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## Hedonic Value in Customer Satisfaction: A Bibliometric Analysis

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**Abstract:** This study systematically maps research on hedonic value and customer satisfaction using a bibliometric approach, in order to identify dominant themes, research gaps, and key contributions in the field. Bibliometric analysis was conducted using the Scopus database, focusing on articles discussing "hedonic value" and "customer satisfaction" between 2002 and 2025. The PRISMA protocol was applied in the screening and selection process, resulting in 55 relevant articles. The analysis shows an increase in research interest since 2018, with keywords such as "customer satisfaction," "perceived enjoyment," and "emotional value" as the focus. Two main clusters identified include a focus on sales and consumer behavior. These findings also reflect the high level of international collaboration and the dominance of recent literature, confirming the topic's relevance in current academic discourse. This study contributes to the consumer behavior literature by providing a structured overview of the relationship between hedonic value and customer satisfaction, as well as identifying directions and opportunities for further research in marketing and consumer psychology.

**Keyword:** Hedonic Value, Customer Satisfaction, Consumption Behavior, Perceived Pleasure, Bibliometric Analysis

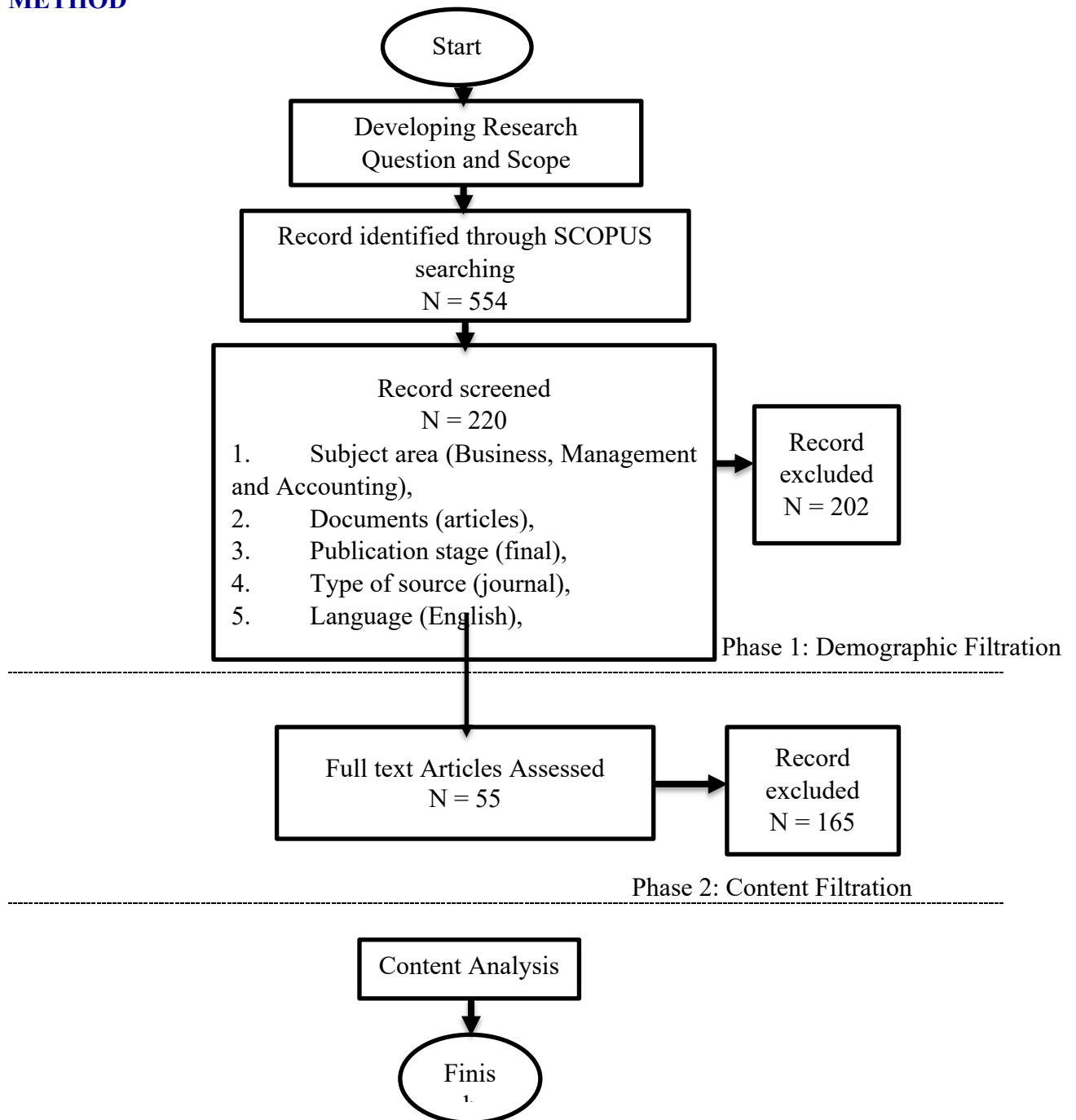
### INTRODUCTION

Modern consumers have access to a wide selection of products and services, yet customer satisfaction levels are often low. In this context, consumers are seen as seeking to maximize the value of their shopping experience. Two dominant values in consumption behavior, namely utilitarian and hedonic, have been the focus of various studies (Babin et al., 1994; Holbrook & Hirschman, 1982). This study specifically focuses on hedonic value, namely the pleasure and emotional satisfaction obtained from using a product or service (Vieira et al., 2018). Hedonic value is subjective and enjoyable, containing elements of pleasure. It reflects entertainment potential and emotional meaning for consumers, even without an actual purchase (Araujo, 2018). Hedonic value has been shown to have a positive influence on customer satisfaction, loyalty, and word of mouth, especially in experience-based sectors such as Airbnb services (Lee & Kim, 2018; Chang & Chang, 2017). However, several studies show that in certain contexts, utilitarian value is more decisive in influencing consumer satisfaction and behavioral intentions

(Ryu et al., 2010). In fact, customer satisfaction can act as a mediator in the relationship between hedonic value or utilitarian and subsequent behavior (Chang & Chang, 2017).

Customer satisfaction is a consumer's overall evaluation after consuming a product or service, based on initial expectations and actual experiences (Oliver, 1980; Kotler et al., 2016). Customer satisfaction has become a major theme in academic research across various sectors, including hospitality, tourism, and retail. The concept has evolved significantly, with researchers developing various measurement tools and scales (Pizam et al., 2016). This concept is important because customer satisfaction plays a role in creating sustainable competitive advantage and can improve a company's financial performance (Bhale & Bedi, 2024). One study showed that increased customer satisfaction correlated with increased consumption and loyalty in hedonic categories, but not in utilitarian categories (Voss et al., 2010). However, increasing customer satisfaction in hedonic categories still provides significant benefits. Companies operating in the hedonic product or service sector may even strive to exceed customer expectations to achieve greater profits (Pallas et al., 2014). According to (Campo & Jesús Yagüe, 2009), the debate regarding the extent to which antecedent and consequent factors influence customer satisfaction continues in academic discourse. Customer satisfaction is a key construct that has received extensive attention in the marketing literature (Dash et al., 2021). However, most research discussing hedonic value and customer satisfaction remains fragmentary and has not provided a systematic mapping of how these two concepts are interrelated in the scientific literature. Therefore, a bibliometric approach is relevant for understanding trends, research gaps, and emerging topic clusters within this topic.

**METHOD**



**Figure 1. PRISMA Protocol**

Bibliometric analysis plays a crucial role in systematically mapping scientific developments through the processing of unstructured big data. This approach provides researchers with the opportunity to gain a comprehensive understanding of the research landscape, identify unexplored scientific gaps, formulate new research ideas, and situate their contributions within the context of relevant fields of study (Donthu et al., 2021). As a quantitative method, bibliometrics has been widely used to analyze documented scientific literature (Ellegaard & Wallin, 2015). In this study, bibliometric analysis was conducted using international databases to explore the implementation of emerging concepts and mechanisms in practice and identify key issues in related fields. Using analytical techniques such as clustering and factor analysis to analyze patterns of association between keywords, the main topics of this study were determined based on certain frequency thresholds (Huang et al., 2020).

**Table 1. Full String**

Keyword	String
Hedonic Value	"Hedonic Value" OR "Experiential Value" OR "Emotional Value" OR "Affective Value" OR "Enjoyment Value" OR "Pleasure Value" OR "Perceived Enjoyment" OR "Symbolic Value" OR "Aesthetic Value"
Customer Satisfaction	"Customer Satisfaction" OR "Consumer Satisfaction" OR "Client Satisfaction" OR "User Satisfaction" OR "Customer Experience" OR "Perceived Satisfaction"

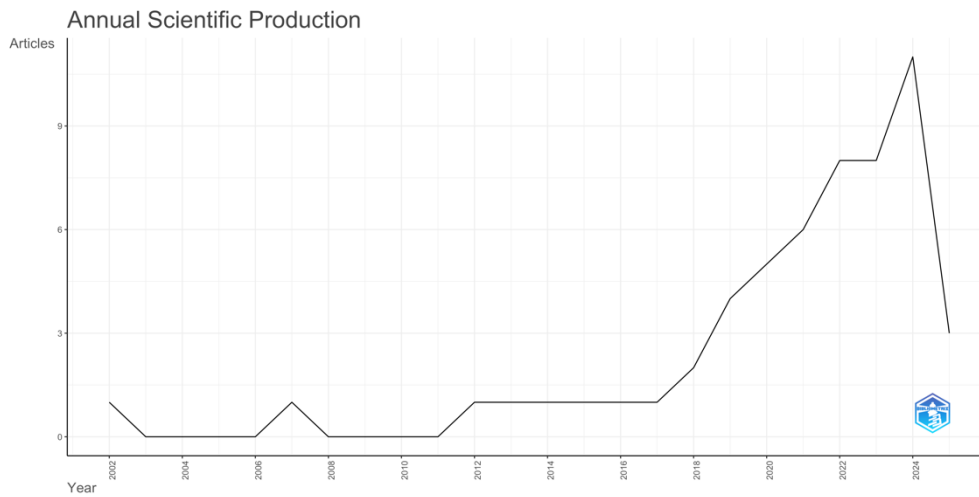
Table 1 shows the data collection methods applied in this study. Keywords are formulated in the form of search strings that serve as a reference for finding literature relevant to the research focus. The full string in this study is ("Hedonic Value" OR "Experiential Value" OR "Emotional Value" OR "Affective Value" OR "Enjoyment Value" OR "Pleasure Value" OR "Perceived Enjoyment" OR "Symbolic Value" OR "Aesthetic Value") AND ("Customer Satisfaction" OR "Consumer Satisfaction" OR "Client Satisfaction" OR "User Satisfaction" OR "Customer Experience" OR "Perceived Satisfaction"). Based on the PRISMA Protocol (Figure 1), 554 articles were extracted in April 2025. Inclusion criteria were used to filter the literature to be studied by subject.

**RESULTS AND DISCUSSION**



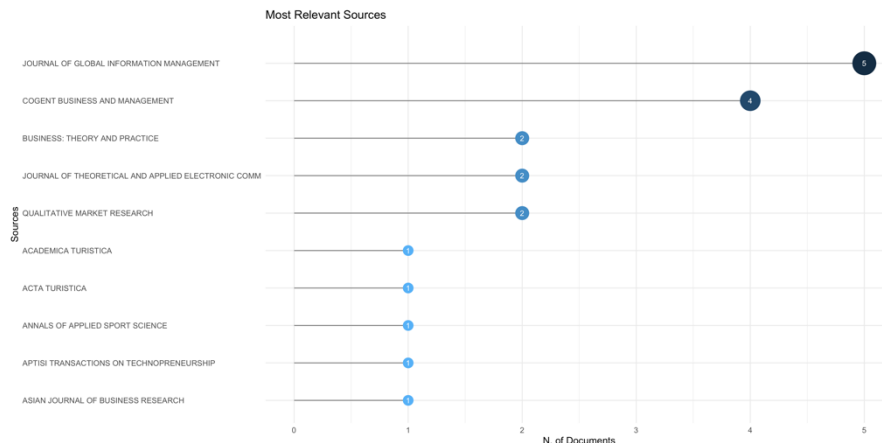
**Figure 2. Research Data Description**

Figure 2 shows the bibliometric analysis of 55 documents published between 2002 and 2025, spread across 45 scholarly sources. A total of 161 authors contributed, with an average of 2.93 authors per document, and approximately 27.27% of these documents were the result of international collaborations. It is noteworthy that only three documents were written by a single author, indicating a high level of collaborative activity in this research field. The average document age was 4.4 years, reflecting the predominance of relatively recent and relevant literature. A total of 226 author keywords were identified, and a total of 4,081 references were used. The average of 39.76 citations per document indicates high academic visibility. Furthermore, the annual publication growth rate of 4.89% demonstrates the progressive interest and dynamics in research development in this field.



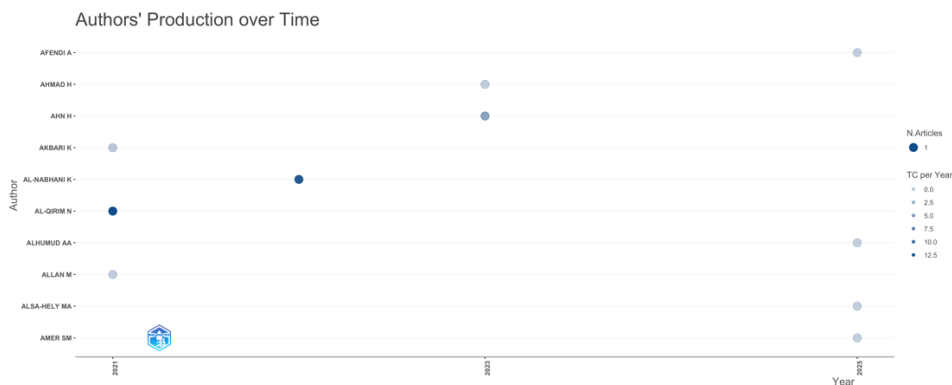
**Figure 3. Annual Research Trends**

Figure 3 shows the annual trend in scientific output from 2002 to 2025. Publication activity was relatively low and fluctuating until 2018, then experienced a significant increase starting in 2019, peaking in 2023. However, there was a sharp decline in the number of publications in 2025.



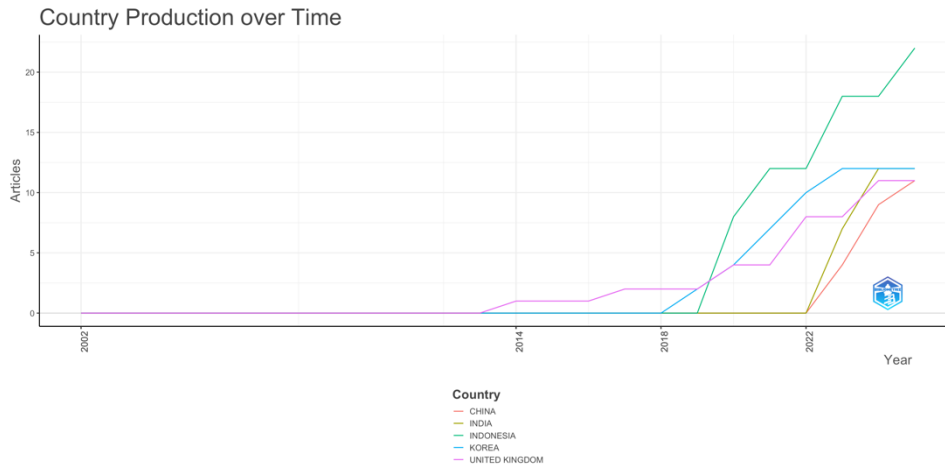
**Figure 4. Productive Journals**

Figure 4 shows the ten most relevant sources based on the number of documents. The Journal of Global Information Management was the most productive source with 5 documents, followed by Cogent Business and Management with 4 documents. Other sources, such as Business: Theory and Practice and the Journal of Theoretical and Applied Electronic Commerce Research, each had 2 documents, while the other six journals each contributed 1 document.



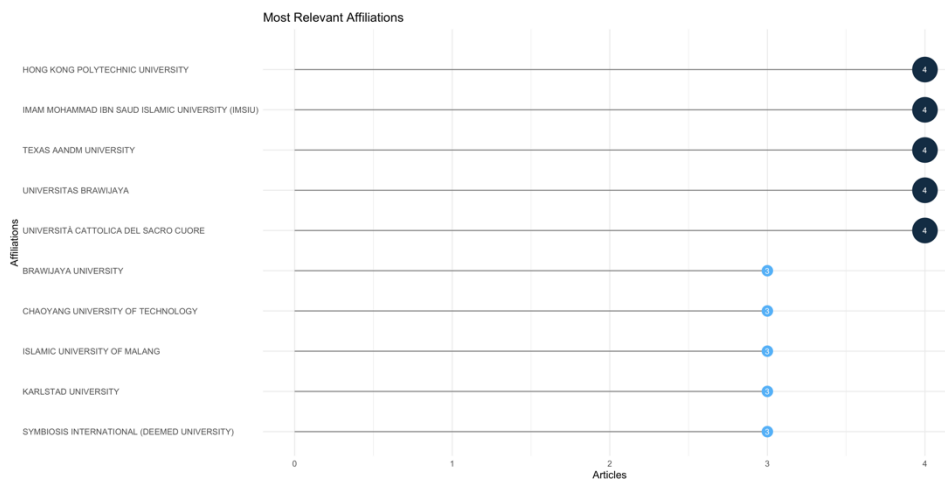
**Figure 5. Most Productive Researchers**

Figure 5 shows the production of scientific articles by a number of authors during the period 2021 to 2025. Each author published only one article, indicated by a circle of uniform size, with varying citation rates per year. Peak productivity occurred in 2023 and 2025, with the highest number of active authors.



**Figure 6. Most Productive Countries**

Figure 6 shows the trend in scientific article production by country from 2002 to 2025. Korea has consistently been the country with the highest number of publications since 2018, followed by India and Indonesia. China and the United Kingdom began actively publishing after 2020, but their contributions remain below those of the top three countries.



**Figure 7. Relevance of Affiliations**

Figure 7 shows the most relevant institutional affiliations based on the number of publications. The top five institutions, Hong Kong Polytechnic University and Brawijaya University, each contributed four articles. Six other institutions, including Karlstad University, contributed three articles. This reflects a fairly even distribution of institutional contributions across the analyzed research topics.



Figure 8. Keyword Trends

Figure 8 shows a word cloud visualization from a bibliometric analysis showing the most frequently used keywords in related publications. The terms "customer satisfaction," "sales," and "perceived enjoyment" dominate, indicating the primary focus of the research. Other prominent topics include consumption behavior, structural equation models, and commerce, indicating the interconnectedness between hedonic value, customer satisfaction, and consumption behavior in a digital context.



Figure 9. Co-occurrence

Figure 9 visualizes keyword co-occurrence in bibliometric analysis. The keywords "customer satisfaction" and "sales" are the most frequently occurring and interconnected keywords. Red clusters indicate links to topics such as commerce and indirect effects, while blue clusters indicate links to consumption behavior. Figure 9 reflects the presence of two main clusters in the research: one focused on sales and satisfaction, and the other on consumption behavior.

## CONCLUSION

This study systematically maps research development on hedonic value and customer satisfaction through a bibliometric approach. The analysis of 55 selected articles demonstrates that this topic is experiencing progressive growth, with strong contributions from various countries and institutions. Key findings indicate that customer satisfaction is often associated with variables such as perceived enjoyment, emotional value, and brand experience, reflecting the important role of hedonic value in shaping customer satisfaction. Visualization of keyword co-occurrence also reveals two main research clusters: one focused on sales and the other on consumption behavior. Overall, the results of this study indicate that the literature on hedonic value and customer satisfaction is still developing and offers ample opportunities for further exploration.

Future research could expand the scope by conducting bibliometric analyses that include other dimensions, such as customer loyalty or brand experience, and using combination approaches such as meta-analysis or systematic literature reviews. These findings can guide researchers in identifying gaps and developing future conceptual or empirical studies

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