

THIRTEEN YEARS OF THIRTEEN LEADING JOURNALS: A BIBLIOGRAPHY OF RESEARCH IN THE AREA OF CONSUMER SATISFACTION, DISSATISFACTION AND COMPLAINING BEHAVIOR

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ABSTRACT

A detailed search was conducted to create a bibliography of articles related to the mission of the Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior (JCS/D&CB). Specifically, the abstracts of articles published in thirteen leading marketing-related journals over the period of 2010 – 2022 were searched for a list of key terms related to the mission of the JCS/D&CB. This effort resulted in a bibliography of just over 1,400 entries.

INTRODUCTION

This is the fifth bibliography of literature related to the mission of the *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior* (JCS/D&CB). The first two were published in Consumer Satisfaction, Dissatisfaction, and Complaining Behavior conference proceedings and the last two were published in the JCS/D&CB (Perkins, 1991; 1993). Thus, it had been close to thirty years since a bibliography has been published as a resource for researchers in the field.

A targeted approach was used in the creation of this bibliography. First a list of key terms related to the antecedents and consequences of consumer satisfaction was developed. This list of keywords includes satisfaction, dissatisfaction, complaining, complaint, compliment, retaliation, grudge, revenge, rage, brand love, brand hate, service recovery and word-of-mouth. Subsequently, a list of thirteen leading marketing-related journals was created from which the bibliography was then drawn. This list of journals came about as a result of a review of several sources. First, Larsen and Wright (2017) was used to determine what journals were likely to cite the JCS/D&CB in their articles. Secondly, three rankings of top marketing journals (Google Scholar, 2022; Hult, et al., 2009; Scimago Journal & Country Rank, 2022) were utilized as well as a ranking of top consumer behavior journals (Hult, et al., 2009). The thirteen journals used to create this bibliography are: 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*, *Psychology and Marketing*, the *Journal of Services Marketing*, the *Journal of Service Research*, the *European Journal of Marketing*, and the *Journal of Marketing Management*. While there are certainly other highly rated journals, their publication of articles directly related to the mission of the JCS/D&CB was often minimal.

On the other hand, an obvious omission from the journals cited in the bibliography is the JCS/D&CB itself. Clearly all articles published in the JCS/D&CB are directly relevant to the subject matter of interest for this bibliography. Interested researchers can now access all articles from this journal online via its website (jcsdcb.com) and use the website's search engine to search for terms of interest among all the journal's published articles. Thus, articles from the JCS/D&CB are not included in the bibliography.

To create the bibliography, the abstracts of every article published in the 13 journals from 2010 to present was searched for each of the keywords. This was either done via the journal's homepage or through the use of Ebsco's *Business Source Premier*. The resulting abstracts were then read to determine whether the keywords were important in the content of the article or were just incidental in the abstract. When this was difficult to ascertain through a reading of the abstract, the actual article was then viewed. While past bibliographies viewed the word satisfaction through a wide lens, this bibliography primarily focuses on satisfaction in terms of consumer satisfaction (including business to business) and life satisfaction. The resulting bibliography contains just over 1,400 entries. While many of the articles in the bibliography investigate topics that are familiar from previous bibliographies, many other articles explore topics that have emerged over the period of time since the last bibliography was published in 1993.

One obvious change has been the massive inclusion of the Internet and mobile devices into our daily lives. Many of the articles in this bibliography investigate topics related to this change. For example, it is common today for consumers to express their satisfaction or dissatisfaction in a very public way on the Internet. Often this is done through the use of a mobile device. Another change that has evolved since the last bibliography has been the use of robotics and automation. This bibliography includes articles that explore how consumers react to such technology. Finally, a change that has occurred since the last bibliography was published in 1993 directly benefits the reader of this bibliography. Every entry in the bibliography includes a digital object identifier (DOI). This allows the researcher to simply click on an article DOI to directly access the article (assuming your institution has access to the journal in question). If your institution does not provide access to the journal, the abstract of the article will be shown. Hopefully, this bibliography will be a useful source for researchers as they explore topics in consumer satisfaction, dissatisfaction and complaining behavior.

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