**FURTHER READING**

There has been quite a lot published about consumer complaining behaviour, but for some useful ideas on how to handle complaints effectively, see T. Gruber, I. Szmigin and R. Voss (2009) Handling customer complaints effectively: a comparison of the value maps of female and male complainants. *Managing Service Quality*, 19 (6): 636–56.

If you liked that paper, this next one might also be of interest: T. Gruber, I. Abosag, A. Reppel and I. Szmigin (2011) Analysing the preferred characteristics of frontline employees dealing with customer complaints: a cross national Kano study. *The TQM Journal*, 23 (2): 128–44. By some of the same authors, it examines the type of people needed as front-line employees (who are the ones who have to deal with complaints, of course).

For a somewhat academic discourse on complaints and the people who make them, you might like *The Relationship Between Psychological Types, Demographics, and Post-Purchase Buyers’ Remorse*, by Trevor A. Fried (Charleston, SC: Bibliobazaar, 2011). The author outlines the effects of different demographics and personality types on complaint behaviour, and then goes on to suggest ways of dealing with complainers.

For more on how to handle complaints, and more importantly how to keep your sanity while you do so, read *A Complaint Is a Gift: Using Customer Feedback as a Strategic Tool*, by Janelle Barlow (San Francisco: Berrett–Koehler, 1996). It’s a book full of ideas, and gives plenty of insight into what makes complainers tick.

Word of mouth is an important post-purchase activity. People like to talk about their purchases: for a brief treatise on how this works in post-purchase scenarios, read *Word of Mouth: Influences on the Choice of Recommendation Sources*, by Klaus Schofer (Hamburg: Diplomarbeiten Agentur diplom.de, 1998).