi-item constructs. The standardized loadings of each item indicate strong reflection of their respective construct (0.536–0.941) and are all significant at $p < 0.01$. The reliability of the constructs was assessed using the measure of construct reliability (CR), which is computed from the squared sum of factor loadings and the sum of error variance terms (Hair et al. 2006). All composite reliabilities exceeded 0.7 demonstrating adequate reliability.

Construct validity was assessed by considering two types of criteria: convergent and discriminatory validity. We used the average variance extracted (AVE) to contrast convergent validity. AVE values in our research are around 0.5 indicating adequate convergent validity of the constructs (Fornell and Larcker 1981). Discriminant validity was examined by comparing the square root of the variance extracted measures with the inter-construct correlations associated with that factor (Hair et al. 2006). All square root variance-extracted estimates are greater than the corresponding inter-construct correlation estimates, thus confirming discriminant validity.

In summary, the measurement model demonstrated adequate reliability, convergent validity, and discriminant validity. The results of CFA are presented in Table 2.

4.1 Structural model

In the next stage of the analysis, we examined the hypothesized relationships between model's constructs through structural equation modelling (SEM). The structural model also showed acceptable fit $\chi^2/df=1.439$, GFI=0.941, AGFI=0.917, CFI=0.977, TLI=0.973, IFI=0.977, and RMSEA=0.04. The R^2 for satisfaction as an end dependent latent variable is 0.453, indicating that the independent variables in the model explain large portion of its variance. Figure 2 shows the results from structural model test and estimated path coefficients.

The results presented in Table 3 show all the regression paths are significant, except the path relating neuroticism to satisfaction. Three regression paths are significant at $p < 0.01$, the relationship between extraversion and satisfaction is significant at $p < 0.05$ and the relationship between extraversion and positive affect is significant at $p < 0.1$. Furthermore, all the relationships are positive, except the relationship between negative affect and satisfaction and between extraversion and satisfaction, which means that the higher the negative affect, the lower the satisfaction and the higher the extraversion traits of a person, the lower the satisfaction.

¹ Recommendation criteria (Hu and Bentler 1999): TLI (Tucker–Lewis Index) > 0.96; IFI (Incremental Fit Index) > 0.95; CFI (Comparative Fit Index) > 0.95; GFI (Goodness-of-Fit Index) > 0.95; AGFI (Adjusted Goodness-of-Fit Index) > 0.90; RMSEA (Root Mean Square Error of Approximation) < 0.06.

Table 2 Items, standardized loadings, CR and AVE

Construct	Name	Items	Mean	SD	Standardized regression coefficient
Neuroticism, CR = 0.720, AVE = 0.467	NEU3	Are you irritable person?	2.7881	1.21698	0.719***
	NEU4	Are your feelings easily hurt?	2.7770	1.20108	0.536***
	NEU8	Would you call yourself tense or "highly strung"?	2.6097	1.20325	0.773***
Extraversion, CR = 0.716, AVE = 0.457	EXT3	Do you enjoy meeting new people?	3.8773	1.03114	0.697***
	EXT5	Do you usually take the initiative in making new friends?	3.3346	1.08911	0.663***
	EXT8	Do you like interacting with people?	3.9814	0.96372	0.668***
Negative affect, CR = 0.783, AVE = 0.479	N4	Scared	1.4424	0.93113	0.556***
	N8	Nervous	1.9777	1.17478	0.73***
	N9	Jittery	2.0186	1.14427	0.803***
Positive affect, CR = 0.847, AVE = 0.649	N10	Afraid	2.0000	1.14605	0.656***
	P4	Enthusiastic	2.5651	1.27857	0.785***
	P5	Proud	2.7361	1.38793	0.839***
Satisfaction, CR = 0.941, AVE = 0.841	P7	Inspired	2.4424	1.26130	0.791***
	Satisfaction 1	Overall satisfaction	7.5242	1.96337	0.941***
	Satisfaction 2	Fulfillment of expectations	7.3420	2.04112	0.936***
	Satisfaction 3	Comparison with ideal	7.0112	2.15185	0.873***

Source: Authors' calculations

***Significant at $p < 0.01$

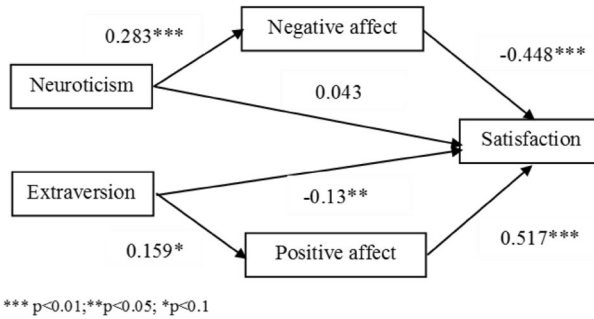


Fig. 2 Structural model results

Table 3 Standardized regression coefficients within the structural model

	Standardized regression coefficient	S.E.	C.R.	Hypotheses
H1: Negative affect ← Neuroticism	0.283***	0.05	3.348	Confirmed
H2: Positive affect ← Extraversion	0.159*	0.116	1.915	Confirmed
H3: Satisfaction ← Negative affect	-0.448***	0.266	-5.917	Confirmed
H4: Satisfaction ← Positive affect	0.517***	0.115	8.061	Confirmed
H5: Satisfaction ← Neuroticism	0.043	0.136	0.652	Not confirmed
H6: Satisfaction ← Extraversion	-0.13**	0.165	-2.001	Confirmed

***p<0.01; **p<0.05; *p<0.1

Namely, neuroticism has positive and significant influence on negative affect hence supporting the Hypothesis 1 that negative affect is a predictor to neuroticism as a personality trait. Although the relationship between extraversion and positive affect is weak, it is positive and significant, resulting in acceptance of Hypothesis 2. Indeed, the results show that clients who are irritable, tense and get hurt easily is expected to be scared, afraid, nervous and jittery in the interaction with the bank (neuroticism as a personality trait predicts negative affect), while clients who enjoy meeting new people and socializing and who take the initiative in making new friends are very likely to feel enthusiastic, proud and inspired in the interaction with the bank (extraversion as a personality trait leads to positive affect).

Moreover, Hypotheses 3 and 4 are also supported as the positive affect and negative affect are found to be predictors of satisfaction. The relationship between positive affect ($\beta=0.517$, $p=0.000$) and satisfaction is positive and stronger comparing to the relationship between negative affect and satisfaction which is negative since negative affect significantly reduces ($\beta=-0.448$, $p=0.000$) satisfaction. Regarding the direct relationship between personality traits and satisfaction it could be assumed that only extraversion as a personality trait has significant, but negative effect on satisfaction.

Further, mediation analysis was performed, analyzing positive and negative affect as mediators in the relationship between extraversion/neuroticism and satisfaction,

respectively. This analysis provides a more depth insight in understanding the nature of these relationships.

In the mediation analysis, the approach of Zhao et al. (2010, p. 200) was followed, suggesting that the key indicator in showing mediation is that ‘indirect effect is significant’. We used bootstrapping procedure with 5000 bootstrap samples at the 90% confidence level.

Analyzing the indirect effect of neuroticism on satisfaction, which is significant and negative ($\beta = -0.127$, $p = 0.001$), we could assume that negative affect has a mediating role in this relationship. This mediation is indirect-only, since the direct relationship between neuroticism and satisfaction is insignificant. That means that neuroticism as a personality trait itself does not result in enhancing or weakening satisfaction, but when negative affect is present, the satisfaction significantly declines. On the other hand, the mediation of positive affect in the relationship between extraversion and satisfaction is competitive, because both the direct and indirect effects are significant, but at opposite direction. Namely, extraversion has significant and negative direct effect on satisfaction, but when mediated with positive affect, the indirect effect is positive ($\beta = 0.082$, $p = 0.077$).

5 Conclusions

This research study investigated the influence of personality traits on positive and negative affect and on satisfaction, as well as the effects of positive and negative affect on satisfaction. Additionally, the mediating role of positive/negative affect is observed in the relationship between personality traits and satisfaction.

Most of the hypotheses (five out of six) in the proposed structural model were confirmed, which is in line with the previous studies (Lucas and Fujita 2000; White 2010; Han and Back 2007; Matzler et al. 2005; Wong 2004; Phillips and Baumgartner 2002; Mooradian and Olver 1997). Moreover, the results of this study indicated that positive affect has greater influence on customer satisfaction than negative affect which results are opposite to the findings of Han and Back (2007) and Wong (2004), whereas the results regarding the directions of the direct effect of extraversion/neuroticism on satisfaction are opposite to the findings of Jani and Han (2013) and Faullant et al. (2011) which suggested positive impact of extraversion and negative impact of neuroticism on satisfaction. Nevertheless, our results indicate that neuroticism as personality trait does not directly influence satisfaction neither positively nor negatively. Furthermore, neuroticism is positively related to negative affect and, through negative affect, neuroticism produces decreased satisfaction. This leads to the conclusion that by avoiding situations that create negative affect, banks can successfully build long-term relationships with customers high in neuroticism. Additionally, the results about the direct and indirect effect of extraversion on satisfaction can be explained by the fact that people high in extraversion are more socially active (Burger and Caldwell 2000) and therefore more informed about other people’s experiences with the bank. The high level of extraversion is associated with trust expectations (Thielmann and Hilbig 2014) and given that people high in extraversion are less risk averse i.e. are willing to be involved in risky behavior

(Nicholson et al. 2005; Oehler and Wedlich 2018), they are more likely to be less satisfied i.e. dissatisfied. However, when they experience positive affect, extraversion leads to increased satisfaction.

From the managerial perspective, banks' managers should strive to minimize the negative customer affect by creating a pleasant atmosphere in the bank, providing good web design and easy web site navigation, sharing positive experience of other customers, training employees to successfully manage contacts with clients who score high on neuroticism scale in order to avoid irritability and tensions in online and offline interactions with them and ultimately to convert tension into pleasant situation. At the same time, the managers should strive to stimulate positive affect especially among clients who are higher on extraversion by adjusting the offer and communication activities to their expectations and characteristics. Obviously, the whole customer experience with the bank (no matter whether offline or online) is crucial in improving customer satisfaction through emotions/affective states of the clients. Managing the customer experience and thus satisfaction also demand a good client database which will enhance the quality of the relationships with customers.

It is inevitable that our study has some limitations that confound the results and offer opportunities for further research. First, to increase generalizability of the results, the size of the sample should be increased as well as probability sampling should be used instead of non-probabilistic sample. Also, it would be interesting in future research studies the chain of effects to be extended by introducing customer loyalty as a consequent of customer satisfaction. Further empirical investigation could also include other personality traits. Finally, future research should explore the effects of positive and negative affect or other variables as moderating variables thus, providing more depth understanding of the nature of the analyzed relationships.

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