LETTER FROM THE EDITOR:
ENDINGS AND NEW BEGINNINGS

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The December 2023 issue of the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining* continues a long tradition of publishing quality, cutting-edge research in the CS/D&CB domain from researchers around the world. In this issue, we feature researchers from diverse backgrounds representing universities in China, India, Israel, and the United States.

We lead this issue off with "Torn Between Online Marketing Stories: Trait Ambivalence's Influence on Schadenfreude" by Jacob Hornick and Matti Rachamin. These two authors bring an entirely new concept to CS/D&CB research: *Schadenfreude* or taking joy in others' suffering. We have long published articles on brand love and hate, but not Schadenfreude. We hope this is a fruitful avenue for CS/D&CB research in the future.

Next, we have two articles on consumer loyalty. The first, "The Relationship Between Individual Customer Satisfaction and Loyalty: The Moderating Role of Firm-Level Signals" by Fengxia Zhu, Shuya Lu, Chris Groening, and Jian Kang examines the moderating role of firm-level signals on consumer loyalty. This is followed by "Are Satisfied Consumers Willing to Be Loyal? A Qualitative Study of Chinese Consumers" by Jack Wei. This article investigates customer loyalty in terms of brand, firm and salespeople loyalty, regardless of product category or industry.

These two articles are followed by "Exploring Relationships Amongst Negative Brand Experience (nBX), Consumer Distrust, and Negative Word-of-Mouth (nWOM)" by Dhananjay Bapat and Jacqueline A. Willimas. These authors examine why consumers are more likely to share their negative experiences on social media than positive experiences. This is also the first study to integrate negative brand experience, distrust, and negative word-of-mouth.

Next, we have Randi Priluck's article, "Online Shopping Pre- and Post-Vaccine and the Role of Trust and Commitment on Satisfaction." Professor Priluck examines satisfaction with online shopping behavior both pre- and post-COVID-19 vaccines. Trust and loyalty were found to mediate between presence of the vaccine and satisfaction with the online marketer.

The penultimate article in this volume is "Role of Consumer Face Restoration in Communicative Efforts by Service Firms to Obtain Consumer Forgiveness, Consumer Trust and Consumer Reconciliation" by Jatinderpreet Kaur Bath and Anupam Bawa. These authors examine obtaining consumer forgiveness through face restoration. Consumer face restoration is revealed to be a mediator between forgiveness-seeking behaviors and consumer forgiveness and consumer forgiveness.

The final article in this volume is "The Effect of Anticipating Regret and Satisfaction on Consumer Preference for Default Options" by Eunice Kim. Professor Kim proposes that anticipating satisfaction pushes consumer preferences towards default options, while anticipating regret shifts consumer preference to the alternative, non-default option. Kim offers robust empirical evidence for this proposition.

This was also a year of changes in our editorial board. Long-time review board member, Kevin G. Celuch of the University of Southern Indiana retired. Professor Celuch has contributed twelve articles to the journal in the past thirty years and innumerable and very helpful reviews of submitted articles. We will miss his insights in our journal.

We have also added several new members to the editorial review board. Please welcome Dhananjay Bapat, of the Indian Institute of Management in Raipur, India; Eunice Kim, of Towson University in the United States; and Rozbeh Madadi of the State University of New York, Geneseo in the United States.

We also wish to acknowledge two exceptional reviewers as Reviewers of the Year for 2023. Kim K. Smith of Saint Norbert College in DePere, Wisconsin, in the United States. Professor Smith first published in the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* in 2021 and has since submitted many thorough and helpful reviews that have improved the papers that appear in this journal.

Coincidentally, another reviewer from Wisconsin in the United States is our second Reviewer of the Year. Daniel Nowak of the University of Wisconsin, Whitewater has not only published well-written and impactful articles in our journal, but he has also developed into an exceptional reviewer. Good reviewers like Professors Kim and Nowak make my job so much easier.