

## **LETTER FROM THE EDITOR: CONDUCTING RESEARCH IN CS/D&CB**

Newell D. Wright  
North Dakota State University

This volume of the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* (JCS/D&CB) will be the first two to have two issues, one in May and one in December. For thirty-five years, the JCS/D&CB has only published one issue per year. Going forward, we will be publishing two issues per year and down the road, we might even add a third issue.

The leading article in this issue, by Cho et al., examines consumer complaints in a government-to-consumer context. Previously in the JCS/D&CB, several articles have been published in this vein, but it has been a couple of decades since the last published government-to-consumer article. Celuch and Walz next study value co-creation in a B2C context and examine moderating and mediating relationships. This is followed by Chen et al., who examine revisit intention from a female perspective through an application of cognitive appraisal theory. Finally, Zinko et al. study the influence of review responses on consumer outcomes. Modern technology allows brandholders to respond directly to consumer reviews, but what is the effect of their response? This paper provides an initial answer.

This issue also contains a special section on conducting research in consumer satisfaction, dissatisfaction and complaining behavior. During the 2022 biennial conference held in Fargo, ND, we discussed several strategies for bringing new CS/D&CB researchers into the field. One way of doing this was to provide a selection of articles that can facilitate this process by reviewing past contributions. Thus, a special issue on conducting research in CS/D&CB was born.

We invited Andrew J. Dahl and Jimmy W. Peltier to update their 2015 article, which they did, with the addition of Daniel P. Nowak, who was the first author. The leadoff article in the special issue is their article, "An Updated Historical Review of the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*."

Val Larsen and I wrote a paper reviewing qualitative research that has appeared in the JCS/D&CB in years past. This article was submitted to Gillian Naylor, the former editor of the JCS/D&CB and she handled the review process. I did not see the article again until the revise and resubmit process, and after the revision it was eventually accepted. My original thought was to publish it in December 2022, but its positioning fits very well with our focus on conducting CS/D&CB research, so it is now included in this volume. It is titled, "Insights into CS/D&CB from Thirty Years of Qualitative Research in the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*."

I liked the Nowak, Dahl and Peltier article so much that I asked them if they would be willing to do a scoping review about any aspect of CS/D&CB research. They responded with a very nice scoping review of the service-failure recovery literature, entitled, "Mapping the Service-Failure Recovery Literature: A Scoping Review." A scoping review collects the definitions of and scales for measuring the major theoretical constructs into a single article. This facilitates new research in the area covered by the scoping review.

The final article is a very substantial contribution by one of my colleagues at North Dakota State University, Charles D. Stevens. Stevens reviewed 13 years of marketing literature to create a bibliography of articles in CS/D&CB, complete with clickable links. This article, entitled, "Thirteen Years of Thirteen Leading Journals: A Bibliography of Research in the Area of Consumer

Satisfaction, Dissatisfaction and Complaining Behavior,” has been pre-published online since September 2022 and consists of 96 pages of references to CS/D&CB research. During the pre-publication phase, it ended up being the 16<sup>th</sup> most frequently downloaded article across the entire 35-year publication history of our journal. Researchers can clearly see the value of the bibliography Stevens created. While it may never be frequently cited, Stevens’ article will serve as a valuable reference tool for researchers going forward. Stevens has also agreed to update the bibliography each year and his updates will be published each May.

Hopefully, this special issue will help researchers new to the field produce research worthy of publication in our journal. It certainly makes my job as editor easier, as I can refer potential authors to these articles as a sort of “How To” guide.

And the work is not yet done. Ideally, additional scoping reviews in the areas of consumer satisfaction and dissatisfaction are needed. Let me put out a general call to researchers willing to produce such scoping reviews. Use the Nowak et al. paper as a model review and then review the relevant literature and produce a scoping review on a different topic. A well-written and researched scoping review will very likely be published.