

LETTER FROM THE EDITOR: LATEST RESEARCH AND SPECIAL ISSUE

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With our May 2024 issue of the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, we offer four new empirical articles on various consumer satisfaction, dissatisfaction and complaining behavior (CS/D&CB) topics and six articles in our special issue on senior consumers and CS/D&CB.

We begin with a study by Bilitus Berthiaume, Lova Rajaobelina, and Line Ricard that develops and validates a multidimensional perception of manipulation scale. Then Tuğberk Kara and Tugba Tugrul examine how relationship quality and duration affect negative word-of-mouth after a low-contact service failure.

These two articles are followed by a study conducted by Nayyer Naseem, Sujay Dutta and Attila Yaprak that examines optimal compensation strategies in a proactive, service recovery situation. This is followed by the latest CS/D&CB bibliography compiled by Charles D. Stevens, which picks up where Stevens (2023) ended. The Stevens (2023) article was the most downloaded article we published in 2023—by a very wide margin. His bibliographies are clearly meeting a need for CS/D&CB researchers. We plan on producing an annual bibliography of research in CS/D&CB.

This issue also contains a special issue on CS/D&CB and Senior Consumption, edited by Norbert Meiners, Deutsche Hochschule Potsdam, Germany, and George W. Leeson of Oxford University, UK. Professor Meiners is also an Associate Research Fellow with the Oxford Institute of Population Aging. As Meiners et al. (2021) demonstrated, there is a dearth of research about senior consumers and CS/D&CB. This special issue was proposed to help alleviate this problem.

The special issue begins with an overview article by Ruchika Sachdeva, who uses a structured and systematic literature review to explore the multifaceted landscape of the senior consumer market and its growing significance in the global economy, with a focus on satisfaction and loyalty. Next, we have a study by Norbert Meiners, Elmar Reucher, and Hafiz T.A. Khan that follows up on the Meiners et al. (2021) study of senior complaining behavior in Germany.¹ This time, they compare senior complaining behavior both pre- and post-COVID 19 to arrive at some interesting conclusions.

In the third article of our special issue, Jacqueline K. Eastman and F. Mark Case report on a qualitative study on senior consumers' perceptions of luxury fine dining and their subsequent complaining behaviors. Then Samantha C. Gibson, Andrew J. Dahl, and Maxwell K. Hsu look at senior reactions and satisfaction to “buy online, pickup in-store” purchases and suggest strategies for adapting and catering to this important market segment.

Tom Ferber and Daryoush Vaziri then investigate senior reaction to Human-Robot Interaction (HRI). They noted distinct age-related reactions to HRI in their article. Subhajit Bhattacharya, Arijit Das and Arunava Dalal conclude our special issue with an investigation of senior panic buying behavior in third world countries.

¹ Note that for this article, I served as the editor, since one of our guest editors was an author on this paper.

Researchers from around the world have contributed articles to this volume of the journal. They come from universities located in the United States, Canada, France, Germany, India, the UK, and Turkey. This is in addition to our two guest editors from the UK and Germany.

REFERENCES

- Meiners, N., Reucher, E., Khan, H. T. A., & Spille, L. (2021). Consumer (Non) Complaint Behaviour: An Empirical Analysis of Senior Consumers in Germany. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 34(1), 16–32. <https://jcsdcb.com/index.php/JCSDCB/article/view/419>
- Stevens, C.D. (2023). Thirteen years of thirteen leading journals: A bibliography of research in the area of consumer satisfaction, dissatisfaction, and complaining behavior. *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 36(1), 156-253. <https://jcsdcb.com/index.php/JCSDCB/article/view/770>