THE YEAR 2023 IN THIRTEEN LEADING JOURNALS: A BIBLIOGRAPHY OF RESEARCH IN THE AREA OF CONSUMER SATISFACTION, DISSATISFACTION AND COMPLAINING BEHAVIOR

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ABSTRACT

A detailed search was conducted to create a bibliography of articles that should prove useful to researchers that are conducting research in areas related to the mission of the Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior (JCS/D&CB). The abstracts of articles published during 2023 in thirteen leading marketing-related journals were searched for a list of key terms related to the mission of the JCS/D&CB. This effort resulted in a bibliography of 162 entries.

INTRODUCTION

This is the sixth bibliography of literature related to the mission of the Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior (JCS/D&CB). The first two were published in Consumer Satisfaction, Dissatisfaction, and Complaining Behavior conference proceedings and the last three were published in the JCS/D&CB (Perkins, 1991, 1993; Stevens, 2023). These bibliographies serve as a valuable resource to researchers and are regularly utilized. According to the Editor of the JCS/D&CB, the Stevens (2023) bibliography “was the most downloaded article from 2023 – by a wide margin” (N. Wright, personal communication, March 12, 2024).

The current bibliography was created using the targeted approach that was used by Stevens (2023). In that bibliography, a list of key terms related to the antecedents and consequences of consumer satisfaction was developed. That list of keywords includes: satisfaction, dissatisfaction, complaining, complaint, compliment, retaliation, grudge, revenge, rage, brand love, brand hate, service recovery and word-of-mouth. This year’s bibliography utilized the same list of key words with one addition. The keyword incivility was added this year. A review of 2023’s literature revealed to the author that some researchers are using the word incivility while describing behaviors related to dissatisfaction and complaining behavior. Stevens (2023) developed a list of thirteen leading marketing-related journals that was used for the last published bibliography. This list of journals came about through a review of several sources. Specific details regarding these sources can be found in the Stevens (2023) bibliography. The same thirteen journals were used to create this bibliography: the Journal of Marketing, the Journal of Marketing Research, the Journal of Consumer Research, the Journal of the Academy of Marketing Science, the Journal of Retailing, the International Journal of Research in Marketing, the Journal of Consumer Psychology, the Journal of Business Research, Psychology and Marketing, the Journal of Services Marketing, the Journal of Service Research, the European Journal of Marketing, and the Journal of Marketing Management.

Articles from the JCS/D&CB itself are not included in this bibliography. Clearly, all articles published in the JCS/D&CB are directly related to this bibliography’s subject matter of interest. All JCS/D&CB articles can be accessed at jcsdcb.com where the website’s search engine can be used to search for keywords across all the journal’s published articles.
To create the current bibliography, the abstracts of every article published in the 13 journals in the year 2023 were searched for each of the keywords. The last bibliography covered the period 2010 – 2022 and was submitted to the JCS/D&CB in the fall of 2022. Several of the 13 journals had already posted upcoming articles from later in 2022 online. However, to ensure that nothing was missed, the current search included the period of August – December 2022. Articles from that period that were included in last year’s bibliography are not included here. The keyword search of abstracts was either done via the journal’s homepage or through the use of Ebsco’s Business Source Premier. The resulting abstracts were subsequently read to determine whether the keywords were important in the content of the article or were just incidental in the abstract. When this was difficult to ascertain through a reading of the abstract, the actual article was then viewed. As was done in Stevens (2023), this bibliography primarily focuses on satisfaction in terms of consumer satisfaction (including business to business) and life satisfaction. The resulting bibliography contains 162 entries. Every entry in the bibliography includes a digital object identifier (DOI). This allows the researcher to simply click on an article DOI in order to directly access the article (assuming your institution has access to the journal in question). If your institution does not provide access to the journal, the abstract of the article will be shown. Hopefully, this year’s bibliography will serve as a valued resource to researchers.

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