

## **Managing Post-purchase Behavior**

*The final phase of the customer decision-making process is post-purchase behavior. And if the product's performance does not match prior expectations consumers will be dissatisfied. This activity highlights how four different consumers usually deal with dissatisfaction.*

*Review each consumer's comments. Which of these customer/s would a firm prefer to deal with? What actions could a firm undertake to better deal with dissatisfied customers and turn them back into satisfied customers?*

### **Customer Comments About Complaining and Dissatisfaction**

#### **Joyce:**

"Over the years, I've had a few problems with firms. But I know that things go wrong, and the staff usually try to do their best. And what's the point of complaining, firms really don't want to know and often I don't want to get the staff member in trouble either."

#### **Barry:**

"That's not my experience. The firms that I deal with usually want to know if there's a problem and they generally go out of their way to fix it, and often give me some form of compensation."

#### **Tom:**

"I'm not that forgiving. With me, firms only get one chance. If they muck me around, then I take my business elsewhere straight away. And, of course, I tell all my friends about their poor service as well."

#### **Vera:**

"In my experience, the only way to get a problem fixed is to play hardball. I write to the CEO of the firm, and I threaten bad publicity. If I hear nothing in a week, then I contact the local paper, ring local radio stations and lodge an official complaint with the relevant government agency. It's amazing how willing they then become to fix my problem."

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### **Student Discussion Questions**

1. Which customer/s above would firms prefer to deal with?
2. Which customer/s above would firms prefer NOT to deal with?
3. Would firms want Tom to lodge a complaint with them? If so, how could they do this?
4. Would firms want Joyce to lodge a complaint with them? If so, how could they do this?
5. Could a firm turn Vera into a satisfied customer? If so, how?
6. In your experience, how willing are firms to respond to complaints?