

# **A BIBLIOGRAPHY OF RESEARCH IN THE AREA OF CONSUMER SATISFACTION, DISSATISFACTION AND COMPLAINING BEHAVIOR: THE YEAR 2024 IN FOURTEEN LEADING JOURNALS**

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## **ABSTRACT**

*This paper presents a 2024 bibliography of 97 peer-reviewed articles published in 14 leading marketing-related journals. Specifically, the abstracts of all articles published in 2024 from the journals were read and examined for keywords and content consistent with the mission of the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior (JCS/D&CB). Similar to Stevens' (2022, 2023) previously published bibliographies, this paper aims to provide researchers with a useful tool to aid in advancing research and knowledge related to consumers' experiences.*

## **INTRODUCTION**

Consistent with the *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior's* (JCS/D&CB) commitment to advancing knowledge related to consumer experiences, this is the seventh bibliography of literature compiled as a resource for researchers. As Stevens (2024) mentioned, the first two bibliographies were included in Consumer Satisfaction, Dissatisfaction, and Complaining Behavior conference proceedings. The third and fourth bibliographies were published in the JCS/D&CB journal in the early 1990s (Perkins, 1991, 1993). After an extended intermission, Stevens (2023) resumed publication of the bibliography with a thorough account of research covering the years 2010-2022 and another for the year 2023 (Stevens, 2024). JCS/D&CB has committed to an annual bibliography.

Following Stevens' (2023, 2024) targeted approach to compiling relevant articles, this bibliography relied on the same thirteen journals Stevens identified (see his 2023 bibliography for a detailed process on how he identified the journals), with one addition. For the first time, this bibliography includes articles from the JCS/D&CB. The decision to include the JCS/D&CB was made in order to more concretely acknowledge the essential contributions the journal makes to marketing research overall and consumer experience research more specifically. It also recognizes that scholars who utilize the bibliography as a reference may not be as familiar with the JCS/D&CB so including our published research better exposes the work being done in the journal. In sum, the following journals were included in the 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*, the *Psychology and Marketing* journal, the *Journal of Services Marketing*, the *Journal of Service Research*, the *European Journal of Marketing*, the *Journal of Marketing Management*, and the *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*. In addition to creating the list of leading marketing-related journals, Stevens (2023, 2024) also developed a list of keywords related to the antecedents and consequences of consumer satisfaction. Those key words include: satisfaction, dissatisfaction, complaining, complaint, compliment, retaliation, grudge, revenge, rage, brand love, brand hate, service recovery, word-of-mouth, and incivility. The exact keywords guided the current bibliography.

The method for compiling the 2024 bibliography included the careful review of 102 issues published across the 14 journals. Journals were accessed through the author's university library databases or the journal publisher's website. Every article abstract was then read to identify the use of any of the key words. Reading the abstracts was essential to ensure that the use of the keyword was central to the content of the article and not just a tag or category identifier. If the abstract did not clearly discern how relevant the key word was, then the entire article was read. Overall, this bibliography contains 98 entries published in 2024.

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