R.P. (1979), õUnobservable Variables in Structural Equation Models with an Application in Industrial Sellingö, *Journal of Marketing Research*, 16 (2): 147-158.

Aaker, D. and Day, G.S. (1982), õA Guide to Consumerismö in *Consumerism: Search for the Consumer interest*, Aaker and Day (Eds.), Free Press, 2-20.

Agbonifoh, B.A. and Edoreh, P.E. (1986), õConsumer Awareness and Complaining Behaviorö, *European Journal of Marketing*, 20 (7): 43-49.

Ahire, S. L. and Devaraj, S. (2001), õAn Empirical Comparison of Statistical Construct Validation Approachesö, *IEEE Transactions on Engineering Management*, 48 (3): 319-329.

Ajzen, I. (1985), õFrom Intentions to Actions: A Theory of Planned Behaviourö, In *Action Control: From Cognition to Behaviour*, in Kuhl, J. and Beckmann, J. (Eds.), New York: Springer, 11-39.

Ajzen, I. (1988), Attitudes, Personality and Behaviour, Dorsey Press, Chicago.

Ajzen, I. (1991), õthe Theory of Planned Behaviourö, *Organizational Behaviour and Human Decision Processes*, 50: 179-211.

Ajzen, I. (2001), õNature and Operation of Attitudesö, *Annual Review of Psychology*, 52: 27-58.

Ajzen, I. (2002), õPerceived Behavioural Control, Self-Efficacy, Locus of Control, and the Theory of Planned Behaviourö, *Journal of Applied Social Psychology*, 32: 1-20.

Ajzen, I. and Driver, B.L. (1992a), õApplication of the Theory of Planned Behaviour to Leisure Choiceö, *Journal of Leisure Research*, Vol. 24 (3): 207-224.

Ajzen, I. and Driver, B.L. (1992b), õContingent Value Measurement: on the Nature and Meaning of Willingness to Payö, *Journal of Consumer Psychology*, 6 (4): 444-487.

Ajzen, I. and Fishbein, M. (1980), *Understanding Attitudes and Predicting Social Behaviour*, Englewood Cliffs, NJ: Prentice-Hall,

Ajzen, I. and Fishbein, M. (1985), õFrom Intentions to Actions: A theory of Planned Behaviorö, in Kuhl, J. and Beckmann, J. (Eds.), *Action-Control: From Cognition to Behaviour* Heidelberg: Springer, 11-39.

Ajzen, I. and Fishbein, M. (2004), õThe Influence of Attitude on Behaviourö, In *Handbook of Attitudes and Attitude Change: Basic Principles*. Allbarracin, D. Johnson, B. T. and Zanna, M. P. (Eds.), Mahwah, NJ: Erlbaum, 173-221.

Alcalay, Rina and Bell, Robert (2000), õPromoting Nutrition and Physical Activity through Social Marketingö, Retrieved from <a href="http://www.comminit.com/en/node/27183/36">http://www.comminit.com/en/node/27183/36</a>.

Andreasen, A.R. (1977), õA Taxonomy of Consumer Satisfaction / Dissatisfaction



(Eds.), Conceptualization and Measurement of Consumer ion, Marketing Science Institute, Cambridge, MA, 32-48

onsumer Responses to Dissatisfaction in Loose Monopoliesö, Journal of Consumer Research, 12 (2): 135-141.

Andreasen, A.R. (1988), õConsumer Complaints and Redress: What We Know and What We donøt knowö, in Maynes, E.S. (Eds.) *the Frontier of Research in the Consumer Interest,* American Council on Consumer Interests, Columbia, MO, 675-722.

Anderson, E.W. and Sullivan, M.W. (1993), of The Antecedents and Consequences of Customer Satisfaction for firmso, *Marketing Science*, 12 (2): 125-143.

Anderson, J.C. and Gerbing, D.W. (1988), õStructural Equation Modelling in Practice: A Review and Recommended Two-Step Approachö, *Psychological Bulletin*, 103 (3): 411-423.

Annual Report of Tribunal for Consumer Claims (1999), *Tribunal for Consumer Claims*, Ministry of Domestic Trade and Consumer Affairs, Putra Jaya, Malaysia.

Annual Report of National Consumer Complaint Centre (2006), *National Consumer Complaint Centre*, NCCC, Education and Research Association for Consumers Malaysia (ERA Consumer Malaysia), Malaysia.

Arbuckle, J.L. (2005), *Amos 6.0 User's Guide*, Spring House, PA: Amos Development Corporation.

Armitage, C. J. and Conner, M. (2001), õEfficacy of the Theory of Planned Behaviour: a Meta-Analytic Reviewö, *the British Journal of Social Psychology*, 40 (4): 471-499.

Arreola, R.A. (2005), õResearch Design, Measurement and Evaluation Supplementary Maerialsö, Retrieved from http://www.utmem.edu/~rarreola/researchdesign.html].

Bagozzi, R.P. and Phillips, L.W. (1991) õAssessing Construct Validity in Organizational Researchö, *Administrative Science Quarterly*, 36: 421-458.

Bagozzi, R.P. and Warshaw, Paul P. (1990), õTrying to Consumerö, *Journal of Consumer Research*, 17 (September): 127-140.

Bailey, A.A., (2006), õRetail Employee Theft: A Theory of Planned Behaviour perspectiveö, *International Journal of Retail and Distribution Management*, 34 (11): 802-816.

Balasubramaniam, R. (1984), *Consumer Protection in Malaysia*, University Malaya, Kuala Lumpur, Malaysia.

Bandura, A. (1977), Social Learning Theory, New York: General Learning Press.

Bamberg, S., Ajzen, I, and Schmidt, P. (2003), õChoice of Travel Mode in the Theory of Planned Behaviour: The Role of Past Behaviour, Habit, and Reasoned Actionö, *Basic and Applied Social Psychology*, 25 (3): 175-187.

Barksdale, H.C., Powell, T.E. and Hargrove, E. (1984), õComplaint Voicing by Industrial Buyersö, *Industrial Marketing Management*, 13 (2): 93-100.



, K.R. (1980), õConsumerists: Complaining Behaviour and nd Consumer issuesö, in Olsen, J.C. (Eds.), *Advances in* ciation for Consumer Research, Ann Arbor, MI,: 325-346.

Baron, R.M. and Kenny, D. (1986), õThe Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerationsö, *Journal of Personality and Social Psychology*, 51 (6): 1173-1182.

Best, A. and Andreason, A.R. (1977), õConsumer Responses to Unsatisfactory Purchase: A Survey of Perceiving Defects, Voicing Complaints, and Obtaining Redressö, *Law and Society Review*, 11(1): 701-742.

Bearden, W.O. (1983), õProfiling Consumers Who Register Complaints Against Auto Repair Servicesö, *Journal of Consumer Affairs*, 17 (2): 315-335.

Bearden, W.O. and Mason, J.B. (1984), õAn Investigation of Influence on Consumer Complaint Reportsö in Kinnear, T.C. (Eds), *Advances in Consumer Research*, Association for Consumer Research, Provo, UT, 11: 490-495.

Bearden, W.O. and Oliver, R. (1985), õThe Role of Public and Private Complaining in Satisfaction in Problem Resolutionö, *Journal of Consumer Affairs*, 19 (2): 222-240.

Bearden, W.O. and Teel, J.E. (1980), õAn Investigation of Personal Influences on Consumer Complainingö, *Journal of Retailing*, 56 (3): 3-20.

Bearden, W.O. and Teel, J.E., (1983) õSelected Determinants of Consumer Satisfaction and Complaint Reportsö, *Journal of Marketing Science*, 20: 21-28.

Berelson, B. (1952), Content Analysis in Communication Research New York: Free Press.

Bernhardt, Kenneth L. (1981), õConsumer Problems and Complaint Actions of Older Americans: A National Viewö, *Journal of Retailing*, 57 (3): 107-123.

Bhattacherjee, A. and Premkumar, G. (2004), õUnderstanding Changes in Belief and Attitude towards Information Technology Usage: A Theoretical Model and Longitudinal Testö, *MIS Quarterly*, 28 (2, June): 229-254.

Biddle, S.J.H. and Nigg, C.R. (2000), õTheories of Exercise Behaviourö, *International Journal of Sport Psychology*, 3 (2): 290-304.

Bienstock, C.C., Mentzer, J.T. and Bird, M.M. (1997), õMeasuring Physical Distribution Service Qualityö, *Journal of the Academy of Marketing Science*, 25 (1): 31-44. Bies, R.J. and Moag, J.S. (1986), õInteractional Justice: Communication Criteria of

Fairnessö, Research on Negotiation in Organizations, 1: 43-55.

Bies, R.J. and Shapiro, D.L. (1987), õInteractional Fairness Judgements: The Influence of Causal Accountsö, *Social Justice Research*, 1: 199-218.

Bishan Singh (2002a), Consumer Education on Consumer Rights and Responsibilities, Code of Conduct for Ethical Business Importance of Product Labelling, Direct Selling Association of Malaysia (DSAM).

nsumer Movement and Challenges for the New Millenniumö, 13-22.

Bitner, M.J., Booms, B.M. and Tetreault, M.S. (1990), õThe Service Encounter: Diagnosing Favourable and Unfavourable Incidentsö, *Journal of Marketing*, 54 (January): 71-85.

Blodgett, J.G., Granbois, D.H. and Walters, R.G. (1993), õThe Effects of Perceived Justice on Complaintsø Negative-of-Mouth Behavior and Repatronage Intentionsö, *Journal of Retailing*, 69 (Winter): 399-428.

Blodgett, J.G., Hill, D.J. and Tax, S.S. (1997), õthe Effects of Distributive Procedural and Interactional Justice on Postcomplaint Behavior,ö *Journal of Retailing*, 73 (Summer): 185-210.

Bolfing, C.P. (1989), õHow Do Customers Express Dissatisfaction and What Can Service Marketers Do About it?ö *Journal of Services Marketing*, 3 (Spring): 5-23.

Bollen, K.A (1989), Structural Equations with Latent Variables, Wiley, New York.

Bonner, P.A. and Metzen, E. J. (1993), õProbabilities of Small Claims Judgment Satisfaction and Factors Influencing Successö, *Journal of Consumer Affairs*, 27 (Summer): 66-86.

Bonner, Patricia A., and Metzen, E.J. (1992), õSmall Claims Court: Factors Influencing a Successful Outcome for the Individual Plaintiffö, *Journal of Consumer Affairs*, 26 (Summer): pp. 1-19.

Bourgeois, J.C. and Barnes, J.G. (1979), õViability and Profile of the Consumerist Segmentö, *Journal of Consumer Research*, 5: 217-228.

Bradley, G.L. and Sparks, B.A. (2002), õService Locus of Control: Its Conceptualization and Measurementö, *Journal of Service Research*, 4 (4): 312-324.

Bradley, J., Sherman, B. and Bryant, W.K. (1982), õWinning in Small Claims Court: An Empirical Analysisö, *the Journal of Consumer Affairs*, 16 (1): 112-129.

Brennan, C. and Ritters, K. (2004), õConsumer Education in the UK: New Developments in Policy, Strategy and Implementationö, *International Journal of Consumer Studies*, 28 (2): 97-107.

Broadbridge A. and Marshall, J. (1995), õConsumer Complaint Behaviour: the Case of Electrical Goodsö, *International Journal of Retail & Distribution Management*, 23 (9): 8-18.

Brown, S.P. and Beltramini, R.F. (1989), õConsumer Complaining and Word of Mouth Activities: Field Evidenceö, in Srull, T.K. (Ed.), *Advances in Consumer Research*, 16, Association for Consumer Research, Provo, UT, 9-16.

Brownjie, D.T. and Lemond, K.A., (1992), õElectrical Retailing in the 1990sö, *International Journal of Retail and Distribution Management*, 20 (3): 3-11.

Click Here to upgrade to

R.R. (1997), õBeyond Control? Understanding Consumer for Consumer Locus of Controlö, *Consumer Interests Annual*;

Busseri, M.A., Lefcourt, H.M. and Kerton, R.R. (1998), õLocus of Control for Consumer Outcomes: Predicting Consumer Behaviourö, *Journal Applied Social Psychology*, 28 (12): 1067-1087.

Byrne, B.M. (2001), Structural Equation Modelling with AMOS: Basic Concepts, Applications, and Programming. Mahwah, New Jersey: Lawrence Erlbaum Associates.

Carmel, S. (1985), õSatisfaction with Hospitalization: A Comparative Analysis of Three Types of Servicesö, *Social Science and Medicine*, 21: 1243-1249.

Cannon, J.A. (2001), õ*Third Party Inclusion in Consumer Complaint Processes: Consumers' Motivations and Expectations*ö, Doctoral Dissertation, Saint Louis University, AAT 3000659.

Carrigan, M. (1998), õSegmenting the Grey Market: The Case for Fifty-Plus :Lifegroupsø, *Journal of Marketing Practice: Applied Marketing Science*, 4 (2): 43-56.

Chang, M. (1998), õPredicting Unethical Behaviour: A Comparison of the Theory of Reasoned Action and the Theory of Planned Behaviourö, *Journal of Business Ethics*, 17: 1825-1834.

Cheng, E.W.L. (2001), õSEM being more Effective than Multiple Regression in Parsimonious Model Testing for Management Development Researchö, *Journal of Management Development*, 20 (7/8): 650-667.

Cheng, S., Lam, T. and Hsu, C.H.C. (2005), õTesting the Sufficiency of the Theory of Planned Behaviour: A Case of Customer Dissatisfaction Responses in Restaurantsö, *Hospitality Management*, 24: 475-492.

Cherry, J. (2006), õThe Impact of Normative influence and Locus of Control on Ethical Judgments and Intentions: a Cross-culture Comparisonö, *Journal of Business Ethics*, 68: 113-132.

Clemmer, E.C. (1993), õAn Investigation into the Relationships of Justice and Customer Satisfaction with Servicesö, in R. Cropanzano (Eds.), *Justice in the Workshop: Approaching Fairness in Human Resources Management*, Hillsdale, NJ: Erlbaum, 56-73.

Clemmer, E.C. and Schneider, B. (1996), õFair Serviceö, *Advances in Services Marketing and Management*, 5: 109-126.

Cohen, J.W. (1988), Statistical Power Analysis for the Behavioural Sciences (2<sup>nd</sup> edit), Hilsdale, NJ: Lawrence Erlbaum Associates.

Comrey, A.L. and Lee, H.B. (1992), *A First Course in Factor Analysis*, Hillsdale, New Jersey: Lawrence Erlbaum Associates.

Conner, M., Kirk, S. F. L., Cade, J. E. and Barrett, J. H., (2003), õEnvironmental Influences: Factors Influencing a Woman& Decision to Use Dietary Supplementsö, *Journal of Nutrition*,



s, P., James, R., and Shepherd, R. (2003), õModerating Role of ithin the Theory of Planned Behaviourö, *British Journal of* 

Social Psychology, 42 (1): 75-94.

Cornwell, T.B., Bligh, A.D. and Babakus, E. (1991), õComplaint Behavior of Mexican-American Consumers to a Third-Party Agencyö, *Journal of Consumer Affairs*, 25 (Summer): 1-18.

Coulson, J.S. (1971), õNew ConsumeristsøBreed will Fade Awayö, *The Marketing News*, 4, (Mid-June): 5-8.

Crie, D. (2003), õConsumersøComplaint Behavior. Taxonomy, Typology and Determinants: Towards a Unified Ontologyö, *Journal of Database Marketing & Customer Strategy Management*, 11 (1): 60-79.

Crosier, K. and Erdogan, B.Z. (2001), õAdvertising Complaints: Who and Where Are They?ö, *Journal of Marketing Communications*, 7 (2): 109-120.

Cunningham, W.H. and Cunningham, I.C.M. (1979), õConsumer Protection: More Information or More Regulation?ö *Journal of Marketing*, 40 (2, April): 63-68.

Davidow, M. (2003), õHave You Heard The Word? The Effect of Word of Mouth On Perceived Justice, Satisfaction and Repurchase Intentions Following Complaint Handlingö, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, 16: 67-80.

Davidow, M. and Dacin, P.A. (1997), õUnderstanding and Influencing Consumer Complaint Behaviour: Improving Organizational Complaint Managementö, *Advances in Consumer Research*, 24: 450-456.

Dabholkar, P.A. (1994), õIncorporating Choice into an Attitudinal Framework: Analyzing Models of Mental Comparison Processesö, *Journal of Consumer Research*, Association for Consumer Research, Ann Arbor, MI, 11: 469-499.

Dabholkar, P.A. and Bagozzi, R.P. (2002), õAn Attitudinal Model of Technology-Based Self-Service: Moderating Effects of Consumer Traits and Situational Factorsö, *Journal of Marketing Science*, 30 (3): 184-201.

Day, R.L. (1977), õExtending the concept of consumer satisfactionö *Advances in Consumer Research*, 24: 450-456.

Day, R.L. (1980), õResearch Perspectives on Consumer Complaint Behaviorö, in *Theoretical Developments in marketing*, Lamb, C. W. and Dunne, P. M. (Eds.), Chicago: American Marketing Association, 149-154.

Day, R.L. (1984), õModeling Choices Among Alternative Responses to Dissatisfactionö, *Advances in Consumer Research*, Kinner, T. C. (Eds.), Provo, UT: Association for Consumer Research, 11: 469-499.

Day, R.L. and Ash, S.B. (1979),õConsumer Response to Dissatisfaction with durable Productsö, in Wikie, W.L., (Eds.), *Advances in Consumer Research*, Association for Consumer Research, Ann Arbor, Ml, 6: 438-444



78), õConsumer Response to Dissatisfaction with Services and *insumer Research*, 5 (1): 263-272.

Day, R.L., Grabicke, K., Schaetzle, T. and Staubach, F. (1981), õThe Hidden Agenda of Consumer Complainingö, *Journal of Retailing*, 57 (3): 86-106.

Day, R.L. and Landon, E.L. (1976), õCollecting Comprehensive Consumer Complaining Data by Survey Researchö, in Anderson, B.B.(Ed.), *Advances in Consumer Research*, Association for Consumer Research, Ann Arbor, Ml, 3: 263-269.

Day, R.L. and Landon, E.L. (1977) õTowards Theory of Consumer Complaining Behavior, Ö*Consumer and Industrial Buying Behavior*, Woodside, A.G., Sheth, J. N. and P. D. Bennett (Eds.), New York: North-Holland, 425-437.

Dessart, W.C.A.M. and Kuylen, A.A.A. (1986), õthe Nature, Extent, Causes and Consequences of Problematic debt Situationsö, *Journal of Consumer Policy*, 9: 311-334.

Deutsch, M. (1985), *Distributive Justice*, New Haven, CT: Yale University Press.

Diener, B. and Greyser, S.A. (1978), õConsumer Views of Redress Needsö, *Journal of Marketing*, 42 (October): 21-7.

Diamond, S.L., Ward, S. and Faber, R. (1976), *o*Consumer Problems and Consumerism: Analysis of Calls to a Consumer Hot-lineo, *Journal of Marketing*, 40 (January): 58-62.

Dolinsky, A.L., Gould, S.J., Scotti, D.J. and Stinerock, R.N. (1998), õThe Role of Psychographic Characteristics as Determinants of Complaint Behaviour by Elderly Consumers of Physician Health Care Servicesö, *Journal of Hospital Marketing*, 12 (2): 27-51.

Doll, J., and Ajzen, I. (1992), õAccessibility and Stability of Predictors in the Theory of Planned Behaviourö, *Journal of Personality and Social Psychology*, 63(5): 754-765.

Doob, L.W. (1947), oThe Behaviour of Attitudeso, Psychological Review, 54: 135-156.

Downing, M.S., Peters, J.D. and Sankin, A.R. (1975), õThe Toledo Small Claims Court: Part 1ö, *University of Toledo Law Review*, 6 (Winter): 397-411.

East, R. (1996), õRedress Seeking as Planned Behaviourö, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, 9: 27-34.

East, R. (2000), õComplaining as Planned Behaviourö, *Psychology & Marketing*, 17(12): 1077-1095.

Edwards, A. L. (1957), *Techniques of Attitude Scale Construction*, New York: Appleton-Century Crofts.

Ekinci, Y. and Riley, M. (1999), õthe Application of the Guttman Scaling Procedure in the Measurement of Consumer Behaviour: A Marketing Myopiaö, *Journal of Travel and Tourism Marketing*, 8 (4): 25-41.

Emir, O. (2011), occustomer Complaints and Complain behaviours in Turkish hotel



1 in Lara and Kundu Areas of Natalyaö, *African Journal of* ): 4239-4253.

1998), õConsumer Decision-Making Styles of Young-Adult Chineseö, the Journal of Consumer Affairs, 32 (2): 275-294.

Faridah, S. S.A. (2009), õOnline Corporate Brand Images and Consumer Loyaltyö, *International Journal of Business and Society*, 10 (2), 1-19.

Feick L. (1987), õLatent Class Models for the Analysis of Behavioral Hierarchiesö, *Journal of Marketing Research*, 24 (May): 174-186.

Fernandes, D., Pizzutti, Santos, C. (2007), õConsumer Complaining Behaviour in Developing Countries: The Case of Brazilö, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, 20(1): 86-109.

Fernandez, J.M. (2004), Contested Space? FOMCA's Engagement with the Government, FOMCA, Pertaling Jaya, Malaysia.

Fishbein, M. and Ajzen, I. (1975), *Belief, Attitude, Intention and behaviour: An Introduction to Theory and Research*, Addison-Wesley, Reading, MA.

Fisher, J.E., Garrett, D.E., Arnold, M.J. and Ferris, M.R. (1999), õDissatisfied Consumers Who Complain to the Better Business Bureauö, *Journal of Consumer Marketing*, 16 (6): 576-589.

Folkes, V.S. (1984), õConsumer Reactions to Product Failure: An Attribution Approachö, *Journal of Consumer Research*, 10: 398-409.

FOMCA (2009), Retrieved from <a href="http://en.wikipedia.org/wiki/FOMCA">http://en.wikipedia.org/wiki/FOMCA</a>

FOMCA (2002), Consumer Digest, 1 (June): 3-12. Malaysia

Fornell, C. (1982), A Second Generation Multivariate Analysis, 1: Methods, Praeger, New York, NY.

Fornell, C. and Larcker, D.F. (1981), õEvaluating Structural Equation Models with Unobservable Variables and Measurement Errorö, *Journal of Marketing Research*, 18 (February): 39-50.

Fornell, C. and Wernerfelt, B. (1987), õDefensive Marketing Strategy by Customer Complaint Management: A theoretical Analysis,ö *Journal of Marketing Research*, 24, (November): 337-346.

Fornell, C. and Westbrook, R.A. (1984), õThe Vicious Circle of Consumer Complaintsø, *Journal of Marketing*, 48 (Summer): 68-78.

Fornell, C. and Westbrook, R.A., (1979), õAn Exploratory Study of Assertiveness, Aggressiveness, and Consumer Complaining Behaviorö, in *Advances in Consumer Research*, Wikie, William (Eds.) Miami: Association for Consumer Research, 6: 15-110.

Foxman, Ellen R. and Raven, P. V. (1994), õResponses to Dissatisfaction: A Cross-Cultural Comparisonö, *Journal of Consumer Satisfaction*, *Dissatisfaction*, and Complaining

õManaging Consumer Complaintsö, Retrieved from /brochure/mcc.shtml.

Frazier, A.P., Tix, P.A. and Barron, E.L. (2004), õTesting Moderator and Mediator Effects in Counselling Psychology Researchö, *Journal of Counselling Psychology*, 51 (1): 115-134.

Furnham, A. (1986), õEconomic Locus of Controlö, Human Relations, 39 (1): 29-43.

Gaedeke, R.M. (1972), õFiling and Disposition of Consumer Complaints: Some Empirical Evidence,ö *Journal of Consumer Affairs*, 6 (Summer): 45-56.

Gankowicz, A. (1995), Business Research Project, ITP Press.

Garrett, D.E., Meyers, R.A. and Camey, J. (1991), õInteractive Complaint Communication: A Theoretical Framework and Research Agendaö, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, 4: 62-79.

Garver, M.S. and Mentzer, J.T. (1999) õLogistics Research Methods: Employing Structural Equation Modeling to Test For Construct Validityö, *Journal of Business Logistics*; 20 (1): 33-57.

Geistfeld, L.V. and Choy, R.K.M. (1978), õAn Analysis of Third Party Consumer Complaint Handling Mechanisms: The Hawaii Office of Consumer Protectionö, *the Journal of Consumer Affairs*, 12 (1): 116-125.

Gershaw, D. A. (1989), õLocus of Controlö, Line on Life, Retrieved from <a href="http://virgil.azwestern.edu/~dag/101/ControlLocus.htm">http://virgil.azwestern.edu/~dag/101/ControlLocus.htm</a>

Gilly M.C., Stevenson, W.B. and Yale, L.J. (1991), õDynamics of Complaint Management in the Service Organizationö, *Journal of Consumer Affairs*, 25 (Winter): 295-322.

Gilly, M.C. and Betsy D.G. (1982), õPost-purchase Consumer Processes and the Complainting Consumerö, *Journal of Consumer Research*, 9 (December): 323-328.

Godin, G. and Kok, G. (1996), õThe Theory of Planned Behaviour: A Review of Its Applications to Health-Related Behavioursö, *American Journal of Health Promotion*, 11 (2): 87-98.

Goodwin, C. and Ross, I. (1992), õConsumer responses to Service failures: Influence of Procedural and International Fairness Perceptionsö, *Journal of Business Research*, 25 (2): 149-163.

Granbois, D., Summers, J.O., and Frazier, G. (1977), *Correlates of Consumer Expectations* and Complaining Behaviourö, in Day, R.L., (Ed.), *Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, Bloomington: Indiana University, Scholl of Business, Division of Research, 18-25.

Green, S.B., Lissitz, J. and Mulaik, S.A. (1977), õLimitations of Coefficient Alpha as an Index of Test Unidimensionalityö, *Educational and Psychological Measurement*, 37: 827-838.

nizational Justice, Yesterday, Today and Tomorrowö, *Journal of* -432.

Gronhaug, K. (1977), õExploring Consumer Complaining Behavior: A Model and Some Empirical Resultsö, in Perrault, W.D. (Ed.), *Advances in Consumer Research*, Association of Consumer Research, Atlanta, 4: 159-165.

Gronhaug, K. and Arndt, A. (1980), õConsumer Dissatisfaction and Complaining Behaviour as Feedback: A Comparative Analysis of Public and Private Delivery Systemsö, *Advances in Consumer Research*, 7: 324-328.

Gronhaug, K. and Zaltman, G. (1981), õComplainers and Non-Complainers revisited: another Look at the Dataö, *Advances in Consumer Research*, 8: 83-87.

Gove, P. B. (1981), Webster's Third New International Dictionary, Springfield, MA: Merriam-Webster.

Guttman, L. (1950), õthe Basis for Scalogram Analysisö, in Stouffer, S.A., Guttman, L., Suchman, E.A., Lazarsfeld, P.F., Star, S.A. and Claussen, J.A. (Eds.), *Measurement and Prediction*, Vol. 4, Princeton, NJ: Princeton University Press. (Chapter 4), 60-90.

Haefner, J.E. and Leckenby, J.D. (1975), õConsumersø Use and Awareness of Consumer Protection Agenciesö, *the Journal of Consumer Affairs*, 9 (2): 205-211.

Hagger, M.S. and Chatzisarantis, N.L.D. (2005), õFirst and Higher-order Models of Attitude, Normative Influence, and Perceived Behavioural Control in the Theory of Planned Behaviourö, *British Journal of Social Psychology*, 44 (4): 513-535.

Halstead, D. and Droge, C. (1991), õConsumer Attitudes toward Complaining and the Prediction of Multiple Complaint Responsesö, *Advances in Consumer Research*, 18: 210-216.

Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E. and Tatham, T.L. (2006), *Multivariate Data Analysis*, (6<sup>th</sup> ed.), Upper Saddle River, NJ: Prentice Hall.

Hakim, C. (1994), Research Design: Strategies and Choices in the Design of Social Research. London: Routledge.

Harper, Ron (2004), õFive Ways Dissatisfied Customers Hurt Businessö, Retrieved from WWW.ronharper.com/091104.htm.

Hart, C.W.L., Heskett, J.L. and Sasser, W.E. (1990), õThe Profitable Art of Service of Procedural Recoveryö, *Harvard Business Review*, 68 (July/August): 148-156.

Hatcher, L. (1994), A Step-by-Step Approach for Using SAS(R) System for Factor Analysis and Structural Equation Modelling. Cary, NC: SMS Institute.

Hattie, J.R. (1985), õMethodological Review: Assessing Unidimensionality of Tests and Itemsö, *Applied Psychology Measure*, 9 (June): 139-164.



A. V. and Mack, D. E. (1997), õApplication of the Theories of d Behaviour to Exercise Behaviour: A Meta-analysisö, *Journal plogy*, 19 (1): 36-51.

Hawes, C. (1989), õFunctioning and Reforms of Small Claims Tribunals in New Zealandö, *Journal of Consumer Policy*, 12 (March): 71-94.

Hirschman, A.O. (1970), Exit, Voice and Loyalty: Responses to Decline in Firms, Organizations and States, Harvard University Press, Cambridge, MA.

Hoffman, D.L., Novak, T.P. and Schlosser, A. (2000), õConsumer Control in Online Environmentsö, Retrieved from <a href="http://www.bus.umich.edu/FacultyResearch/ResearchCenters/centers/Yaffe/downloads/Complete List of Working Papers/consumer.pdf">http://www.bus.umich.edu/FacultyResearch/ResearchCenters/centers/Yaffe/downloads/Complete List of Working Papers/consumer.pdf</a>.

Hogarth, J.M., English, M. and Sharma, M. (2001), õConsumer Complaints and Third Parties: Determinates of Consumer Satisfaction with Complaint Resolution Effortsö, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 14: 74-87.

Hogarth, J.M., Hilgert, M.A., Kolodinsky, J.M. and Lee, J. (2001), õProblems with Credit Cards: An Exploration of Consumer Complaining Behaviorsö, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 14: 88-107.

Holmes\_Smith, P., Coote, L., and Cunningham, E. (2006), *Structural Equation Modelling:* from the Fundamentals to Advanced Topics. Melbourne: SREAMS.

Hollingsworth, E., Feldman, W.B. and Clark, D.C. (1973), õThe Ohio Small Claims Court: An Empirical Studyö, *Cincinnati Law Review*, 42 (3): 469-527.

Howard, J.A., (1977), Consumer Behaviour: Application of Theory, McGraw-Hill, New York.

Hrubes, D., Ajzen, I. and Daigle, J (2001), õPredicting Hunting Intentions and Behaviour: An Application of the Theory of Planned Behaviourö, *Leisure Sciences*, 23: 165-178.

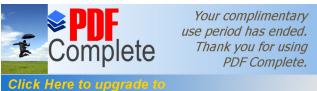
Hunt, Shelby (1983), *Marketing Theory: The Philosophy of Marketing Science*, Homewood, IL: Irwin Publications.

Hustad, T.P. and Edgar A. P. (1973), õWill the Real Consumer Activist Please Stand Up: An Examination of Consumer & Opinions about Marketing Practices,ö *Journal of Marketing Research*, 10 (August): 319-324.

Huppertz, J.W., Mower, E. and Associates (2003), õAn Effect Model of First-stage Complaining Behaviorö, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 16: 1132-144.

Jacoby, J. and Jaccard, J.J. (1981) õThe Sources, Meaning, and Validity of Consumer Complaint Behavior: A Psychological Analysisö, *Journal of Retailing*, 57 (Fall): 4-24.

Jobber, D. and Bendelow, R. (1979), õConsumerism: the Publicos Awareness of Their Rightsö, *European Journal of Marketing*, 13 (3): 113-125.



m, D. (1986), LISREL VI: Analysis of Linear Structural Likelihood and Least Square Methods, Mooresville, IN: onal Inc.

Judd, C. M. and Kenny, D.A. (1981), *Process Analysis: Estimating Mediation in treatment evaluations*. New York: Cambridge University Press.

Hacfner, J.E. and Leckenby, J.D. (1975), õConsumersø Use and Awareness of Consumer Protection Agenciesö, *Journal if Consumer Affairs*, 9 (Winter): 205-211.

Joreskog, K.G. (1971), õSimultaneous Factor Analysis in Several Populationsö, *Psychometrical*, 57: 409-426.

Joreskog, K.G. and Sorbom, D. (1993), LISREL 8 User's Reference Guide. Chicago: Scientific Software.

Kalafatis, S.P., Pollard, M., East, R. and Tsogas, M.H. (1999), õGreen Marketing and Ajzenøs Theory of Planned Behaviour: A Cross-Market Examinationö, *Journal of Consumer Marketing*, 16 (5): 441-460.

Keng, K.A., Richmond, D. and Han, S. (1995), õDeterminants of Consumer Complaint Behavior: A Study of Singapore Consumersö, *Journal of International Consumer Marketing*, 8 (2): 59-76.

Kelley S.W. and Davis, M.A., (1994) õAntecedents to Customer Expectations for Service Recoveryö, *Journal of the Academy of Marketing Science*, 22 (Winter): 52-66.

Kelley, S.W., Donnelly, J.H. and Skinner, S.J. (1990), õCustomer Participation in Service Production and Deliveryö, *Journal of Retailing*, 66 (Fall): 315-335.

Kelloway, E.K. (1995), õStructural Equation Modeling in Perspective, *Journal of Organizational Behaviour*, 16(3): 215-224.

Kerton, R.R. (1980), õConsumer Search Capital: Delineating A Concept and Applying It to Consumers in Developing Countriesö, *Journal of Consumer Policy*, 4: 293-305.

Kerton, R.R. (1992), õConsumer Protection in An Unequal World: International Problems Need International Solutionsö, *Journal of Behavioural and Social Sciences*, 38: 87-109.

Kim, C., Kim, S., Im, S., and Shin, C. (2003), õThe Effect of Attitude and Perception on Consumer Complaint Intentionsö, *Journal of Consumer Marketing*, 20 (4): 352-371.

Kim, J.H. and Chen, J.S. (2010), õThe Effects of Situational and Personal Characteristics on Consumer Complaint Behaviour in Restaurant Servicesö, *Journal of Travel and Tourism Marketing*, 27: 96-112.

Kline, R.B. (1998), *Principle and Practice of Structural Equation Modeling*, New York and London: the Guilford Press.

Koeske, R. D. and Srivastava, R. (1977), õThe Sources and Handling of Consumer Complaints Among the Elderlyö, in *Consumer Satisfaction, Dissatisfaction, and Complaining Behaviour*, Ralph L. Day, ed., Bloomington: Indiana University, School of



omplaints, Redress and Subsequent purchases of Medical sumersö, *Journal of Consumer Policy*, 16 (2): 193-214.

Kolodinsky, J. (1995), õUsefulness of Economics in Explaining Consumer Complaintsö, the Journal of Consumer Affairs, 19 (1): 29-54.

Kotter, P. (2003), *Marketing Management*, (11<sup>th</sup> ed.), Pearson Education International.

Kowalski, R.M. (1996) õComplaints and Complaining: Functions, Antecedents, and Consequencesö, *Psychological Bulletin*, 119 (2): 179-196.

Kosmin, L. (1976), õthe Small Claims Court Dilemmaö, *Houston Law Review*, 13 (July): 934-982.

Krech, D. and Crutchfiledl, R.S. (1948), *Theory and Problems in Social Psychology*, New York: McGraw-Hill.

Krech, D., Crutchfield, R.S. and Ballachey, E.L. (1962), *Individual in Society*. New York: McGraw-Hill.

Krishnan, S. and Valle, V. A. (1979), õDissatisfaction Attributions and Consumer Complaint Behaviorö, In Wilkie, W. L. (Ed.), *Advances in Consumer Research*, Ann Arbor, MI: Association for Consumer Research, 66: 445-449.

Laforge, M.C. (1977) õLearned Helplessness as an Explanation of Elderly Consumer Complaint Behaviourö, *Journal of Business Ethics*, 8 (5): 359-366.

Lam, D. and Mizerski, D. (2005), õThe Effects of Locus of Control on Word-of-Mouth Communicationö, *Journal of Marketing Communications*, 11 (3): 215-228.

Landon, E.L. (1977), õA model of Consumer Complaint Behaviourö, *Indiana University Press*, Bloomington, 31-35.

Landon, E.L. (1980), õThe Direction of Consumer Complaint Research,ö in *Advances in Consumer Research*, Ed. Jerry C. Olson, San Francisco: Association for Consumer Research, 7: 335-338.

Lau, G.T. and Ng, S. (2001), õIndividual and Situational Factors Influencing Negative Word-of-Mouth Behaviorö, *Canadian Journal of Administrative Sciences*, 18 (3): 163-178.

Lee, J. and Soberon-Ferrer, H. (1996), õDissatisfied Elderly Consumers: Their Behavioral Patterns and Determinantsö, in R.P.Hill and C.R. Talor, (eds.), *Marketing and Public Policy Conference Proceeding*, 6: 146-153.

Lefcourt, H.M. (1981), Research with the Locus of Control Construct. 1, New York, NY: Academic.

Lefcourt, H.M. (1982), Locus of Control: Current Trends in Theory and Research, Hillsdale, NJ: Academic.

Levesque, T. J. and McDougall, G.H.G (1996), ocustomer dissatisfaction: The relationship

than, T.S. and Ragu-Nathan, B. (2005), õDevelopment and Validation of a Measurement Instrument for Studying Supply Chain Management Practicesö, *Journal of Operations Management*, 23: 618-641.

Liefeld, J.P., Edgecombe, F.H.C. and Wolfe, L. (1975), õDemographic Characteristics of Canandian Consumer complainersö. *Journal of Consumer Affairs*. 9 (Summer): 73-80.

Little, T.D., Card, N.A., Bovaird, J.A., Preacher, K.J. and Crandall, C.S. (2007), õStructural Equation Modeling of Mediation and Moderation With Contextural Factorsö, *Modeling Contextual Effects in Longitudinal Studies*, Psychology Published Article, 207-230, (accessed June 23, 2007), Retrieved from <a href="http://hdl.handle/net/1808/1505">http://hdl.handle/net/1808/1505</a>

Liu, R.R. and McClure, P. (2001), õRecognizing Cross-cultural Differences in Consumer Complaint Behaviour and Intentions: An Empirical Examinationö, *Journal Consumer Marketing*, 18 (1): 54-74.

Livingstone, S.M. and Lunt, P.K. (1992), õPredicting Personal Debt Repayment: Psychological, Social and Economic Determinantsö, *Journal of Economic Psychology*, 13: 111-134.

Long, J. (1983), õConfirmatory Factor Analysisö, in *Series in Quantitative Applications in the Social Sciences*, Newbury Park, CA: Sage, 33.

Madden, T. J., Ellen, P. S. and Ajzen, I. (1992), õA Comparison of the Theory of Planned Behaviour and the Theory of Reasoned Actionö, *personality and Social Psychology Bulletin*, 18 (1): 3-9.

Magnusson, M.K., Arovola, A., Hursti, U.K., Aberg, L., and Sjoden (2001), õAttitudes toward Organic Foods among Swedish Consumersö, *British Food Journal*, 103 (3): 209-226.

Malhotra, N.K. (2004), *Marketing Research: An Applied Orientation*, Englewood Cliffs, New Jersey: Pretice-Hill.

Mason, J.B. and Himes, S.H. (1973), õAn Explanatory behavioral and Socio-Economic Profile of Consumer Action about dissatisfaction with Selected Household Appliances,ö *Journal of Consumer Affairs*, 7 (Winter): 121-127.

Maute, M.F. and Forrester, W.R. (1993), õThe Structure and Determinants of Consumer Complaint Intentions and Behaviorö, *Journal of Economic Psychology*, 14 (2): 219-247

McAlister, D.F., Erffmeyer, R.C. (2003), õA Content Analysis of Outcomes and Responsibilities for Consumer Complaints to Third-party Organizationsö, *Journal of Business Research*. 56: 341 ó 351.

McCaul, K.D., Sandgren, A.K., O

Neill, H.K. and Hinsz, V.B. (1993), of the Value of the Theory of Planned Behaviour, perceived Control, and Self-efficacy Expectation for Predicting Health-Productive Behaviours, *Basic and Applied Social Psychology*, 14 (2): 231-252.



l, R.A. (1997), õSmall Claims Court Cantö, in Osgoode Hall

ed Pages and Expanded Features

(1997), õValidity in Logistics Researchö, Journal of Business

Logistics, 18 (2): 199-216.

Mentzer, J.T., Flint, D.J. and Kent, J.L. (1999), õDeveloping Logistics Service Quality Scaleö, *Journal of Business Logistics*, 20 (1): 9-32.

Miesen, H.W.J.M. (2003), õPredicting and Explaining Literary Reading: an Application of the Theory of Planned Behaviourö, *Poetic*, 31: 189-212. Retrieved from www.sciencedirect.com

Min, S. and Mentzer, J.T. (2004), õDeveloping and Measuring Supply Chain Management Conceptsö, *Journal of Business Logistics*, 25 (1): 63-99.

Mirels, R. (1970), õDimensions of Internal Versus External Controlö, *Journal of Consulting and Clinical Psychology*, 34: 226-228.

Mischel, W. (1971), *Introduction to Personality*, Holt, Rinehart and Winston Inc., NY, quoted by Fornell and Westbrook.

Mitchell, V.W. (1993), õHandling Consumer Complaint Information: Why and How?ö *Management Decision*, 31 (3): 21-28.

Mitchell, V.W. and Critchlow, C. (1993), õDealing with Complaintsö, *International Journal of Retail & Distribution Management*, 21 (2): 15-22.

Morel, K.P.N., Poiesz, T.B.C., and Wilke, H.A.M. (1997), õMotivation, Capacity and Opportunity to Complain: Towards A Comprehensive Model of Consumer Complaining Behaviourö, *Advances in Consumer Research*, 24: 464-469.

Morganosky, M.A. and Buckley, H.M. (1987), õComplaint Behaviour: Analysis by Demographics, Lifestyle and Consumer Valuesö, *Advances in Consumer Research*, 14: 223-226.

Morrison, D.M., Gillmore, M.R., Simpson, E.E. and Wells E.A. (1996), õChildrenøs Decisions About Substance Use: An Application and Extension of the theory of Reasoned Actionö, *Journal of Applied Social Psychology*, 26: 1658-1679.

Mowen, J.C. and Minor, M. (1998), *Consumer Behaviour*, (5<sup>th</sup> ed.), Prentice-Hall, Englewood Cliffs, NJ.

Moyer, M.S. (1985), õCharacteristics of Consumer Complainants: Implications for Marketing and Public Policyö, *Journal of Public Policy and Marketing*, 3: 67-84.

Mueller, D.J. (1986), Measuring Social Attitudes: A Handbook for Researchers and Practitioners, Teachers College Press, New York.

Mummery, W.K., Spence, J.C., and Hudec, J.C (2000), õUnderstanding Physical Activity Intention in Canadian School Children and Youth: An Application of Theory of Planned Behaviourö, *Research Quarterly for Exercise and Sport*, 71 (2): 116-124.



umer Complaints about On-Line Stores, *Journal of Consumer* and Complaining Behaviour, 17, 68-87

.. (2005), õComplaint Behaviour of Malaysian Consumers and the Role of Sex Typing and Incomeö, the 6<sup>th</sup> Asian Academy of Management Conference, Emerging Asian economy: Local Strategies, Global Impact Vol. 1, Casuarina Ipoh, Perak, Malaysia, University Sains Malaysia (USM). Dec. 9-11: 155-163.

Norman, P., Conner, M., and Bell, R. (1999), õThe Theory of Planned Behaviour and Smoking Cessationö, *Journal of Health Psychology*, 18: 89-94.

Novak, P.P. and Hoffman, D.L. (1999), õMeasuring the Customer Experience in Online Environments: A Structrual Modeling Approachö, *Marketing Science*, 19 (1): 22-44.

Nunnally, J. (1967), Psychometric Theory, McGraw-Hill, New York.

Nunnally, J. (1978), *Psychometric Theory* (2<sup>nd</sup> ed.), McGraw-Hill, New York.

Office of the Fair Trading (OFT) 735, (2004), õa Strategy and Framework for Consumer Education: A Consultation Paperö, Retrieved from www.oft.gov.uk/NR/rdonlyres/EE6F5025-AAA8-42c0-89AB-E468FF531141/0/oft735.pdf.

Oh, D.G. (2003), õComplaining Behavior of Public Library users in South Koreaö, *Library & Information Science Research*, 25: 43-62.

Okun, M.A., Ruehlman, L., Karoly, P., Lutz, R., Fairholme, C., and Schaub, R. (2003), õSocial Support and Social Norms: Do Both Contribute to Predicting Leisure time Exercise?ö, *American Journal of Health Behaviour*, 27 (5): 493-507.

OøLeary-Kelly, S.W. and Vokurka, R.J. (1998), õthe Empirical Assessment of Construct Validityö, *Journal of Operations Management*, 16: 387-405.

Oliver, R.L. (1980), õA Cognitive Model of the Antecedents and Consequences of Satisfaction Decisionsö, *Journal of Marketing Research*, 23: 342-345.

Oliver, R.L. (1987), õAn Investigation of the Interrelationship Between Consumer (Dis)satisfaction and Complaint Reportsö, *Journal of Marketing Research*, 24 (3): 258-270.

Oliver, R.L. and Desarbo, W.S. (1988), õResponse Determinants in Satisfaction Judgmentsö, *Journal of Consumer Research*, 14 (March): 495-507.

Oliver, R.L. and Swan, J.E. (1989), õConsumer Perceptions of Interpersonal Equity and Satisfaction in Transactions: A Field Survey Approachö, *Journal of Marketing*, 49 (Fall): 41-50.

Ormrod, J.E. (1999), *Human Learning* (3<sup>rd</sup> ed.), Upper Saddle River, NJ: Prentice-Hall.

Oster, S. (1979), õthe Determinants of Consumer Complaintsö, the Review of Economics and Statistics, 3 (4): 603-609.

Paisley, C.M. and Sparks, P. (1998), õExpectations of Reducing Fat Intake: the Role of Perceived Need Within the Theory of Planned Behaviourö, *Journal of Health Psychology*,



Unlimited Pages and Expanded Features

ival Manual, (2<sup>nd</sup> ed.). New York: Open University Press.

Parkes, K.R. and Razavi, T.D.B. (2004), õPersonality and Attitudinal Variables as predictors of Voluntary Union Membershipö, *Personality and Individual Difference*, 37: 333-347.

Patricia, A.F. (1992) õManaging Consumer Complaintsö, Retrieved from <a href="http://consumerlawpage.com/brochure/mcc.shtml">http://consumerlawpage.com/brochure/mcc.shtml</a>.

Pavlou, P.A. and Fygenson, M. (2006), õUnderstanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behaviour, *MIS Quarterly*, 30 (1): 115-143.

Peter, P.J. (1981), õConstruct Validity: A Review of Basic Issues and Marketing Practiceö, *Journal of Marketing Research*, 18 (2): 133-145.

Peterson, R.A. and Wilson, W.R. (1992), õMeasuring Customer Satisfaction: Fact and Artifactö, *Journal of the Academy of Marketing Science*, 20, 61-71.

Phau, I. and Sari, R.P. (2004), õEngaging in Complaint Behavior: An Indonesian Perspectiveö, *Marketing Intelligence & Planning*, 22 (4):407-426.

Plymire, J. (1991), õComplaints as Opportunitiesö, *Journal of Consumer Marketing*, 8 (2): 39-43.

Prim, I. and Pras, B. (1998), õ:Friendlyø Complaining Behaviors: Towards a Relational Approachö, *Dauphine Marketing Strategies Prospective*, July: 1-20.

Purdum, E. (1981), õExamining the Claims of a Small Claims Court: A Florida Case Studyö, *Judicature*, 65, (1, June-July): 25-37.

Quine L. and Rubin, R. (1997), õAttitude, Subjective Norm and Perceived Behavioural Control as Predictors of Womenøs Intentions to Take Hormone Replacement Therapyö, *British Journal of Health Psychology*, 2: 199-216.

Rachagan, S.S. (1998), õThe Asian Experience With Consumer Protection Law and Redress Mechanismsö, *International Seminar for Protection of Consumer Rights* (7-8 April), Shanghai, China: 89-127.

Reiboldt, W. (2003), õFactors That Influence a Consumer Complainer Rating of Service Received from A Third Party Complaint Handling Agency: the Los Angeles Department of Consumer Affairsö, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 16: 166-177.

Remenyi, D.S.J., Willians, B., Money, A. and Swartz, E. (1998), *Doing Research in Business and Management, An Introduction to Process and Method*, London; Sage Publications.

Rhodes, R. E. and Courneya, K. S. (2003), õModelling the Theory of Planned Behaviour



logy, Health and Medicine, 8 (10): 57-69.

Click Here to upgrade to Unlimited Pages and Expanded Features

S. and Jones, L.W. (2004), õPersonality ad Social Cognitive aviour: Adding the Activity Trait to the Theory of Plannedö,

Personality and Individual Differences, 38 (2): 251-265.

Rhodes, R.E., Jones, L.W. and Courneya, K.S. (2002), õPredicting Physical Activity Intention and Behaviour among Children in a Longitudinal Sampleö, *Social Science and Medicine*, 62 (12): 3146-3156.

Richins, M.L. (1980), õConsumer Perceptions of the Costs and Benefits associated with complainingö, in *Refining Concepts and Measures of Consumer Satisfaction and Complaining Behaviour*, Hunt, H. K. and Day R. L. (Eds.), Bloomington: Indiana university. School of Business, Division of Research, 50-53.

Richins, M.L. (1982), õAn Investigation of Consumer & Attitude toward Complainingö, *Advances in Consumer Research*, 9: 592-606.

Richins, M.L. (1983), õNegative Word-of-Mouth by Dissatisfied Consumers: A Pilot Study,ö *Journal of Marketing*, 47 (Winter): 68-78.

Richins, M.L. (1985), õThe Role of Product Importance in Complaint Initiationö, in Day, R.L., Hunt, H.K. (Eds), *Proceedings of the Conference on Consumer Satisfaction, Dissatisfaction and Complaint Behaviour*, Indiana University Press, Bloomington, IN, 50-53..

Richins, M.L. (1987), õA Multivariate Analysis of Responses to Dissatisfactionö, *Journal of the Academy of Marketing Science*, 15 (4): 24-31.

Richins, M.L. and Verhage, V.J. (1985), õSeeking Redress for Consumer Dissatisfaction: the Role of Attitude and Situational Factorsö, *Journal of Consumer Policy*, 8 (1): 29-44.

Rinehart, S.M. (1995), õCustomer Locus of Control and the Service Encounter: Propositions for Future Research on Perceived Service Quality and Complaint Behaviourö, Retrieved from File://C:\WINDOWS\Desktop\1995\SMA\95swa445.htm.

Robinson, J.P., Shaver, P.R. and Wrightsman, L.S. (1991), õCriteria for Scale Selection and Evaluationö, In *Measures of Personality and Social Psychological Attitudes*, Robinson, J.P. Shanver, R.R. and Wrightsman, L.S. (Eds.). San Diego, CA: Academic Press: 1-16

Robinson, L.M. and Berl, R.L. (1980), õWhat About Compliments: A Follow up Study on Consumer Compliments and Complaintsö, in *Refining Concepts and Measures of Consumer Satisfaction and Complaining Behaviour*, Hunt, H. K. and Day, R. L. (Eds.), Bloomington: Indiana University, School of Business, Division of Research: 144-148.

Ron, H. (2004), õFive Ways Dissatisfied Customers Hurt Businessö, Retrieved from WWW.ronharper.com/091104.htm.

Rotter, J.B. (1966), õGeneralized Expectancies for Internal Versus External Control of Reinforcementö, *Psychological Monographs: General and Applied*, 80: 1-28.

Rotter, J.B. (1975), oSome Problems and Misconceptions Related to the Construct of

ntrol of Reinforcementö, Journal of Consulting and Clinical

4), õThe Accuracy of Unsolicited Consumer Communications as Indicators of True Consumer Satisfaction / Dissatisfactionö, *Advances in Consumer Research*, 11: 504-508.

Rudnick, C. and Deni, R. (1980), õUse of the Internal-External Control Scale to Predict Preferences for Productsö, *Psychological Reports*, 47: 1193-1194.

Saunders, R. P., Motl, R. W., Dowda, M., Dishman, R. K., and Pate, R. R. (2004), õComparison of Social Variables for Understanding Physical Activity in Adolescent Girlsö, *American Journal of Health Behaviour*, 28 (5): 426-436.

Saxby, C.L., TAT, P.K. and Johansen, J.T. (2000), õMeasuring Consumer Perceptions of Procedural Justice in a Complaint Context,ö *Journal of Consumer Affairs*, 34 (Winter) 204-216.

Scammon, D. and Kennard, L. (1983), õImproving Health Care Strategy Planning Through the Assessment of Perceptions of Consumers Providers and Administratorsö, *Journal of Health Care Marketing*, 3 (Fall): 9-17.

Schibrowsky. J.A. and Lapidus, R.S. (1994), õGaining a Competitive Advantage by Analyzing Aggregate Complaintsö, *Journal of Consumer Marketing*, 11 (1): 15-26.

Schouten, V. and Raaij, W. (1990), õConsumer Problems and satisfaction in a Retail Settingö, *Consumer Satisfaction / Dissatisfaction & Complaint Behavior*, 3: 56-60.

Schwartz, B. (1994), "the Costs of Living: How Market Freedom Erodes the Best Things in Life", New York, NY: Norton.

Sekaran, U. (2003), Research Methods for Business, New York: John Wiley & Sons, Inc.

Sharma, P., Marshall, R., Reday, P., Na, W. (2010), õComplainers versus Non-complainers: A Multinational Investigation of Individual and Situational Influences on Customer Complaint Behaviourö, *Journal of Marketing Management*, 26 (1/2): 163-180.

Sharma, S., Durand, R.M. and Gur-arie, O. (1981), õldentification and Analysis of Moderator Variablesö, *Journal of Marketing Research*, 18 (August): 291-300.

Sheth, J.N. and Parvatiyar, A. (1995), õRelationship Marketing in Consumer Markets: Antecedents and Consequencesö, *Journal of the Academy of Marketing Science*, 23 (Fall): 255-271.

Sheppard, B. H., Hartwick, J. and Warshaw, P. R. (1988), õthe Theory of Reasoned Action: A Meta-Analysis of Past Research with Recommendations for Modifications and Future Researchö, *Journal of Consumer Research*, 15 (3): 325-343.

Singh, J. (1990) õA Typology of Consumer Dissatisfaction Response Stylesö, *Journal of Retailing*, 66 (1): 57-98.



ner Complaint Intentions and Behavior: Definitional and *ul of Marketing*. 52 (January): 93-107.

unts of Consumersø Decisions to Seek Third Party Redress: An Empirical Study of Dissatisfied Patientsö, *Journal of Consumer Affairs*, 23 (Winter): 329-363.

Singh, J. and Pandya, S. (1991), õExploring the Effects of Consumersø Dissatisfaction Level on Complaint Behavioursö, *European Journal of Marketing*, 25 (9): 7-22.

Singh, J. and Widing, R.E. II (1991), õWhat Occurs Once Consumers Complain? A Theoretical Model for Understanding Satisfaction/Dissatisfaction Outcomes of Complaint Responsesö, *European Journal of Marketing*, 25 (5): 30-46.

Singh, J. and Wilkes, R.E. (1996), õWhen Consumers Complain: A Path Analysis of the Key Antecedents of Consumer Complaint Response Estimatesö, *Journal of the Academy of Marketing Science*. 24 (4): 350-365.

Sinnadurai, V. (1969), õConsumer Protectionö, Singapore Law Journal, 107-126.

Srinicasan, N. and Tikoo, S. (1992), õEffect of Locus of Control on Information Search Behaviourö, *Advances in Consumer Research*, 19: 498-504.

Spector, P.E. (1988), õDevelopment of the Working Locus of Control Scaleö, *Journal of Occupational Psychological*, 61: 335-340.

Steadman, J.M. and Rosenstein, R.S. (1973), õ:Small Claimsø Consumer Plaintiffs in the Philadelphia Municipal Court: An Empirical Studyö, *University of Pennsylvania Law Review*, 121 (June): 1309-1361.

Steele, E. (1974-75), õFraud, Dispute, and the Consumer: Responding to Consumer Complaintö, *University of Pennsylvania Law Review*, 123: 1107-1186.

Steele, E. (1977), õTwo Approaches to Contemporary Dispute Behaviour and Consumer Problemsö, *Law and Society*, 2 (Spring): 667-677.

Steenkamp, J.B. and van Trijp, H. (1991), õThe Use of LISREL in Validating Marketing Constructsö, *International Journal of research in Marketing*, 8: 283-299.

Stempel III, G.H. and Westle, B.H. (1961), *Research Methods in Mass Communication*. The USA: Prentice ó Hall, Inc., Englewood Cliffs.

Stephens, N. and Gwinner, K.P. (1998), õWhy Don¢t Some People Complain? A Cognitive-Emotive Process Model of Consumer Complaint Behaviourö, *Journal of Academy of Marketing Science*, 26 (3): 172-189.

Stilwell, N.C., and Salamon, M.J. (1990), õComplaining Behaviour in Long-term Care: A Multifactorial Conceptualizationö. *Clinical Gerontologist*, 9: 77-90.

Sto, E. and Glefjell, S. (1990), oThe Complaining Process in Norway: Five Steps to Justiceö, *Journal of Satisfaction, Dissatisfaction and Complaining Behaviour*, 3: 92-99.

(1987), õRelationships of Organizational Frustration with ion: The Moderating Effect of Locus of Controlö, *Journal of* ): 227-234.

Sullivan, T.J., (2001), Methods of Social Research, Harcourt College, USA.

Symons Downs, D., Graham, G.M., Yang, S., Bargainier, S., and Vasil, J. (2006), õYouth Exercise Intention and Past Exercise Behaviour: Examining the Moderating Influences of Sex and Meeting Exercise Recommendationsö, *Research Quarterly for Exercise and Sport*, 77 (1): 91-99.

Tabachnick, B.G. and Fidell, L.S. (2001), *Using Multivariate Statistics* (4<sup>th</sup> edition.), New York: HarpperCollins, Chapter 3.

Tarkiainen, A. and Sundqvist, S. (2005), õSubjective Norm, Attitudes and Intentions of Finnish Consumers in Buying Organic Foodö, *British Food Journal*, 107 (11): 808-822.

Tax, S., Brown, S.W. and Chandrashekaran, M. (1998), õCustomer Evaluations of Service Complaint Experiences: Implications for Relationship Marketingö, *Journal of Marketing*, 62 (April): 60-76.

Teller, S. (2003), *Complaints are Opportunities*, Aspen Publishers, Retrieved from, www.aspenpublishers.com

Terry, D. J., Hogg, M. A. and White, K. M. (1999), õThe Theory of Planned Behaviour: Self-identity and Group Norms, *British Journal of Social Psychology*, 38 (3): 225-244.

Thomas, W.R. and Shuptrine, F.K. (1975), õThe Consumer Complaint Process: Communication and Resolutionö, *Business and Economic Review*, 22: 13-22.

Tipper, R.H. (1997), õCharacteristics of Consumers Who Seek Third Party Redressö, *Consumer Interests Annual*, 43: 222-226.

TARP (Technical Assistance Research Program) (1986), Consumer Complaint Handling in America: An Update Study, White House Office of Consumer Affairs, Washington, DC.

Tokunga, H. (1993), õThe Use and Abuse of Consumer Credit: Application of Psychological Theory and Researchö, *Journal of Economic Psychology*, 14: 285-316.

Torgerson, W.S. (1958), *Theory and Methods of Scaling*. New York: John Wiley and Sons, Inc.

Ursic, M.L. (1985), õA Model of the Consumer Decision to Seek Legal Redressö, *Journal of Consumer Affairs*, 19 (1): 20-36.

Vignali, C., Gomez, E., Vignali, M., and Vranesevic, T. (2001), õThe Influence of Consumer Behaviour with in the Spanish Food Retail Industryö, *British Food Journal*, 103 (7): 460-478.

Vos, J.F.J., Huitema, G.B. and Lange-Ros, E.de (2008), õHow Organisations Can Learn from Complaintsö, *the TQM Journal*, 20(1), 8-17.



umer Research and Programs for the Elderly ó the Forgotten *sumer Affairs*, 9 (Winter): 164-175.

r Satisfaction with Clothing Wear and Care Performance and Consumer Communication of Clothing Performance Complaints", Unpublished Ph.D. Dissertation, Ohio State University.

Walker, D. (1990), Customer First: A Strategy for Quality Service, Aldershot, England: Gower.

Warland, R.H., Hermann, R.O. and Willis, J. (1975), õDissatisfied Consumers: Who Gets Upset and Who Takes Actionö, *Journal of Consumer Affairs*, 9 (2): 148-163.

Watson, L. and Spence, M.T. (2007), õCauses and Consequences of Emotions on Consumer Behaviour, A Review and Integrative Cognitive Appraisal Theoryö, *European Journal of Marketing*, 41 (5/6), 487-511.

Webster, C. (1991), õAttitudes toward Marketing Practices: the Effects of Ethnic Identificationö, *Journal of Applied Business Research*, 7 (2):107-117.

Weiser, C. (1995), õCustomer Retention: The Importance of the ¿Listening Organizationøö, *Journal of Database Marketing*, 2 (4): 344-358.

Westbrook, R.A. and Newman, J.W. (1978), õAn Analysis of shopper Dissatisfaction for Major Household Appliancesö, *Journal of Marketing Research*, 15: 456-466.

Widaman, K.F. (1985), õHierarchically Nested Covariance Structure Models for Multitrait-Multimethod Dataö, *Applied Psychological Measurement*, 9 (1): 1-26.

Williamson, O.E. (1979), õTransaction-Cost Economics: the Governance of Contractual Relationsö, *Journal of Law and Economics*, 22(2): 3-61.

Winstead, K.F. (1997), õthe Service Experience in Two Cultures: A Behavioural Perspective, *Journal of Retailing*, 73 (3): 337-360

Wright, R.E., Pekins, D., Alston, S., Heitzig, S., Meyer-Smith, J. and Palmer, John C. (1996), õEffects of Dissatisfying Experiences on Repatronage intentions and Negative Word-of-Mouth Behaviour of University Studentsö, Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour, 9: 221-228.

Yi, Y. (1990), õA Critical Review of Consumer Satisfactionö, *Review of Marketing*, Valerie A. Zeithaml, ed. Chicago, American Marketing Association.

Yim, C.K., Gu, F.F., Chan, K.W. and Tse, D.K. (2003), õJustice-based Service Recovery Epectations: Measurement and Antecedentsö, *Journal of Consumer Satisfaction*, *Dissatisfaction and Complaining Behaviour*, 16: 36-52.

Yngvesson, B. and Hennessey, P. (1975), õSmall Claims, Complex Disputes: A Review of the Small Claims Literatureö, *Law and Society Review*, 9 (Winter): 219-375.

Yuksel, A., Kilinc, UK, Yuksel, F. (2006), oCross-national analysis of Hotel Customersø



ng and Their Complaining Behaviourö, Tourism Management,

Unlimited Pages and Expanded Features

ms with the Use of :Moderatorø Variablesö, *Psychological Bulletin*, 76 (October): 295-310.

Zhao, Y. and Cavsgil, S.T. (2006), õThe Effect of Supplier Market Orientation on Manufacturer Trustö, *Industrial Marketing Management*, 35 (4): 405-414.

Zikmund, W.G. (1994), Business Research Methods (4th ed.), Fort Worth: Dryden.

Zikmund, W.G. (2003), *Exploring Marketing Research*, Cincinnati, Ohio: Thomson/South-Western.

Zussman, D. (1983), õConsumer Complaint Behavior and Third Party Mediationö, *Canadian Public Policy*, 9 (2): 223-235.