

LOOKING “UNDER THE HOOD:” JCS/D&CB ARTICLE DOWNLOADS AND ABSTRACT VIEWS

Michael J. Petersen
University of South Dakota, USA

ABSTRACT

Using data from the editor of the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, I document the digital access to the journal's articles and abstracts. Digital downloads are a relatively recent means of accessing published articles. As such, it can complement other academic metrics, such as citation analysis, in determining a journal and an article's reach. I find that the number of downloads increased substantially after the paywall was removed and the archival editions became freely available online. Digital downloads were not concentrated only in recent years; older articles were downloaded at roughly equal frequency. Comparing the top 100 digital downloads with the top 100 cited articles yielded a significant correlation of 0.3998, with 45 articles appearing in both lists. This study demonstrates that using a measure of digital downloads provides additional information beyond citation analysis to assess the reach of scholarly research.

INTRODUCTION

A citation analysis is one way to judge the impact of the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* (hereafter JCS/D&CB). Indeed, Larsen and Wright (2017) conducted such an analysis and demonstrated the journal's impact. The citation analysis was recently partially updated (Naylor & Williams, 2025). But citation analysis is not the only way to measure a journal's impact. In addition to citations, one may also judge impact by looking at abstract views and article downloads. Journal editors can “look under the hood,” if you will, and see what articles are being read and downloaded by scholars worldwide.

In 2025, the editor of the JCS/D&CB, Newell D. Wright of North Dakota State University, provided the author with data about article views and downloads as another method of assessing impact. This article will examine this data and conclude with a correlation between the most-viewed and downloaded articles and the most-cited articles.

ARTICLE VIEWS AND DOWNLOADS

The JCS/D&CB has been published online since 2016. From 2016 to November 2021, the journal was behind a paywall and had relatively few abstract views or file downloads. Beginning with the December 2021 issue, the paywall was removed, and interactions with journal content skyrocketed. However, back issues were only uploaded between January and November 2022.

This analysis covers the reported statistics from December 1, 2021, to April 30, 2025. After all journal issues were uploaded into the OpenJournalSystems.com software, 536 articles appeared in the JCS/D&CB. Of those 536, fifteen were non-peer-reviewed messages from various editors or reminiscences of H. Keith Hunt, the journal founder, and have been removed from the analysis.

This provides the following mean statistics for the 521 peer-reviewed articles published in the journal since 1988:

Total average views (File download plus abstract views): 900

Total average file downloads: 351

Total average abstract views: 549

Some articles had as few as five total impressions (an article published one day before this analysis was conducted) and some as many as 27,225 impressions (Sánchez-Fernández & Iniesta-Bonillo, 2006). I define *impressions* as the total number of abstract views and article downloads. The most downloaded article was Sánchez-Fernández and Iniesta-Bonillo (2006), with 11,847 downloads. The least downloaded article, published one day before this analysis, had only one download. For a complete listing of all the top 100 articles with total impressions, abstract views, and downloads, see Appendix A.

Sánchez-Fernández and Iniesta-Bonillo (2006) was also the article with the most abstract views (15,372).

Figure 1 shows the number of article downloads between December 2021 and April 30, 2025. Figure 2 shows the number of abstract views for the same period.

Figure 1
Total Article Downloads



Often, researchers arrive at the abstract page, read it, and then move on without downloading the file. Somewhat less often, they read the abstract and then download the article. This two-step process (reading the abstract, then perhaps downloading the article) is captured by the OpenJournalSystems.com software that powers the JCS/D&CB. This gives me three measures: reading the abstract, downloading the article, and total impressions (abstract reads plus article downloads).

Figure 2
Total Abstract Reads



Going forward, statistics will focus on the top 100 articles published in the JCS/D&CB, including total abstract views, total downloads, and total combined impressions. Table 1 lists the average statistics of the top 100 articles.

Table 1:
Mean Interactions for Each of the Top 100 Articles

Total average impressions: 2,839
Total average file downloads: 1,063
Total average abstract views: 1,776

Types of Articles.

The top 100 articles are divided into four categories: scale development, conceptual, review, and empirical. See Table 2 for these categories and the total abstract views, downloads, and impressions.

Table 2:
Subcategory Percentages

Type	Number of articles	Percentage	Total Impressions	Percentage of Impressions
Scale	4	4%	16,584	5.84%
Conceptual	9	9%	30,110	10.61%
Review	21	21%	89,310	31.46%
Empirical	66	66%	147,871	52.09%
Total:	100	100%	283,875	100.00%

As you can see, scale articles account for four percent of the top 100 articles but 5.85% of total impressions. Conceptual articles comprise nine percent of the total but 10.61% of all impressions. Most impressively, review articles comprise twenty-one percent of the total articles but account for 31.46% of all impressions. Empirical articles, or “normal science” according to Kuhn (1962, p. 5), make up sixty-six percent of articles but only 52.09% of total impressions. Based on this metric, review articles are more impactful than other articles. Review articles, whether literature reviews, scoping reviews, bibliometric reviews, or meta-analyses, are also among the most cited in the journal. Their impact and importance cannot be overstated.

Article Impressions by Year

Table 3 shows the total impressions for most years. Articles from 2010, 2009, 2008, 1996, or 1995 were not among the top 100 with the most impressions, so they are absent from this table.

Table 3:
Article Impressions Per Year

Year	Total Impressions	Articles Published	Impressions per Article
2024	3,712	21	176.76
2023	16,092	15	1,072.80
2022	5,599	10	559.90
2021	12,966	11	1,178.73
2020	4,258	4	1,064.50
2019	4,264	5	852.80
2018	8,788	8	1,098.50
2017	11,461	6	1,910.17
2016	13,400	7	1,914.29
2015	7,690	7	1,098.57
2014	2,003	10	200.30
2013	15,094	7	2,156.29
2012	4,018	13	309.08
2011	7,834	6	1,305.67
2007	13,750	7	1,964.29
2006	29,836	9	3,315.11
2005	2,747	5	549.40
2004	3,453	13	265.62
2003	9,536	19	501.89
2002	8,008	11	728.00
2001	20,043	13	1,541.77
2000	10,579	6	1,763.17
1999	4,567	19	240.37
1998	12,773	21	608.24

1997	6,271	16	391.94
1993	19,200	25	768.00
1992	6,309	22	286.77
1991	1,622	23	70.52
1990	3,623	17	213.12
1989	3,448	18	191.56
1988	2,583	18	143.50
Note: No articles from 2010, 2009, 2008, 1996, 1995, and 1994 made the top 100. Also, two issues were published in 2024 and 2023.			

In 2021, the first year the paywall was removed, six of the eleven articles made the top 100 by impressions. In 2023, the first year the JCS/D&CB published two volumes, issue one contained four review articles, which accounted for most of the impressions in that year. In 2006 and 2001, the two articles with the most impressions were published, which skews the results for those years. Other notable years include 2013, 2007, 1998, and 1993. Table 4 divides the journal into four quartiles. The second quartile, 1999-2006, is the most impactful, given that the top two articles appeared in those years. When I split the journal into two parts (Table 5), I observed that the first half of its life had more impressions than the second half, despite the archives not being entirely online until November 2022. This illustrates the enduring influence of many of those early articles.

Table 4:
Impressions by Quartile

Quartile	Total Impressions
1988-1998	55,829
1999-2006	88,769
2007-2017	75,250
2018-2024	55,679

Table 5:
Impressions First and Second Halves of the JCS/D&CB

Time Period	Total Impressions
1988-2006	144,598
2007-2024	130,929

Interesting Article Anomalies

Some articles are widely downloaded but not widely cited, whereas others have been widely cited but less frequently downloaded. An example of the former is Stevens (2023), a bibliography of CS/D&CB articles from 2010 to 2022. While it has been downloaded over 2,000 times, it has been cited only a few times. Researchers find the article, complete with clickable links, useful in researching issues in CS/D&CB. Another example is Larsen and Wright (2017), the first article to analyze citations of the JCS/D&CB. However, it, too, is rarely cited. Anecdotal evidence suggests it is often downloaded to demonstrate the journal's impact for tenure and promotion committees.

On the other hand, Oliver (1989) has been cited over 1,300 times, making it the most-cited article in the history of the JCS/D&CB, but it ranks only twenty-first on the download list. Apparently, this article was cited earlier in its life cycle but less so today.

In the next section, I will further explore the relationship between the top 100 most downloaded articles and the top 100 most cited articles.

UPDATED AND ABBREVIATED CITATION ANALYSIS

Larsen and Wright (2017) provided a comprehensive citation analysis of the JCS/D&CB. In this section, I update the top 100 most-cited articles published in the journal and conduct a correlation analysis between the most-cited and most-downloaded articles.

As mentioned earlier, Oliver (1989) is the most cited paper in the journal, but is only 21st in the download list. Meanwhile, Bei and Chiao (2001) are second on both the citation list (1,257 cites) and the impressions list (15,732 impressions). One other article, Day and Crask (2000), made the top 10 in both the citations list (8th) and the impressions list (10th).

The highest-cited article that did not make the top 100 on the impressions list is Blodgett and Granbois (1992). It is the 13th-most-cited paper overall, with 349 citations. This may be due to the article being published in 1992 and having its impact before it was widely available online.

I tested the correlation between the top 100 articles in the impressions list and their rankings on the citations list. The correlation is 0.3998, which is significant at the 1% level.

Overall, forty-five papers were in the top 100 in both the citations list and the impressions list. These are listed in Appendix B with both their citation rank and impressions rank identified. A correlation analysis of just these forty-five papers has a measure of 0.4735, which is significant at the 1% level. Tightening the range further, twenty-six papers are in the top 50 in both the citations and impressions lists.

As part of this process, I updated the total citations for each article in the journal (not tabulated in its entirety). Larson and Wright (2017) identify twenty-six articles that had at least 100 citations as of 2017. I tracked these twenty-six articles to see how their citation counts changed over the 8 years since 2017. I calculated the citations per year for 2017 and 2025 (results tabulated in Appendix C). In all but one case, citations per year increased. This indicates that the core articles are becoming more widely read and cited. This could be due to multiple effects. One explanation is the overall increase in scholarship in the academic profession. However, another explanation is the increased accessibility of articles in online formats.¹

CONCLUSION

Citation analysis has long dominated academia as the de facto measure of a scholarly article's impact on the profession. With the advent of the World Wide Web, academic papers are more readily available than ever. In this paper, I document another way to measure the impact of an article that has evolved over the past few decades. While the number of impressions an article generates is correlated with citations, it is still capturing additional information that can be used to document impact. It should be considered as a valuable piece of additional information in this process.

CORRESPONDING AUTHOR:

Michael J. Petersen, Ph.D.
Assistant Professor of Accounting
University of South Dakota
414 E. Clark Street
Vermillion, SD 57069, USA
Email: michael.j.petersen@usd.edu
Phone: +1-605-658-6564

Managing Editor: Newell D. Wright

Submitted: 1 June 2025

Revised: 8 May 2026

REFERENCES

- Agarwal, R., Mehrotra, A., & Barger, V. A. (2016). Personality traits and re-patronage intentions after service failure. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 29(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/227>
- Aguirre-Rodriguez, A., Torres, P. L., & Tavellaei, S. (2021). Ethnic congruity motive: When service encounters with Hispanic frontline employees enhance Hispanic customers' service satisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 34(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/461>

¹ An attempt was made to isolate the years since the journal was available without a paywall, but the time frame (2-3 years) was too small to yield any significant results, possibly due to the lead time needed to get a paper that used the citation published.

- Akhter, S. H. (2010). Service attributes satisfaction and actual repurchase behavior: The mediating influence of overall satisfaction and purchase intention. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 23(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/22>
- Aron, D., & Kultgen, O. (2019). The definitions of dysfunctional consumer behavior: Concepts, content, and questions. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 32(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/324>
- Aron, D. (2016). Digital dysfunction: Consumer grudgeholding and retaliation in the digital era. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 29(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/239>
- Aron, D. (2006). The effect of counter-experiential marketing communication on satisfaction and repurchase intention. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 19(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/5>
- Arora, D. S., Gupta, D. D., Naylor, G. S. (2021). Negative Word of mouth: A systematic review and research agenda. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 34(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/384>
- Bakir, A., Bakir, N., & Blodgett, J. G. (2020). Students' satisfaction with a study abroad program. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 33(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/405>
- Bapat, D., & Kannadhasan, M. (2022). Satisfaction as a mediator between brand experience dimensions and word-of-mouth for digital banking services: Does gender and age matter? *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 34(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/498>
- Bassi, F., & Guido, G. (2006). Measuring customer satisfaction: From product performance to consumption experience. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 19(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/9>
- Bei, L. & Chiao, Y. (2006). An integrated model for the effects of perceived product, perceived service quality, and perceived price fairness on consumer satisfaction and loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 14(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/110>
- Bickle, M. C., Burnsed, K. A., & Edwards, K. L. (2015). Are U.S. plus-size women satisfied with retail clothing store environments? *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 28(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/221>
- Blodgett, J. G., & Granbois, G. H. (1992). Toward an integrated conceptual model of consumer complaining behavior. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 5(1). <https://www.jcsdcb.com/index.php/JCSDCB/article/view/635>
- Bloemer, J., & Odekerken-Schröder, G. (2002). Store satisfaction and store loyalty explained by customer- and store-related factors. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 15(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/95>
- Bloemer, J. & Poiesz, T. (1989). The illusion of consumer satisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 2(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/725>
- Cadotte, E. R., & Turgeon, N. (1988). Dissatisfiers and satisfiers: Suggestions from consumer complaints and compliments. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 1(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/747>

- Celuch, K. G., & Robinson, N. M. (2016). How the customer feedback process contributes to perceived customer orientation and effective commitment in the higher educational service context. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 29(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/222>
- Celuch, K. G., & Taylor, S. A. (1999). Involvement with services: An empirical replication and extension of Zaichkowsky's personal involvement inventory. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 12(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/175>
- Chauradia, A. J., Milewicz, C., Echambadi, R., & Ganesh, J. (2021). Frontline human capital and consumer dissatisfaction: Evidence from the U.S. airline industry. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 34(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/429>
- Chen, J., Song, H., Zeng, W., & Ren, L. (2023). Female visitors' behavioral intention to the Shanghai comics exhibition: An application of cognitive appraisal theory. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 36(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/666>
- Cho, Y., Im, I., & Hiltz, R. (2003). The impact of e-services failures and customer complaints on electronic commerce customer relationship management. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 16(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/78>
- Cho, J., Krush, M. T., Walker, D., & Nowlin, E. L. (2023). An examination of student loans, partisanship and complaining behavior: The Consumer Financial Protection Bureau. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 36(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/667>
- Cohn, D. Y. (2016). Thanks, I guess: What consumers complain about when they complain about gifts. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 29(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/225>
- Crawford, E. C., Jackson, J., & Pritchard, A. (2017). A more personalized satisfaction model: Including the BFI-44 in the American customer satisfaction model. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 30(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/246>
- Curtis, T., Abratt, R., Rhoades, D., & Dion, P. (2011). Customer loyalty, repurchase and satisfaction: A meta-analytical review. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 24(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/14>
- Davidow, M. (2003). Have you heard the word? The effect of word of mouth on perceived justice, satisfaction and repurchase intentions following complaint handling. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 16(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/76>
- Davidow, M., & Leigh, J. H. (1998). The effects of organization complaint responses on consumer satisfaction, word of mouth activity and repurchase intentions. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 11(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/197>
- Day, E., & Crask, M. R. (2000). Value assessment: The antecedent of customer satisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 13(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/187>

- Dahl, A. J., & Peltier, J. W. (2015). A historical review and future research agenda for the field of consumer satisfaction, dissatisfaction and complaining behavior. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 28(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/236>
- Day, E. (2002). The role of value in customer satisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 15(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/92>
- Drew, J. H., & Bolton, R. N. (1991). The structure of customer satisfaction: Effects of survey measurement. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 4(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/683>
- Everelles, S., & Leavitt, C. (1992). A comparison of current models of consumer satisfaction/dissatisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 5(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/636>
- Garrett, D. E., Meyers, R. A., & West, L. (1997). Sex differences and consumer complaints: Do men and women communicate differently when they complain to customer service representatives? *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 10(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/154>
- Godwin, B. F., Patterson, P. G., & Johnson, L. W. (1999). Consumer coping strategies with dissatisfactory service encounters: A preliminary investigation. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 12(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/178>
- Goodwin, C. & Ross, I. (1989). Salient dimensions of perceived fairness in resolution of service complaints. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 2(1). <https://www.jcsdcb.com/index.php/JCSDCB/article/view/733>
- Grisaffe, D. B. (2007). Questions about the ultimate question: Conceptual considerations in evaluating Reichheld's net promoter score (NPS). *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 20(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/41>
- Gumparathi, V. K., Srivastava, M., & Chatterjee, D. (2021). Turning point analysis of brand love trajectories. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 34(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/466>
- Halstead, D., Jones, M. A., & Cox, A. N. (2007). Satisfaction theory and the disadvantaged consumer. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 20(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/40>
- Halstead, D. (2002). Negative word or mouth: Substitute for or supplement to consumer complaints? *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 15(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/89>
- Halstead, D., & Page Jr., T. J. (1992). The effects of satisfaction and complaining behavior on consumer repurchase intentions. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 5(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/627>
- Halstead, D. (1989). Expectations and disconfirmation beliefs as predictors of consumer satisfaction, repurchase intention, and complaining behavior: an empirical study. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 2(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/721>

- Harrison-Walker, L. J. (2022). Organizational and customer moderators of service recovery on consumer forgiveness in health care. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 35(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/472>
- Hausknecht, D. R., Sweeney, J. C., Soutar, G. N., & Johnson, L. W. (1998). "After I had made the decision, I..." Toward a scale to measure cognitive dissonance. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 11(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/199>
- Hausknecht, D. R. (1990). Measurement scales in consumer satisfaction/dissatisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 3(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/703>
- Hong, H., Kim, H., & Lennon, S. J. (2018). The effects of perceived quality and usefulness of consumer reviews on review reading and purchase intention. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 31(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/288>
- Huefner, J. C., & Hunt, H. K. (2000). Consumer retaliation as a response to dissatisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 13(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/188>
- Ishida, C., & Taylor, S. A. (2012). Retailer brand experience, brand experience congruence, and consumer satisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 25(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/117>
- Johnston, R. (1998). The effect of intensity of dissatisfaction on complaining behavior. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 11(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/195>
- Jois, A., Chakrabarti, S., & Audrain-Pontevia, A. (2022). Exploring the impact of consumer satisfaction on the co-creation of a global knowledge brand. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 35(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/757>
- Kahn, M. S., Naumann, E., & Williams, P. (2012). Identifying the key drivers of customer satisfaction and repurchase intentions: An empirical investigation of Japanese B2B services. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 25(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/122>
- Kara, T., & Tugrul, T. (2024). The effect of relationship quality and duration on negative word-of-mouth after a low-contact service failure. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 37(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/954>
- Korkofingas, C. (2019). The influence of available alternatives and variable expectations on the impact of disconfirmations on satisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 32(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/228>
- Krishen, A. A., & Worthen, D. (2011). Body image dissatisfaction and self-esteem: A consumer-centric exploration and a proposed research agenda. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 25(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/19>
- Kumar, A., Olshavsky, R. W., & King, M. F. (2001). Exploring alternative antecedents of customer delight. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 25(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/102>

- Lang, B. & Hyde, K. F. (2013). Word of mouth: What we know and what we have yet to learn. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 26(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/136>
- Larsen, V., & Wright, N. D. (2020). Aggregate consumer satisfaction: The telos of marketing. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 33(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/361>
- Larsen, V., & Wright, N. D. (2017). Impact on and of the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior: A 30-year retrospective. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 30(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/255>
- Lee, D. H. (2003). Consumers' experiences, opinions, attitudes, satisfaction, dissatisfaction, and complaining behavior with vending machines. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 16(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/83>
- Lee, E., & Overby, J. W. (2004). Creating value for online shoppers: Implications for satisfaction and loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 17(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/62>
- Liljander, V. & Strandvik, T. (1993). Different comparison standards as determinants of service quality. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 6(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/615>
- Machin, J. E. (2016). Choosing by selecting or rejecting: How decision strategy influences consumer satisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 29(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/238>
- Madadi, R., Torres, I. M., & Zúñiga, M. A. (2021). A comprehensive model of brand love/hate. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 34(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/316>
- Manner, C. K., & Lane, W. C. (2017). Who posts online customer reviews? The role of sociodemographics and personality traits. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 30(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/226>
- McClure, T. A., Killian, G., & Pearson, J. M. (2019). Observer retaliation: Apology components affect on observing customers' reactions. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 32(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/296>
- Montgomery, C., & Barnes, J. H. (1993). Postdis: A short rating scale for measuring post-purchase dissonance. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 6(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/624>
- Naylor, G.S., & Williams, J. A. (2025). Consumer satisfaction: Major influences and eras. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 38(2). <https://jcsdcb.com/index.php/JCSDCB/article/view/1164>
- Naylor, G. S. (2024). A half-century of SERVQUAL: Exploring its impact and future directions in service quality research. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 37(2). <https://jcsdcb.com/index.php/JCSDCB/article/view/1134>

- Naylor, G. S. (2016). Complaining, complimenting and word-of-mouth in the digital age: Typology and terms. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 29(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/237>
- Naylor, G. S., & Kleiser, S. B. (2000). Negative versus positive word-of-mouth: An exception to the rule. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 13(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/185>
- Nowak, D. P., Dahl, A. J., & Peltier, J. W. (2023). Mapping the service failure-recovery literature: A scoping review. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 36(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/852>
- Nowak, D. P., Dahl, A. J., & Peltier, J. W. (2023). An updated historical review of the journal of consumer satisfaction, dissatisfaction and complaining behavior. A scoping review. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 36(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/869>
- Nyer, P. N. (1999). Cathartic complaining as a means of reducing consumer dissatisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 12(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/165>
- Oliver, R. L., & Westbrook, R. A. (1993). Profiles of consumer emotions and satisfaction in ownership and usage. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 6(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/602>
- Oliver, R. L. (1989). Processing of the satisfaction response in consumption: A suggested framework and research propositions. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 2(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/720>
- Patterson, P. G., & Johnson, L. W. (1993). Disconfirmation of expectations and the gap model of service quality: An integrated paradigm. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 6(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/612>
- Petersen, M. J., Wright, N. D., & Aron, D. (2020). Intense customer satisfaction while studying abroad: Study abroad as a transcendent customer experience. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 33(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/401>
- Poushneh, A., & Vasquez, A. Z. (2017). Customer present dissatisfaction and future satisfaction with augmented reality used in shopping and entertainment. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 30(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/224>
- Powers, T. L., Jack, E. P., & Choi, S. (2018). Price and quality value influences on retail customer satisfaction and loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 30(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/252>
- Rahman, F., & Soesilo, P. K. M. (2022). The effect of customer demotion on consumer affective and behavioral response in restaurant loyalty programs. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 35(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/504>
- Routledge, C., FioRito, T. A., Bitzan, J. D., & Abeyta, A. A. (2021). Does existential wellbeing promote positive attitudes about entrepreneurs? *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 34(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/474>

- Salenga, G. J., & Goodwin, S. A. (2005). Consumer loyalty to service providers: An integrated conceptual model. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 18(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/55>
- Sánchez-Fernández, R. & Iniesta-Bonillo, M. (2006). Consumer perception of value: Literature review and a new conceptual framework. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 19(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/7>
- Sirgy, M. J., Lee, D., Larsen, V., & Wright, N. D. (1998). Satisfaction with material possessions and general well-being: The role of materialism. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 11(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/198>
- Smith, K. K. (2021). Customer satisfaction and commitment: Considering relational investment and rapport in customer service interactions. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 34(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/380>
- Söderlund, M., & Öhman, N. (2003). Behavioral intentions in satisfaction research revisited. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 16(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/75>
- Solvang, B. (2007). Satisfaction, loyalty, and repurchase: A study of Norwegian customers of furniture and grocery stores. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 20(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/45>
- Spreng, R. A., Dixon, A. L., & Olshavsky, R. W. (1993). The impact of perceived value on customer satisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 6(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/607>
- Srivastava, M., & Rai, A. K. (2013). Investigating the mediating effect of customer satisfaction in the service quality-customer loyalty relationship. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 26(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/141>
- Taylor, K. A., & Burns, M. J. (1999). Changes in pre- and post-purchase evaluative criteria: Exploring the impact on consumer (dis)satisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 26(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/173>
- Taylor, S. A., & Sirmans, E. T. (2019). (Relative) status quo effects on customer loyalty in satisfaction and trust relationships in insurance. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 32(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/323>
- Taylor, S. A., Hartman, N. S., & Lim, H. H. (2017). Customer journeys through the eyes of undergraduate college students. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 30(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/265>
- Taylor, S. A., Black, H. G., Donovan, L. A. N., Ishida, C., & Judson, K. (2014). The relationship between eudaimonic well-being and social well-being with millennials. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 26(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/134>

- Taylor, S. A., & Hunter, G. (2003). An exploratory investigation into the antecedents of satisfaction, brand attitude, and loyalty within the (B2B) eCRM industry. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 16(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/73>
- Tax, S. S., Chandrashekar, M., & Christiansen, T. (1993). Word-of-mouth in consumer decision-making: An agenda for research. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 6(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/610>
- Vanhamme, J., & Snelders, D. (2001). The role of surprise in satisfaction judgments. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 14(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/103>
- Venkat, R., & Ogden, H. (2002). Advertising-induced social comparison and body-image satisfaction: The moderating role of gender, self-esteem and locus of control. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 15(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/94>
- Walz, A. M., & Celuch, K. G. (2010). The effect of retailer communication on customer advocacy: The moderating role of trust. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 23(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/25>
- Webb, D., & Jagun, A. (1997). Customer care, customer satisfaction, value, loyalty and complaining behavior: Validation in a UK university setting. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 26(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/156>
- Wei, J. (2023). Are satisfied consumers willing to be loyal? A qualitative study of Chinese consumers. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 36(2). <https://jcsdcb.com/index.php/JCSDCB/article/view/916>
- Woodham, O. P., Williams, J. A., & McNeil, K. R. (2016). Toward understanding the impact of attributes on satisfaction in different price tiers. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 29(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/223>
- Woodruff, R. B., Clemons, D. S., Schumann, D. W., Gardial, S. F., & Burns, M. J. (1991). The standards issue in CS/D research: A historical perspective. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 4(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/691>
- Wright, N. D., & Larsen, V. (2023). Insights into CS/D&CB from thirty years of qualitative research in the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 36(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/676>
- Wright, N. D., & Larsen, V. (1993). Materialism and life satisfaction: A meta-analysis. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 6(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/618>
- Zinko, R., Turcott, P., Furner, Z., Liu, Y., & Farzana, B. (2023). Compensation in NeWOM: The influence of compensation on purchase intention when responding to negative electronic word of mouth. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 36(1). <https://jcsdcb.com/index.php/JCSDCB/article/view/765>

APPENDIX A

Top 100 Articles with the Most Downloads and Abstract Views, Sorted by Total Impressions

Title	Year	Total Impressions	Abstract Views	File Views
Consumer Perception of Value: Literature Review and a New Conceptual Framework (Sánchez-Fernández & Iniesta-Bonillo, 2006)	2006	27225	15378	11847
An Integrated Model for the Effects of Perceived Product, Perceived Service Quality, and Perceived Price Fairness on Consumer Satisfaction and Loyalty (Bei & Chiao, 2001)	2001	15732	10279	5453
Questions about the Ultimate Question: Conceptual Considerations in Evaluating Reichheld's Net Promoter Score (NPS) (Grisaffe 2007)	2007	11354	7341	4013
Word of Mouth: What We Know and What We Have Yet to Learn (Lang & Hyde, 2013)	2013	10374	6604	3770
"After I Had Made the Decision, I...: " Toward a Scale to Measure Cognitive Dissonance (Hausknecht et al., 1998)	1998	8511	3009	5502
Disconfirmation of Expectations and the Gap Model of Service Quality: An Integrated Paradigm (Patterson & Johnson, 1993)	1993	6343	3062	3281
Customer Loyalty, Repurchase and Satisfaction: A Meta-Analytical Review (Curtis et al., 2011)	2011	6006	3527	2479
Investigating the Mediating Effect of Customer Satisfaction in the Service Quality - Customer Loyalty Relationship (Srivastava & Rai, 2013)	2013	4720	2166	2554
Thanks, I Guess: What Consumers Complain About When They Complain About Gifts (Cohn, 2016)	2016	4613	4277	336
Value Assessment: The Antecedent of Customer Satisfaction (Day & Crask, 2000)	2000	4582	3680	902
Are U.S. Plus-Size Women Satisfied with Retail Clothing Store Environments? (Bickle et al., 2015)	2015	4177	2630	1547
The Impact of Perceived Value on Consumer Satisfaction (Spreng et al., 1993)	1993	4055	2134	1921
Price And Quality Value Influences On Retail Customer Satisfaction And Loyalty (Powers et al., 2018)	2018	4001	3050	951
Customer Present Dissatisfaction and Future Satisfaction with Augmented Reality used in Shopping and Entertainment (Poushneh & Vasquez, 2017)	2017	3780	2092	1688

Thirteen Years of Thirteen Leading Journals: A Bibliography of Research in the Area of Consumer Satisfaction, Dissatisfaction and Complaining Behavior (Stevens, 2023)	2023	3719	1572	2147
Measurement Scales in Consumer Satisfaction/Dissatisfaction (Hausknecht 1990)	1990	3623	1848	1775
Customer Care, Customer Satisfaction, Value, Loyalty and Complaining Behavior: Validation in a UK University Setting (Webb & Hagun, 1997)	1997	3543	2652	891
A Historical Review and Future Research Agenda for the Field of Consumer Satisfaction, Dissatisfaction and Complaining Behavior (Dahl & Peltier, 2015)	2015	3513	2075	1438
Negative Word of Mouth: A Systematic Review and Research Agenda (Arora et al., 2021)	2021	3467	2571	896
Creating Value for Online Shoppers: Implications for Satisfaction and Loyalty (Lee & Overby, 2004)	2004	3453	2272	1181
Processing of the Satisfaction Response in Consumption: A Suggested Framework and research Propositions (Oliver, 1989)	1989	3448	2179	1269
The Role of Value in Consumer Satisfaction (Day, 2002)	2002	3367	2057	1310
Consumer Retaliation as a Response to Dissatisfaction (Huefner & Hunt, 2000)	2000	3332	2629	703
Mapping the Service Failure-Recovery Literature: A Scoping Review (Nowak et al., 2023)	2023	3323	2235	1088
The Impact of E-Services Failures and Customer Complaints on Electronic Commerce Customer Relationship Management (Cho et al., 2003)	2003	3287	2122	1165
Consumers' Experiences, Opinions, Attitudes, Satisfaction, Dissatisfaction, and Complaining Behavior with Vending Machines (Lee, 2003)	2003	3242	1663	1579
A Comparison of Current Models of Consumer Satisfaction/Dissatisfaction (Everelles & Leavitt, 1992)	1992	3188	1856	1332
The Effects of Satisfaction and Complaining Behavior on Consumer Repurchase Intentions (Halstead & Page, 1992)	1992	3121	1663	1458
Postdis: A Short Rating Scale for Measuring Post Purchase Dissonance (Montgomery & Barnes, 1993)	1993	3029	1675	1354
Consumer Loyalty to Service Providers: An Integrated Conceptual Model (Salenga & Goodwin, 2005)	2005	2747	1750	997
Exploring Alternative Antecedents of Customer Delight (Kumar et al., 2001)	2001	2690	1782	908
Negative Versus Positive Word-of-Mouth: An Exception to the Rule (Naylor & Kleiser, 2000)	2000	2665	2092	573

Materialism and Life Satisfaction: A Meta-Analysis (Wright & Larsen, 1993)	1993	2638	1502	1136
Advertising-Induced Social Comparison and Body-Image Satisfaction: The Moderating Role of Gender, Self-Esteem and Locus of Control (Venkat & Ogden, 2002)	2002	2513	1654	859
The Effects of Perceived Quality and Usefulness of Consumer Reviews on Review Reading and Purchase Intention (Hong et al., 2018)	2018	2501	1493	1008
Impact on and of the Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior: A 30 Year Retrospective (Larsen & Wright, 2017)	2017	2423	1867	556
Complaining, Complimenting and Word-of-Mouth in the Digital Age: Typology and Terms (Naylor, 2016)	2016	2413	1798	615
Satisfaction Theory and the Disadvantaged Consumer (Halstead et al., 2007)	2007	2396	821	1575
A Half-Century of SERVQUAL: Exploring its Impact and Future Directions in Service Quality Research (Naylor, 2024)	2024	2358	908	1450
Have You Heard the Word? The Effect of Word of Mouth on Perceived Justice, Satisfaction and Repurchase Intentions Following Complaint Handling (Davidow, 2003)	2003	2299	1625	674
A Comprehensive Model of Brand Love/Hate (Madadi et al., 2021)	2021	2287	1325	962
Retailer Brand Experience, Brand Experience Congruence, and Consumer Satisfaction (Ishida and Taylor, 2012)	2012	2227	1286	941
An Updated Historical Review of the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior (Nowak et al., 2023)	2023	2088	1358	730
Satisfaction with Material Possessions and General Well-Being: The Role of Materialism (Sirgy et al., 1998)	1998	2041	1616	425
Behavioral Intentions in Satisfaction Research Revisited (Söderlund & Öhman, 2003)	2003	2018	1348	670
The Relationship between Eudaimonic Well-Being and Social Well-Being with Millennials (Taylor et al., 2014)	2014	2003	981	1022
The Effect of Retailer Communication on Customer Advocacy: The Moderating Role of Trust (Walz & Celuch, 2010)	2010	1995	1293	702
The Definitions of Dysfunctional Consumer Behavior: Concepts, Content, and Questions (Aron & Kultgen, 2019)	2019	1989	1192	797

An Exploratory Investigation into the Antecedents of Satisfaction, Brand Attitude, and Loyalty within the (B2B) eCRM Industry (Taylor & Hunter, 2003)	2003	1977	1299	678
Who Posts Online Customer Reviews? The Role of Sociodemographics and Personality Traits (Manner & Lane, 2017)	2017	1970	1183	787
Customer Satisfaction and Commitment: Considering Relational Investment and Rapport in Customer Service Interactions (Smith, 2021)	2021	1952	1205	747
A More Personalized Satisfaction Model: Including the BFI-44 in the American Customer Satisfaction Model (Crawford et al., 2017)	2017	1920	1357	563
Body Image Dissatisfaction and Self-Esteem: A Consumer-Centric Exploration and a Proposed Research Agenda (Krishen & Worthen, 2011)	2011	1828	959	869
How the Customer Feedback Process Contributes to Perceived Customer Orientation and Affective Commitment in the Higher Educational Service Context (Celuch & Robinson, 2016)	2016	1802	1318	484
Identifying the Key Drivers of Customer Satisfaction and Repurchase Intentions: An Empirical Investigation of Japanese B2B Services (Kahn et al., 2012)	2012	1791	947	844
Profiles of Consumer Emotions and Satisfaction in Ownership and Usage (Oliver & Westbrook, 1993)	1993	1790	1043	747
Satisfaction as a Mediator Between Brand Experience Dimensions and Word-of-Mouth for Digital Banking Services: Does Gender and Age Matter?)Bapat & Kannadhasan, 2022)	2022	1758	1073	685
Frontline Human Capital and Consumer Dissatisfaction: Evidence from the U.S. Airline Industry (Chauradia et al., 2021)	2021	1689	1142	547
Digital Dysfunction: Consumer Grudgeholding and Retaliation in the Digital Era (Aron 2016)	2016	1642	1313	329
The Structure of Customer Satisfaction: Effects of Survey Measurement (Drew & Bolton, 1991)	1991	1622	858	764
The Role of Surprise In Satisfaction Judgements (Vanhamme & Snelders, 2001)	2001	1621	1088	533
Female Visitors' Behavioral Intention to the Shanghai Comics Exhibition: An Application of Cognitive Appraisal Theory (Chen et al., 2023)	2023	1575	1101	474
Sex Differences and Consumer Complaints: Do Men and Women Communicate Differently When They	1997	1569	1283	286

Complain to Customer Service Representatives? (Garret et al., 1997)				
Choosing by Selecting or Rejecting: How Decision Strategy Influences Consumer Satisfaction (Machin, 2016)	2016	1544	1154	390
Intense Customer Satisfaction while Studying Abroad: Study Abroad as a Transcendent Customer Experience (Petersen et al., 2020)	2020	1519	974	545
Store Satisfaction and Store Loyalty Explained by Customer - and Store-Related Factors (Bloemer & Odekerken-Schröder, 2002)	2002	1505	1274	231
Aggregate Consumer Satisfaction: The Telos of Marketing (Larsen & Wright, 2020)	2020	1481	996	485
The Effect of Customer Demotion on Consumer Affective and Behavioral Response in Restaurant Loyalty Programs (Rahman & Soesilo, 2022)	2022	1478	935	543
An Examination of Student Loans, Partisanship and Complaining Behavior: The Consumer Financial Protection Bureau (Cho et al., 2023)	2023	1460	738	722
Measuring Customer Satisfaction: From Product Performance to Consumption Experience (Bassi & Guido, 2006)	2006	1421	813	608
Toward Understanding the Impact of Attributes on Satisfaction in Different Price Tiers (Woodham et al., 2016)	2018	1398	1177	221
Personality Traits and Re-Patronage Intentions After Service Failure (Agarwal et al., 2016)	2016	1386	1036	350
Customer Journeys Through the Eyes of Undergraduate College Students (Taylor et al., 2017)	2017	1368	976	392
The Effects of Relationship Quality and Duration on Negative Word-of-Mouth After a Low-Contact Service Failure (Kara & Tugrul, 2024)	2024	1354	1005	349
Word-of-Mouth in Consumer Decision-Making: An Agenda for Research (Tax et al., 1993)	1993	1345	771	574
Dissatisfiers and Satisfiers: Suggestions from Consumer Complaints and Compliments (Catotte & Turgeon, 1988)	1988	1340	856	484
Compensation in NeWOM: The Influence of Compensation on Purchase Intention when Responding to Negative Electronic Word of Mouth (Zinko et al., 2023)	2023	1340	889	451

Insights into CS/D&CB from Thirty Years of Qualitative Research in the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior (Wright & Larsen, 2023)	2023	1317	953	364
Organizational and Customer Moderators of Service Recovery on Consumer Forgiveness in Health Care (Harrison-Walker, 2022)	2022	1293	725	568
Involvement with Services: An Empirical Replication and Extension of Zaichkowsky's Personal Involvement Inventory (Celuch & Taylor, 1999)	1999	1292	1017	275
Are Satisfied Consumers Willing to Be Loyal? A Qualitative Study of Chinese Consumers (Wei, 2023)	2023	1270	830	440
Ethnic Congruity Motive: When Service Encounters with Hispanic Frontline Employees Enhance Hispanic Customers' Service Satisfaction (Aguirre-Rodriguez et al., 2021)	2021	1266	988	278
Students' Satisfaction with a Study Abroad Program (Bakir et al., 2020)	2020	1258	809	449
Negative Word of Mouth: Substitute for or Supplement to Consumer Complaints? (Halstead, 2002)	2002	1258	831	427
The Effects of Organizational Complaint Responses on Consumer Satisfaction, Word of Mouth Activity and Repurchase Intentions (Davidow & Leigh, 1998)	1998	1253	933	320
Expectations and Disconfirmation Beliefs as Predictors of Consumer Satisfaction, Repurchase Intention, and Complaining Behavior: An Empirical Study (Halstead, 1989)	1989	1243	746	497
Service Attributes Satisfaction and Actual Repurchase Behavior: The Mediating Influence of Overall Satisfaction and Purchase Intention (Akhter, 2010)	2010	1237	850	387
(Relative) Status Quo Effects on Customer Loyalty in Satisfaction and Trust Relationships in Insurance (Taylor & Sirmans, 2019)	2019	1228	897	331
The Effect of Counter-Experiential Marketing Communication on Satisfaction and Repurchase Intention (Aron, 2006)	2006	1217	777	440
Turning Point Analysis of Brand Love Trajectories (Gumparhi et al., 2021)	2021	1198	758	440
Satisfaction, Loyalty, and Repurchase: A Study of Norwegian Customers of Furniture and Grocery Stores (Solvang, 2007)	2007	1167	717	450
The Standards Issue: An Accessibility-Diagnosticity Perspective (Woodruff et al., 1991)	1991	1159	901	258

Cathartic Complaining as a Means of Reducing Consumer Dissatisfaction (Nyer, 1999)	1999	1149	837	312
Does Existential Wellbeing Promote Positive Attitudes about Entrepreneurs? (Routledge et al., 2021)	2021	1107	715	392
Exploring the Impact of Consumer Satisfaction on the Co-Creation of a Global Knowledge Brand (Jois et al., 2022)	2022	1070	773	297
Consumer Coping Strategies with Dissatisfactory Service Encounters: A Preliminary Investigation (Godwin et al., 1999)	1999	1067	863	204
Changes in Pre- and Post-Purchase Evaluative Criteria: Exploring the Impact on Consumer (Dis)Satisfaction (Taylor & Burns, 1999)	1999	1059	719	340
Observer Retaliation: Apology Components Affect on Observing Customers' Reactions (McClure et al., 2019)	2019	1047	722	325
The Effect of Intensity of Dissatisfaction on Complaining Behaviour (Johnston, 1998)	1998	968	751	217
The Influence of Available Alternatives and Variable Expectations on the Impact of Disconfirmations on Satisfaction (Korkofingas, 2019)	2019	888	729	159

APPENDIX B

Articles in the Top 100 in Both Impressions and Citations Sorted by Total Citations

Title	Impression Rank	Total Impressions	Citation Rank	Total Citations
Processing of the Satisfaction Response in Consumption: A Suggested Framework and Research Propositions (Oliver, 1989)	21	3448	1	1316
An Integrated Model for the Effects of Perceived Product, Perceived Service Quality, and Perceived Price Fairness on Consumer Satisfaction and Loyalty (Bei & Chiao, 2001)	2	15732	2	1257
Store Satisfaction and Store Loyalty Explained by Customer - and Store-Related Factors (Bloemer & Odekerken-Schröder, 2002)	66	1505	3	918
A Comparison of Current Models of Consumer Satisfaction/Dissatisfaction (Everelles & Leavitt, 1992)	27	3188	4	682
Creating Value for Online Shoppers: Implications for Satisfaction and Loyalty (Lee & Overby, 2004)	20	3453	5	544
The Effects of Satisfaction and Complaining Behavior on Consumer Repurchase Intentions (Halstead & Page, 1992)	28	3121	6	543
Dissatisfiers and Satisfiers: Suggestions from Consumer Complaints and Compliments (Catotte & Turgeon, 1988)	76	1340	7	488
Value Assessment: The Antecedent of Customer Satisfaction (Day & Crask, 2000)	10	4582	8	422
Consumer Retaliation as a Response to Dissatisfaction (Huefner & Hunt, 2000)	23	3332	9	411
Have You Heard the Word? The Effect of Word of Mouth on Perceived Justice, Satisfaction and Repurchase Intentions Following Complaint Handling (Davidow, 2003)	40	2299	10	391
Consumer Perception of Value: Literature Review and a New Conceptual Framework (Sánchez-Fernández & Iniesta-Bonillo, 2006)	1	27225	11	388
Profiles of Consumer Emotions and Satisfaction in Ownership and Usage (Oliver & Westbrook, 1993)	56	1790	12	385
Exploring Alternative Antecedents of Customer Delight (Kumar et al., 2001)	31	2690	14	327

Disconfirmation of Expectations and the Gap Model of Service Quality: An Integrated Paradigm (Patterson & Johnson, 1993)	6	6343	15	319
Measurement Scales in Consumer Satisfaction/Dissatisfaction (Hausknecht, 1990)	16	3623	16	276
An Exploratory Investigation into the Antecedents of Satisfaction, Brand Attitude, and Loyalty within the (B2B) eCRM Industry (Taylor & Hunter, 2003)	49	1977	18	268
The Standards Issue in CS/D Research: A Historical Perspective (Woodruff et al., 1991)	92	1159	19	247
Customer Loyalty, Repurchase and Satisfaction: A Meta-Analytical Review (Curtis et al., 2011)	7	6006	20	241
Students' Satisfaction with a Study Abroad Program (Bakir et al., 2020)	83	1258	21	239
Questions about the Ultimate Question: Conceptual Considerations in Evaluating Reichheld's Net Promoter Score (NPS) (Grisaffe, 2007)	3	11354	22	227
Materialism and Life Satisfaction: A Meta-Analysis (Wright & Larsen, 1993)	33	2638	23	221
Behavioral Intentions in Satisfaction Research Revisited (Söderlund & Öhman, 2003)	45	2018	24	218
The Impact of Perceived Value on Consumer Satisfaction (Spreng et al., 1993)	12	4055	25	205
Word of Mouth: What We Know and What We Have Yet to Learn (Lang & Hyde, 2013)	4	10374	26	205
Consumer Loyalty to Service Providers: An Integrated Conceptual Model (Salenga & Goodwin, 2005)	30	2747	29	189
The Role of Value in Consumer Satisfaction (Day, 2002)	22	3367	30	189
The Role of Surprise In Satisfaction Judgments (Vanhamme & Snelders, 2001)	61	1621	31	176
Cathartic Complaining as a Means of Reducing Consumer Dissatisfaction (Nyer, 1999)	93	1149	35	147
Negative Versus Positive Word-of-Mouth: An Exception to the Rule (Naylor & Kleiser, 2000)	32	2665	39	135
The Impact of E-Services Failures and Customer Complaints on Electronic Commerce Customer Relationship Management (Cho et al., 2003)	25	3287	40	133
Word-of-Mouth in Consumer Decision-Making: An Agenda for Research (Tax et al., 1993)	75	1345	41	129
Customer Care, Customer Satisfaction, Value, Loyalty and Complaining Behavior: Validation in a UK University Setting (Webb & Hagun, 1997)	17	3543	42	127

The Effect of Retailer Communication on Customer Advocacy: The Moderating Role of Trust (Walz & Celuch, 2010)	47	1995	47	116
The Effect of Intensity of Dissatisfaction on Complaining Behaviour (Johnston, 1998)	99	968	48	112
Investigating the Mediating Effect of Customer Satisfaction in the Service Quality - Customer Loyalty Relationship (Srivastava & Rai, 2013)	8	4720	49	110
Expectations and Disconfirmation Beliefs as Predictors of Consumer Satisfaction, Repurchase Intention, and Complaining Behavior: An Empirical Study (Halstead, 1989)	86	1243	52	105
Retailer Brand Experience, Brand Experience Congruence, and Consumer Satisfaction (Ishida & Taylor, 2012)	42	2227	56	101
Postdis: A Short Rating Scale for Measuring Post-Purchase Dissonance (Montgomery & Barnes, 1993)	29	3029	64	93
Satisfaction, Loyalty, and Repurchase: A Study of Norwegian Customers of Furniture and Grocery Stores (Solvang, 2007)	91	1167	72	84
Satisfaction with Material Possessions and General Well-Being: The Role of Materialism (Sirgy et al., 1998)	44	2041	77	80
Measuring Customer Satisfaction: From Product Performance to Consumption Experience (Bassi & Guido, 2006)	70	1421	84	74
Service Attributes Satisfaction and Actual Repurchase Behavior: The Mediating Influence of Overall Satisfaction and Purchase Intention (Akhter, 2010)	87	1237	85	74
The Effects of Organizational Complaint Responses on Consumer Satisfaction, Word of Mouth Activity and Repurchase Intentions (Davidow & Leigh, 1998)	85	1253	87	74
Identifying the Key Drivers of Customer Satisfaction and Repurchase Intentions: An Empirical Investigation of Japanese B2B Services (Kahn et al., 2012)	55	1791	94	69
Involvement with Services: An Empirical Replication and Extension of Zaichkowsky's Personal Involvement Inventory (Celuch & Taylor, 1999)	80	1292	100	60

APPENDIX C

Comparing Cites per Year for Top Articles from Larson & Wright (2017)

Title	Year	2017 Cites per Year	2025 Cites per Year	Change
Processing of the Satisfaction Response in Consumption: A Suggested Framework and research Propositions (Oliver, 1989)	1989	26.57	36.56	9.99
An Integrated Model for the Effects of Perceived Product, Perceived Service Quality, and Perceived Price Fairness on Consumer Satisfaction and Loyalty (Bei & Chiao, 2001)	2001	31.00	52.38	21.38
Store Satisfaction and Store Loyalty Explained by Customer - and Store-Related Factors (Bloemer & Odekerken-Schröder, 2002)	2002	32.80	39.56	6.76
A Comparison of Current Models of Consumer Satisfaction/Dissatisfaction (Everelles & Leavitt, 1992)	1992	15.32	20.67	5.35
The Effects of Satisfaction and Complaining Behavior on Consumer Repurchase Intentions (Halstead & Page, 1992)	1992	12.88	16.45	3.57
Dissatisfiers and Satisfiers: Suggestions from Consumer Complaints and Compliments (Catotte & Turgeon, 1988)	1988	10.14	13.19	3.05
Creating Value for Online Shoppers: Implications for Satisfaction and Loyalty (Lee & Overby, 2004)	2004	22.23	25.90	3.67
Value Assessment: The Antecedent of Customer Satisfaction (Day & Crask, 2000)	2000	13.94	16.88	2.94
Have You Heard the Word? The Effect of Word of Mouth on Perceived Justice, Satisfaction and Repurchase Intentions Following Complaint Handling (Davidow, 2003)	2003	15.36	17.77	2.41
Toward an Integrated Conceptual Model of Consumer Complaining Behavior (Blodgett & Granbois (1992)	1992	8.52	10.58	2.06
Profiles of Consumer Emotions and Satisfaction in Ownership and Usage (Oliver & Westbrook, 1993)	1993	8.67	12.03	3.36
Measurement Scales in Consumer Satisfaction/Dissatisfaction (Hausknecht 1990)	1990	7.63	7.89	0.26
Consumer Retaliation as a Response to Dissatisfaction (Huefner & Hunt, 2000)	2000	11.53	16.44	4.91
Salient Dimensions of Perceived Fairness in Resolution of Service Complaints (Goodwin & Ross, 1989)	1989	6.29	7.64	1.35

Disconfirmation of Expectations and the Gap Model of Service Quality: An Integrated Paradigm (Patterson & Johnson, 1993)	1993	7.04	9.97	2.93
The Standards Issue in CS/D Research: A Historical Perspective (Woodruff et al., 1991)	1991	6.23	7.26	1.03
An Exploratory Investigation into the Antecedents of Satisfaction, Brand Attitude, and Loyalty within the (B2B) eCRM Industry (Taylor & Hunter, 2003)	2003	9.71	12.18	2.47
Negative Word of Mouth: Substitute for or Supplement to Consumer Complaints? (Halstead, 2002)	2002	8.67	10.39	1.72
Consumer Perception of Value: Literature Review and a New Conceptual Framework (Sánchez-Fernández & Iniesta-Bonillo, 2006)	2006	11.64	20.42	8.78
The Impact of Perceived Value on Consumer Satisfaction (Spreng et al., 1993)	1993	5.29	6.41	1.12
Exploring Alternative Antecedents of Customer Delight (Kumar et al., 2001)	2001	7.63	13.63	6.01
Materialism and Life Satisfaction: A Meta-Analysis (Wright & Larsen, 1993)	1993	5.00	6.91	1.91
The Dissatisfaction and Complaining Behavior of Vulnerable Consumers (Andreasen & Manning, 1990)	1990	4.33	5.69	1.36
The Role of Value in Consumer Satisfaction (Day, 2002)	2002	7.33	12.67	5.33
The Illusion of Consumer Satisfaction (Bloemer & Poiesz, 1989)	1989	3.68	4.50	0.82
Different Comparison Standards as Determinants of Service Quality (Liljander & Strandvik, 1993)	1993	4.29	3.97	(0.32)