

Stock Repurchase Programs in Israel



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This article investigates open-market stock repurchase programs in Israel. The practice is common and well documented in many countries around the world and is economically significant. To our best knowledge, however, there has not been a systematic inquiry into the practice in Israel. We find that the behavior of stocks of firms that announce a repurchase program is similar to that in other countries: the stock price decreases in the days before the repurchase program announcement, and there is a positive and significant abnormal return on the announcement day and in the years that follow the announcement. Yet, relative to the evidence around the world, the initial market response in Israel is stronger and is spread over a longer period of time.

Beyond Satisfaction: How to Create Customer Delight



Jacob Hornik

Businesses have begun to realize that merely satisfying customers may not be enough. Rather, they should strive for “customer delight,” which comes when customers are “more than satisfied”. Delight occurs when consumers experience a positive outcome which they did not anticipate. We develop a model of delight and satisfaction based on the disconfirmation paradigm. The model links (a) surprise to arousal, (b) disconfirmation and arousal to positive affect, (c) surprising consumption, arousal, and positive affect to delight, (d) positive affect and disconfirmation to satisfaction, and (e) satisfaction and delight to behavioral intention.

Customer delight and its opposite, outrage or disgust, have been given much attention in the literature. In this paper we review the theoretical and empirical findings which shed light on delight, its antecedents, and consequences. The paper includes managerial illustrations and opportunities for future research. Though our research assumes that delight can lead to repurchase behavior or loyalty to a product, a theoretical link between delight and its outcomes has yet to be developed. More theoretical links are needed for additional research. For example, if surprise is a part of delight, is it possible for a company to continuously surprise customers?