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The primary objective of the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, and our biennial conference, is to publish and disseminate cutting-edge research related to Consumer Outcomes such as satisfaction, loyalty, and word-of-mouth. We invite research that examines constructs that serve as antecedents and/or consequences of satisfying experiences. The journal seeks to promote theory development in these areas via reporting quantitative and/or qualitative inquiries and conceptual studies within relevant business disciplines.

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