CS/D&CB

JOURNAL OF CONSUMER SATISFACTION, DISSATISFACTION AND COMPLAINING BEHAVIOR

VOLUME 35, 2022

EDITOR

Newell D. Wright, North Dakota State University

ASSOCIATE EDITOR

Moshe Davidow, Carmel Academic Center, Israel

EMERITUS EDITORS

H. Keith Hunt, Brigham Young University Ralph L. Day, Indiana University Stephen A. Goodwin, Illinois State University Gillian S. Naylor, University of Nevada, Las Vegas

2022 EDITORAL REVIEW BOARD

David Aron, Dominican University, United States

Anne-Françoise Audrain-Pontevia, Université du Québec à Montréal, Canada

Aysen Bakir, Illinois State University, United States

Jeffrey G. Blodgett, University of Houston - Victoria, United States

Kevin Celuch, University of Southern Indiana, United States

Deborah Y. Cohn, New York Institute of Technology, United States

Michael A. Frechette, Sacred Heart University, United States

Bodo Lang, University of Auckland, New Zealand

Val Larsen, James Madison University, United States

Jane Machin, Radford University, United States

Norbert Meiners, Private Hochschule für Wirtschaft und Technik Vechta/Diepholz, Germany

Gillian S. Naylor, University of Nevada--Las Vegas, United States

Kim K. Smith, St. Norbert College, United States

Jacqueline Ann Williams, North Carolina A&T State University, United States

JCS/D&CB INFORMATION AND STYLE SHEET

Focus and Scope

The primary objective of the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, and our biennial conference, is to publish and disseminate cutting-edge research related to Consumer Outcomes such as satisfaction, loyalty, and word-of-mouth. We invite research that examines constructs that serve as antecedents and/or consequences of satisfying experiences. The journal seeks to promote theory development in these areas via reporting quantitative and/or qualitative inquiries, as well as conceptual studies within relevant business disciplines.

Peer Review Process

All of the JCSDCB's content is subjected to peer review. Reviewers have no conflict of interest. Reviewed articles will be treated confidentially.

Review Procedure: Reviewers are used in a double-blind review process. Upon return of the reviews, the accept/reject/revise decision is made by the editor and the contact author is notified. Reviewers' comments are provided to the author(s).

Double Publication: To protect JCSDCB, any and each author who allows a manuscript to be published in JCSDCB guarantees that the paper accepted for publication in JCSDCB is not copyrighted elsewhere or that all copyright clearances have been obtained and delivered to JCSDCB and also guarantees to pay any and all damages and legal expenses resulting from any copyright problem existing at the time of publication in JCSDCB. As the authors are the only ones who have full knowledge in this matter they are the ones who bear full responsibility and liability for full disclosure to JCSDCB.

Timing of Submission: Papers can be submitted at any time and will be reviewed and accepted/rejected in as timely a fashion as possible. The goal of the journal is to provide reviews within 60 days of submission. Manuscripts submitted to a special issue will be reviewed after the close date for submissions; they will not be reviewed on a rolling basis unless stated otherwise. Manuscripts should be submitted to:

http://jcsdcb.com/index.php/JCSDCB

Publication Frequency

The JCS/DC&B is published yearly, in December. In 2017, the JCS/D&CB migrated to an online format.

Publication Ethics

JCSDCB takes all reasonable steps to identify and prevent the publication of papers where research misconduct has occurred. All submissions are subject to search for prior publication or unattributed sources. JCSDCB, or its editors, never encourage such misconduct or knowingly allow such misconduct to take place. In the event that JCSDCB is made aware of any allegation of research misconduct, appropriate steps will be taken. Articles found to be in violation of copyright or

containing plagiarized material, or other research misconduct shall be subject to retraction or correction. Corrections, clarifications, retractions and apologies will be utilized when needed.

Author Responsibilities

There is no fee for manuscript processing and/or publishing materials in the JCSDCB, but authors are obliged to participate in the peer-review process. All authors must have significantly contributed to the research. All authors are obliged to provide retractions or corrections of mistakes. A list of references, financial support must be provided. It is expressly forbidden to publish the same research in more than one journal.

Publication Ethics

JCSDCB takes all reasonable steps to identify and prevent the publication of papers where research misconduct has occurred. All submissions are subject to search for prior publication or unattributed sources. JCSDCB, or its editors, never encourage such misconduct or knowingly allow such misconduct to take place. In the event that JCSDCB is made aware of any allegation of research misconduct, appropriate steps will be taken. Articles found to be in violation of copyright or containing plagiarized material, or other research misconduct shall be subject to retraction or correction. Corrections, clarifications, retractions, and apologies will be utilized when needed.

TIMING OF SUBMISSION: Papers can be submitted at any time and will be reviewed and accepted/rejected in as timely a fashion as possible. Manuscripts submitted to a special issue will be reviewed after the close date for submissions; they will not be reviewed on a rolling basis unless stated otherwise. Manuscripts should be submitted to:

http://jcsdcb.com/index.php/JCSDCB

SUBSCRIPTIONS: Due to the rising cost of postage and printing, JCSDCB has transitioned to an online, open-source journal. No subscription is required.

FEIN: 88-1403112 ISSN: 0899-8620

CS/D&CB Publication List

All previous journal volumes and recent conference proceedings are available on the JCSDCB.com website.

Correspondence

All correspondence should be sent by email to the editor. Newell D. Wright, Ph.D. Professor of Marketing and International Business North Dakota State University NDSU Dept. 2420, P.O. Box 6050 Fargo, ND 58108-6050 USA

E-mail: newell.wright@ndsu.edu

North Dakota State University has NO ownership involvement of any kind with JCSDCB and is in no way liable for anything to do with JCS/D&CB.

Website: http://jcsdcb.com

Financial/Legal

CSD & CB, Inc., the owner & publisher of the JCS/D&CB, is incorporated as a 501(c)(3) nonprofit organization in the state of North Dakota, USA.

Copyright

Each volume is copyrighted by Consumer Satisfaction, Dissatisfaction and Complaining Behavior, Inc.

Permission to Copy or Reproduce

Granted to everyone, no fee. We encourage authors to submit published articles to research aggregators such as researchgate.net or academia.edu. You may use the PDF files from the published journal for submission to these aggregators. If you copy or reproduce a file for any other use, please email the editor, Newell Wright, at newell.wright@ndsu.edu and let him know which articles you copied and what the use was.

ISBN#:

W-1 1 1000, 0 000070 01 0
Volume 1, 1988: 0-922279-01-2
Volume 2, 1989: 0-922279-02-0
Volume 3, 1990: 0-922279-03-9
Volume 4, 1991: 0-922279-04-7
Volume 5, 1992: 0-922279-05-5
Volume 6, 1993: 0-922279-06-3
Volume 7, 1994: 0-922279-07-1
Volume 8, 1995: 0-922279-08-X
Volume 9, 1996: 0-922279-09-8
Volume 10, 1997: 0-922279-10-1
Volume 11, 1998: 0-922279-11-X
Volume 12, 1999: 0-922279-12-8
Volume 13, 2000: 0-922279-13-6
Volume 14, 2001: 0-922279-14-4
Volume 15, 2002: 0-922279-15-2
Volume 16, 2003: 0-922279-16-0
Volume 17, 2004: 0-922279-17-9
Volume 18, 2005: 1-58874-574-0

Volume 19, 2006: 1-58874-674-7 Volume 20, 2007: 978-1-58874-768-6 Volume 21, 2008: 1-58874-871-5 Volume 22, 2009: 1-58874-967-3 Volume 23, 2010: 978-1-60904-055-0 Volume 24, 2011: 978-1-60904-152-6 Volume 25, 2012: 978-1-60904-238-7 Volume 26, 2013: 978-1-60904-319-3 Volume 27, 2014: 978-1-60907-408-4 Volume 28, 2015: 978-1-944245-16-0 Volume 29, 2016: 978-1-63587-182-1 Volume 30, 2017: 978-1-64255-837-1 Volume 31, 2018: 978-1-64516-914-7 Volume 32, 2019: 978-1-64713-428-0 Volume 33, 2020: 978-1-63821-112-9 Volume 34, 2021: 979-8-88525-735-0 Volume 35, 2022: 979-8-88896-133-9