

## **Consumer Complaining Intentions: An Antecedent to Consumerism**

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**KEY WORDS** Consumer Dissatisfaction. Consume-rism. CCB.

**ABSTRACT** The post purchase evaluation process of consumers can produce satisfaction or dissatisfaction as outcomes. The presence of dissatisfaction has many implication in marketing strategies and it further gives rise to consumerism as movement. Consumer Complain Intention was identified as a catalyst for consumerism. Many organisation started investing huge amounts to handle this consumer complain in an effective way. The return in handling complaints or inquiries will produce high rate of return. There are some factors that hinders the consumers for complaining to the organisations. Firstly, it is difficult because of one's culture does not encourage being a whiner. Secondly, employees does not encourage it because they consider it as a personal attack on their self esteem. The present paper critically analyse the concept of consumer complain behaviour (CCB) and also it tries to operationalise the issues of CCB.

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