A HISTORICAL REVIEW AND FUTURE RESEARCH AGENDA FOR THE FIELD OF CONSUMER SATISFACTION, DISSATISFACTION, & COMPLAINING BEHAVIOR

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ABSTRACT

Researchers have shown increasing interest in the antecedents and consequences of consumer satisfaction, dissatisfaction, and complaining behavior (CS), with research published in a wide range of marketing journals over the past 30 years. Although CS research appears to be in the maturity stage, there is still much to learn about the topic particularly in light of contradictory findings that exist within the marketing literature. Adapting a methodology from a recent marketing education literature review, this article develops a framework to organize and review nearly 400 articles published in the *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*; identifying key research themes and future research directions aimed at developing a more complete understanding of the complex interrelationships of the antecedents and consequences of CS.

Keywords: *Consumer satisfaction, dissatisfaction, complaining behavior, literature review, content analysis*

INTRODUCTION

Marketers in both product- and service-based industries have increasingly focused on consumer satisfaction, dissatisfaction, and complaining behavior (hereafter referred to simply as consumer satisfaction or CS) as a key metric for monitoring business performance. In recognition of this increased interest, researchers have developed several CS-based indices and related measurement methods for monitoring and benchmarking customer experiences and service quality relative to other firms (Anderson et al. 1994; Fornell 1992; Fornell et al. 1996; Parasuraman et al. 1988; Reichheld 2003). In part, the business community's continued interest in consumer satisfaction is likely driven by findings that suggest satisfaction has a positive relationship with customer retention and loyalty (Anderson et al. 1997; Palmatier et al. 2006), and ultimately better firm performance via increased market share and lower marketing costs associated with retaining loyal customers (Rust and Zahorik 1993).

Although a few studies prior to the 1970s investigated consumer satisfaction issues, the late 1970s and early 1980s represent a key milestone in marketing scholarship related to the birth of modern consumer satisfaction research (Churchill Jr and Surprenant 1982; Perkins 2012b). During these formative years of CS research, the expectancy-disconfirmation (E-D) paradigm served as the predominant theoretical approach (Anderson 1973) and to this day offers a common perspective under which satisfaction is viewed - the difference between expected and perceived performance.

Perhaps tied to the increased adoption of CS metrics by practitioners, marketing scholars expanded their investigation to examine CS outcomes. As a result, the marketing literature is replete with empirical research suggesting consumer satisfaction has a positive relationship with outcomes such as customer loyalty (Lam et al. 2004; Mittal et al. 1999), repurchase intentions (Cronin et al. 2000), word-of-mouth (Brown et al. 2005), and market share (Rust and Zahorik 1993). Although the CS literature generally demonstrates a positive link to these business outcomes, conflicting results within the literature suggest there is still much to learn about the complex interrelationships between consumer satisfaction and its antecedents and consequences. For example, although empirical research supports a positive relationship between consumer satisfaction and outcomes like loyalty (Lam et al. 2004; Mittal et al. 1999), contradictory results have suggested a relatively weak link (Kumar et al. 2013) as well as others suggesting a more complex and possibly nonlinear relationship (Dong et al. 2011; Oliva et al. 1992; Picon et al. 2014). Similarly, Khan et al.'s (2012) meta-analysis suggests conflicting results related to CS and repurchase intentions. In combination, these and other contradictory findings suggest a new era of CS research is on the horizon and that there is still much to discover within the field.

A comprehensive framework is thus needed which organizes the CS literature and identifies future research directions to help fill the theoretical and empirical gaps.

The current research is driven by three research questions including (a) what research themes exist within the topic of consumer satisfaction, (b) what antecedents and outcomes of consumer satisfaction have scholars explored and what results have they found, and (c) what gaps in understanding exist that require further insight and hence more attention from researchers?

Since its inception in 1988, the *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior* (*JCSD&CB*) has served as an integral scholarly research outlet dedicated to research examining the field of consumer satisfaction. Nearly thirty years and 400 articles later, the *JCSD&CB* remains a key publication outlet for consumer satisfaction research. Moreover, many within the scholarly community credit H. Keith Hunt and Ralph Day for stimulating CS research through the creation of an annual CS conference proceeding in 1977 which led to the establishment of this CS-focused journal. Given the *JCSD&CB's* focus remains solely on issues related to consumer satisfaction, this article sets out to review the current state of knowledge within the field based on the work published within the journal over its 27 year history. The goal is lofty - - to review every conceptual and empirical article published in the *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior* in order to identify key research themes and provide recommendations for future research directions based on the current gaps in the literature. An organizing framework was created to categorize each of the 373 conceptual and empirical articles based on a number of factors.

The remainder of this article is organized as follows. First, a description of the coding methodology outlines the categorization process and provides a basis for descriptive analysis of all *JCSD&CB* articles. Next, the article highlights cross-era trends and provides a discussion based on patterns and themes among research contexts, relationships investigated, methodology/research designs, and other aspects identified via the categorization process. Finally, the article concludes with a visual framework of the antecedents, moderating variables, and consequences along with future research directions.

METHODOLOGY

It was an extensive undertaking to categorize and analyze all *JCSD&CB* articles from across the nearly three decades. The journal's coverage of CS-related topics has evolved over time to include a variety of contexts, topic areas, and sub-categories, thus making it important that the coding schema would allow for comparisons both within and across the three decades. With this as a background, a modified version of a categorization process used in a recent review of the *Journal of Marketing Education* (Gray et al. 2012) literature was followed for the purposes of managing the scope of the review. The following provides an overview of how the process was adapted for the current review:

1. *Prepared Data Files*: All articles published in *JCSD&CB* from 1988 to 2014 were placed into one of three eras with the exclusion of editor notes, prior reviews of *JCSD&CB*, and bibliographic entries: 1988-1997, 1998-2007, and 2008-2014. The author(s), title, volume, and abstract from each article were entered into a database.

2. *Identification of Categorization Rubric & Potential Categories:* Recent reviews authored by Davidow (2012) and Perkins (2012a) along with review pieces from early issues of *JCSD&CB* by Hunt (1993) and Swan and Trawick (1993) were examined to identify potential topical categories. The purpose of this step was to identify a manageable set of consumer satisfaction topical areas as part of the coding rubric to create consistency in coding across the 27 issues and thus better comparison within and across the three eras. Additionally, other dimensions were identified as important to attempt to categorize such as: type of article (conceptual or empirical); research design (exploratory, descriptive, or experimental); data collection methods (qualitative, quantitative); sample used (student, non-student); antecedents, moderators, and outcomes investigated; and context (geographic scope, B2C vs. B2B, product vs. service).

3. *Conducted Initial Categorization:* Next, the authors reviewed each article in-depth to identify the primary, secondary, and tertiary topics and record the articles other attributes in accordance with the initial categorization rubric.

4. *Refinement of Coding Rubric:* The complexity of CS and the interrelationships between many different aspects makes it particularly difficult to select a primary category for each article. Many of the *JCSD&CB* articles typically involve complex

interrelationships with (dis)satisfaction as a mediating variable. Therefore, initial categorization followed a relaxed iterative process which allowed for modification of categories and identification of new factors of interest during the review. As such, each article was reviewed multiple times to ensure capture of all relevant attributes for each article. Additionally, two marketing scholars familiar with the consumer satisfaction literature reviewed the coding rubric and a sample of articles to check for reliability and validity of the coding process. Discussions led to the development of broader topical categories and a more refined categorization process. Table 1 provides the final categories.

TABLE 1: ARTICLE CATEGORIES AND DESCRIPTIONS

Category	Description
CS Antecedents	Articles focused on exploring (dis)satisfaction formation related to products, services, and/or integrated product-service satisfaction with focus on attitudinal, cognitive, social, and demographic based antecedents.
CS Methods/ Measurement	Articles discussing issues related to the methodologies or measurement of CS including scale development, construct development, and/or potential measurement issues stemming from measurement scales, contexts, etc.
Complaining & Complimenting Behavior	Articles focusing on complaining/complimenting behaviors including word-of-mouth (negative and positive). Articles address issues related to the different types of complaining or complimenting behaviors, antecedents, and/or outcomes the behaviors.
Conceptual	Articles focused on providing reviews of the CS literature and building new conceptual frameworks without empirically testing.
CS Outcomes (non-CB)	Articles focused on examining the relationships between (dis)satisfaction and outcomes other than complaining/complimenting behaviors. Articles within this category include those examining the relationships between satisfaction and loyalty, repurchase intentions, and/or firm performance (i.e. service-profit chain).
Complaint Management/ Response	Articles addressing organization's handling and response to "consumer" complaints including management of the process, responses to complaints, "consumer" satisfaction with complaint redress, and third-party organizations.
CS & Decision Making	Articles which examine CS-issues in relation to the consumer decision making process.
CRM & Segmentation	Articles address the role of CS issues in customer relationship management and/or how firms can use CS for customer segmentation purposes.

DISCUSSION OF RESULTS

An overview of the frequency of categorical coverage from 1988 to 2014 is first presented to organize the discussion of the CS literature. Following the overview across all years, a comparison across the three eras provides a discussion of the evolution of topic areas across *JCSD&CB*'s 27 years in existence. Finally, this section provides an examination of the research contexts including product vs. service, B2B vs. B2C, geographic scope, and methodologies/data analysis utilized by researchers.

Overall Summary of Publications by Category

Table 2 provides an overview of the coverage of articles by category within each era and overall from 1988 to 2014. Since the number of articles varies across the three eras, the percentage of articles within each era allows for direct comparisons of topical coverage across eras.

CS Antecedents was the most popular area in terms of article count (n=95) and overall percentage (25.5%) across the 27 years. As shown in Table 1, articles within the CS Antecedents category focus on the formation of (dis)satisfaction across a variety of research contexts. Much of the research within this category investigated multiple explanatory variables across attitudinal, cognitive, and psycho-social dimensions. Additionally, many studies of the formation of CS included the explanatory impact of demographic characteristics such as gender, age, income, and ethnicity. However, relatively few (n=4) studies examined the antecedents to (dis)satisfaction through cross-cultural samples.

CS Methods/Measurement (n=71; 19.0%) and *Complaining/Complimenting Behavior* (n=70; 18.8%) are the next two most popular categories covered in the journal's history. Specific to *Methods/Measurement*, the measurement of CS and related constructs has drawn significant research attention over the years, resulting in a variety of measurement scales (scale development: n=24; 33.8%). Given the variety of measurement scales, a second sub-topic within the Methods/Measurement category includes studies presenting direct comparisons of the measurement of CS constructs by evaluating the difference in results across various models/scales (n=22; 31.0%). Finally, articles discussing other method/measurement-related issues (n=17; 23.9%) introduce new methods (i.e. critical incident technique, intensity comparison method, memory-work method), address measurement context issues, or discuss issues related to the applied measurement of satisfaction by practitioners.

Articles within the *Complaining/Complimenting Behavior* category primarily address consumers' complaining behaviors (n=60; 85.7%), with only two articles specifically focused on complimenting behavior. Research on word-of-mouth (WOM), both negative and positive, account for the remaining sub-topics within the complaining/complimenting behavior category (n=8) (while WOM is addressed in a variety of other articles, only eight

TABLE 2: NUMBER AND PERCENTAGE OF ARTICLES BY CATEGORY

Category	1988-1997		1998-2007		2008-2014		1988-2014		Range %
	n	Era %	n	Era %	n	Era %	n	Overall %	
CS Antecedents	66	33.2	25	20.5	4	7.7	95	25.5	7.7-33.2
CS Methods/Measurement	34	17.1	27	22.1	10	19.2	71	19.0	17.1-22.1
Complaining & Complimenting Behavior	34	17.1	24	19.7	12	23.1	70	18.8	17.1-23.1
Conceptual	31	15.6	16	13.1	7	13.5	54	14.5	13.1-15.6
CS Outcomes (non-CB)	11	5.5	13	10.7	7	13.5	31	8.3	5.5-13.5
Complaint Management	11	5.5	10	8.2	2	3.8	23	6.2	3.8-8.2
CS & Decision Making	9	4.5	4	3.3	3	5.8	16	4.3	3.3-5.8
CRM & Segmentation	3	1.5	3	2.5	7	13.5	13	3.5	1.5-13.5
Totals	199	100.0	122	100.0	52	100.0	373	100.0	

primarily focus on this aspect). Much of the research within complaining behaviors builds off of Hirschman's exit-voice-loyalty model (1970) and Singh's (1988) taxonomy of complaining behaviors. The principal perspective taken within this stream of research concentrates on the consumers' decision to voice complaints publicly, privately, or via third-party organizations. Exceptions to this include studies which investigate consumers' engagement in post-consumption actions like grudgeholding, retaliation, and/or store avoidance (Aron 2001; Huefner et al. 2002; Huppertz 2003; Otto et al. 2004). In addition to addressing the types of actions/behaviors taken, articles within this category address the antecedents and/or outcomes of complaining or complimenting.

Although a majority of articles in *JCSD&CB* test different models, a number of articles present integrative reviews of the CS literature without empirically testing the proposed *Conceptual Frameworks* (n=54; 14.5% overall). The two most common framework sub-topics were satisfaction formation (n=20; 30.7%) and complaining behavior (n=14; 25.9%). In combination, *CS Antecedents*, *CS Methods/Measurement*, *Complaining/Complimenting Behavior*, and *Conceptual Frameworks* account for 77.8% of the articles published in *JCSD&CB*.

The remaining four categories each account for less than ten percent of the total articles published in the journal. *CS Outcomes* (n=31; 8.3%) address the various consequences of satisfaction other than complaining behaviors. The sub-topic coverage suggests a number of complex interrelationships between satisfaction and loyalty (n=15), repurchase intentions (n=12), firm performance (n=2), and non-complaining responses to dissatisfaction (n=2). *Complaint Management* (n=23; 6.2% overall) articles report on issues related to firms' handling of the complaint process, complaint redress, and third-party complaint agencies. *CS & Decision Making* (n=16; 4.3% overall) articles cover CS in relation to the consumer decision making process with emphasis on the use of different comparison/evaluative standards or information and changes over the pre- and post-purchase stages. Finally, *CRM & Segmentation* (n=13; 3.5% overall) articles focus on relationship management aspects as well as how firms can use CS for segmentation purposes.

Comparing Categories Across Eras

Although it is challenging to provide a comprehensive review of categorical coverage trends across the three eras, Table 2 and Figure 1 enable some insights. First, although *CS Antecedents* account for the most articles and greatest overall percentage across the three eras, there is a steady decline in coverage of this category since the formative years of *JCSD&CB* (33.2% of articles in 1988-1997 era; 20.5% from 1998-2007; 7.7% 2008-2014). As a relatively new field at the time the journal launched, enhancing our understanding of the precursors to (dis)satisfaction formation was an important research priority. The decreased coverage of this category is thus reflective of the maturation of the CS literature and movement toward investigating the consequences/outcomes of (dis)satisfaction. However, it is unlikely scholars have identified all of the precursors to (dis)satisfaction and this trend does not suggest there is nothing to learn in terms of its causes, particularly given recent contradictory findings suggesting moderating influences exist.

Second, the coverage of *CS Methods/Measurement* (17.1%; 22.1%; 19.2%) and *Complaining & Complimenting Behavior* (17.1%; 19.7%; 23.1%) consistently appear as one of the top three categories in each era and suggest these topics remain of interest to scholars and the *JCSD&CB*. Of note, the coverage of *Complaining & Complimenting Behavior* is on an upward trend, accounting for the largest percentage of articles within the current era (2008-2014). Similarly, coverage of *CS Outcomes (non-CB)* (5.5% to 13.5%) and *CRM & Segmentation* (1.5% to 13.5%) have increased over time, each reaching over 10% in the current era. Coverage of sub-topics like satisfaction's relationships with loyalty, repurchase intentions, and performance are of increased importance to both practitioners and scholars given firms' growing use of customer satisfaction measurement programs. Scholarly research examining the outcomes of these programs has thus experienced a surge in importance. Meanwhile, the growing coverage of satisfaction's role in *CRM & Segmentation* reflects an amplified focus on the sub-topic of CS-relationship management aspects.

FIGURE 1: CATEGORICAL TREND LINES BY ERA
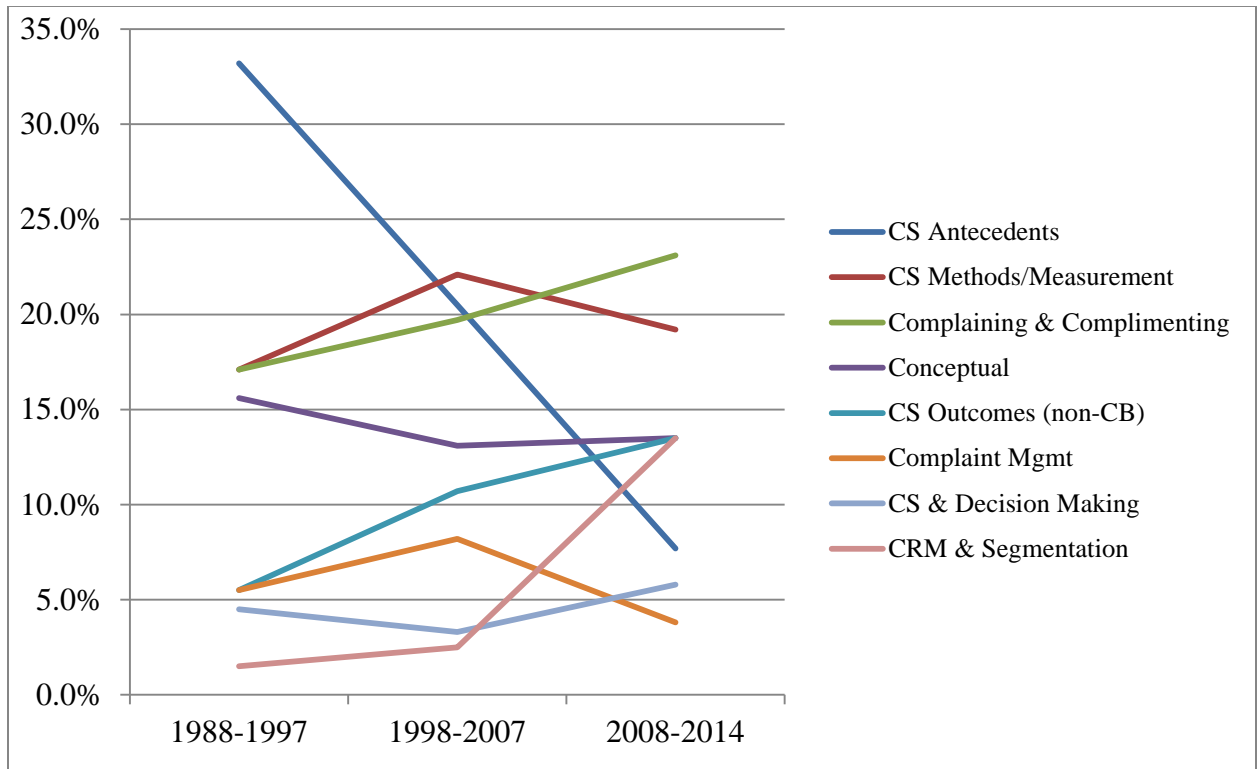
Analysis of Content by Era

This section provides a discussion of content by era and highlights differences within each era based on sub-topics.

1988-1997: The Formative Years of CS Research

Era introduction: Ralph L. Day and H. Keith Hunt created the *Journal of Consumer Satisfaction Dissatisfaction & Complaining Behavior* after several years of CS-conference proceedings. Since its inception, the journal's primary objective has been to serve as a dedicated research outlet for what at the time was a growing research interest in consumer satisfaction among both scholars and practitioners. In part, the journal's start can be traced to interactions with the Federal Trade Commission (FTC) and thus was firmly grounded in research of relevance to practitioners (Perkins 2012b). Readers interested in an in-depth historical perspective on the CS field's birth and the development of *JCSD&CB* should refer to the narrative provided by Day and Perkins (1992).

Content discussion: Published articles from *JCSD&CB*'s beginning stage suggest authors focused

on increasing the understanding of the underlying principles of CS and its measurement, and laid the groundwork for future research in the field. In fact, over half (53.6%) of all articles from *JCSD&CB* appeared during these formative years. Coverage of *CS Antecedents* (n=66; 33.2% of era), *Methods/Measurement* (n=34; 17.1%), *Complaining/Complimenting Behavior* (n=34; 17.1%), and *Conceptual Frameworks* (n=31; 15.6%) were the most popular topics, accounting for 83% of the 199 articles during the era.

Not surprisingly, 12 of the 16 most highly cited articles as found on Google Scholar are from the formative years and account for over 2,600 citations (see Table 3 for a list of the most cited articles from the journal's history). Although much of the other early literature in *JCSD&CB* on *CS Antecedents* focused on understanding the explanatory impact of demographic characteristics, during this era researchers began to examine the emotional drivers of satisfaction and the discrete emotional dimensions of the CS construct. The most cited article from

Richard L. Oliver (1989) provides one of the early conceptual frameworks extending the disconfirmation perspective to include the emotional drivers of satisfaction. In his model, Oliver suggested that consumers' post-purchase affective experience and attribution phase are key determinants of satisfaction beyond pre-purchase expectations. Accordingly, researchers began to examine satisfaction beyond the cognition-driven perspective associated with the disconfirmation paradigm to explore the emotional dimensions and drivers of CS/D (Hausknecht 1988; Muller et al. 1991; Nyer 1997; Oliver and Westbrook 1993).

Another salient issue addressed during the formative years of *JCSD&CB* is the comparison of different models, scales, and standards used in measuring CS (Erevelles and Leavitt 1992; Hausknecht 1990; Patterson and Johnson 1993; Woodruff et al. 1991). Erevelles and Leavitt (1992) compared the effectiveness of different models of (dis)satisfaction under different situations, suggesting CS measurement may be context driven and in part explains the development of multiple CS scales. Similarly, Woodruff et al. (1991) discussed the diagnostic implications of using different comparison standards prevalent in the CS literature. Despite different conceptualizations, expectation-based comparison standards continue to dominate the extant literature. Woodruff et al. noted potential

measurement issues may exist due to consumers having multiple comparison standards in mind at a given point in time and questioned the appropriateness of standards for different situations such as changes in usage situations, performance of competitive products, and other aspects. In combination, articles in the formative years were often suggestive that CS related research may be context or situation-specific, while calling for more consistent conceptualization of CS constructs and research to develop a more comprehensive understanding of CS.

Research on consumers' complaining behaviors (CB) during the formative years in *JCSD&CB* examined the drivers of complaining along with CB's impact on repurchase intentions, negative word-of-mouth (WOM) and other outcomes. During the formative years, articles within this topic primarily focused on the complexity of CB while exploring the drivers beyond consumers' perceived success of complaining, attitudes toward complaining, and product importance. Blodgett and Granbois' (1992) conceptual model integrated multiple research streams to depict complaining behavior as a complex and dynamic process during which consumers' perceived justice of the complaint redress greatly influences the outcome of complaining behavior (e.g. negative word-of mouth, exit, third party complaints). Blodgett (1994) later empirically validated the impact of perceived justice with the complaint redress on

TABLE 3: MOST CITED ARTICLES[1]

Author	Category	Year	Citations
Oliver	Conceptual	1989	649
Bloemer & Odekerken-Schroder	CS Outcomes	2002	336
Erevelles & Leavitt	Conceptual	1992	307
Cadotte & Turgeon	Complaining Behavior	1988	272
Halstead & Page Jr.	Complaining Behavior	1992	257
Day & Crask	Conceptual	2000	187
Hausknecht	Method/Measurement	1990	185
Blodgett & Granbois	Conceptual	1992	179
Oliver & Westbrook	CS Antecedents	1993	164
Davidow	Complaint Management	2003	155
Goodwin & Ross	Complaint Management	1989	148
Patterson & Johnson	Conceptual	1993	147
Woodruff et al.	Conceptual	1991	142
Spreng et al.	Conceptual	1993	108
Wright & Larsen	CS Antecedents	1993	105
Halstead	Complaining Behavior	2002	104

[1] Based on Google Scholar citation counts >100 as of the end of November 2015.

both negative WOM and repatronage intentions. Similarly, Kolodinsky (1992) underscoreed the complex, recursive, and simultaneous nature of consumers' complaints and marketers' redress while estimating complaining, resolution, and repurchase. Halstead and Page's (1992) study offered contrary findings from prior studies suggesting complainers have higher repurchase intentions than non-complainers, but also showed satisfaction with complaint resolution is likely to result in higher repurchase intentions among complaining consumers initially dissatisfied with the product. The extension of complaining behavior outcomes including brand/store avoidance and consumer grudgeholding also were popular CB sub-topics during the first era. In combination, the studies in the initial era demonstrate CB is a complex, dynamic process, outlining the importance of marketers' redress and consumers' perceived justice of the resolution in determining engagement in repurchase, negative WOM, avoidance, and other behaviors.

1998-2007: "Finding 'Delight,' 'Value,'& Other Consequences in CS Literature"

Era introduction: Hunt and Day served as co-editors of the journal until Day's passing in 1999. Hunt continued to serve as editor until 2005 when Stephen A. Goodwin took over as JCSD&CB editor. Published articles from JCSD&CB's second era show that the journal and marketing scholars increasingly focused on investigating the consequences of consumer (dis)satisfaction along with enhancing the measurement and methodologies of CS research. However, research also addressed different dimensions of satisfaction with continued focus on exploring the emotional aspects which surfaced during the first era.

Content discussion: Similar to the first era, CS Methods/Measurement (n=27; 22.1% of era), CS Antecedents (n=25; 20.5%), and Complaining/Complimenting Behavior (n=24; 19.7%) remained the three most popular topics in the second era. However, the second era of JCSD&CB indicates decreasing focus on research exploring CS Antecedents (33.2% in first era down to 20.5%); with research during this era increasingly focused on refining CS Methods/Measurements (17.1% up to 22.1%) and investigating CS Outcomes (5.5% up to 10.7%).

Building on literature from the first era, researchers in the second era delved into the affective state and emotional aspects of satisfaction. As an example, the investigation of the customer delight construct and its relationship to satisfaction was of particular interest during the second era of JCSD&CB. Building on marketing literature which introduced the concept of delight, research during the second era reflects a growing interest in the exploration of both the precursors and outcomes of the customer delight construct. Customer delight references an individual's positive affective state consisting of high levels of satisfaction stemming from elements of surprise (Vanhamme and Snelders 2001) and joy (Söderlund and Rosengren 2004) in relation to the individual's expectations and performance judgments. However, Kumar et al. (2001) suggested prior contradictory findings on customer delight were in part due to the possibility that consumers can be delighted independent of surprise when they are captivated by a product/service experience. Research within JCSD&CB also indicates customer delight is related to repurchase intentions (Hicks et al. 2005), positive WOM, and complimenting behaviors (Kraft and Martin 2001; Otto et al. 2005; Payne et al. 2002). However, research during this era also highlighted potential issues related to measuring the varying intensity of CS-related emotion constructs (Ganglmair and Lawson 2003). Finally, researchers also suggested the multi-dimensional nature of CS emotion constructs such as delight (Kumar et al. 2001) and joy (Söderlund and Rosengren 2004) which appear to add more complexity to CS measurement given the ease in which consumer emotions as well as other factors might change over their relationship with a firm. Similarly, research within the topic of Complaining/Complimenting Behavior during the second era enhanced our understanding of the influence of emotions while further examining consumers' responses to dissatisfaction. Research on this topic suggested emotion is a catalyst to many of behavioral responses to dissatisfaction such as brand/store avoidance, grudgeholding, negative WOM, and retaliation (Aron 2001; Halstead 2002; Huefner and Hunt 2000; Huefner et al. 2002; Otto et al. 2004). In combination, articles on delight and other emotional aspects of satisfaction during the second era highlighted a range of emotional dimensions

related to CS and its consequences while highlighting measurement issues related to the affective states or emotions of consumers.

Value was also of emerging interest in the marketing literature and explored in the second era of *JCSD&CB* with a focus on defining the concept and exploring its relationship to decision making, satisfaction, and loyalty (Day and Crask 2000; Salegna and Goodwin 2005; Sánchez-Fernández and Iniesta-Bonillo 2006). In one of the highly cited articles of the journal's history, Day and Crask (2000) outlined seven key tenets of value while conceptualizing an individual's value assessment in terms of perceived risk as a key determinant of (dis)satisfaction. However, Day's (2002) qualitative study of consumers' value assessment indicated consumers only consider value during/after purchase on some rather than all occasions, thereby suggesting consumer value assessment processes are likely to be context-driven and different between consumer segments based on perceived sacrifices. Similarly, Sánchez-Fernández and Iniesta-Bonillo (2006) found multiple conceptualizations and uses of 'consumer value' within the marketing literature and suggest a consumers' value assessment can occur at varying points of the decision process to evaluate tangible and intangible aspects. Moreover, the consumer judgment of these elements is likely to be context driven by time, place, and circumstances of the value assessment. Together, studies on value in the *JCSD&CB* reflect the emerging interest in this topic across the marketing literature and indicate some of the conflicting findings may be due to diverse conceptualizations of value in the marketing literature, while others suggest the circumstances surrounding value assessment may also play a significant role.

Finally, the satisfaction-loyalty link was a key focus during the second era as part of the growing emphasis on *CS Outcomes*. Many of the studies in this era of *JCSD&CB* investigate the complexity of satisfaction-loyalty link by examining mediating and moderating influences. For example, Bloemer and Odekerken-Schroder (2002) noted that an individual's relationship proneness is an important precursor, while trust and commitment mediate the satisfaction-store loyalty link. Taylor and Hunter(2003) showed brand attitude mediates the satisfaction-loyalty relationship in a B2B eCRM setting. Solvang's (2007) findings from the furniture and grocery industries suggested the satisfaction-loyalty link with repurchase intentions may vary by industry as loyalty had a

stronger effect on repurchase decisions in grocery stores. Meanwhile, Wangenheim (2003) identified moderating situational characteristics (product importance, purchase uncertainty, switching costs, relationship duration) which are likely to have differing effects on the satisfaction-loyalty link. In addition to the drivers of customer loyalty and the satisfaction-loyalty link, another sub-topic related to loyalty during the second era examines the different types/dimensions of loyalty. Authors separately explored brand, sales, and after-sales loyalty (Bloemer and Pauwels 1998), store loyalty (Bloemer and Odekerken-Schroder 2002), service provider loyalty (Salegna and Goodwin 2005), along with different loyalty dimensions (e.g. active vs. passive loyalty) (Wangenheim 2003). Together the findings of these studies suggest a satisfaction-loyalty link exists; however, the strength of the relationship is likely to differ based on the type or dimension of loyalty investigated as well as several mediating and/or moderating influences.

2008-2014: "Advocating for a Reinvigoration of CS Research"

Era introduction: Although incomplete, the third era signifies the further maturation of the CS literature with an increased focus on investigating the consequences of (dis)satisfaction and complaining behaviors. The emerging importance of customer relationship management (CRM) in the marketing literature has also received increased attention within *JCSD&CB* during the first seven years of the current era.

Content discussion: Published articles from the current era of *JCSD&CB* suggest the CS field continues to mature and increasingly focus on the consequences of CS and CB as well as the relationship management aspects. *Complaining & Complimenting Behavior* is currently the most popular topic in the current era (n=12; 23.1% of era). *CS Methods/Measurements* (n=10; 19.2%), followed by *Conceptual*, *CS Outcomes (non-CB)* and *CRM & Segmentation* (each include n=7; 13.5%) are the next most popular. Of note, both *CS Outcomes* and *CRM & Segmentation* represent topics of growing interest relative to their coverage in the first 20 years of the journal.

To date, much of the research within the current era on *Complaining/Complimenting Behavior* enhances our understanding of the antecedents of consumers' complaining behaviors. Early studies

within the era examine antecedents such as differences between the precursors of public and private complaining behaviors (Fox 2008), the role of interpersonal influence (Yan and Lotz 2009), and the influence of loyalty on complaining behaviors (Ashley and Varki 2009). Research examining consumer perceptions of organizational responses to consumer redress suggest the differing importance of assuming responsibility and ease of alleviating negativity in product versus service-based failures (Bolkan and Daly 2008). Meanwhile, a recent study highlighted the mediating role of perceived justice between organizational responses and consumer satisfaction with complaint handling and outlines multiple research directions to expand our understanding of consumers' post-complaint behavior (Davidow 2014). Despite growing interest in consumer perceptions and reactions to marketers' redress efforts, relatively little research examined the firms' or marketers' perspective of complaint management (Audrain-Pontevia and Kimmel 2008). Similar to the prior era, research investigating *CS Outcomes* examining satisfaction's link to loyalty and repurchase intentions/behaviors (Akhter 2010; Leingpibul et al. 2009) as well as firm performance (Powers and Valentine 2008) remains of interest. A key question includes what other links might exist? Finally, positive and negative word-of-mouth (WOM) is a popular sub-topic within articles on *Complaining/Complimenting Behaviors* in the current era. Lee and Romaniuk (2009) examined the relationships between switching costs, switching intentions, and WOM. Although prior research suggests high switching costs tend to trigger negative WOM, Lee and Romaniuk offered a framework suggesting that the combination of switching costs and switching intentions plays a key role in retention and customers' engagement in positive or negative WOM. Additionally, as digital marketing and marketers' multi-channel efforts continue to grow, the investigation of factors that elicit offline and online consumer advocacy is of increased importance. Bechwati and Nasr (2011) investigated what leads consumers to recommend a product/firm and how the triggers differ in online vs. offline contexts. Their findings suggest that the concept of delight is an important driver of online recommendations while multiple external and internal triggers lead to offline recommendations. This leads us to wonder whether consumers' satisfaction with a particular marketing channel might influence consumer satisfaction with the company/brand. Similarly, does satisfaction (or delight) with a social media platform influence a consumers' propensity to complain via that channel? Finally, Lange and Hyde (2013) provide a review of sixty years of WOM literature and suggest commitment, trust, and customer satisfaction are three key antecedents of WOM while identifying a number of affective, cognitive, and behavioral outcomes. Additionally, their model offers areas requiring more insight on marketers' potential influence on managing the creation and sharing of customer WOM. In combination, the recent exploration of WOM research within JCSD&CB suggests a potential avenue for future research including continued exploration of the similarities and differences in the antecedents, management of, and consequences of WOM across both positive and negative WOM dimensions.

RESEARCH DESIGNS

Table 4 provides a breakdown of coverage across and within the eras related to research designs, contexts, and geographic scopes. The following section provides a synopsis of the trends and key findings.

TABLE 4: NUMBER AND PERCENTAGE OF ARTICLES BY RESEARCH DESIGN, METHODOLOGY, DATA COLLECTION, AND SAMPLE

	1988-1997		1998-2007		2008-2014		1988-2014		
Context	n	Era %	n	Era %	n	Era %	n	Overall %	Range %
B2C	141	91.0%	87	92.6%	38	86.4%	266	90.8%	86.4%-92.6%
B2B	9	5.8%	6	6.4%	5	11.4%	20	6.8%	5.8%-11.4%
G2C or G2B[2]	5	3.2%	1	1.1%	1	2.3%	7	2.4%	1.1%-3.2%
Design									
Descriptive	120	59.4%	73	59.8%	30	56.6%	223	59.2%	56.6%-59.8%
Conceptual	35	17.3%	20	16.4%	8	15.1%	63	16.7%	15.1%-17.3%
Experimental	25	12.4%	13	10.7%	12	22.6%	50	13.3%	10.7%-22.6%
Exploratory	22	10.9%	16	13.1%	3	5.7%	41	10.9%	5.7%-13.1%
Method									
Quantitative	132	84.1%	73	75.3%	39	84.8%	244	81.3%	75.3%-84.8%
Qualitative	19	12.1%	12	12.4%	5	10.9%	36	12.0%	10.9%-12.4%
Both	6	3.8%	12	12.4%	2	4.3%	20	6.7%	3.8%-12.4%
Data Collection									
Survey	102	52.6%	51	44.0%	25	47.2%	178	49.0%	44.0%-52.6%
Literature Review	36	18.6%	19	16.4%	8	15.1%	63	17.4%	15.1%-18.6%
Experiment	25	12.9%	13	11.2%	12	22.6%	50	13.8%	11.2%-22.6%
Mixed	9	4.6%	13	11.2%	4	7.5%	26	7.2%	4.6%-11.2%
Content Analysis	8	4.1%	6	5.2%	0	0.0%	14	3.9%	0%-5.2%
Ethnography/Case Study	2	1.0%	7	6.0%	0	0.0%	9	2.5%	0%-6.0%
Interviews	7	3.6%	0	0.0%	2	3.8%	9	2.5%	0%-3.8%
Secondary Data	1	0.5%	4	3.4%	1	1.9%	6	1.7%	0.5%-3.4%
Focus Groups	4	2.1%	1	0.9%	0	0.0%	5	1.4%	0%-2.1%
Other	0	0.0%	2	1.7%	1	1.9%	3	0.8%	0%-1.9%
Sample									
Non-Student	110	72.8%	61	67.8%	24	53.3%	195	68.2%	53.3%-72.8%
Student	41	27.2%	29	32.2%	21	46.7%	91	31.8%	27.2%-46.7%

[2] G2C/G2B refers to Government to Consumer/Business

Geographic Scope & Cross-Cultural Research: The journal has attracted scholars from around the globe with research samples investigating consumer satisfaction issues in a variety of countries. Although many geographic contexts are investigated, most of the research published within *JCSD&CB* does not focus on cross-cultural comparisons, with a majority focusing only on the U.S. (n=212; 73.1%). Only 15 (5.2%) of the articles included samples from multiple countries/cultures and thus focused on noting cross-cultural or cross-national differences. Many of these cross-cultural articles primarily focused on issues related to complaining behavior. Based on this, there appears to be a lack of research exploring cross-cultural differences that use samples from multiple countries and investigate a variety of CS issues.

B2B vs. B2C Context: A vast majority (90.8%) focus on CS issues in a B2C context. Prior reviews of the journal's foundation and history have called for increased inclusion of business-to-business related research (Perkins 2012a). Based on the review of all articles, only 20 (6.8%) of the non-conceptual articles have explored issues in a B2B context. Although, the current era is not complete, the coverage of CS in B2B contexts has increased across the first three eras (5.8% to 11.4%; see Table 4 for details). However, there remains a lack of CS research within the B2B context. Despite its name, the *JCSD&CB* continues to be interested in CS research beyond just the "consumer" context and represents a new perspective for advancing the CS field.

Research Designs, Methodology, Data Collection, & Samples: Table 4 shows the classification of articles by research design, methodology, data collection, and sample type overall and across eras. As noted earlier, articles focusing on research methods and measurement issues are common across the journal's history, with articles using a variety of research designs and methodologies. In general, the classification suggests relatively similar patterns in utilization of specific research designs, methodologies, data collection methods, and sample types across eras.

Research Design: A majority of the articles follow an empirical design (only 16.7% are conceptual); with over half of the articles in *JCSD&CB* utilizing a descriptive research methodology (59.2%). The remaining articles apply an experimental (13.3%) or exploratory (10.9%) research design. Although

relatively similar across the journal's history, experimental research designs are more prevalent within the current era (12.4% from 1988-1997, 10.7% from 1998-2007, and 22.6% from 2008-2014).

Methodology: A majority of studies employ quantitative (n=244; 81.3%) research methods; with relatively few using qualitative (12.0%) or a combination (6.7%) of the two. Perhaps enhanced understanding of the process of CS/CB will come from additional research employing qualitative or mixed method designs?

Data Collection: Survey-based data collection (49.0%) is the most common – with most of these studies using cross-sectional surveys. Literature reviews (17.4%) and experiments (13.8%) are the only other data collection methods used in more than 10% of the published articles. Mixed (7.2%) data collection includes combined data collection such as interviews and focus groups, interviews and surveys, or focus groups and surveys.

Samples: A majority of studies across the journal's history collect data using non-student samples (68.2%). However, a comparison across eras suggests student samples have become more prevalent in the *JCSD&CB* (includes 27.1% of articles in 1988-1997 era; 32.2% from 1998-2007; 46.7% 2008-2014). While studies investigating student satisfaction with education-related aspects account for some of the utilization of student samples, the increase in student samples also reflects an increase in the use of experimental-based research designs. Despite students being consumers of many products/services, the trend toward more student samples is concerning in that their satisfaction and complaining behaviors are likely to differ from more experienced consumers.

Data Analysis: Most of the articles apply multiple data analysis techniques to test the stated hypotheses making it difficult to categorize and analyze trends in data analysis techniques. Of note, authors have increased their use of structural equation modeling (path analysis) across the three eras (11.3%; 14.2%; 27.9%) as they examine complex, sequential interrelationships.

DISCUSSION & FUTURE RESEARCH DIRECTIONS
A complete review of 373 articles published in the *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior* provides a historical perspective on research examining the field of consumer satisfaction, dissatisfaction, and

complaining behavior (CS). Considering the journal's start was in part driven by interactions with the Federal Trade Commission (FTC) and Better Business Bureau (Day and Perkins 1992), one would hope the research streams in *JCSD&CB* remain relevant to practitioners. Researchers are encouraged to continue to highlight both theoretical and managerial implications while leveraging relationships with firms to examine CS issues in non-student samples. The following section provides a discussion of future research directions organized by most popular topic across the journal's history. Figure 2 provides a high-level categorization of common variables investigated in *JCSD&CB* by topic. Although not inclusive of all variables investigated, the framework provides a way of visually organizing the common interrelationships examined in CS research. Similarly, the suggested research directions provided here are by no means exhaustive of all potential research avenues. Rather, the review of the trends in research topics from across the journal's history helped identify gaps in the literature and topic areas likely to be of growing interest to marketing scholars.

FIGURE 2: CONSUMER SATISFACTION LITERATURE OVERVIEW[3]

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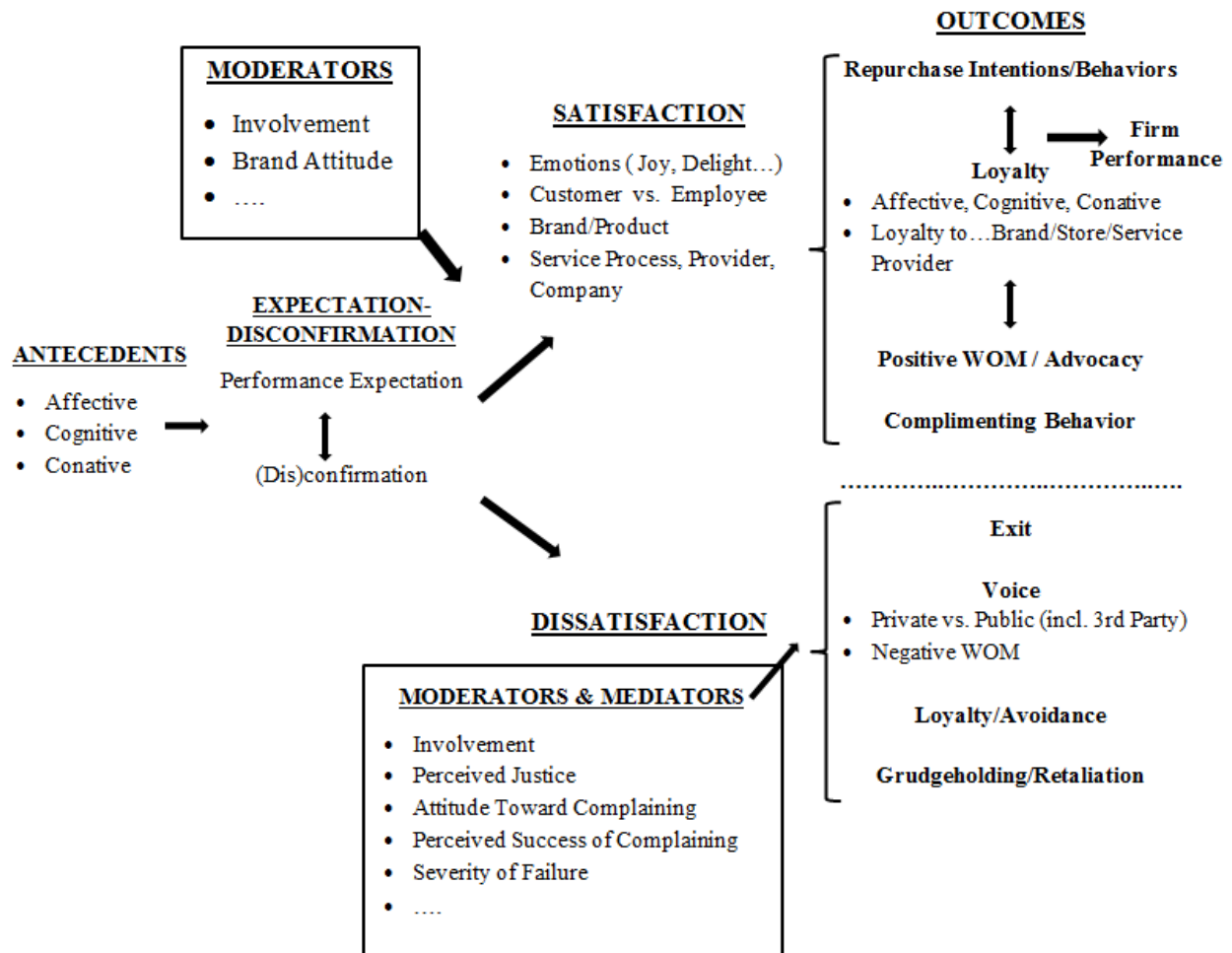
[3] The items identified in the figure are only representative of the CS literature in *JCSD&CB* and do not constitute either an extensive or a comprehensive mapping of the literature in *JCSD&CB* or the CS domain.

CS Antecedents: Research on the antecedents of customer satisfaction accounts for the largest percentage of articles in the journal's history (25.5%). However, scholars have shifted their focus toward other topics within the current era (only 7.7%). Yet, there appears to be much to learn in terms of the moderating influences which lead to (dis)satisfaction as well as addressing issues with measurement of the expectancy-disconfirmation paradigm. Over the years, researchers examined several antecedents and moderating influences leading to consumers (dis)satisfaction beyond demographic characteristics and cognitive elements. Consumers' expectations along with their judgment of performance, quality, and/or value are frequently investigated as part of the expectancy-disconfirmation paradigm (Patterson and Johnson 1993; Perkins 2012a). Despite its dominance in research on CS/D, the expectancy-disconfirmation paradigm is not without conceptual flaws (Olshavsky and Kumar 2001) and research suggests consumers might reference a variety of possible comparison standards (Woodruff et al. 1991). Additionally, measurement issues exist in that the frequent use of cross-sectional studies means consumers' expectations of performance are often measured at the same time as the performance evaluation and thus may not be reflective of the consumers' preconceived expectations but rather represent "retrieved expectations" (Halstead 1993). While research within consumer behavior examines how consumers form their expectations, a valuable contribution to the CS literature may include a more focused examination of how these expectations change particularly in situations where consumers/businesses choose to repurchase a product/service either from the same brand/store or select a competing product/provider. Additionally, perhaps the next era of _JCSD&CB_ will present alternative theories of satisfaction formation beyond the common expectation-disconfirmation perspective along with better ways of measuring expectations.

The extant literature also suggests satisfaction is a multi-dimensional construct (Mackoy and Spreng 1995). For example, satisfaction with different attributes (e.g. product, service experience, service provider) as well as the affective and emotional drivers of satisfaction received increasing research attention over the years identifying the different emotional dimensions of satisfaction such as joy, surprise, and delight (Aurîer 1994; Oliver and Westbrook 1993; Söderlund and Rosengren 2004;

Vanhamme and Snelders 2001). What other satisfaction dimensions exist which are relevant across contexts? Employee satisfaction has also received recent interest in _JCSD&CB_ (Aron 2006; Dahl and Peltier 2014; Perkins 2012a) and further investigation of this aspect may increase our understanding of consumer satisfaction formation and related implications for management in service settings.

The role of consumer involvement with the product/service presents another interesting case. Consumer behavior literature provides strong support for the role of involvement in (dis)satisfaction formation. In this light, prior research in _JCSD&CB_ examines consumer involvement as both a precursor (Caughey et al. 1995) and moderating influence (Lai and Widdows 1993; Sirgy et al. 1998) when investigating satisfaction formation. Unfortunately, much of the research to date is often narrow in investigating satisfaction formation in a specific context or in experimental settings which expose the participant to either a high or low involvement setting but not both. Although prior research suggests many aspects may be context driven, it seems as though the field would benefit from examining factors which impact consumers' (dis)satisfaction formation across a variety of product/service scenarios to enhance our understanding of the underlying psycho-social factors as well as other moderating influences beyond involvement.

Methods/Measurement & Conceptual: The interest in CS Methods/Measurement and Conceptual Models is consistent across the three eras with _JCSD&CB_ serving as an outlet for new methods, measurement scales, and models. Beyond empirically testing some of the proposed conceptual frameworks, several potential avenues for future research exist within the realm of improving the methods or measurements of CS in addition to the aforementioned expectancy-disconfirmation dilemma. Although this review provides a general overview of the different perspectives covered within the CS literature, the review across multiple categories is at a rather broad level. However, it is apparent researchers continue to use varying conceptualizations of many CS constructs along with a variety of meanings, scales, and models across a growing number of contexts (Day 2002; Lang and Hyde 2013; Sánchez-Fernández and Iniesta-Bonillo 2006). In part, the contradictory findings across different studies from the marketing literature are likely in part reflective of

the various measurement scales and conceptual definitions used. In order to move the field forward, researchers should focus on refining current scales and arriving at common definitions for key CS constructs across product, service, and integrated product/service contexts.

At the same time, research within the CS field will benefit from examining CS research using a new perspective. One emerging area of interest in the service dominant logic and marketing literature is the consumers' role in value co-creation during the service delivery process (Gronroos and Voima 2013; McColl-Kennedy et al. 2012; Vargo and Lusch 2008). As consumers become more involved in the service delivery process, research examining how satisfaction and complaining behaviors differ appears valuable along with the impact co-creation has on loyalty, repurchase, WOM, and other outcomes. Given the prior research on involvement in satisfaction formation, consumers' involvement in co-creation offers an interesting perspective to consider. Additionally, research which addresses these issues from both the consumers' and service providers' perspective should receive more attention (Taylor and Hunter 2014).

Likewise, several conceptualization and measurement issues require further investigation related to the satisfaction-loyalty link despite increased attention over the last twenty years. Specifically, scholars have argued different types/dimensions of loyalty exist which are likely to have distinctive relationships with satisfaction, other antecedents, and result in different consequences (Bloemer and Odekerken-Schroder 2002; Bloemer and Pauwels 1998; Salegna and Goodwin 2005; Wangenheim 2003). Future research should continue to explore the similarities/differences in antecedents and consequences of the diverse customer loyalty dimensions suggested by prior research such as product, brand/store, personal, and service provider loyalty (Salegna and Fazel 2011). Additionally, the multi-dimensional nature of satisfaction, loyalty, and other CS constructs demonstrates the need for a more comprehensive review examining these dimensions and their relative strength/impact of the interrelationships.

Other aspects are also worth mentioning which apply to multiple topical categories and thus may relate more to the research designs or contexts investigated. Perkins (2012) recent review highlighted the continued call for longitudinal studies, and

investigation in B2B and cross-cultural settings. The present review confirms these aspects are lacking in the published articles of the journal's history. Although studies investigating B2B contexts have increased in the current era relative to the journal's history, understanding of CS issues in this context is lacking. Given the enhanced importance of communication, trust, and other factors in buyer-seller relationships (Lam et al. 2004; Vargo and Lusch 2011), these aspects should receive more attention in future research within B2B contexts. Of significance, research investigating buying center members' expectations, satisfaction, and complaining behaviors will advance theory and provide implications for B2B marketers. Finally, researchers should devote more attention to macro-level research. Globalization marketing strategies and international outsourcing are of growing importance to marketers and are likely to have major influences on perceptions of service quality and other satisfaction-related issues (Morgeson et al. 2015; Pomirleanu et al. 2015). However, research within the last decade has questioned the established view of culture as a key underlying factor (Blodgett et al. 2006). While more cross-cultural and/or cross-national samples should be a priority, researchers should also examine what other underlying factors beyond culture might explain differences between consumers. Beyond consumer's cultural differences, potential cross-national research might further examine the role of factors such as market structures (Hernandez and Fugate 2004), competitive forces (Blodgett et al. 2006), developed versus emerging economies (Harris et al. 2013), across a variety of complaining/complimenting behaviors and other CS issues. Additionally, research which examines firms' management of satisfaction, complaints, and service recovery in cross-national contexts seems of value given the increase in internationalization marketing strategies.

Complaining/Complimenting Behavior: Research in this category has increased over the three eras of *JCSD&CB* to enhance our understanding of the antecedents as well as different forms of consumer complaining behaviors. Although most of the research focuses on how dissatisfaction leads to complaining behavior, research also suggests consumers may voice complaints in situations of satisfaction (Halstead 2002) or even loyalty in order to help organizations improve. The extant research typically notes these forms of public complaining can be beneficial since firms have an opportunity to recover from the

product/service failure; whereas in private complaining or negative WOM between consumers the company does not have the same opportunity to respond (Fox 2008). In comparison, relatively less is known about what leads to complimenting behaviors, in which consumers' intended recipient of praise/compliments is the service provider or marketer. A key question is what differences exist between consumers who engage in this behavior relative to those who engage in positive WOM or customer advocacy? Although similar, one might view these actions as distinct since WOM-recommendation communications are often directed toward fellow consumers instead of the marketer. Additionally, private vs. public communication of both complaints and/or compliments would appear to be of increasing importance as social media and other digital platforms increasingly allow for "public" sharing. However, to date, relatively few studies investigate the differences in private and public complaining (or complimenting) in light of the digital marketing environment which now includes company websites, third party organizations (i.e. Yelp, Angie's List), along with a variety of social media platforms (Bechwati and Nasr 2011; Dabholkar and Sheng 2012).

Digital communications like social media allow consumers to directly share complaints/compliments with a brand or service provider and thus provide a potential avenue for investigating the prevalence of consumer complaining/complimenting behavior as well as the precursors which lead a consumer to proactively seek out and complain to/compliment a brand/service provider in a public forum. Considering consumers now have a plethora of communication channels available to complain/compliment, research which compares the similarities/differences in precursors for public vs. private complimenting seems worthy of further study and a topic likely to also be of interest to practitioners (Davidow 2012; Davidow 2014). Potential research in this area may examine how consumers use these digital communications channels to publicly share complaints/compliments, what influence this has on individual consumers who engage in public sharing of complaints/compliments, as well as the influence on other consumers who observe the complaints/compliments. Of significance, research in this area should also help firms identify how to manage the complaint resolution process (Lang and Hyde 2013) on social media including how public complaint resolution on a social media or other

digital platform might impact satisfaction with redress, loyalty, and repurchase intentions of the complainer as well as other observers.

Finally, research which explores these topics from the marketers' perspective is also needed. Unfortunately, most of the complaint management-based articles address the issue from a consumer's perspective with relatively few exceptions addressing firms and marketers' strategic view of complaint management or coping strategies for responding to negative WOM and other complaining behaviors (Audrain-Pontevia and Kimmel 2008). More research is needed that examines the firm/marketer's perspective in addition to research which examines the two perspectives simultaneously (Hansen et al. 2009). Studies which incorporate the business perspective offer one underdeveloped area within the literature which will extend theory on complaint handling/management while also providing practical implications of interest to practitioners.

CS Outcomes: Compared to complaining behavior outcomes, satisfaction's impact on loyalty, repurchase (or repatronage) intentions, and firm's financial performance appear less often in the *JCSD&CB.* However, many contradictory findings exist within extant marketing literature on these complex relationships. Curtis et al.'s (2011) meta-analysis of prior research on the satisfaction-loyalty, satisfaction-repurchase (intentions) and satisfaction-loyalty links suggests some of these links are quite complex and different moderating factors or contextual settings may partially explain the contradictory findings of prior studies. In particular, their findings suggest the relationship between satisfaction and repurchase (intentions) needs further investigation. The intricacy of the satisfaction-loyalty-repurchase link and similar relationships suggests longitudinal studies may be necessary to confirm loyalty development while moving beyond the use of intentions to measure actual repurchase behavior (Soderlund and Ohman 2003). Furthermore, future research should examine what aspects may lead to changes in loyalty over time. Finally, the frequent use of intentions as a proxy and the related measurement issues (Soderlund and Ohman 2003), suggests further research is necessary which examines this link in relation to consumers' actual behaviors.

CRM & Segmentation: Finally, CS issues in light of customer relationship management and segmentation purposes have received increased attention. Future research within this sub-domain may leverage firms

increased use of CRM software/platforms to segment and manage customer interactions. A wealth of data may exist within these databases which would increase our understanding of how firms can best manage the on-going relationships utilizing CS related concepts. Additionally, the longitudinal nature of this data would allow for assessment in changes of satisfaction, loyalty, and other available measures over time.

LIMITATIONS

A major limitation of the current review is it focuses only on articles published in the *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior*. Since this journal's inception, CS research has expanded across a variety of marketing journals. Although this review excludes categorization of CS-related articles from other marketing journals, the presented framework represents a starting point for researchers interested in future research within the field of CS. Furthermore, many of the articles which appear in the journal incorporate literature from other scholarly journals and hence this review is likely to capture much of the current state of knowledge. However, future researchers should consider applying the developed categorization process to review other relevant journals for consumer satisfaction-related literature within a specific topic area (e.g. satisfaction formation, complaining behaviors) to generate a more integrative framework.

CONCLUSION

The domain of CS literature has grown extensively since the inception of the *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*. In terms of the marketing literature, one might argue CS research is in the maturity stage given its adoption across a wide range of marketing journals as well as the use of CS-related constructs and measures in other disciplines such as management, information technology, and other domains. The review of nearly 400 articles published in *JCSD&CB* since 1988 suggests rather complex interrelationships between multiple constructs and topics. The analysis of categorical coverage over time suggests a continued shift toward research which explores the consequences of (dis)satisfaction as well as complaining behaviors, while examining how firms can better manage relationships. Future research to reinvigorate the CS literature should consider examining these issues in terms of new perspectives. While many potential research directions are outlined, two particularly fertile streams for future research

include examining CS in relation to (1) marketers growing use of on new channels (i.e. social media, mobile) and (2) the service dominant logic perspective and consumers role in the service value co-creation process.

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