

## **A BIBLIOGRAPHY OF RESEARCH IN THE AREA OF CONSUMER SATISFACTION, DISSATISFACTION AND COMPLAINING BEHAVIOR: THE YEAR 2025 IN FOURTEEN LEADING JOURNALS**

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### **ABSTRACT**

*This paper presents a 2025 bibliography of ninety-seven peer-reviewed articles published in 14 leading marketing-related journals. Specifically, the abstracts of all articles published in 2025 from the journals were read and examined for keywords and content that are consistent with the mission of the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior (JCS/D&CB). As is our tradition for JCS/D&CB readers and scholars, this paper aims to provide researchers with a useful tool to advance research and knowledge on consumers' experiences (see Stevens, 2022, 2023; Tulibaski, 2024).*

### **INTRODUCTION TO THE BIBLIOGRAPHY**

For nearly a decade, the *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior* (JCS/D&CB) has prioritized collaboration and knowledge creation surrounding consumers' experiences. In the spirit of knowledge sharing central to JCS/D&CB's values, this is the eighth bibliography of literature compiled as a resource for researchers, but only the fourth since the early 1990s (see Perkins, 1991, 1993). Stevens (2023) resumed publication of the bibliography with a thorough list of research covering the years 2010-2022, and the bibliography has been included annually since then (see Stevens, 2024, and Tulibaski, 2025). Stevens' bibliographies included thirteen leading marketing journals, but beginning last year (i.e., 2025), all articles from JCS/D&CB are also included. Including JCS/D&CB acknowledges the important contributions this journal makes to marketing research overall and consumer experience research more specifically. Similarly, this bibliography will hopefully be a resource to scholars who are less familiar with our journal, so including its published research better exposes the scholars and work being done in the journal. In total, the following journals were included in the bibliography: the *Journal of Marketing*, the *Journal of Marketing Research*, the *Journal of Consumer Research*, the *Journal of the Academy of Marketing Science*, the *Journal of Retailing*, the *International Journal of Research in Marketing*, the *Journal of Consumer Psychology*, the *Journal of Business Research*, the *Psychology and Marketing* journal, the *Journal of Services Marketing*, the *Journal of Service Research*, the *European Journal of Marketing*, the *Journal of Marketing Management*, and the *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*. In addition to creating the list of leading marketing-related journals, Stevens (2023, 2024) also developed a list of keywords related to the antecedents and consequences of consumer satisfaction. Those key words include satisfaction, dissatisfaction, complaining, complaint, compliment, retaliation, grudge, revenge, rage, brand love, brand hate, service recovery, word-of-mouth, and incivility. All of these keywords were included in this year's bibliography with two additions: brand/service failures and anti-social behaviors. These additions were warranted, given the number of articles on these topics in the consumer context.

Notable in this year's bibliography was the observation of a large increase in research on the impacts of AI and/or chat experiences on consumers, particularly regarding service failures or

consumer interactions with AI as part of the customer experience. Similarly, research on relationships or reactions to an organization or brand's social responsibility (or irresponsibility) was more prominent in this year's included journals.

The method for compiling the 2025 bibliography involved reviewing ninety-eight issues across fourteen journals. Journals were accessed either through the author's university library databases or directly from the journal publisher's website. Initially, every article's abstract was read to identify any keywords. Reading the full abstract was essential to ensure the keyword was relevant to the article's content and not merely a tag or category identifier. Similarly, not all article keywords included the keywords developed for this bibliography; reading the full abstract helped ensure nothing was left out due to mislabeling. If the abstract did not clearly discern how relevant the keyword was, then the entire article was read. Overall, this bibliography contains 120 entries published in 2025.

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