

LETTER FROM THE EDITOR

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We begin this volume of the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* with three announcements. First, the next biennial Consumer Satisfaction, Dissatisfaction, and Complaining Behavior (CS/D&CB) conference will be held in Provo, Utah, USA, from June 19-21, 2025. The primary objective of the CS/D&CB biennial conference is to disseminate cutting-edge research about the antecedents and/or consequences of satisfying or dissatisfying experiences, including complaining behavior. We seek to promote theory development in these areas via reporting quantitative and/or qualitative inquiries and conceptual studies within relevant business disciplines. Full information about this conference may be found at <https://jcsdcb.com/index.php/JCSDCB/announcement/view/14>.

Second, we would like to recognize David Aron of Dominion University as our 2024 Reviewer of the Year. Dr. Aron consistently provided high-quality reviews in a timely manner, which made my job as editor much easier. He is one of many talented reviewers on our editorial board.

Finally, we would like to welcome Mohamed Assoud (Hassan 1st University, Morocco) and Miguel Angel Zúñiga (Morgan State University, USA) to our editorial review board.

In the December 2024 issue of the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, we present eleven new articles about consumer satisfaction, dissatisfaction, and complaining behavior.

We begin with a very clever article by Eunice Kim about consumer satisfaction when choosing between bundled and *à la carte* options. Our second article by Ronald Be. Larson and Hannah J. Batterson is about consumer responses to negative shopping experiences by complaining in a survey. Ghazal Rootia and Elten D. Briggs explore how positive and negative emotions influence satisfaction change after group interactions.

In the first of two articles, Gillian S. Naylor reviews a half-century of research using the SERVQUAL measure and makes important recommendations about its future use in CS/D&CB research. Stephen Bok, James Shum, and Maria Lee explore consumer entitlement and service hypocrisy. Anurag Dugar and Pankaj Chamola look to the dark side of brand loyalty to find a sense of entitlement and the likelihood of consumer misbehavior.

Shaista Jabeen looks at the causes and effects of brand hate in the smartphone industry in Hungary and compares brand hate between generations Y and Z. Anthan Nguyen, Luc Tan Phan, and Quang Hai Nguyen look to brand image and brand love to moderate the relationship between perceived cause-related marketing and repurchase intention. Shalini Nath Tripathi, Shalini Srivastava, Nishtha Malik, and Alok Kumar examine consumer arrogance as an antecedent to consumer satisfaction.

Linden Dalecki introduces and integrates key aspects of entrepreneurial marketing into consumer satisfaction, dissatisfaction, and complaining behavior. Finally, I co-authored a paper with Gillian S. Naylor, a former *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* editor. We pooled our collective wisdom into a paper for prospective authors about how to improve manuscript quality and fit when submitting to the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*. Since I am the current editor,

we asked Jacqueline A. Williams of North Carolina AT State University to serve as editor for this paper. She reviewed the paper herself and then sent it to four additional reviewers. We revised the paper based on reviewer feedback, after which Dr. Williams accepted the paper.

As with previous journal volumes, this volume has an international flare. We have accepted papers from researchers at universities in Hungary, India, the United States, and Vietnam. We continue to invite well-conceptualized and executed studies from scholars around the world.