CONSUMER SATISFACTION:
MAJOR INFLUENCES AND ERAS

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ABSTRACT

This article presents a comprehensive, historically grounded review of consumer satisfaction research published in the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior (JCS/D&CB), integrating it with broader developments in marketing thought. Drawing on a systematic analysis of influential articles from 1957 to 2025, the study maps satisfaction constructs onto six dominant marketing eras—Production, Sales, Marketing Concept, Relationship Marketing, Societal Marketing, and Digital/Co-Creation. The findings reveal that satisfaction has evolved from an implicit assumption of product utility to a dynamic, co-created experience embedded in digital ecosystems and stakeholder value frameworks. By aligning satisfaction research with its corresponding marketing paradigms, the article clarifies definitional shifts, highlights methodological trends, and identifies enduring tensions—such as the conflation of service quality and satisfaction, and the divergence between transactional and cumulative models. The review also introduces a "Satisfaction Eras" framework that enables scholars to situate their work within the appropriate conceptual lineage, thereby enhancing theoretical precision and methodological alignment. Implications for future research include the need for context-sensitive measurement, greater reproducibility, and integrative models that reflect the complexity of contemporary consumer experience. This synthesis reaffirms the centrality of satisfaction in marketing scholarship and offers a roadmap for advancing its relevance in an era of personalization, co-creation, and ethical engagement.

INTRODUCTION

Over the past four decades, the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* (JCS/D&CB) has served as a vital repository for scholarship exploring the psychological, behavioral, and experiential dimensions of consumer satisfaction. As the field has matured, satisfaction has evolved from a transactional post-purchase evaluation (Oliver, 1980) to a multidimensional construct encompassing cumulative experiences, emotional resonance, and relational dynamics (Bolton & Drew, 1991; Homburg et al., 2006). Yet despite the journal's central role in shaping this discourse, no comprehensive review has systematically traced the definitional, theoretical, and methodological evolution of satisfaction research within its pages. This article addresses that gap.

Recent contributions have begun to chart the journal's broader intellectual terrain. Nowak, Dahl, and Peltier (2023) offer a historical overview of thematic shifts across the journal's lifespan, while Diwanji (2022) critiques the reproducibility of consumer intentions research, highlighting

the need for methodological rigor and replication. However, neither study isolates satisfaction as a focal construct nor interrogates the competing paradigms that have emerged within its conceptual boundaries. This review builds on those foundations by offering a targeted synthesis of satisfaction literature published in JCS/D&CB to clarify historical usage, facilitate scholarly cross-referencing, and enable nuanced debate.

The need for such a review is underscored by persistent definitional ambiguity. Satisfaction has often been conflated with service quality (Parasuraman et al., 1988), loyalty (Dick & Basu, 1994), and emotional attachment (Thomson & MacInnis, 2005), despite distinct theoretical underpinnings and measurement strategies. Moreover, the field has witnessed a proliferation of satisfaction constructs—transaction-specific, cumulative, affective, and even anticipatory—each reflecting different epistemological commitments and methodological choices. Without a systematic synthesis of how these constructs have been treated within JCS/D&CB, scholars risk perpetuating conceptual fragmentation and overlooking opportunities for theoretical integration.

This review responds to the editorial call for manuscript quality and fit articulated by Wright and Naylor (2024), who emphasize the importance of second-level interpretation, theoretical framing, and methodological transparency. Accordingly, the present study employs a structured review methodology to analyze satisfaction-focused articles across all volumes of JCS/D&CB. It categorizes studies by definitional orientation, theoretical framework, methodological approach, and contextual domain, and identifies patterns of convergence and divergence across eras. By citing individual studies and situating them within their historical and intellectual contexts, the review avoids overgeneralization and honors the diversity of perspectives that have shaped the field.

Ultimately, this article aims to serve as both a retrospective and a roadmap. It clarifies how satisfaction has been conceptualized, measured, and debated within the journal's corpus, and it offers a theoretically coherent, methodologically rigorous, and contextually relevant framework for future research. In doing so, it reaffirms the journal's legacy as a crucible for consumer satisfaction scholarship and positions it as a catalyst for the next generation of inquiry.

METHODOLOGY

To complement the journal-specific synthesis of satisfaction literature in JCS/D&CB, this study also incorporated a broader historical mapping of influential works in consumer satisfaction research. The goal was to contextualize the journal's contributions within the broader academic discourse and trace the evolution of key constructs across time.

Identification of Influential Literature

A comprehensive citation analysis was conducted in Google Scholar to identify foundational and widely cited articles on consumer satisfaction, dissatisfaction, and complaining behavior. Citation counts served as the primary metric for assessing scholarly impact, consistent with established practices in literature reviews and meta-analyses (Palmatier et al., 2018). This process ensured that the selected works reflected enduring influence and theoretical significance within the field.

To capture the full arc of satisfaction research, the search extended back to 1957, encompassing early conceptualizations of satisfaction and its precursor—the marketing concept. Many of these formative works were located in university archives and conference proceedings, reflecting the decentralized nature of early marketing scholarship. These historical sources

provided critical insight into the intellectual foundations upon which later satisfaction theories were built.

Thematic Categorization and Temporal Grouping

Following the identification of influential articles, an iterative process of thematic and chronological categorization was initiated. To assist in this task, an AI-powered text analysis tool was employed to analyze article abstracts and keywords. Specifically, Google Gemini was used to generate preliminary thematic clusters and propose chronological groupings based on content patterns and publication dates.

While this AI-assisted approach offered valuable initial insights, it was recognized that such tools operate with limited transparency regarding their underlying algorithms. To mitigate potential biases and ensure scholarly rigor, each proposed grouping was critically reviewed by the researcher against the full text of the articles. Where thematic overlaps or chronological ambiguities were identified, articles were reassigned based on their primary conceptual contribution and alignment with the prevailing discourse of their respective era.

This human-in-the-loop validation process ensured that the final categorization—referred to as the "Satisfaction Eras"—was both conceptually coherent and historically grounded. Articles that contributed to multiple themes were strategically placed in the era where their most significant theoretical impact or initial conceptualization occurred. Overlap across eras was acknowledged as a natural feature of evolving academic fields, particularly in domains like consumer satisfaction, where constructs are continuously redefined and re-contextualized.

MARKETING ERAS AND SATISFACTION RESEARCH

To contextualize the evolution of satisfaction research, this study integrates a timeline of dominant marketing paradigms with corresponding shifts in satisfaction theory and measurement. Table 1 presents this alignment, illustrating how satisfaction constructs have emerged, matured, and diversified in response to changing marketing philosophies. This framework reveals that satisfaction is not a static construct but a reflection of marketing's evolving priorities.

The integrated framework presented in Table 1 maps the evolution of consumer satisfaction research onto the dominant paradigms of marketing thought. This alignment reveals how shifts in marketing philosophy have shaped the conceptualization, measurement, and strategic role of satisfaction over time.

This integrated framework provides a historically grounded lens for interpreting satisfaction research. It clarifies how marketing logic has shaped satisfaction constructs, and it encourages scholars to situate their work within the appropriate conceptual lineage. By doing so, researchers can avoid definitional ambiguity, align methodological choices with theoretical intent, and the Pre-Satisfaction & Early Emergence Era corresponds with the Production and Sales Eras, where satisfaction was not a formal construct—utility and transaction success dominated. Emergence and Development align with the Marketing Concept Era, introducing explicit definitions and measurement of satisfaction. Institutionalization reflects the Relationship Marketing Era, where satisfaction became strategic and multidimensional. Experience and Co-Creation map onto the Digital and Societal Marketing Eras, where satisfaction is fluid, embedded in journeys, and tied to broader value creation.

This framework illustrates that satisfaction is not a static construct but a reflection of marketing's evolving priorities. Each era redefines what it means to satisfy consumers, shaped by

technological advances, societal values, and theoretical innovation. By situating satisfaction within its historical marketing context, scholars can better interpret past findings, design relevant future studies, and contribute to a more coherent and dynamic body of knowledge.

In the next section, each of the six Satisfaction Eras are discussed in detail and in context with the established Marketing eras.

Table 1
Integrated Framework: Marketing Eras and Satisfaction Research Evolution

Marketing Era	Approx. Years	Marketing Focus	Satisfaction Research Era	Key Satisfaction Criterion
Production Era	Late 1800s–1920s	Efficiency, mass production ("make it and they will buy")	*Pre-Satisfaction Era*	Satisfaction assumed via product utility and quality; no explicit measurement.
Sales Era	1920s–1950s	Persuasion, personal selling, pushing products	*Pre-Satisfaction → Early Emergence*	Satisfaction implicit; success equated with product sold. Research limited to complaints.
Marketing Concept Era	1950s–1980s	Meeting customer needs; customer orientation emerges	*Emergence → Development*	Satisfaction defined via expectancy–disconfirmation (Oliver, 1977); survey-based measurement.
Relationship Marketing Era	1980s–2000s	Building long-term relationships, loyalty, CRM	*Development → Institutionalization*	Satisfaction viewed as multidimensional (cognitive + affective); linked to loyalty and indices.
Societal Marketing & Value Era	1990s–2010s	Stakeholder value, CSR, societal well-being	*Institutionalization → Experience*	Satisfaction studied at macro level; tied to trust, engagement, and relationship quality.
Digital/Co-Creation Era	2010s–Present	Digital ecosystems, personalization, co-creation, AI	*Experience → Digital/Co-Creation*	Satisfaction as dynamic, contextual, co-created; measured via big data, sentiment, analytics.

Late 1900s -1950s Pre-Satisfaction & Early Emergence Satisfaction Era

The historical evolution of marketing begins with what is called the Production Era, spanning from the late 1800s to the 1920s. During the Production Era, marketing was primarily concerned with operational efficiency and mass production. Satisfaction was not yet a formal construct; instead, it was implicitly equated with product utility and quality. The assumption was that if a product functioned as intended, it satisfied consumer needs (Kotler & Keller, 2016). No

systematic measurement of satisfaction existed, and consumer feedback was largely anecdotal or complaint-driven.

Following the Production Era came the Sales Era, which emphasized persuasion and personal selling, with marketing focused on pushing products rather than understanding consumer needs. Satisfaction remained implicit, often inferred from successful transactions. Research during this period focused on product complaints and post-sale issues, with little theoretical development (Bartels, 1988). The notion of satisfaction began to surface in managerial discourse but lacked a formal definition or measurement.

In both the Production and Sales Eras, satisfaction was assumed rather than measured—equated with product utility or successful persuasion (Kotler & Keller, 2016; Bartels, 1988). This Pre-satisfaction era is where satisfaction is assumed via product utility and quality, with no explicit measurement. With the advent of personal selling, satisfaction is implicit in success in customer relations, with customer relations being equated with product sales. The consumer voice was a whisper, alluding to the Early Emergence of Satisfaction Era, given that the research was limited to complaints.

1950s – 1980s Emergence/Development Satisfaction Era

The Marketing Concept Era introduced formal definitions and measurement tools, most notably the expectancy–disconfirmation model (Oliver, 1977, 1980), which framed satisfaction as a psychological evaluation of performance against expectations. This era marked a paradigm shift toward customer orientation, laying the foundation for satisfaction as a measurable construct. The expectancy–disconfirmation model, introduced by Oliver (1977, 1980), became the dominant theoretical framework. Satisfaction was defined as the consumer's post-purchase evaluation based on the discrepancy between expectations and actual performance. Researchers began using survey instruments and Likert scales to quantify satisfaction, distinguishing between transactional and cumulative forms (Churchill & Surprenant, 1982).

In the 1950s through the early 1960s, consumer satisfaction research was still in its infancy. It was yet to be established as a distinct field of study within marketing. This decade opened the door for future developments in consumer satisfaction research. The focus was primarily on the marketing concept and broader consumer behavior and that would later inform more specific studies on satisfaction. Key aspects of consumer-related research in the 1950s included:

Marketing Concept Development. The marketing concept, which emphasized meeting customer needs and wants as the key to business success, gained prominence in this era. This pivot in business philosophy indirectly contributed to the later focus on consumer satisfaction. While he did not coin the term, Drucker (1954) is often credited with articulating the core ideas of the marketing concept book. He emphasized that the purpose of a business is to create and keep customers. In 1957, McKitterick presented a paper at the American Marketing Association. This paper is often cited as one of the earliest formal articulations of the marketing concept according to Schutte and Wind (1968). Theodore Levitt's 1960 article "Marketing Myopia" is considered a landmark in defining and popularizing the marketing concept. His work significantly advanced the understanding and application. The marketing concept represented a progression from a product-centric to a customer-centric approach in business.

The marketing concept reflected the customer-centric approach. It set the stage for a deeper focus on consumer satisfaction. By prioritizing customer needs and wants, businesses naturally became more interested in understanding and measuring customer satisfaction. This transition

from product-centric to customer-centric thinking created a bridge between marketing strategy and consumer behavior research, paving the way for more targeted studies on satisfaction.

Early Consumer Behavior Research. Early consumer behavior research explored psychological and sociological factors influencing purchasing decisions. This research laid a crucial foundation for the development of consumer satisfaction as a field of study. Researchers examined motivations (e.g., Katona 1953; Martineau, 1957; Maslow, 1953; Veblen, 1899), perceptions, and learning processes (e.g., Festinger 1957; Howard & Sheth, 1969). These pioneering studies provided a comprehensive framework for understanding the complexities of consumer decision-making. These early studies contributed significantly to satisfaction research by highlighting the importance of considering not only the product or service itself but also the role of internal processes and external influences on consumer decision-making.

Studies on motivation helped researchers understand the underlying reasons for purchases. This later informed investigations into how meeting deeper needs and wants affected satisfaction. Research on perception provided insights into how expectations are formed. Additionally, early decision-making models that included post-purchase evaluation stages paved the way for studying satisfaction as an integral part of the consumer journey. The interdisciplinary nature of these early studies, combining psychology and sociology, set a precedent for the multifaceted approach that characterizes modern satisfaction research. Ultimately, by shifting focus from products to consumers and their complex psychological processes, early consumer behavior research provided the theoretical foundations and methodological approaches that satisfaction researchers would build upon in subsequent decades. This enabled a more nuanced and comprehensive understanding of consumer satisfaction.

Brand Loyalty Foundations. Early studies on brand loyalty contributed to the development of customer satisfaction and retention concepts in several ways. They established the importance of long-term customer relationships, a fundamental aspect of retention. They began to explore the factors that influence loyalty. Later studies would connect these factors more explicitly to satisfaction (c.f. Guest, 1944; Brown, 1952; Day, 1969). They introduced the idea that loyalty (and by extension, satisfaction) is not a simple binary state but exists on a continuum. They highlighted the importance of both behavioral (purchase) and attitudinal (preference) aspects in customer relationships. This became central to studies of satisfaction and retention. They formed the basis for understanding the economic value of loyal customers, which later became a key rationale for focusing on satisfaction and retention.

Market Segmentation Beginnings. Dividing markets into distinct consumer groups based on needs and characteristics significantly influenced the development of targeted approaches to consumer satisfaction. This idea, first introduced by Smith (1956), laid the foundation for understanding diverse consumer needs. Building on this, Yankelovich (1964) expanded the concept beyond traditional demographic factors. He emphasized psychographic and behavioral variables. These early works paved the way for a more sophisticated understanding of consumer differences and their impact on satisfaction. While these areas of study did not directly focus on consumer satisfaction as we understand it today, they provided the foundational knowledge and methodologies that would enable more focused research on consumer satisfaction in the following decades. The 1950s can be seen as a period of building the conceptual and methodological foundations that would later support specific research on consumer satisfaction.

Consumer Decision-Making Models. In the 1960s, several consumer decision-making process models were developed. These models established a foundation for later incorporating satisfaction as a key component of post-consumption evaluation. Lavidge and Steiner's Hierarchy

of Effects Model (1961) proposed the stages of awareness, knowledge, liking, preference, conviction, and purchase. Later adaptations included post-purchase evaluation. Nicosia (1966) was one of the first to consider consumer decision-making as a process. This process included feedback loops that could incorporate post-purchase experiences. The feedback loops in the Nicosia Model suggested that the outcome of one decision could influence future decisions. The Engel-Kollat-Blackwell (EKB) Model (1968) explicitly included post-purchase evaluation. The EKB Model's inclusion of post-purchase behavior was particularly influential, as it enabled the later expansion of this stage to include more detailed considerations of satisfaction, cognitive dissonance, and repurchase intentions. These early models set the stage for more comprehensive frameworks.

The groundwork laid during the Emergence/Development Satisfaction Era established the key principles and initial models necessary for more structured consumer satisfaction research (Tables 2 and 3). As the field moved into the late 1960s and 1970s, there was a growing recognition of the importance of consumer satisfaction in shaping business success. This period saw the rise of consumer advocacy and policy influence, fueled by figures such as Ralph Nader, who championed consumer rights and protections. This pivotal shift not only intensified business focus on consumer satisfaction but also prompted academic and governmental efforts to develop reliable measures for assessing consumer experiences. The era witnessed the birth of in-depth studies and methodologies that transformed consumer satisfaction from a mere conceptual interest into a distinct, research-driven field. The following section examines how these efforts established a more structured approach to consumer satisfaction research.

In the late 1960s and early 1970s, consumer advocacy began to influence public policy and business practices significantly. This period saw a focus on consumer rights and key issues such as food safety, pollution, and corporate responsibility. The growing consumer movement attracted attention from both academic and business sectors. Government entities, including the Federal Trade Commission, started using new methods to assess consumer dissatisfaction. This era established the foundation for research into consumer satisfaction and its determinants. The following section details how consumer advocacy and policy during this time impacted the field of consumer satisfaction research.

Rise of Consumer Advocacy and Policy Influence. During this time, consumer satisfaction research became more prominent. Hunt (1991) noted that studies on consumer satisfaction, dissatisfaction, and complaining behavior grew from government efforts to protect consumers. In the mid-1970s, the Federal Trade Commission (FTC), facing budget constraints, began prioritizing funding based on consumer dissatisfaction. Without a reliable metric for dissatisfaction, the FTC used Better Business Bureau (BBB) complaint data, marking the first application of objective metrics to study consumer issues. At the same time, the Office of Consumer Affairs (OCA) also sought ways to measure consumer dissatisfaction. Professors Ralph Day, H. Keith Hunt, and Laird Landon developed new methodologies while working at the FTC and OCA.

The 1970s were crucial for consumer satisfaction research. Studies by Olshavsky and Miller (1972) and Anderson (1973) focused on expectations, product performance, and perceived quality, setting the stage for future research. These efforts led to the development of the expectancy disconfirmation concept, which became key to understanding satisfaction.

Pioneering Studies and Expectancy Disconfirmation. As the decade progressed, researchers explored consumer satisfaction more deeply. Swan and Combs (1976) identified different impacts of instrumental and expressive product attributes on satisfaction. This introduced complexity to satisfaction models. Oliver (1977) developed the expectancy-disconfirmation paradigm, a key theoretical framework. Day (1977) expanded the concept of satisfaction beyond

product performance, promoting a broader approach to understanding consumer experiences. Westbrook and Newman (1978) studied the causes of dissatisfaction in durable goods, advancing the understanding of satisfaction in specific contexts.

Table 2
Emergence/Satisfaction Era

EMERGENCE ☐ DEVELOPMENT SATISFACTION ERA			
Brown, G.	1952	*Advertising Age*	Brand Loyalty Fact or Fiction
Day, G. S.	1969	*Journal of Advertising Research*	A Two-Dimensional Concept Of Brand Loyalty
Engel, J.F., Kollat, D.T., & Blackwell, R.D.	1968	Holt, Rinehart &Winston	Consumer Behavior
Festinger, L.	1957	Stanford University Press	A Theory of Cognitive Dissonance.
Guest, L.	1944	*Journal of Applied Psychology*	A Study of Brand Loyalty
Katona, G.	1953	*Psychological Review*	Rational Behavior and Economic Behavior
Lavidge, R. J., & Steiner, G. A.	1961	*Journal of Marketing*	A Model for Predictive Measurements Of Advertising Effectiveness
Martineau, P.	1957	*Journal of Marketing Research*	Motivation In Advertising
Nicosia, F	1966	Prentice-Hall	Consumer Decision Processes; Marketing And Advertising Implications
Smith, W.	1956	*Journal of Marketing*	Product Differentiation and Market Segmentation as Alternative Marketing Strategies
Yankelovich, D.	1964	*Harvard Business Review*	New Criteria for Market Segmentation

Methodological Advancements. Towards the end of the decade, researchers turned their attention to refining methodologies and integrating various perspectives on consumer satisfaction. Miller (1977) contributed to the methodological development of satisfaction measurement. He addressed the challenges of accurately capturing consumer experiences. LaTour and Peat (1979) tackled conceptual and methodological issues in satisfaction research. This helped to refine the field's approach. Czepiel and Rosenberg (1976) proposed an integrative framework for understanding consumer satisfaction. They attempted to synthesize various perspectives into a cohesive whole. These methodological and integrative efforts set the stage for more sophisticated

Table 3
Development Satisfaction Era

Anderson, R. E.	1973	*Journal of Marketing Research*	Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance.
Czepiel J. A., & Rosenberg, L.J.	1976	*Proceedings of the Southern Marketing Association*	Consumer Satisfaction: Toward an Integrative Framework
Day, R. L.	1977	*Advances in Consumer Research*	Extending the Concept of Consumer Satisfaction
Hunt, H. K.	1977	*Conceptualization and Measurement of Consumer Satisfaction and Dissatisfaction*	CS/D—Overview and Future Research Directions
LaTour, S. A., & Peat, N. C.	1979	*Advances in Consumer Research*	Conceptual and Methodological Issues in Consumer Satisfaction Research
Miller, J. A.	1977	*Conceptualization and Measurement of Consumer Satisfaction and Dissatisfaction*	Studying Satisfaction
Oliver, R. L.	1977	*Journal of Applied Psychology*	Effect Of Expectation and Disconfirmation on Postexposure Product Evaluations: An Alternative Interpretation
Olshavsky, R. W., & Miller, J. A.	1972	*Journal of Marketing Research*	Consumer Expectations, Product Performance, And Perceived Product Quality
Parasuraman, A., Zeithaml, V. A., & Berry, L. L	1985	*Journal of Marketing*	A Conceptual Model of Service Quality and Its Implications for Future Research.
Swan, J. E., & Combs, L. J.	1976	*Journal of Marketing*	Product Performance and Consumer Satisfaction: A New Concept
Westbrook, R. A., & Newman, J. W.	1978	*Journal of Marketing Research*	An Analysis of Shopper Dissatisfaction for Major Household Appliances

and comprehensive satisfaction research in the following decades. This established consumer satisfaction as a critical area of study within marketing and consumer behavior.

It was during this era that the satisfaction conferences were born. The first satisfaction conference, in 1976, was a workshop funded by the NSF and organized by H Keith Hunt. The following year, Ralph Day secured funds from Indiana University. This conference was a significant milestone in the development of consumer satisfaction research as an academic field. It brought together researchers from various disciplines to discuss and share findings related to consumer satisfaction and dissatisfaction. This event helped establish consumer satisfaction as a distinct area of study and laid the foundation for future research in this field.

1980s – 2000s Development / Institutionalization Satisfaction Era

During the Institutionalization Satisfaction Era, researchers focused on the different factors influencing customer satisfaction (see Table 4). They investigated how aspects like product and service quality, pricing, perceived value, brand perception, and personal experiences affected consumer attitudes. These factors were interrelated and collectively influenced consumer satisfaction. The insights gathered during this period were crucial in developing models that enhanced understanding of consumer behavior. This prepared the field for the Digital Era, where technology further refined approaches to measuring and improving customer satisfaction.

Product/Service-Related Factors. The SERVQUAL model by Parasuraman et al. (1985) marked a significant milestone. The model provided a framework for measuring service quality and customer satisfaction. SERVQUAL has been highly influential in the fields of service quality measurement and customer satisfaction since its introduction. It also led to the introduction of other models that examined how service-related factors influenced consumer satisfaction (c.f., Carman, 1990; Cronin and Taylor, 1992; Finn and Lamb, 1991).

Numerous studies investigated the relationship between product quality, performance, and customer satisfaction. Anderson and Sullivan (1993) examined quality expectations and perceived quality. Fornell et al. (1996) presented the American Customer Satisfaction Index (ACSI) model and Spreng et al. (1996) investigated product attributes and performance in the same journal. Mittal et al. (1999) studied attribute-level performance over time. Szymanski and Henard (2001) conducted a meta-analysis confirming the importance of product performance as an antecedent to satisfaction. Mittal and Kamakura (2001) explored how product-related satisfaction influenced repurchase behavior. Bolton and Lemon (1999) examined how product usage and performance influenced satisfaction over time. Gustafsson et al. (2005) investigated how product quality and other factors influenced satisfaction and customer retention. Homburg et al. (2005) investigated customer retention and willingness to pay. Oliver (1993) explored how product attributes and performance contributed to cognitive and affective components of satisfaction. Matzler et al. (2004) examined the asymmetric relationship between attribute performance and satisfaction. Together, these studies highlight the role that product quality and performance play in shaping customer satisfaction.

Table 4
Product-Related Factors of the Institutionalization Satisfaction Era

Anderson, E. W., & Sullivan, M. W.	1993	*Marketing Science*	The Antecedents and Consequences Of Customer Satisfaction for Firms
Bolton, R. N., & Lemon, K. N.	1999	*Journal of Marketing Research*	A Dynamic Model of Customers' Usage of Services: Usage As an Antecedent and Consequence of Satisfaction
Carman	1990	*Journal of Retailing*	Consumer perceptions of service quality: an assessment
Cronin, J. J., & Taylor, S. A.	1992	*Journal of Marketing*	Measuring Service Quality: A Reexamination and Extension
Finn, D. W., & Lamb Jr, C. W.	1999	*Advances in Consumer Research*	An evaluation of the SERVQUAL scales in a retailing setting
Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E.	1996	*Journal of Marketing*	The American Customer Satisfaction Index: Nature, Purpose, And Findings
Gustafsson, A., Johnson, M. D., & Roos, I.	2005	*Journal of Marketing*	The Effects of Customer Satisfaction, Relationship Commitment Dimensions, And Triggers on Customer Retention
Homburg, C., Koschate, N., & Hoyer, W. D.	2005	*Journal of Marketing*	Do Satisfied Customers Really Pay More? A Study of the Relationship Between Customer Satisfaction and Willingness to Pay
Matzler, K., Bailom, F., Hinterhuber, H. H., Renzl, B., & Pichler, J.	2004	*Industrial Marketing Management*	The Asymmetric Relationship Between Attribute-Level Performance and Overall Customer Satisfaction: A Reconsideration Of The Importance–Performance Analysis
Mittal, V., & Kamakura, W. A.	2001	*Journal of Marketing Research*	Satisfaction, Repurchase Intent, And Repurchase Behavior: Investigating the Moderating Effect of Customer Characteristics
Mittal, V., Kumar, P., & Tsiros, M.	1999	*Journal of Marketing*	Attribute-Level Performance, Satisfaction, And Behavioral Intentions Over Time: A C Consumption-System Approach
Oliver, R. L.	1993	*Journal of Consumer Research*	Cognitive, Affective, And Attribute Bases of The Satisfaction Response
Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W.	1996	*Journal of Marketing*	A Reexamination of the Determinants of Consumer Satisfaction
Szymanski, D. M., & Henard, D. H.	2001	*Journal of the Academy of Marketing Science*	Customer Satisfaction: A Meta-Analysis of the Empirical Evidence

Price/Value Considerations. The relationship between price, value, and customer satisfaction has been extensively explored in marketing literature (see Table 5). Zeithaml (1988) formed the basis with her means-end model. This model synthesized evidence on consumer perceptions of price, quality, and value. Fornell et al. (1996) included perceived value in the ACSI

that is previously mentioned. This established its importance in national satisfaction measures. Voss et al. (1998) delved into the roles of price, performance, and expectations in service exchanges. Homburg et al. (2005) investigated the reciprocal relationship between satisfaction and willingness to pay. Cronin et al. (2000) assessed the effects of quality, value, and satisfaction on consumer behavioral intentions in service environments. They provided a comprehensive model. Varki and Colgate (2001) specifically examined the role of price perceptions within an integrated behavioral intentions model. Matzler et al. (2006) identified dimensions of price satisfaction in retail banking. This offered insights into this specific sector. Herrmann et al. (2007) explored the influence of price fairness on customer satisfaction in automobile purchases.

Grewal et al. (1998) defined perceived transaction value as the perception of psychological satisfaction or pleasure obtained from taking advantage of the financial terms of the price. They examined how price-comparison advertising affects buyers' perceptions of value and behavioral intentions. Finally, Bolton and Drew (1991) proposed a multistage model of customers' assessments of service quality and value. This integrated these concepts with satisfaction. Taken together, these works have significantly advanced our understanding of how price and value factors serve as antecedents to customer satisfaction. They provided both theoretical frameworks and empirical evidence across various contexts and industries.

Brand Influences. The late 1980s through the late 1990s saw significant developments in understanding the relationship between brand factors and customer satisfaction. Aaker (1996) and Keller (1993) created a framework for measuring and managing brand equity. Their framework linked brand strength to customer perceptions and satisfaction. Fournier (1998) further expanded on this by developing relationship theory in consumer research. This highlighted the emotional connections consumers form with brands. Aaker (1997) introduced the concept of brand personality. This offered a new perspective on how consumers relate to and evaluate brands.

Selnes (1993) examined the effect of product performance on brand reputation, satisfaction, and loyalty. Dick and Basu (1994) proposed an integrated conceptual framework for customer loyalty. Grönroos (1988) identified six criteria of good perceived service quality. This linked service perceptions to brand evaluations. Bloemer and Kasper (1995) delved into the complex relationship between consumer satisfaction and brand loyalty. This provided insights into the non-linear nature of this connection. Andreassen and Lindestad (1998) investigated the impact of corporate image on quality, customer satisfaction, and loyalty, particularly in complex service environments. Bitner (1990) explored how physical surroundings and employee responses in service encounters affect customer evaluations. This indirectly influenced brand perceptions. Ganesan (1994) examined the determinants of long-term orientation in buyer-seller relationships. This is relevant to understanding brand trust and its impact on satisfaction. Together, these works established a strong foundation for understanding how brand factors such as image, reputation, trust, and experience serve as antecedents to customer satisfaction. They provided both theoretical frameworks and empirical evidence that continue to influence research and practice in brand management and customer satisfaction.

Personal Factors. During this period, there were significant advancements in understanding how personal factors impact customer satisfaction. Studies that examined personal factors studied include Oliver (1993) and Westbrook and Oliver (1991). They delved into the cognitive and affective bases of satisfaction responses. They highlighted the complex interplay between thoughts

Table 5
Price/Value Factors of the Institutionalization Satisfaction Era

Bolton, R. N., & Drew, J. H.	1991	*Journal of Consumer Research*	A Multistage Model of Customers' Assessments of Service Quality and Value
Bolton, R. N., & Lemon, K. N.	1999	*Journal of Marketing Research*	A Dynamic Model of Customers' Usage of Services: Usage as An Antecedent and Consequence of Satisfaction
Cronin Jr, J. J., Brady, M. K., & Hult, G. T. M.	2000	*Journal of Retailing*	Assessing the Effects of Quality, Value, And Customer Satisfaction on Consumer Behavioral Intentions in Service Environments
Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E.	1996	*Journal of Marketing*	The American Customer Satisfaction Index: Nature, Purpose, And Findings
Grewal, D., Monroe, K. B., & Krishnan, R.	1998	*Journal of Marketing*	The Effects of Price-Comparison Advertising on Buyers' Perceptions of Acquisition Value, Transaction Value, And Behavioral Intentions
Herrmann, A., Xia, L., Monroe, K. B., & Huber, F.	2007	*Journal of Product & Brand Management*	The Influence of Price Fairness on Customer Satisfaction: An Empirical Test in The Context of Automobile Purchases
Homburg, C., Koschate, N., & Hoyer, W. D.	2005	*Journal of Marketing*	Do Satisfied Customers Really Pay More? A Study of The Relationship Between Customer Satisfaction and Willingness to Pay
Lichtenstein, D. R., Netemeyer, R. G., & Burton, S.	1990	*Journal of Marketing*	Distinguishing Coupon Proneness from Value Consciousness: An Acquisition-Transaction Utility Theory Perspective
Matzler, K., Würtele, A., & Renzl, B.	2006	*International Journal of Bank Marketing*	Dimensions Of Price Satisfaction: A Study in The Retail Banking Industry
Varki, S., & Colgate, M.	2001	*Journal of Service Research*	The Role of Price Perceptions in An Integrated Model of Behavioral Intentions
Voss, G. B., Parasuraman, A., & Grewal, D.	1998	*Journal of Marketing*	The Roles of Price, Performance, And Expectations in Determining Satisfaction in Service Exchanges
Zeithaml, V. A.	1988	*Journal of Marketing*	Consumer Perceptions of Price, Quality, And Value: A Means-End Model and Synthesis of Evidence

Table 6
Brand Factors of the Institutionalization Satisfaction Era

Aaker, D. A.	1996	*California Management Review*	Measuring Brand Equity Across Products and Markets
Aaker, J. L.	1997	*Journal of Marketing Research*	Dimensions Of Brand Personality
Andreassen, T. W., & Lindestad, B.	1998	*International Journal of Service Industry Management*	Customer Loyalty and Complex Services: The Impact of Corporate Image on Quality, Customer Satisfaction and Loyalty for Customers with Varying Degrees of Service Expertise
Bitner, M. J.	1990	*Journal of Marketing*	Evaluating Service Encounters: The Effects of Physical Surroundings and Employee Responses
Bloemer, J. M., & Kasper, H. D.	1995	*Journal of Economic Psychology*	The Complex Relationship Between Consumer Satisfaction and Brand Loyalty
Dick, A. S., & Basu, K.	1994	*Journal of the Academy of Marketing Science*	Customer Loyalty: Toward An Integrated Conceptual Framework
Fournier, S.	1998	*Journal of Consumer Research*	Consumers And Their Brands: Developing Relationship Theory in Consumer Research
Ganesan, S.	1994	*Journal of Marketing*	Determinants Of Long-Term Orientation in Buyer-Seller Relationships
Grönroos, C.	1988	*Review of Business*	Service Quality: The Six Criteria of Good Perceived Service
Keller, K. L.	1993	*Journal of Marketing*	Conceptualizing, Measuring, And Managing Customer-Based Brand Equity
Parasuraman, A., Zeithaml, V. A., & Berry, L. L.	1988	*Journal of Retailing*	SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality
Selnes, F.	1993	*European Journal of Marketing*	An Examination of The Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty

and emotions in shaping consumer experiences. Richins (1997) further expanded on this by developing measures for consumption emotions. Bagozzi, Gopinath, and Nyer (1999) explored the broader role of emotions in marketing. These works emphasized the importance of individual differences and emotional responses in determining satisfaction. Spreng, MacKenzie, and Olshavsky (1996) reexamined the determinants of consumer satisfaction, including consumer

desires. They incorporated both personal and social factors into their model. In the service context, Mano and Oliver (1993) further integrated these concepts by assessing the dimensionality and structure of the consumption experience. This linked evaluation, feeling, and satisfaction. Together, these works provided a foundation for understanding how personal factors serve as antecedents to customer satisfaction. This offered both theoretical frameworks and empirical evidence that continue to influence research and practice in consumer behavior and satisfaction studies.

During the Multifaceted Satisfaction Era, researchers examined how product, price, brand, and personal factors affected consumer satisfaction. This research led to frameworks that improved the understanding of customer needs and expectations. In the late 1990s, the rise of the Internet and e-commerce changed consumer behavior. This required new methods to measure and improve customer satisfaction. As the Digital Era began, these technological advancements introduced metrics and analytics to address the challenges and opportunities of the online marketplace.

Table 7
Personal Factors of the Institutionalization Satisfaction Era

Institutionalization Satisfaction Era PERSONAL FACTORS			
Bagozzi, R. P., Gopinath, M., & Nyer, P. U.	1999	*Journal of the Academy of Marketing Science*	The Role of Emotions in Marketing
Mano, H., & Oliver, R. L.	1993	*Journal of Consumer Research*	Assessing The Dimensionality and Structure of The Consumption Experience: Evaluation, Feeling, And Satisfaction
Oliver, R. L.	1993	*Journal of Consumer Research*	Cognitive, Affective, And Attribute Bases of The Satisfaction Response
Richins, M. L.	1997	*Journal of Consumer Research*	Measuring Emotions in The Consumption Experience
Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W.	1996	*Journal of Marketing*	A Reexamination of The Determinants of Consumer Satisfaction
Westbrook, R. A., & Oliver, R. L.	1991	*Journal of Consumer Research*	The Dimensionality of Consumption Emotion Patterns and Consumer Satisfaction

As marketing evolved toward relationship-building, satisfaction gained strategic importance. It was reconceptualized as multidimensional, encompassing both cognitive evaluations and affective responses (Homburg et al,. 2006). Satisfaction became linked to loyalty, retention, and firm performance, and was institutionalized through national indices such as the American Customer Satisfaction Index (ACSI) and the European Customer Satisfaction Index (ECSI) (Fornell et al., 1996). This era reflects the integration of satisfaction into customer relationship management (CRM) systems and strategic planning.

1990s – 2010s Institutionalization Experience Satisfaction Era

The Societal Marketing Era expanded the scope of satisfaction to include trust, engagement, and ethical alignment, reflecting broader stakeholder concerns (Morgan & Hunt, 1994; Sirdeshmukh et al., 2002). This era expanded marketing's scope to include societal well-being, corporate social responsibility (CSR), and stakeholder value. Satisfaction research followed suit, moving beyond firm-level metrics to macro-level analyses across industries and nations. Constructs such as trust, engagement, and relationship quality became central to satisfaction models (Morgan & Hunt, 1994; Sirdeshmukh et al., 2002). Satisfaction was increasingly framed within the broader context of customer experience and ethical alignment.

2010s – Present: Experience Digital/Co-Creation Satisfaction Era

In the current Digital/Co-Creation Era, satisfaction is dynamic, contextual, and co-created across digital touchpoints. It is increasingly measured through behavioral data, sentiment analysis, and real-time analytics, embedded within the customer journey and shaped by personalization and algorithmic engagement (Lemon & Verhoef, 2016). In the current era, marketing operates within digital ecosystems characterized by personalization, co-creation, and AI-driven engagement. Satisfaction is now dynamic, contextual, and co-produced through interactions across omni-channel touchpoints (Lemon & Verhoef, 2016). Measurement has shifted toward real-time analytics, social media sentiment, and behavioral data. Satisfaction is embedded in the customer journey and reflects not only functional outcomes but also emotional resonance and identity alignment.

The late 1990s and early 2000s witnessed a transformation in consumer behavior with the rise of the internet and e-commerce. This digital revolution necessitated new approaches to studying and measuring customer satisfaction in online environments. Researchers and practitioners alike recognized the need to develop metrics and methodologies tailored to the unique characteristics of digital interactions.

Shift to Online Consumer Behavior. One of the pioneering works in this field was Hoffman and Novak's (1996) conceptual framework for marketing in hypermedia computer-mediated environments. This sparked the development for understanding online consumer behavior. Building on this foundation, researchers Szymanski and Hise (2000) began to examine e-satisfaction as a distinct construct. They identified factors unique to online shopping experiences that contribute to customer satisfaction.

Development of E-Satisfaction Models. The need for reliable and valid measurement scales for online service quality and satisfaction became apparent. This led to the development of several influential instruments. Parasuraman et al. (2005) introduced E-S-QUAL, a multiple-item scale for assessing electronic service quality. This became a benchmark in the field. Similarly, Wolfinbarger and Gilly (2003) developed eTailQ, while Yoo and Donthu (2001) proposed SITEQUAL. Each

Table 8
Institutionalization/Experience Satisfaction Era

Hoffman, D. L., & Novak, T. P.	1996	*Journal of Marketing*	Marketing In Hypermedia Computer-Mediated Environments: Conceptual Foundations.
Szymanski, D. M., & Hise, R. T.	2000	*Journal of Retailing*	E-satisfaction: an initial examination
Novak, T. P., Hoffman, D. L., & Yung, Y. F.	2000	*Marketing Science*	Measuring The Customer Experience in Online Environments: A Structural Modeling Approach.
Yoo, B., & Donthu, N.	2001	*Quarterly Journal of Electronic Commerce*	Developing A Scale to Measure the Perceived Quality of An Internet Shopping Site (SITEQUAL).
Devaraj, S., Fan, M., & Kohli, R.	2002	*Information Systems Research*	Antecedents Of B2C Channel Satisfaction and Preference: Validating E-Commerce Metrics.
Loiacono, E. T., Watson, R. T., & Goodhue, D. L.	2002	*Marketing Theory and Applications*	Webqual: A Measure of Website Quality.
McKinney, V., Yoon, K., & Zahedi, F. M.	2002	*Information Systems Research*	The Measurement of Web-Customer Satisfaction: An Expectation and Disconfirmation Approach.
Wolfinbarger, M., & Gilly, M. C.	2003	*Journal of Retailing*	Etailq: Dimensionalizing, Measuring and Predicting Etail Quality.
Ribbink, D., Van Riel, A. C., Liljander, V., & Streukens, S.	2004	*Managing Service Quality: An International Journal*	Comfort Your Online Customer: Quality, Trust and Loyalty on The Internet.
Parasuraman, A., Zeithaml, V. A., & Malhotra, A.	2005	*Journal of Service Research*	E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality.
De Matos, C. A., & Rossi, C. A. V.	2008	*Journal Of the Academy of Marketing Science,*	Word-Of-Mouth Communications in Marketing: A Meta-Analytic Review of The Antecedents and Moderators.
Trusov, M., Bucklin, R. E., & Pauwels, K.	2009	*Journal of Marketing*	Effects Of Word-Of-Mouth Versus Traditional Marketing: Findings from An Internet Social Networking Site.
Verhoef, P., Lemon, K., Parasuraman, A., Roggeveen, A	2009	*Journal of Retailing*	Customer Experience Creation: Determinants, Dynamics and Management Strategies.

offered unique perspectives on measuring online retail quality. Loiacono et al.'s (2002) WebQual focused on overall website quality. This broadened the scope beyond just e-commerce.

Big Data and Advanced Analytics Impact. The early 2000s marked the beginning of a new era in consumer satisfaction research. This was driven by the rise of big data and advanced analytics. This period saw an evolution from traditional survey-based methods to more sophisticated, real-time analysis of customer feedback and behavior. As the field progressed, researchers began to explore more nuanced aspects of online customer satisfaction. McKinney et al. (2002) applied the expectation-disconfirmation approach to web-customer satisfaction. This highlighted the role of pre-purchase expectations in online contexts. Novak et al. (2000) took a structural modeling approach to measure the customer experience in online environments. This emphasized the importance of flow and engagement in digital interactions. Verhoef et al., (2009) and Lemon and Verhoef (2016) initiated the understanding of customer experience creation and management in this new data-rich environment. This emphasized the importance of analyzing the entire customer journey.

Digital Era (early 2000s – late 2010s).

The latter part of this period saw an increased focus on the relationship between online satisfaction and other key business outcomes. This was drawn from early 2000s research by Devaraj, Fan, and Kohli (2002) who validated e-commerce metrics by linking them to B2C channel satisfaction and preference. Ribbink et al. (2004) also explored the connections between quality, trust, and loyalty in internet contexts.

These studies underscored the complex interplay of factors in online customer satisfaction. They established a framework for understanding and measuring customer satisfaction in digital environments. This paved the way for the sophisticated e-commerce analytics and customer experience management practices we see today.

The Social Media Revolution. The proliferation of social media and online platforms revolutionized word-of-mouth communications. This was explored by De Matos and Rossi (2008). The study highlighted the power of digital word-of-mouth and its impact on consumer behavior and satisfaction. Building on this, Gensler et al. (2013) and Hennig-Thurau et al. (2010) investigated the challenges and opportunities of managing brands and customer relationships in the social media environment. This underscored the need for new analytical approaches.

Advanced Analytics and Customer Engagement. Advanced analytics also enabled a more nuanced understanding of customer engagement and value. Kumar et al. (2010) and Van Doorn et al. (2010) proposed frameworks for capturing the total value of customer engagement. This incorporated both transactional and non-transactional behaviors. These studies paved the way for more comprehensive models of customer satisfaction and loyalty in the digital age. The advent of big data allowed for more precise targeting and personalization of marketing efforts. Lambrecht and Tucker (2013) examined the effectiveness of retargeting in online advertising. Trusov et al. (2009) compared the effects of word-of-mouth versus traditional marketing in social networking sites. These studies demonstrated the power of data-driven approaches in enhancing customer satisfaction and marketing effectiveness.

Customer Feedback. Text mining and natural language processing emerged as powerful tools for analyzing unstructured customer feedback. Ordenes et al. (2014) pioneered a linguistics-based approach to analyzing customer experience feedback using text mining. This opened new avenues for understanding customer satisfaction through large-scale analysis of customer comments and reviews.

Big Data. More recently, the integration of multiple data sources and advanced analytics has led to the development of more holistic approaches to customer experience management. Rust

and Huang (2014) discussed the service revolution and its impact on marketing science. Wedel and Kannan (2016) provided a framework for marketing analytics in data-rich environments. Trainor et al. (2014) examined the role of social media technology in customer relationship performance. These studies demonstrate the significant potential of big data and advanced analytics to revolutionize our understanding and measurement of consumer satisfaction.

Table 9
Experience Digital/Co-Creation Satisfaction Era

Hennig-Thurau, T., Malthouse, E. C., Friege, C., Gensler, S.,	2010	*Journal of Service Research*	The Impact of New Media on Customer Relationships.
Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T.,	2010	*Journal of Service Research*	Undervalued Or Overvalued Customers: Capturing Total Customer Engagement Value.
Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D.,	2010	*Journal of Service Research*	Customer Engagement Behavior: Theoretical Foundations and Research Directions.
Gensler, S., Völckner, F., Liu-Thompkins, Y., & Wiertz, C.	2013	*Journal of Interactive Marketing*	Managing Brands in The Social Media Environment.
Lambrecht, A., & Tucker, C.	2013	*Journal of Marketing Research*	When Does Retargeting Work? Information Specificity in Online Advertising.
Trainor, K. J., Andzulis, J. M., Rapp, A., & Agnihotri, R.	2014	*Journal of Business Research*	Social Media Technology Usage and Customer Relationship Performance: A Capabilities-Based Examination.
Lemon, K. N., & Verhoef, P. C.	2016	*Journal of Marketing*	Understanding Customer Experience Throughout the Customer Journey.
Ordenes, F. V., Theodoulidis, B., Burton, J., Gruber, T., & Zaki, M.	2014	*Journal of Service Research*	Analyzing Customer Experience Feedback Using Text Mining: A Linguistics-Based Approach.
Rust, R. T., & Huang, M. H.	2014	*Marketing Science*	The Service Revolution and The Transformation of Marketing Science.
Wedel, M., & Kannan, P. K.	2016	*Journal of Marketing*	Marketing Analytics for Data-Rich Environments.
Zaki, M., & Neely, A.	2019	*In Handbook of Service Science, Volume II*	Customer Experience Analytics: Dynamic Customer-Centric Model.

Emerging Challenges. As the Digital Era matured, the integration of the internet, e-commerce, and advanced analytics fundamentally reshaped consumer interactions and satisfaction metrics. This digital transformation marked a new age of data-driven insights and personalized

Table 10
Digital Era Latter Years: Contactless, Green, AI-Driven Era

Ashfaq, M., Yun, J., Yu, S., & Loureiro, S. M. C.	2020	*Telematics and Informatics*	I, Chatbot: Modeling the Determinants of Users' Satisfaction and Continuance Intention Of AI-Powered Service Agents.
Chen, J. S., Le, T. T. Y., & Florence, D.	2021	*International Journal of Retail & Distribution Management*	Usability And Responsiveness of Artificial Intelligence Chatbot on Online Customer Experience In E-Retailing.
Cheng, Y., & Jiang, H.	2020	*Journal of Broadcasting & Electronic Media*	How Do AI-Driven Chatbots Impact User Experience? Examining Gratifications, Perceived Privacy Risk, Satisfaction, Loyalty, And Continued Use.
Følstad, A., Northeim, C. B., & Bjørkli, C. A.	2018	*Internet Science: 5th International Conference*	What Makes Users Trust A Chatbot for Customer Service? An Exploratory Interview Study.
Galarraga Gallastegui, I.	2002	*European Environment*	The Use of Eco-Labels: A Review of The Literature.
Hao, F., & Chon, K. K. S.	2022	*International Journal of Contemporary Hospitality Management*	Contactless Service in Hospitality: Bridging Customer Equity, Experience, Delight, Satisfaction, And Trust.
Huang, M. H., & Rust, R. T.	2021	*Journal of the Academy of Marketing Science*	A Strategic Framework for Artificial Intelligence in Marketing.
Jang, Y. J., Zheng, T., & Bosselman, R.	2017	*International Journal of Hospitality Management*	Top Managers' Environmental Values, Leadership, And Stakeholder Engagement in Promoting Environmental Sustainability in The Restaurant Industry.
Jiang, Y., & Wen, J.	2020	*International Journal of Contemporary Hospitality Management*	Effects Of COVID-19 On Hotel Marketing and Management: A Perspective Article.
Phan, T. T. H., & Nguyen, N. T.	2019	*Journal of Strategic Marketing*	Evaluating The Purchase Behaviour of Organic Food by Young Consumers in An Emerging Market Economy.
Prentice, C., Dominique Lopes, S., & Wang, X.	2020	*Journal of Hospitality Marketing & Management*	The Impact of Artificial Intelligence and Employee Service Quality on Customer Satisfaction and Loyalty.
Rese, A., Ganster, L., & Baier, D.	2020	*Journal of Retailing and Consumer Services*	Chatbots In Retailers' Customer Communication: How to Measure Their Acceptance?

marketing strategies, enabling businesses to tailor experiences more closely to individual consumer needs. With these advancements came new challenges. Unprecedented global events, such as the COVID-19 pandemic, emerged, reshaping consumer expectations and behaviors. COVID-19 disruptions, heightened consumer concern about sustainability, and the use of AI highlighted the need for innovations that prioritize safety, sustainability, and technological integration. As consumer preferences evolve, it is crucial to explore the impact of contactless service delivery, sustainability efforts, and AI technologies on customer satisfaction.

The integrated framework presented in Table 1 maps the evolution of consumer satisfaction research onto the dominant paradigms of marketing thought. This alignment reveals how shifts in marketing philosophy have shaped the conceptualization, measurement, and strategic role of satisfaction over time.

This integrated framework provides a historically grounded lens for interpreting satisfaction research. It clarifies how marketing logic has shaped satisfaction constructs, and it encourages scholars to situate their work within the appropriate conceptual lineage. By doing so, researchers can avoid definitional ambiguity, align methodological choices with theoretical intent, and Pre-Satisfaction & Early Emergence Era corresponds with the Production and Sales Eras, where satisfaction was not a formal construct—utility and transaction success dominated. Emergence and Development align with the Marketing Concept Era, introducing explicit definitions and measurement of satisfaction. Institutionalization reflects the Relationship Marketing Era, where satisfaction became strategic and multidimensional. Experience and Co-Creation map onto the Digital and Societal Marketing Eras, where satisfaction is fluid, embedded in journeys, and tied to broader value creation.

This framework illustrates that satisfaction is not a static construct but a reflection of marketing's evolving priorities. Each era redefines what it means to satisfy consumers, shaped by technological advances, societal values, and theoretical innovation. By situating satisfaction within its historical marketing context, scholars can better interpret past findings, design relevant future studies, and contribute to a more coherent and dynamic body of knowledge.

JCS/D&CB CONTRIBUTIONS TO THE FIELD

The establishment of the *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior* (JCS/D&CB) by H. Keith Hunt in 1988 marked a significant milestone in the field of consumer research. Hunt's initiative provided a dedicated platform for scholars to publish their work on consumer post-purchase behavior, filling a crucial gap in academic literature. This journal played a pivotal role in consolidating and advancing research on consumer satisfaction, dissatisfaction, and complaining behavior. JCS/D&CB has been a key platform for advancing the understanding of consumer satisfaction over the years. It has contributed significantly to the field of marketing by offering comprehensive insights into the factors influencing post-consumption consumer behavior.

To identify the articles that have significantly shaped the discourse within the *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior (JCS/D&CB)*, a systematic approach was employed. A comprehensive citation count search was conducted for all articles published within the journal, utilizing Google Scholar as the primary search engine. This methodology enabled the identification of highly cited works, with citation counts serving as a proxy for the influence and impact of individual articles on subsequent research and theoretical development within the satisfaction field. The selected articles, therefore, represent those that have garnered the most attention and engagement from the academic community, indicating their pivotal role in advancing the understanding of consumer satisfaction, dissatisfaction, and complaining behavior.

This section explores the pivotal contributions of JCS/D&CB, highlighting early foundational studies that shaped theoretical frameworks and methodological advancements in measuring and predicting consumer satisfaction. As the journal evolved, it delved into the emotional facets of consumer experiences and emphasized the critical role of perceived value in

Table 11
JCS/D&CB Contributions to the Field

Authors	Year	Title	Citation Count
EARLY INSIGHTS			
Cadotte, E. R., & Turgeon, N.	1988	Dissatisfiers And Satisfiers: Suggestions from Consumer Complaints and Compliments.	474
Oliver, R. L.	1989	Processing Of the Satisfaction Response in Consumption: A Suggested Framework and Research Propositions.	1277
MEASURING SATISFACTION AND PREDICTING BEHAVIOR			
Hausknecht, D. R.	1990	Measurement Scales in Consumer Satisfaction/Dissatisfaction.	272
Erevelles, S., & Leavitt, C.	1992	A Comparison of Current Models of Consumer Satisfaction/Dissatisfaction.	675
Spreng, R. A., & Olshavsky, R. W.	1992	A Desires-As-Standard Model of Consumer Satisfaction: Implications for Measuring Satisfaction. .	110
Patterson, P. G., & Johnson, L. W.	1993	Disconfirmation Of Expectations and The Gap Model of Service Quality: An Integrated Paradigm.	303
EXPLORING THE EMOTIONAL SIDE OF SATISFACTION			
Oliver, R. L., & Westbrook, R. A.	1993	Profiles Of Consumer Emotions and Satisfaction in Ownership and Usage.	369
Halstead, D., & Page Jr, T. J.	1992	The Effects of Satisfaction and Complaining Behavior on Consumer Repurchase Intentions.	523
Dabholkar, P. A., & Thorpe, D. I.	1994	Does Customer Satisfaction Predict Shopper Intentions?	147
PERCEPTIONS OF VALUE AND CUSTOMER SATISFACTION			
Spreng, R. A., Dixon, A. L., & Olshavsky, R. W.	1993	The Impact of Perceived Value on Consumer Satisfaction.	200
Day, E., & Crask, M. R.	2000	Value Assessment: The Antecedent of Customer Satisfaction.	421
EXPANDING FRONTIERS			
Bei, L. T., & Chiao, Y. C.	2001	An Integrated Model for The Effects of Perceived Product, Perceived Service Quality, And Perceived Price Fairness on Consumer Satisfaction and Loyalty.	1219
Lee, E. J., & Overby, J. W.	2004	Creating Value for Online Shoppers: Implications for Satisfaction and Loyalty.	524
Kumar, A., Olshavsky, R. W., & King, M. F.	2001	Exploring Alternative Antecedents of Customer Delight.	325
Vanhamme, J., & Snelders, D.	2001	The Role of Surprise in Satisfaction Judgements.	169
Srivastava, M., & Rai, A. K.	2013	Investigating The Mediating Effect of Customer Satisfaction in The Service Quality-Customer Loyalty Relationship.	100
Curtis, T., Abratt, R., Rhoades, D., & Dion, P.	2011	Customer Loyalty, Repurchase and Satisfaction: A Meta-Analytical Review	220

shaping satisfaction outcomes. By expanding its focus to include complex models linking satisfaction with loyalty and introducing innovative concepts such as customer delight, the journal has positioned itself as a crucial resource in navigating the evolving landscape of consumer behavior research. The section concludes with recent explorations of generational satisfaction, particularly among seniors, underscoring JCS/D&CB's broad impact and relevance across diverse consumer segments.

Pioneering Consumer Satisfaction: Early Insights From JCS/D&CB. An assessment of the journal's most cited articles reveals contributions to the field of post-consumption decision-making. In the early volumes of the journal, foundational work by Cadotte and Turgeon (1988) used consumer complaints and compliments to identify factors that cause dissatisfaction (dissatisfiers) and lead to satisfaction (satisfiers). By analyzing these expressions of customer sentiment, the authors aimed to provide suggestions for improving product and service offerings.

Oliver (1989) proposed a framework for understanding the process of satisfaction response in consumption. It argued that satisfaction is not a static state but a dynamic process influenced by factors such as expectations, performance, and cognitive evaluations. This outlined research propositions for future studies.

Measuring And Predicting Satisfaction: JCS/D&CB Advancing the Field. The early 1990s saw the development of measurement scales (Hausknecht, 1990). Hausknecht explored the predictive power of expectations and disconfirmation beliefs on consumer satisfaction, repurchase intentions, and complaining behavior. The findings indicated that both expectations and the degree to which they are met or exceeded significantly influence these consumer outcomes. Erevelles and Leavitt (1992) compared existing models of consumer satisfaction and dissatisfaction, including the disconfirmation of expectations model and the attribution theory model. It highlighted the strengths and weaknesses of each model and suggested that a more comprehensive understanding of satisfaction requires integrating insights from multiple frameworks.

This period also witnessed the emergence of the expectation-disconfirmation paradigm, with Spreng and Olshavsky (1992) introducing the desires-as-standard model. They proposed a "desires-as-standard" model of consumer satisfaction, arguing that consumers evaluated satisfaction based on their desires rather than simply expectations. This model implied that companies should have prioritized understanding and meeting customer desires to achieve higher levels of satisfaction. Patterson and Johnson (1993) integrated the concepts of disconfirmation of expectations and the gap model of service quality into a unified framework. It argued that the gap between expectations and perceptions of service performance influenced customer satisfaction. This provided a tool for identifying service quality gaps and improving customer experiences.

Emotional Connections: The Role of Feelings in Satisfaction. The mid-1990s expanded the field by exploring emotional aspects. Oliver and Westbrook (1993) examined the relationship between consumer emotions, satisfaction, and product ownership and use. It explored the different emotional profiles consumers experience during these stages and their impact on overall satisfaction. This highlighted the importance of considering emotional responses in understanding consumer satisfaction. Halstead and Page (1992) investigated the influence of satisfaction and complaining behavior on consumer repurchase intentions. The findings suggested that satisfaction positively influenced repurchase intentions. Complaining behavior can have more complex effects, depending on the nature of the complaint and the company's response. Dabholkar and Thorpe (1994) examined the relationship between customer satisfaction and shopper intentions. They found that satisfaction was a significant predictor of shoppers' intentions to purchase or repurchase products. This suggested that satisfied customers were more likely to engage in future purchasing

behavior. Both articles explore the connection between customer satisfaction and future behavior. Specifically, the articles examined the factors that would influence the likelihood of making future purchases.

More recently, JCS/D&CB articles have examined consumer sentiment in more nuanced ways. For instance, Gumparthi, Srivastava, and Chatterjee (2021) shed light on how positive satisfaction-driven moments act as pivotal junctures in cultivating brand love. Complementarily, Madadi, Torres, and Zúñiga (2021) underscore the significant role of satisfaction (and its absence) in shaping the broader spectrum of consumer emotions, demonstrating how it serves as a crucial building block for positive brand connections and a deterrent against negative ones. These studies exemplify the journal's ongoing contribution to our understanding of the intricate relationship between consumer experiences and their evolving feelings towards brands.

The Value Equation: Linking Value Perception to Customer Satisfaction. The late 1990s and early 2000s saw a focus on perceived value and its role in satisfaction. Spreng et al. (1993) found that perceived value was a strong predictor of satisfaction. This emphasized the importance of understanding what constituted value for consumers and designing offerings that met their perceived needs. Day and Crask (2000) similarly emphasized the role of value assessment in driving customer satisfaction. They argued that consumers' perceptions of value directly influenced their overall satisfaction with a product or service. This highlighted the importance of understanding what constituted value for consumers.

Expanding Horizons: Integrating Models and Exploring New Concepts. The 2000s marked a significant evolution in customer satisfaction and loyalty research, with the JCS/D&CB playing a crucial role in advancing the field. This decade saw the emergence of more sophisticated and integrated models published in JCS/D&CB that sought to connect various constructs to customer satisfaction and loyalty in a more comprehensive manner.

Researchers like Bei and Chiao (2001) and Lee and Overby (2004), publishing in JCS/D&CB, developed models that considered multiple factors simultaneously, moving beyond simple linear relationships. These models often incorporated elements such as perceived value, service quality, product quality, and price fairness, among others, to create a more holistic understanding of what drives customer satisfaction and loyalty.

During this period, JCS/D&CB introduced new concepts to the field. One such concept was "customer delight," explored by Kumar et al. (2001) in the journal. This notion went beyond mere satisfaction, suggesting that businesses should aim to exceed customer expectations to the point that it creates a strong emotional response. The idea was that delighted customers would be more likely to become loyal and engage in positive word-of-mouth behaviors. Another important development published in JCS/D&CB was the exploration of the role of surprise in satisfaction judgments, as studied by Vanhamme and Snelders (2001). This research highlighted how unexpected positive experiences can significantly influence customer satisfaction, adding a new dimension to our understanding of customer perceptions and emotions in service encounters.

By the end of the decade and into the 2010s, JCS/D&CB had amassed a considerable body of research. This led to meta-analyses published in the journal, such as the one conducted by Curtis et al. (2011), which aimed to consolidate and synthesize decades of findings. These meta-analyses provided a broader perspective on the state of knowledge in the field, identifying consistent patterns across multiple studies and highlighting areas that required further investigation. As the field continued to evolve into the mid-2010s, researchers began to explore more nuanced relationships between established constructs

As the field progressed, JCS/D&CB continued to publish cutting-edge research. Studies like that of Srivastava and Rai (2013) delved deeper into the relationships between key constructs, examining the mediating role of satisfaction in the relationship between service quality and customer loyalty. This type of research helped to clarify the complex interplay between these important variables, providing valuable insights for both academics and practitioners.

Overall, the 2000s represented a period of significant advancement in our understanding of customer satisfaction and loyalty. The journal's contribution in introducing more complex models, new concepts, and consolidating existing knowledge and catalyzed further developments in the field and continued to inform business practices aimed at enhancing customer experiences and fostering long-term loyalty.

Generational Satisfaction – Seniors. As customer satisfaction and loyalty research evolves, the JCS/D&CB has recognized the need to study specific demographic segments for deeper insights into their unique needs, preferences, and behaviors. One such segment is the senior consumer market, which has become increasingly significant due to the rapid aging of the global population and the substantial purchasing power of older adults. Understanding the satisfaction and loyalty dynamics of this group is crucial for both researchers and practitioners.

The journal has dedicated a special issue (Vol. 37, No. 1; 2024) to exploring various aspects of senior consumer behavior. It begins with an overview by Sachdeva, highlighting the multifaceted nature of the senior market and its growing economic significance, particularly regarding satisfaction and loyalty. Subsequent studies address issues such as complaining behavior before and after COVID-19 (Meiners, Reucher, and Khan), perceptions of luxury fine dining (Eastman and Case), reactions to "buy online, pickup in-store" purchases (Gibson et al.), and interactions with robots (Ferber and Vaziri). The issue concludes with an investigation into panic buying behavior among seniors in developing countries (Bhattacharya et al.), showcasing the diverse research interests surrounding this vital segment.

Focusing on generational satisfaction, especially among seniors, represents a significant development in the field, acknowledging the varied needs and experiences of different age cohorts in the marketplace.

Table 12
Citation Count up to July 2025

Author(s) & Year	Google Scholar Citation Count (as of July 14, 2025)	Notes
Gibson, S., Dahl, A., & Hsu, M. (2024)	1	Very recent publication.
Eastman, J. K., & Case, F. M. (2024)	2	Very recent publication.
Ferber, T., & Vaziri, D. (2024)	3	Very recent publication.
Bhattacharya, S., Das, A., & Dalal, A. (2024)	5	Very recent publication.
Schutte, T. F., & Wind, Y. (1968)	17	Working paper; very low direct citations.
Wilson, B. (2019)	60	Book review.

Gumparthi, V. P., Srivastava, M., & Chatterjee, D. (2021)	68	
Spreng, R. A., Dixon, A. L., & Olshavsky, R. W. (1993)	68	
Day, E., & Crask, M. R. (2000)	71	
Meiners, N. et al. (2021)	75	
Loiacono, E. T., Watson, R. T., & Goodhue, D. L. (2002)	78	
Schommer, J. C., & Wiederholt, J. B. (1994)	79	
Srivastava, M., & Rai, A. K. (2013)	82	
Lee, E. J., & Overby, J. W. (2004)	83	
Yankelovic, D. (1964)	88	
Larsen, V., & Wright, N. D. (2020)	112	
Erevelles, S., & Leavitt, C. (1992)	118	
Hao, F., & Chon, K. K. S. (2022)	120	
Pham, T. H. et al. (2019)	130	
Rese, A., Ganster, L., & Baier, D. (2020)	133	
Finn, D. W., & Lamb Jr, C. W. (1991)	134	
Webb, D., & Jagun, A. (1997)	136	
Vanhamme, J., & Snelders, D. (2001)	141	
Kumar, A., Olshavsky, R. W., & King, M. F. (2001)	158	
Bei, Lien-Ti, & Chiao, Yu-Ching (2001)	167	
Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996)	172	
Matzler, K., Würtele, A., & Renzl, B. (2006)	188	
Czepiel, J. A., & Rosenberg, L. J. (1976)	189	
Prentice, C., Dominique Lopes, S., & Wang, X. (2020)	195	
Brown, G. (1952)	230	
Jang, Y. J., Zheng, T., & Bosselman, R. (2017)	240	
Hausknecht, D. R. (1990)	251	
Hunt, H. K. (1991)	267	
Cadotte, E. R., & Turgeon, N. (1988)	278	

Halstead, D., & Page Jr, T. J. (1992)	345	
Varki, S., & Colgate, M. (2001)	350	
Patterson, P. G., & Johnson, L. W. (1993)	352	
Curtis, T., Abratt, R., Rhoades, D., & Dion, P. (2011)	365	
LaTour, S. A., & Peat, N. C. (1979)	455	
Miller, J. A. (1977)	466	Chapter in edited volume.
Guest, L. (1944)	475	
Dabholkar, P. A., & Thorpe, D. I. (1994)	482	
Huang, M. H., & Rust, R. T. (2021)	830	
Herrmann, A., Xia, L., Monroe, K. B., & Huber, F. (2007)	876	
Oliver, R. L., & Westbrook, R. A. (1993)	988	
Jiang, Y., & Wen, J. (2020)	1,050	
Szymanski, D. M., & Hise, R. T. (2000)	1,065	
Westbrook, R. A., & Newman, J. W. (1978)	1,090	
Olshavsky, R. W., & Miller, J. A. (1972)	1,305	
Martineau, P. (1957)	1,325	
Mittal, V., & Kamakura, W. A. (2001)	1,385	
Mittal, V., Kumar, P., & Tsiros, M. (1999)	1,410	
Devaraj, S., Fan, M., & Kohli, R. (2002)	1,415	
Oliver, R. L. (1989)	1,476	
Lavidge, R. J., & Steiner, G. A. (1961)	1,650	
Hunt, H. K. (1977)	1,655	Chapter in edited volume.
Day, R. L. (1977)	1,722	
Ribbink, D., Van Riel, A. C., Liljander, V., & Streukens, S. (2004)	1,755	
McKinney, V., Yoon, K., & Zahedi, F. M. (2002)	1,840	
Homburg, C., Koschate, N., & Hoyer, W. D. (2005)	1,912	
Day, G. S. (1969)	1,931	
Nicosia, F. M. (1966)	1,950	

Hennig-Thurau, T., Malthouse, E. C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy, A., & Skiera, B. (2010)	1,987	
Matzler, K. et al. (2004)	2,102	
Keith, R. J. (1960)	2,648	
Katona, G. (1953)	2,710	
Swan, J. E., & Combs, L. J. (1976)	2,905	
Bolton, R. N., & Lemon, K. N. (1999)	2,943	
Verhoef, P. C. et al. (2009)	3,250	
Engel, J. F., Kollat, D. T., & Blackwell, R. D. (1968)	3,312	
Wolfinbarger, M., & Gilly, M. C. (2003)	3,921	
Smith, W. (1956)	4,210	
Gustafsson, A., Johnson, M. D., & Roos, I. (2005)	4,287	
Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005)	4,611	
Oliver, R. L. (1993)	4,621	
Novak, T. P., Hoffman, D. L., & Yung, Y. F. (2000)	4,677	
De Matos, C. A., & Rossi, C. A. V. (2008)	5,210	
Anderson, R. E. (1973)	6,785	
Grewal, D., Monroe, K. B., & Krishnan, R. (1998)	7,299	
Voss, G. B., Parasuraman, A., & Grewal, D. (1998)	7,388	
Cronin, J. J., & Taylor, S. A. (1992)	8,721	
Szymanski, D. M., & Henard, D. H. (2001)	9,211	
Yoo, B., & Donthu, N. (2001)	9,305	
Anderson, E. W., & Sullivan, M. W. (1993)	9,871	
Oliver, R. L. (1977)	11,532	
Cronin Jr, J. J. et al. (2000)	12,488	
Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985)	12,654	
Hoffman, D. L., & Novak, T. P. (1996)	12,899	
Howard, J. A., & Sheth, J. N. (1969)	17,504	

Carman, J. M. (1990)	19,567	
Zeithaml, V. A. (1988)	26,012	
Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996)	37,208	
Drucker, P. F. (1954)	42,876	
Festinger, L. (1957)	47,159	
Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988)	52,789	
Levitt, T. (1960)	57,800	
Veblen, T. (1899)	73,560	
Maslow, A. H. (1943)	137,611	
Deloitte (2022)	N/A	Market report
Francis, T., & Hoefel, F. (2018)	N/A	McKinsey report
Salesforce (2020)	N/A	Company report
Young, H. (N.D.)	N/A	Blog post/web content

AREAS FOR FUTURE RESEARCH

Identity and Satisfaction
The connection between consumer identity and satisfaction is a significant area of research with future implications. Studies indicate that satisfaction can reinforce social identity, leading to loyalty (Trail etal.,, 2005). Alignment between a product/service and a consumer's social identity also positively affects satisfaction (Ghosh Chowdhury et al.,, 2014). In the non-profit context, donor satisfaction, combined with organizational identification, increases loyalty and donations (Boenigk & Helmig, 2013). Furthermore, identification with a brand and satisfaction with its offerings strengthen consumer-brand relationships and community engagement (Popp & Woratschek, 2017). These findings emphasize that satisfaction is linked to how consumers see themselves in relation to brands and groups.

Future research can explore identity and satisfaction in emerging areas. The role of intersecting social identities in shaping satisfaction across consumption contexts is an area for future study. Understanding how environmental/ethical identities influence satisfaction with sustainable options is also important. Generational identities and their connection to satisfaction with new technologies present another research direction. The influence of fluid identities on satisfaction with personalized subscription services is also a relevant area. In a global context, the impact of cultural identity on satisfaction with global products remains an area for ongoing study. Finally, exploring satisfaction within counter-cultural groups and their unique identity-related consumption patterns offers a distinct perspective. These areas provide opportunities further to understand the fundamental relationship between identity and satisfaction.

Interactive Marketing and Consumer Satisfaction.

The evolving field of interactive marketing, characterized by personalized, engaging customer experiences driven by technology, has significant implications for customer satisfaction. Malthouse and Shankar's (2009) piece offered a concise perspective on the evolving landscape of interactive marketing, emphasizing the growing importance of personalized, engaging customer experiences driven by technological advancements. They highlighted the need for marketers to adapt to these changes by fostering two-way communication and building stronger customer relationships in the interactive environment.

Future research on the impact of interactive marketing on customer satisfaction could explore several key areas. Longitudinal studies could assess the long-term effects of interactive marketing efforts on customer retention and brand perception. Additionally, examining the role of emerging technologies, such as artificial intelligence and augmented reality, in enhancing these marketing strategies may yield valuable insights. Investigating the effectiveness of personalization versus privacy concerns, and how interactive marketing affects satisfaction across various industries, could inform tailored approaches. Cultural influences on customer satisfaction responses to interactive marketing also warrant exploration. Furthermore, understanding the emotional and psychological drivers behind satisfaction, especially in relation to trust and engagement, is critical. Researching the influence of user-generated content and evaluating the specific roles of different social media platforms in shaping customer satisfaction would further enrich understanding of this dynamic field.

RECOMMENDATIONS FOR FUTURE REPLICATION

For future research or replication, more transparent and researcher-driven methodologies may be preferable. Qualitative data analysis software such as NVivo, ATLAS.ti, or Dedoose offers robust tools for systematic coding, theme extraction, and network analysis. These platforms allow for auditable categorization and deeper interpretive engagement. Alternatively, bibliometric tools like VOSviewer or CiteSpace can be employed to visualize co-citation networks, keyword co-occurrence, and thematic clusters, providing a complementary lens on the intellectual structure of the satisfaction literature.

While this section highlights several promising directions, it is by no means an exhaustive list. The dynamic nature of satisfaction continually opens new areas could be explored that are not addressed.

CONCLUSION

Consumer satisfaction research has progressed from basic concepts to complex models, reflecting the field's increasing sophistication. Initially centered on fundamental aspects such as consumer complaints and compliments, the scope now includes various factors that affect consumer behavior and satisfaction. By examining the interactions between expectations, experiences, and outcomes, researchers have gained insights that inform both academic theories and business strategies.

The Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior plays a significant role in this progression. JCS/D&CB offers key contributions to post-consumption behavior research. By providing a platform for innovative studies, the journal has clarified the

complexities of customer satisfaction, dissatisfaction, and complaining behavior, enhancing theoretical and empirical understanding of these areas.

The journal has also identified emerging trends and underexplored areas for research. Current opportunities include investigating the impact of digital transformation on customer expectations, the role of sustainability and ethical concerns in shaping consumer loyalty, the influence of AI and machine learning in personalizing customer experiences, and the examination of Gen Z's unique needs.

JCS/D&CB has broadened the discussion of cultural, social, and psychological variables affecting perceived satisfaction and its measurement across consumer segments. This insight is vital as businesses expand globally, requiring strategies that respect cultural nuances and changing societal values.

As consumer expectations evolve with technological and societal changes, advancing research on consumer satisfaction remains crucial. This research not only contributes theoretical insights but also enables businesses to better meet consumer needs. Future research should address existing gaps, integrate cross-disciplinary perspectives, and apply new analytical techniques to advance the field. The field of consumer satisfaction research has grown significantly. *The Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* has been crucial in shaping this research. Historically, JCSDC&CB has notably contributed to understanding post-consumption decision-making and how cultural, social, and psychological factors affect satisfaction. Through its consistent publication, the journal has provided an important platform for advancing theories, improving methods, and exploring new aspects of consumer experience. As the field faces new challenges and opportunities, JCSDC&CB's commitment to rigorous research continues to guide future studies and confirm the lasting importance of consumer satisfaction in both academic discussion and real-world application.

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