Consumer Satisfaction, Dissatisfaction and Complaining Behaviour:

major findings and directions for action

Stephen B. Ash

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CONSUMER SATISFACTION, DISSATISFACTION AND COMPLAINING BEHAVIOUR: MAJOR FINDINGS AND DIRECTIONS FOR ACTION

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Stephen B. Ash
School of Business Administration
The University of Western Ontario
London, Ontario

May 1980

This is one of a series of studies prepared for the Consumer Research and Evaluation Branch, Consumer Bureau, CCAC. The analysis and conclusions of these studies are those of the authors themselves and do not necessarily reflect the views of the Department.

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The specific objectives of this report are:

1. To briefly review the data collection procedures employed in the study.
2. To present the major findings of the study.
3. To propose directions for future research on the topic.

The author also wishes to acknowledge the suggestions and advice given by Professor John R. Kennedy of the School of Business Administration, the University of Western Ontario and by Professor John A. Quelch of the Graduate School of Business Administration, Harvard University. In addition, the author extends his appreciation to Mary Jane Grant of the School of Business Administration, the University of Western Ontario, for her invaluable assistance during the data analysis phase of the project.

FOREWORD

Consumers in the marketplace face a wide range of problems. The responsibility of the Bureau of Consumer Affairs of Consumer and Corporate Affairs Canada is to help consumers find solutions to some of these problems. Determining the scope and relative importance of these problems is one of the roles of the Consumer Research and Evaluation Branch.

One major class of consumer issues may be broadly defined as the selection, acquisition and use of goods and services. This may be broken down into subsets including consumer decision making processes: pre-purchase search behaviour, and post-purchase satisfaction/dissatisfaction. A series of studies and reports in these areas has been commissioned by the Branch over the past few years. These include:

- Consumers' Perceptions of Pre-purchase Shopping Problems and Solutions - J. Claxton and B. Ritchie;
- An Exploratory Study of Urban/Rural Consumer Expectations and Evaluations of their Consumer Realities - J. Liefeld;
- An Experimental Study of the Relationship between Consumer Satisfaction and Levels of Choice - L. Heslop;
- Consumer Creativity - E. Hirschman;
- Stimulus Variation and Consumer Satisfaction/ Dissatisfaction and Action-Taking - M. Wallendorf.

These and other studies are described in the Consumer Research Newsletter published by the Branch.

This report, which is another study in the above series, summarizes an extensive survey by Dr. Stephen B. Ash of consumer post-purchase satisfaction/dissatisfaction and complaining behaviour. The complete analysis comprises six lengthy volumes dealing respectively with (1) Food and Clothing, (2) Durable Products, (3) Services, (4) Special Consumer Populations and Special Problems, (5) Conceptualization and Measurement, and (6) Annotated Bibliography. To assist those undertaking further work in this area, these volumes, including lengthy questionnaires in the first three, are available in limited numbers as working papers (English only) from the Branch upon request.

It is important to note that Dr. Ash's categorization of priorities for future research and corrective action reflects only his recommendations and does not represent official departmental priorities.

The publication of this report brings to an end the consumer research studies commissioned by the Branch in the area of problem identification. The next phase of the work involves in-depth analysis of some products and services of particular concern to consumers. Many sources of information in addition to this report are used to decide on priority analysis. This work is now being commenced, using in part the data collected over the last few years in the projects listed above, as well as new information which may be required for in-depth work.

Geoffrey Hiscocks.

Geoffrey A. Hiscocks
Director
Consumer Research and
Evaluation Branch

TABLE OF CONTENTS

CHAPTER ONE: INTRODUCTION

Importance of the Topic

Despite unprecedented affluence and the availability of a great variety of new and improved products and services, consumers today seem disenchanted with the marketing system. Consumer dissatisfaction finds expression in complaints about rising prices, demands for improved products and services, suggestions for improving the adequacy of product information, and concern for the physical environment. In response to these consumer dissatisfactions, policy makers are expressing a need for more research focusing on the products and services which seem to be responsible for the increase in the number of dissatisfied consumers.

An important problem facing policy makers is how best to measure market performance. Economists have traditionally used criteria such as the existence of monopoly forces, entry barriers and externalities in production and consumption. There is, however, a growing belief that the measurement of consumer satisfaction should assume a major role in the assessment of market performance. This notion is widely held by marketing practitioners who view the satisfaction of consumer needs as the principal goal of marketing activity. Consumer attitudes towards products and services may lack some of the precision and objectivity of the economist's measures. However, by providing a source of consumer opinion in the marketplace, studies in consumer satisfaction and dissatisfaction can provide valuable information to both policy makers and producers.

Political support for the consumer movement has grown rapidly in recent years and policy makers have assigned a relatively high priority to the development of programs designed to protect the consumer interest. To exercise their mandate, policy makers require reliable data to use as a baseline for developing effective consumer protection programs. Government officials need information enabling them to identify particular segments of the population which appear to be experiencing relatively high rates of dissatisfaction.

The vast number of products and services on the market and the many segments of the population with special needs and problems as consumers mean that objective information is particularly important to assure the correct allocation of limited manpower and financial resources to individual problem areas. Thus, policy makers are increasingly concerned to obtain reliable descriptive data on the frequency of consumer dissatisfaction across a comprehensive set of products and services, on sources of dissatisfaction, and on consumers' responses to unsatisfactory consumption experiences. Such data are also likely to be of interest to the manufacturers and distributors of products and services. Levels of consumer satisfaction can be compared across brands and product categories. And as a supplement to the more traditional market signals which consumers use to communicate with producers, consumer satisfaction data may stimulate voluntary action on the part of producers to correct the causes of dissatisfaction with their products or services.

Rationale for the Study

This project is a response to a set of government objectives proposed by the Consumer Research and Evaluation Branch at a consumer satisfaction/dissatisfaction seminar held in Ottawa on December 7, 1978. A set of objectives was developed in order to guide government-sponsored research on consumer satisfaction/dissatisfaction (CS/D) and complaining behaviour (CB). Stated in broad terms, the objectives were: to identify significant consumer problems that lead to dissatisfaction with products and services; to develop a conceptual framework to evaluate potential consumer problems relating to new products, services and marketing practices (i.e., a possible "early warning system"); to provide one means of evaluating the effectiveness of consumer-oriented federal programs over time.

There was also a need to examine those characteristics of products and services which might lead to greater or lesser probabilities of consumer dissatisfaction and to obtain these data from typical consumers rather than from organized consumer groups (whose members tend to be atypical of the entire population).

Although it was clear that not all of the objectives could be met within the latitude of a single study, a logical starting point was to design a project which would constitute the "problem identification" phase of an ongoing program of consumer satisfaction research. It was then important to obtain data on overall levels of satisfaction and dissatisfaction, on recurring reasons for dissatisfaction, and on actions taken by dissatisfied consumers for a comprehensive set of products and services. These needs led to several generalized objectives which shaped the current project:

1. To increase understanding of the kinds of problems affecting consumers and of the types of people experiencing consumer problems.

2. To provide a framework for integrating the numerous data sources on consumer satisfaction available to Consumer and Corporate Affairs Canada.

3. To identify products and services which appear to be responsible for higher rates of dissatisfaction.

4. To prioritize these product and service categories for additional focused research and for corrective action.

Policy makers and producers are becoming increasingly aware of the limitations of conventional complaint data as a measure of consumer dissatisfaction. It is now widely recognized that complaint letters tend not to be representative either of the types of problems confronting consumers or of all types of people experiencing consumer problems. For example, complaint letters suffer from "big ticket" bias since they tend to focus on unsatisfactory consumption experiences with products that are unusually important to the consumer. Volunteered complaints thus tend to underrepresent dissatisfactions with lower-cost items or those which play a relatively modest role in the consumer's daily life. Writers of complaint letters or those who take some other direct action to resolve their dissatisfaction tend to be atypical of the entire population since they tend to be younger, better educated, more affluent, and more active politically than non-complainers.

The overriding concern about direct complaining behaviours such as writing complaint letters, however, is that they may simply represent the tip of the iceberg. The number of dissatisfied consumers may substantially exceed the number who complain, particularly if many consumers are unclear about how to voice a complaint. As a result of these limitations to the value of complaint data as a diagnostic tool, interest has increased in the application of the survey research technique to the measurement of consumer satisfaction.

The design and implementation of "effective" consumer protection programs depend on the availability of the kinds of information which provide a basis for diagnosing dissatisfaction with products and services and assigning priorities for corrective action. This issue, the design of effective consumer protection programs, focuses on what types of data should be collected to facilitate the development of consumer satisfaction/dissatisfaction policy. A recent study (Day and Bodur, 1977)[1] has suggested that at least four kinds of

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1. Day, Ralph L. and Muzaffer Bodur, "A Comprehensive Study of Satisfaction with Consumer Services," in Ralph L. Day, ed., <u>Consumer Satisfaction, Dissatisfaction and Complaining Behaviour</u>, Division of Research, School of Business, Indiana University, 1977, pp. 64-74.

information are required for diagnosing consumer dissatisfaction with products and services: (1) number of users in the population; (2) proportion of users expressing dissatisfaction with the item; (3) the degree of importance associated with the consumption of a product or service; and (4) how consumers resolve their dissatisfaction with an item. In addition to these types of information, the author proposes that data on the consequences of dissatisfactory purchase experiences, namely financial loss and/or physical injury, be considered as well in the determination of consumer protection priorities.

To provide more complete information of the kind needed for better consumer protection programming, this study examines:

- Rates of purchase, perceived importance and levels of satisfaction/dissatisfaction over 225 categories of products and services;

- Demographic profiles of consumers who report dissatisfaction;

- Instances of extreme consumer dissatisfaction within a recall period;

- Reasons for consumer dissatisfaction;

- Consequences of a defect or improper use of a product (financial loss and/or physical injury);

- Types of action taken by dissatisfied consumers;

- Number of dissatisfied consumers taking no action and reasons for not taking action;

- Profiles of dissatisfied consumers who take action;

- Levels of satisfaction with the complaint handling process.

The unique feature of this study is its comprehensive coverage of over 200 categories of products and services. Items generally purchased and used by consumers in similar ways were grouped together into product categories which were divided into three major classes of goods and services: (1) food and clothing, (2) durables, (3) services. Three questionnaires were constructed to elicit data on consumer satisfaction/dissatisfaction for purchases in these classes. Each of the three questionnaires was subdivided into four sections as shown below, with the number of product categories examined in each section shown in parentheses.

I. Food and Clothing

1. Food Products (26)
2. Household and Family Supplies (17)
3. Personal and Health Care Products (20)
4. Clothes, Shoes and Accessories (14)

II. Durable Products

1. Housing and Home Furnishings (23)
2. Appliances and Personal Care Equipment (18)
3. Entertainment, Recreation and Education (18)
4. Cars and Other Transportation (13)

III. Services

1. Repairs and General Services (20)
2. Professional and Personal Services (17)
3. Financial Services and Insurance (16)
4. Rentals, Public Transportation and Utilities (23)

Research Design

The scope of the current research is limited to the consumer's post-purchase responses and complaining behaviour. The pre-purchase and purchase/consumption phases are important but are beyond the scope of this study. It should be noted that a comprehensive study of the pre-purchase phase has been completed and is available from Consumer and Corporate Affairs Canada.[2]

The data were obtained as part of a national survey research project designed to obtain information about consumer satisfaction/dissatisfaction and complaining behaviour in Canada. The survey instruments employed in this research were adapted from questionnaires designed by Professor Ralph Day and utilized in the Bloomington study.[3] In both cases, the instruments

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2. Claxton, John D. and J.R. Brent Ritchie, "Consumers' Perceptions of Pre-purchase Shopping Problems and Solutions," Consumer Choice Research Program Working Report, Consumer and Corporate Affairs Canada, 1978.

3. Survey research project conducted by Professor Ralph L. Day, School of Business, Indiana University, which produced data from a probability sample of Bloomington, Indiana residents during the fall of 1976.

obtained data on consumer satisfaction/dissatisfaction and complaining behaviour on an "aided recall" basis. The data were gathered with self-administered questionnaires, using the "drop-off/pick-up" method, to a national probability sample of approximately 3000 dwelling units in Canada during April and May 1979.

The sampling technique included five steps based on probability techniques: stratification by geographic region, stratification by community size, selection of interviewing locations, selection of census tracts and selection of blocks.

The sample was drawn from a national frame consisting of 42,000 enumeration areas in five regions across Canada - the Atlantic Provinces, Quebec, Ontario, the Prairies and British Columbia. Communities were randomly selected within each community size stratum of each region. Within each community, an effort was made to ensure the selection of a set of census tracts that reflected accurately the socio-economic profile of the community. Blocks within each tract were randomly selected and maps were drawn depicting directional starting points. For each block, quotas were imposed to ensure equal distribution of each of the three questionnaires. The selection of households took place starting with a specified household within the block. Each household completed only one of the three questionnaires.

The sampling plan employed in the study represents a compromise between a strict random sample and a conventional quota sample. The departure from the classic probability sampling method occurred at the block level. To keep costs manageable, the interviewers were instructed to substitute another household on the block in the event of a "not-at-home" or a "refusal to co-operate" instead of using the call-back procedure. Since substitution was permitted at the block level, a measure of true response rates is no longer meaningful. Although the modified probability sampling plan was necessary to overcome the labour-intensive facets of the strict random sampling method, the survey nonetheless produced data which compare very favourably with Statistics Canada census information.

The issue of who should complete the questionnaire within the household was discussed extensively at a consumer satisfaction seminar held in Ottawa in November 1978. It was decided that the least amount of bias would result by permitting the household to self-select the member who would respond to the questionnaire. The interviewers were instructed to interview the person in the household who was primarily responsible for buying the types of products or services covered by the particular questionnaire. This person was requested to act as the spokesperson for the household. Accordingly, the sex distribution of each of the three sub-samples was governed by the self-selection process.

Validation of fieldwork was conducted by the research organization to ensure the accuracy of the data collection procedures. Usable questionnaires were furnished by 3,123 adult Canadians, both males and females, eighteen years of age and over. The breakdown for the three questionnaires was as follows:

Food and Clothing	1,041
Durables	1,030
Services	1,052

These data are a first effort at measuring consumer satisfaction and dissatisfaction across a comprehensive set of consumer goods and services in Canada.[4]

Instrument Reliability

Despite numerous methodological problems affecting the measurement of consumer satisfaction and dissatisfaction, little attention has focused on evaluating the reliability and validity of research instruments.

Since reliability is concerned with consistency or stability over time, there may be a tendency for CS/D researchers to feel that they need not be concerned about reliability. However, the issue of reliability is important even when the measurement will not be repeated over time, since it is an estimate of the level of measurement errors which are variable in nature.

To examine the reliability of consumer satisfaction/dissatisfaction scores, two procedures were employed: measuring the internal consistency of the satisfaction/dissatisfaction scores and deriving the split-half reliability. The second of these involved comparing the responses from half the items on a multi-item measuring instrument with the responses from the

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4. For further details on research design including content of questionnaires and data collection, the interested reader is referred to Volume 5, which deals with special consumer populations and special problems.

remaining half. All usable questionnaires were employed for this purpose.

Almost all of the coefficients which were reported in Volume 5 of the final report fell into the interval from 0.6 to 0.85. These results were interpreted as confirmation of the reliability of the instruments.

Limitations of the Study

Certain limitations to the scope of the study should be noted. First, there is no longitudinal dimension to the study. No conclusions can be drawn as to whether consumers are more satisfied with products and services today than they were in the past. However, it is anticipated that this study will provide baseline data against which future replications can be compared. It may be noted, though, that differences in consumer satisfaction over time may be caused not only by objective changes in product quality or performance, but also by changes in consumer perceptions and expectations. Longitudinal studies will have to consider the relative explanatory significance of these factors.

Second, the results and recommendations of this study are based entirely on consumers' subjective ratings of the performance of various products and services. Caution is warranted in the interpretation of data on consumer perceptions, since problems related to consistency of evaluation may arise. There is no reason to believe that consumers operate with any well-defined set of objective standards. Thus, while a consumer might attribute his problem to "system performance," the real problem may lie in his beliefs or attitudes. Perhaps then subjective ratings (i.e., CS/D scores) should be treated as indicators of potential consumer problems rather than as definitive measures of market performance.

Third, the study does not permit a detailed diagnosis of the reasons for satisfaction or dissatisfaction with specific product or service categories in terms of their attribute profiles. A previous study concerned with food products pursued a definition of consumer dissatisfaction as "the gap or distance between the consumer's 'ideal' attribute combination for a particular product or service and the attribute combination of the product or service offered in the marketplace which comes closest to his ideal."[5] In this study, detailed attribute-related reasons for dissatisfaction are not available. Attribute-related problems are subsumed within a broader set of reasons for dissatisfaction which include, for example, merchandising practices.

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5. Handy, Charles R. "Monitoring Consumer Satisfaction with Food Products," in H. Keith Hunt, ed., Conceptualization and Measurement of Consumer Satisfaction and Dissatisfaction (Cambridge, Mass.: Marketing Science Institute, 1977) p. 217.

Fourth, in this study, price as a factor affecting consumer choice has been consciously ignored, following the precedent set by Ralph Day in his pioneering study in the United States.

CHAPTER TWO: MAJOR FINDINGS - CONSUMER SATISFACTION, DISSATISFACTION AND COMPLAINING BEHAVIOUR

Which products and services are responsible for higher levels of consumer dissatisfaction?

Responses denoting the frequency of purchase/use and level of satisfaction and dissatisfaction for each of the product/service categories are summarized in Table 1 to 12 in the appendix to this study. Each table corresponds to a section of the three questionnaires employed in the study. They are identical in format.

The percentage of subjects purchasing each product/service category during the recall period is listed first, followed by the percentage of purchasers buying the product "often" as opposed to "sometimes" in the case of Food and Clothing products or rating the item as highly important in the case of Durables and Services. Next, the frequency of purchasers checking each of the four satisfaction/dissatisfaction scale responses is reported. The final columns in Table I summarize the percentages of satisfied and dissatisfied subjects for each product/service category.

The Food and Clothing sector generally represents a high level of market activity and a high overall level of consumer satisfaction. Product categories which register dissatisfaction among the greatest percentage of Food Product purchasers are the food-away-from-home and prepared convenience food categories. "Fresh/frozen meats" and "fresh fruits/vegetables" also rank fairly high in terms of the proportion of dissatisfied purchasers. "Infant foods" and "beverages" appear to register extreme dissatisfaction among a relatively high proportion of purchasers of these categories. In the Household and Family Supplies section, unsatisfactory experiences are cited more frequently by purchasers of "magazines and newspapers," "light bulbs, fuses and batteries, etc." and "air fresheners, disinfectants, etc." In the Personal and Health Care sector, consumer dissatisfaction is relatively high among purchasers of "hay fever, cold and cough remedies." Products evaluated primarily on the basis of social performance, such as "hair care products and personal deodorants," also tend to have a relatively high proportion of dissatisfied users. In the Clothes, Shoes and Accessories section, consumers tend to rate "children's/infants' clothes and shoes" and "women's clothes" as more unsatisfactory than other types of clothing products.

The Durable Product sector represents a comparatively low level of market activity. In the case of Housing and Home

Furnishings, purchasers of mobile homes tend to register dissatisfaction most frequently while purchasers of swimming pools tend to register extreme dissatisfaction with the item most often. In the Appliances and Personal Care Equipment section, medical supplies and large household appliances tend to be perceived as the most important purchases. While consumer satisfaction scores are fairly high for this section, white goods register only average CS/D scores. Purchasers of items in the Entertainment, Recreation and Education section report being generally satisfied with their consumption experiences. In the case of Cars and Other Transportation, levels of dissatisfaction tend to be quite high vis-à-vis all cars and trucks.

The Services sector represents a moderate level of market activity. In the Repairs and General Services section, seven categories report over 25 percent of their purchasers rating the items as unsatisfactory. "Auto repairs and services" represents the most serious case. "Parcel delivery," "freight service" and "mail order services" all rank quite high in dissatisfaction. In the case of Professional and Personal Services, the categories causing the highest levels of consumer dissatisfaction include "employment agencies," "dating services," "architects," "real estate agents," "security/detective agencies," and "marriage/sex counsellors." In the Financial Services and Insurance section, categories associated with higher levels of dissatisfaction include "consumer finance companies" and "government workmen's compensation." Another seriously unsatisfactory category is "automobile insurance." In the case of Rentals, Public Transportation and Utilities, categories responsible for higher levels of consumer dissatisfaction include "post office" and "apartment rentals."

Table 13 compares reported instances of dissatisfaction, the number of dissatisfied consumers citing financial loss and/or physical injury as a result of dissatisfaction and the frequency of personal and direct actions taken by dissatisfied subjects across the three questionnaires. The highest number of instances of extreme dissatisfaction is reported in the Services survey (902) and the fewest cases of dissatisfaction (680) are registered in the Durables survey. A partial explanation for this result is that some of the categories covered by the Services questionnaire include such services as apartment rental, which are in continuous usage by consumers, thereby increasing the likelihood of a dissatisfactory consumption experience occurring within a recall period. Another reason is that in some instances use of a service, e.g., product repair, may not be viewed as entirely voluntary by the consumer. The case of "forced consumption" is one in which the consumer may be negatively predisposed toward the service provider before the service has, in fact, been rendered.

The highest number of dissatisfied consumers who reported incurring financial loss and physical injury as a consequence of dissatisfaction is recorded by the Services questionnaire. Almost one-third of the respondents who completed the Services instrument indicated that they suffered financial loss as a result of a dissatisfactory consumption experience. These results highlight the severity of problems encountered by users of consumer services in general and indicate the need for further research focusing on the Services sector.

A comparison of complaining behaviour across the three questionnaires reveals that the highest proportion of dissatisfactory instances in which no action was taken by consumers is associated with Food and Clothing items (45.7%). This result was expected since many of the categories contained in the Food and Clothing survey include items which are comparatively inexpensive or which may be considered as relatively unimportant purchases by consumers. Among cases where action was taken in response to dissatisfaction, the table shows that the highest ratio of personal to direct actions occurs in the Food and Clothing survey. Personal and direct actions are split almost evenly in the Services survey. These results are logical since they suggest that direct actions which normally require higher levels of effort tend to be more likely in cases where dissatisfaction is experienced with products or services which are relatively important to the consumer.

Who is experiencing these consumer problems?

One objective of the current study was to identify consumers who appear to be experiencing high levels of dissatisfaction. In addition to rating each product/service on a 4-point satisfaction/dissatisfaction scale, every subject was asked whether or not she/he had been highly dissatisfied with any of the categories included in each section of the questionnaire. Therefore, the research instruments obtained two separate measures of satisfaction/dissatisfaction from each respondent. The socio-economic and demographic variables contained in the questionnaires were then cross-tabulated with each of the two distinct measures of satisfaction/dissatisfaction. These steps produced two independent profiles of satisfied and dissatisfied consumers.

Next, an effort was made to determine the degree of convergence between the two consumer profiles cited above. The results were somewhat disappointing since there was very little convergence between the two profiles. Consumer characteristics which seemed to be important in explaining satisfaction and dissatisfaction varied depending upon whether the profile was based on consumers whose average satisfaction scores, derived from the 4-point scale measure, placed them in the "dissatisfaction range"[1] or was based on those consumers who reported being highly dissatified with one or more of the categories. These conflicting results suggest that dissatisfied consumers may be found in all levels of society.

<u>What are the reasons for consumer dissatisfaction? Which are most important?</u>

Each respondent checked those items from an extensive list of reasons which best explained his dissatisfaction. Multiple mentions were permitted. Table 14 summarizes the reasons cited most frequently in each of the 12 sections spanning the three questionnaires.

a. <u>Food and Clothing</u>

In this section, reasons for consumer dissatisfaction appear to center around product quality issues rather than marketing practices, although the patterns vary substantially across the four sections. The single reason which is most frequently cited as the cause of dissatisfaction is related to poorer quality of the item than was expected. The results indicate that some reasons for dissatisfaction may be unique to specific types of products.

b. <u>Durables</u>

In this section, reasons for dissatisfaction appear to revolve around perceived inferior quality of materials and workmanship. Warranty-related reasons appeared in the case of Cars and Other Transportation.

c. <u>Services</u>

In this section, consumer dissatisfaction was attributed to beliefs that the service was performed in a careless, unprofessional manner or was not performed correctly the first time. Again, the results indicated that some reasons for dissatisfaction may be fairly unique to specific types of services.

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1. Volumes 1-3 of the complete study focus on the mean satisfaction scores (MSS).

What are the consequences of consumer dissatisfaction? What product/service categories are responsible for financial loss? For physical injury?

In the Food and Clothing survey, Personal and Health Care Products tend to have the highest share of dissatisfied consumers reporting financial loss as a consequence of their purchase (27.6 percent). Most losses, however, were reported to be less than $25 per experience. The financial loss associated with Clothes, Shoes and Accessories was relatively high with about 44 percent of losses over $25 and approximately 7 percent over $100. Three categories which appeared to be responsible for frequent instances of financial loss were fresh/frozen meats, clothing items including womens' footwear and prescription drugs and medical supplies.

Physical injury was reported in a small handful of cases. Personal and Health Care products tended to have the highest share of dissatisfied consumers indicating the occurrence of physical injury. Over the entire Food and Clothing survey, the categories cited in connection with physical injury included fresh/frozen meats, bleaches, bluing and pre-soaks, prescription drugs and medical supplies, and womens' footwear.

In the Durables survey, Cars and Other Transportation Items tended to have the highest share of dissatisfied consumers reporting financial loss as a consequence of their purchase (65.2 percent). Most losses (68.9 percent), were reported to be in excess of $100 per experience. The financial loss associated with Entertainment, Recreation and Education was relatively high, with about 60 percent of losses over $25 and approximately 22 percent over $100. Categories which appeared to be responsible for frequent instances of financial loss were living room furniture, eyeglasses/contact lenses, radios/stereos/tape recorders and used cars.

Again, physical injury was reported in a small handful of cases. Appliances and Personal Care Equipment tended to have the highest share of dissatisfied cases indicating the occurrence of physical injury. Over the entire Durables survey, the categories cited in connection with physical injury included eyeglasses/contact lenses, children's bicycles and sports equipment, and new cars.

In the Services survey, Financial Services was the section with the highest share of cases of dissatisfaction reporting financial loss, while Repairs and General Services reported the highest absolute number of cases of financial loss.

The categories most frequently associated with financial loss include "auto repair," "auto insurance," the "post office" and "dentists and dental technicians."

The type of service most frequently associated with physical injury was Professional and Personal Services. The categories most frequently associated with physical injury included medical services and compensation/insurance services. These results suggest that there may be some causal relationships attributed to services that are only concurrently or latterly related to physical injury.

What do consumers do when they are dissatisfied? How many consumers take action to resolve their dissatisfaction?

Each subject checked a list of actions taken following an unsatisfactory consumption experience. The results are shown in Tables 15, 16 and 17, dealing with Food and Clothing, Durables and Services, respectively.

In about 54.3 percent of all reported instances of dissatisfaction across the entire Food and Clothing survey, some form of private and/or direct action was taken. Overall, almost two-thirds (62.8 percent) of the actions taken were private in nature, such as decisions to switch brands or warning others about the unsatisfactory experience. The balance (37.2 per cent) were direct or public actions aimed primarily toward the seller, including requests for replacement or refund.

In about 58.2 percent of all reported instances of dissatisfaction across the entire Durables survey, some form of private and/or direct action was taken. Overall, slightly over half (54.2 percent) of the actions taken were private in nature, such as decisions to switch brands or warning others about the unsatisfactory experience. The remainder (45.8 percent) were public actions directed principally toward the seller, including requests for replacement or refund.

In about 58.7 percent of all reported instances of dissatisfaction across the entire Services survey, some form of private and/or direct action was taken. In general, personal versus direct actions were split approximately 52:48 over all four sections of the Services survey. Warning family and friends and decisions to stop using the service were the most frequently used actions. Direct actions which involve complaining to the company or requesting that the service be done again were next in frequency of use.

Why do some dissatisfied consumers do nothing to resolve their dissatisfaction?

In the Food and Clothing survey, almost half of all consumers dissatisfied with products did not take any action to resolve their problems. The belief that action-taking would not be worth the time and effort or that it would not make any difference were the main reasons cited for non-action. These reasons reflect both a general pessimism about the system and an unwillingness to expend effort because of the relatively low degree of importance attached to the purchase of a single non-durable item.

In the Durables survey, over 40 percent of dissatisfied consumers reported not taking any action to resolve their problems. The assertion that action would not be worth the time and effort or that it would not make any difference were the principal reasons given for taking no action.

In the Services survey, over half of those who took no action when dissatisfied cited the reason, "I didn't think anything I could do would make any difference." The next largest group indicated, "I didn't think it was worth the time and effort."

How satisfied are consumers with the way their complaints are handled?

This study found that consumers were generally satisfied with the complaint handling process in regard to Food and Clothing products. Highest overall levels of "final satisfaction" were recorded in the Food Products sector. The most extreme dissatisfaction in relation to complaint handling appears to be in the Personal and Health Care products section.

In the case of Durable products, the study found that consumers generally were dissatisfied with the complaint handling process. Highest overall levels of "final satisfaction" were recorded in the Entertainment, Recreation and Education sector. The most extreme dissatisfaction in relation to complaint handling appears to be in the Cars and Other Transportation section.

In the Services survey, the study found serious problems regarding the complaint handling system. Over 60 percent of consumers who took direct action felt dissatisfied with the way their complaint was handled. The largest number of cases of extreme dissatisfaction appear in relation to the Financial Services and Insurance complaint handling system.

CHAPTER THREE: PRIORITY PRODUCT/SERVICE CATEGORIES

Given the limitations of volunteered complaint data as a basis for setting priorities in consumer protection programming, an objective of the current study was to develop an alternative approach to prioritizing product/service categories according to the need for government attention. The method favoured for establishing priorities is one which recognizes the complex, multidimensional nature of the consumer satisfaction construct. It requires the policy maker to consider, simultaneously, several factors which, taken collectively, determine the severity of a consumer problem. The advantage of the method is that it forces the policy maker to make explicit judgements about the nature of the problem, its level of penetration across the consumer society, and its consequences to consumers. A current weakness of the method is the absence of a widely accepted system for assigning weights to the various criteria employed during the priority setting process. In this study, the author began with an appraisal of the percent of purchasers citing an item as the most unsatisfactory purchase experience during a recall period. These data are shown in the first numerical column on the left-hand side of Table 18. The ranks were then adjusted by considering the impact of other criteria simultaneously in relation to each product/service category. An important caveat, therefore, is that the ranks assigned to the product/service categories revealed in Table 18 were determined in a highly subjective fashion. They reflect the opinions of the author about the relative significance of each criterion as part of the priority setting mechanism.

Priority Categories for Further Research or Corrective Action

To prioritize the product and service categories requiring additional research and corrective action, five criteria were considered:

1. The percent of the sample who as actual purchasers cited the category as their most unsatisfactory purchase experience. This group of buyers represents a fraction of the total sample of respondents for any given category.

2. The percent of the total sample, including actual purchasers and nonpurchasers, who cited the category as their most unsatisfactory purchase.

3. The proportion of the population who reported having purchased the item during the recall period (market activity).

4. The percent of respondents rating the item as highly important (or as purchased "often" in the case of Food and Clothing items).

5. The extent of financial loss associated with consumers' most unsatisfactory purchase experience.

Thirty-six categories of products and services were classified into three priority groups according to the severity of the problems they engender. Categories associated with the most serious consumer problems were designated as Group A priority, and those causing progressively less serious problems were included in the Group B priority or Group C priority classifications. The categories included in each priority set are shown below. The corresponding percentages for each category are given in Table 18.

<u>Group A Priority</u>

1. Auto repairs and services
2. New car
3. Used car
4. Services of employment agencies
5. TV, radio and stereo repairs
6. Mobile home for use as home
7. Wheelchairs, crutches, orthopedic appliances, other medical appliances or devices
8. Swimming pool purchased or installed for the home
9. New pick-up truck, panel truck, van or off-the-road vehicle
10. Condominium unit or co-operative apartment for use as home
11. Mobile home rental (lease)
12. Used pick-up truck, panel truck, van or off-the-road vehicle

Group B Priority

1. Fresh or frozen meats
2. Post office service
3. Small kitchen appliances: toasters, ovens, mixers, fans, can openers, blenders, electric frying pans, electric irons, etc.
4. Sofas, upholstered chairs, chaises longues, reclining chairs, rocking chairs, other living room furniture
5. Services of architects, home designers, real estate agents
6. Pool tables, card tables, ping pong tables, electric games
7. Appliance repairs (other than TV, radio or stereo)
8. Children's coats, jackets, snowsuits, dresses, skirts, sleepwear, underwear, shirts, pants, hosiery
9. Ranges, ovens, grills
10. Electric razors, electric hair clippers
11. Services of consumer loan or finance companies
12. House rental (lease)

Group C Priority

1. Fresh fruits and vegetables
2. Women's suits, coats, jackets, dresses, skirts, blouses
3. Services of medical doctors and nurses in hospitals and clinics
4. Parcel delivery and freight services
5. Plumbing, carpentry and other home repair services
6. Services of lawyers
7. Electric hair dryers, "air combs," curlers, electric nail care equipment, electric make-up mirrors
8. Services of mail order firms
9. Bedroom furniture, mattresses, box springs, waterbeds
10. Installation of a new furnace, central air conditioning unit or a heat pump for the home
11. Exercise machines and body building equipment
12. Hearing aids

CHAPTER FOUR: CONCLUSIONS

Some General Conclusions

The results reported in this study confirm the feasibility of obtaining high quality data on consumer satisfaction, dissatisfaction and complaining behaviour through large scale survey research. The type of information which is provided is of potential use to policy makers as a basis for developing proposals aimed at setting priorities for consumer protection programming.

The survey results indicate that the vast majority of consumers are, in general, satisfied with their purchases of products and services. They suggest that, when asked to assess their satisfaction or dissatisfaction with a comprehensive set of product/service categories, "consumers see far more good than bad in their consumption experiences."[1] However, the results showed wide variation in the proportions of dissatisfied consumers across the 225 categories of products and services. Survey research of the type reported here should be viewed both by policy makers and business as a tool for problem identification and diagnosis in a stream of research, rather than as a definitive source of conclusions regarding either sources of dissatisfaction or appropriate actions and responses.

On the basis of the results reported in this study, some general propositions may be tentatively advanced:

1. Types of consumers experiencing dissatisfaction - Dissatisfaction tends not to center around particular types of consumers but rather may be found in all levels of society. It tends to be highly situation-specific.

2. Reasons for post-purchase dissatisfaction - On balance, dissatisfaction tends to relate to intrinsic product quality or perceived performance characteristics and largely overshadows problems arising from marketing practices.

3. Consequences of dissatisfaction - Financial loss and/or physical injury consequences tend to be centered around a relatively small group of products and services.

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1. Same as footnote 1, Chapter One.

4. <u>Consumer responses to dissatisfaction</u> - Consumer dissatisfaction tends to be more frequently resolved through personal rather than direct or public actions. Personal actions include decisions to quit using the product or service and/or efforts to warn family and friends about the unsatisfactory experience. Direct actions include registering a complaint and/or actively seeking redress through a variety of means. Personal actions are not normally brought to the attention of government agencies, consumer activists or business leaders.

5. <u>Propensity to complain</u> - Consumers tend not to expend high amounts of effort to resolve their dissatisfaction unless they consider the purchase to be fairly important or expect to receive a favourable pay-off for their investment of time and effort.

6. <u>Satisfaction with complaint-handling</u> - Consumer satisfaction with complaint-handling mechanisms tends to be industry-specific and probably reflects the overall efficiency of the system in question.

7. <u>Understanding consumer satisfaction</u> - Better understanding of consumer problems is possible if consumer satisfaction and complaining behaviour are measured simultaneously.

Classification of Consumer Problems

In this study, the primary unit of analysis is the product or service category rather than a specific item. Consequently, a logical framework for classifying the types of consumer problems identified in this study considers underlying differences between problems focusing on product quality/performance and those centering around marketing practices, both in pre-delivery and post-delivery contexts. These ideas are organized in the matrix shown in Figure 1. The entries in each of the cells are merely representative of a larger set of problems subsumed within each quadrant. In this study, most of the reasons cited for dissatisfaction are found in the "physical product/post-delivery" cell.

Directions for Future Research

The principal objective of the study was to analyze and report the kinds of information which may be used as a basis for diagnosing consumer satisfaction/dissatisfaction and complaining

Figure 1

CLASSIFICATION OF CONSUMER PROBLEMS

	PHYSICAL PRODUCT	MARKETING PRACTICES
PRE-DELIVERY	• UNAVAILABILITY OF SIZES • DAMAGE DURING DELIVERY • LONG WAIT FOR DELIVERY • WRONG PRODUCT DELIVERED • DAMAGE DURING INSTALLATION	• ADVERTISED "SPECIAL" UNAVAILABLE • HIGH PRESSURE SELLING TACTICS • "BAIT AND SWITCH" • MISLEADING PACKAGE • WARRANTY NOT AS EXTENSIVE AS EXPECTED
POST-DELIVERY	• INFERIOR PRODUCT QUALITY • INFERIOR WORKMANSHIP • PRODUCT WAS UNSAFE • HIGHER COST OF USE THAN EXPECTED • PRODUCT WASTES ENERGY • PRODUCT DID NOT PERFORM AS WELL AS EXPECTED	• STORE UNWILLING TO REFUND OR EXCHANGE • DEALER MISREPRESENTED ABILITY TO SUPPLY PARTS • REPAIRS UNDER WARRANTY UNSATISFACTORY • UNACCEPTABLE PRODUCT SUBSTITUTION • FAILURE TO HONOUR GUARANTEE

behaviour. Providing a framework enabling policy makers to diagnose consumer dissatisfaction across the full spectrum of consumer products and services constitutes the problem identification phase of a comprehensive consumer protection program. Descriptive studies on consumer satisfaction/dissatisfaction and complaining behaviour are an important phase in the process of building up knowledge about these constructs. They provide important insights into the nature of the relationships between variables affecting consumer satisfaction/dissatisfaction (CS/D) and complaining behaviour (CB). This kind of information has been furnished by the current study which provides overall satisfaction and complaining behaviour data for a comprehensive set of products and services. Now that such baseline information is available, emphasis should be shifted to more focused studies both in field and laboratory settings.

The results of the present study on consumer satisfaction underscore the need for further research which addresses some of the issues left unresolved at the completion of the first phase of this project. To guide future research on the topic, these issues may be subdivided into four general categories.

First, there is a demonstrated need to refine existing mechanisms for prioritizing product and service categories according to the need for government attention. A set of criteria was proposed in the current study but no explicit system for differentially weighting the various criteria across product and service categories was provided. The development of a logical and internally consistent procedure for assigning weights to criteria considered in the setting of consumer protection priorities ought to constitute a primary objective for further work in the area.

Second, as more data concerning consumer satisfaction and complaint behaviour become available, there appears to be widespread agreement between policy makers and researchers that broad generalizations over aggregated populations may lead to inappropriate conclusions. To develop "effective" consumer protection programs, policy makers urgently require information regarding consumer groups with special characteristics, needs and problems, enabling them to identify those experiencing relatively high rates of dissatisfaction. This calls for more research aimed at increasing understanding of the problems facing special populations, such as the poor or disadvantaged, the elderly, inhabitants of remote locations and the handicapped. And it suggests a need for thorough comparisons of the types of problems encountered by urban versus rural dwellers.

Third, most attempts to measure consumer satisfaction and dissatisfaction have tacitly assumed that a consumer is aware of and can report a specific problem with a product or service. These studies ignore the possibility that serious consumer problems may exist which are not fully understood by the consumer. These concerns may be particularly relevant in special populations such as the poor and disadvantaged whose members tend to make purchase decisions using relatively low levels of consumer information. In these circumstances, salient information regarding product safety and content (e.g., nutritional data) may be ignored or misunderstood by segments of consumers who are, perhaps, most in need of such information. The recent "pop bottle explosion" controversy reinforces the notion that consumers can make purchase decisions without any explicit awareness of potentially serious consequences. The "awareness" issue has not been addressed adequately in the literature on consumer satisfaction/dissatisfaction and complaining behaviour and represents a key opportunity for future work.

Fourth, better understanding of the magnitude and sources of consumer problems may be possible if analysts develop research designs which enable them to obtain data from all levels of the marketing distribution system. Once key problem categories are identified on the basis of criteria established by policy makers, more in-depth research can be conducted into why dissatisfaction occurs, and who is responsible.

For several reasons, this in-depth research should be conducted not only with consumers but with all members of the distribution channel from manufacturer to retailer. First, dissatisfaction may arise from product performance deficiencies stemming from consumer misuse. Consumer research alone might not identify this pattern. Second, the likelihood of dissatisfaction may increase with product improvements. For example, the increasing complexity of automobiles may raise the probability of malfunction even though, controlling for the greater number of parts, they may be better built today than twenty years ago. However, this type of information is not available from consumers. Third, policy makers often conclude that the best way to relieve a consumer problem is to exert leverage on or seek voluntary cooperation from one or more participants in the distribution channel. Clearly, their cooperation is more likely if their views have been previously solicited. Studies structured at the industry level enable the researcher to explore the following questions with channel members for selected product and service categories: what remedial action may be taken, by whom, with what desired results?

APPENDIX

SELECTED TABLES

TABLE 1

PURCHASE, FREQUENCY RATING, SATISFACTION/DISSATISFACTION RATING

FOOD AND CLOTHING -- FOOD PRODUCTS

CATEGORY	PURCHASE	FREQUENCY RATING		SATISFACTION/DISSATISFACTION RATING				TOTAL SATISFACTION/DISSATISFACTION			
				% OF PURCHASERS				% OF PURCHASERS			
				SATISFIED		DISSATISFIED		SATISFIED		DISSATISFIED	
	% of Respondents* having Purchased	% of Purchasers buying Frequently	Rank by Frequency Rating	Almost Always	Usually	Often	Almost Always	Total	Rank	Total	Rank
1. Fresh Bread, Rolls, Cakes, other Baked Goods	97.6	74.1	8	48.9	44.5	5.3	1.3	93.4	16	6.6	10
2. Frozen Bread, Dough, Pizza, Cakes, Pie Crust	55.1	17.4	25	32.3	54.9	10.6	2.2	87.2	21	12.8	6
3. Flour, Cornmeal, Rice	93.5	60.9	11	65.0	33.3	1.4	0.3	98.3	3	1.7	24
4. Macaroni & Noodle Products	92.8	60.0	12	64.7	33.5	1.5	0.3	98.2	4	1.8	23
5. Breakfast Cereals	83.2	59.5	13	56.4	38.4	4.4	0.8	94.8	12	5.2	15
6. Syrups, Molasses, Honey	90.3	38.0	20	65.1	33.7	0.9	0.3	98.8	1	1.2	26
7. Sugar, Salt, Spices, Seasonings...	98.0	73.3	9	68.4	29.7	1.3	0.6	98.1	5	1.9	21
8. Cake/Cookie mix, Pudding, Desserts, Party Food...	86.4	38.1	19	49.9	45.0	4.2	0.9	94.9	11	5.1	16
9. Margarine, Cooking Oils, Shortening	98.0	79.8	6	65.9	32.2	1.3	0.6	98.1	5	1.9	21
10. Peanut Butter, Jams, Jellies, Spread	93.1	55.3	15	60.5	36.3	2.7	0.5	96.8	8	3.2	18
11. Milk, Cheese, Yogurt, Butter, Ice Cream... Dairy	99.5	91.9	1	60.8	33.3	4.9	1.0	94.1	15	5.9	12
12. Eggs & Egg Products	97.4	88.9	3	58.7	36.0	4.5	0.8	94.7	13	5.3	14
13. Non-Alcoholic Beverages (Pop, Juice...)	98.2	82.0	5	60.0	36.7	2.6	0.6	96.7	9	3.2	18
14. Canned, Frozen Fruits, Veg., Soups	89.7	56.9	14	48.8	45.5	4.8	0.9	94.3	14	5.7	13
15. Cooked, Canned or Processed Meat, Poultry, Fish, Dinners	76.8	31.3	21	35.4	49.0	13.1	2.5	84.4	24	15.6	3
16. Pickles, Mustard, Ketchup, Other Dressings	96.7	53.5	17	61.7	36.8	1.2	0.3	98.5	2	1.5	25
17. Baby Food, Juices, Formula	10.4	53.8	16	58.3	37.0	–	4.6	95.3	10	4.6	17
18. Fresh or Frozen Meats	96.5	84.8	4	40.0	46.1	12.3	1.6	86.1	22	13.9	5
19. Fresh, Frozen, BBQ Poultry	87.1	64.4	10	45.9	46.7	6.0	1.4	92.6	19	7.4	8
20. Fresh or Frozen Fish/Seafood	82.9	43.4	18	43.0	50.0	6.0	1.0	93.0	18	7.0	9
21. Fresh Fruits/Vegetables	98.0	89.6	2	43.0	42.7	12.9	1.4	85.7	23	14.3	4
22. Specialty, Dietetic, Gourmet Foods	24.7	23.9	23	42.6	50.8	4.6	2.0	93.4	16	6.6	10
23. Pet Food	42.6	75.6	7	47.6	44.7	6.8	0.9	92.3	20	7.7	7
24. Alcoholic Beverages	75.1	30.8	22	58.4	38.7	2.3	0.5	97.1	7	2.8	20
25. Restaurant Meals	83.4	17.9	24	26.7	54.1	17.6	1.6	80.8	25	19.2	2
26. Take-Out Foods	70.0	12.1	26	24.8	54.6	17.2	3.4	79.4	26	20.6	1

*N = 1041 REGION: NATIONAL

REFERENCE NO.: FI

TABLE 2

PURCHASE, FREQUENCY RATING, SATISFACTION/DISSATISFACTION RATING

FOOD AND CLOTHING -- HOUSEHOLD AND FAMILY SUPPLIES

CATEGORY	PURCHASE	FREQUENCY RATING		SATISFACTION/DISSATISFACTION RATING				TOTAL SATISFACTION/DISSATISFACTION			
				% OF PURCHASERS				% OF PURCHASERS			
				SATISFIED		DISSATISFIED		SATISFIED		DISSATISFIED	
	% of Respondents* having Purchased	% of Purchasers buying Frequently	Rank by Frequency Rating	Almost Always	Usually	Often	Almost Always	Total	Rank	Total	Rank
1. Aluminum Foil, Food Wrap, Food Storage Containers...	97.7	56.7	6	58.0	39.2	2.6	0.4	97.2	5	3.0	11
2. Laundry & Dish-Washing Detergents/Soap	99.5	83.7	2	53.8	42.9	2.8	0.5	96.7	8	3.3	10
3. Bleaches, Bluing, Pre-Soaks, Softener	90.6	51.8	7	52.4	44.8	2.5	0.3	97.2	5	2.8	13
4. Household Cleaners and Soaps	96.9	60.8	4	52.0	45.5	2.3	0.2	97.5	2	2.5	14
5. Floor/Furn.Wax, Polishes, Rug Shampoo	84.7	29.5	10	46.8	47.0	5.2	1.0	93.8	14	6.2	4
6. Air Fresheners, Dis-Infectants, Drain Openers, etc--	90.2	31.7	9	44.4	47.9	6.4	1.3	92.3	15	7.7	3
7. Rubber Gloves, Sponges, Mops, Brooms, Brushes	87.9	20.7	15	47.2	46.8	5.0	1.0	94.0	12	6.0	6
8. Toilet Tissue, Facial Tissue, Paper Towels...	99.2	85.0	1	56.3	41.4	2.0	0.2	97.7	1	2.2	17
9. Home Canning & Freezing Supplies	43.2	22.0	13	55.0	42.5	2.2	0.2	97.5	2	2.4	15
10. Insect Spray, Rat Poison, Traps, Mothballs	45.0	10.2	17	45.0	49.0	5.6	0.5	94.0	12	6.1	5
11. Plant Food, Fertilizer Yard/Garden Supplies	68.3	14.8	16	49.0	47.4	3.2	0.4	96.4	10	3.6	8
12. Light Bulbs, Fuses, Batteries, Extension Cords	95.4	24.8	11	47.0	44.0	7.1	1.8	91.0	16	8.9	2
13. Stationary, School Supplies	89.9	36.2	8	58.0	39.0	2.9	0.1	97.0	7	3.0	11
14. Giftwrap, Holiday Decorations, Cards, Party Supplies	93.6	23.3	12	55.0	41.6	3.3	0.2	96.6	9	3.5	9
15. Magazines & Newspapers	93.4	60.6	5	46.7	43.9	8.4	1.0	90.6	17	9.4	1
16. Tobacco Products, Smokers' Supplies	54.5	79.8	3	61.0	36.5	1.9	0.5	97.5	2	2.4	15
17. Photographic Film Flashbulbs	77.0	21.7	14	51.3	42.8	5.2	0.6	94.1	11	5.8	7

*N = 1041 REGION: NATIONAL

TABLE 3

PURCHASE, FREQUENCY RATING, SATISFACTION/DISSATISFACTION RATING

FOOD AND CLOTHING -- PERSONAL AND HEALTH CARE PRODUCTS

CATEGORY	PURCHASE	FREQUENCY RATING		SATISFACTION/DISSATISFACTION RATING				TOTAL SATISFACTION/DISSATISFACTION			
				% OF PURCHASERS				% OF PURCHASERS			
				SATISFIED		DISSATISFIED		SATISFIED		DISSATISFIED	
	% of Respondents* having Purchased	% of Purchasers buying Frequently	Rank by Frequency Rating	Almost Always	Usually	Often	Almost Always	Total	Rank	Total	Rank
1. Toilet/Bath Soap, Bath Oil, Powder	98.8	74.2	2	54.0	43.4	2.1	0.5	97.4	4	2.6	17
2. Toothpaste, Dental Supplies, Mouthwash	98.9	79.6	1	59.3	38.1	1.8	0.8	97.4	4	2.6	17
3. Shampoo, Other Hair-Care Supplies	95.2	69.6	4	47.0	45.2	6.0	1.8	92.2	17	7.8	4
4. Hair Dyes, Streaking, Colouring Products	24.2	30.6	10	44.8	46.8	7.2	1.2	91.6	19	8.4	2
5. Deodorants, Anti-perspirants	90.5	61.3	5	47.8	44.4	6.6	1.3	92.2	17	7.9	3
6. Feminine Hygiene Products	66.3	73.8	3	56.3	40.9	2.0	0.7	97.2	6	2.7	16
7. Shaving Creams, Lathers	56.9	50.6	7	58.8	39.3	1.2	0.7	98.1	1	1.9	20
8. Blade Razors, Blades, Nail Files, Clippers	77.2	40.5	8	53.9	42.8	2.5	0.8	96.7	8	3.3	14
9. Hair Brushes, Combs, Nets, Beauty Supplies	78.1	20.7	16	51.4	46.5	1.9	0.2	97.9	2	2.1	19
10. Cosmetics, Creams Suntan Lotions	84.3	29.1	11	47.2	47.8	4.7	0.3	95.0	15	5.0	7
11. First Aid Supplies, Liniment, Ointment	81.3	17.2	18	52.2	45.6	1.9	3.5	97.8	3	5.4	6
12. Vitamins, Tonics, Dietary Supplements	55.5	26.5	13	51.8	44.2	3.3	0.7	96.0	9	4.0	13
13. Laxatives, Heartburn, Indigestion, Remedies	53.2	18.0	17	50.5	45.3	4.0	0.2	95.8	10	4.2	12
14. Hay Fever, Cold and Cough Remedies	74.0	17.0	19	39.5	49.4	9.2	1.8	88.9	20	11.0	1
15. Aspirin, Other Nonprescription Pain Relievers	88.5	22.1	15	52.7	44.3	2.4	0.6	97.0	7	3.0	15
16. Eyecare Products	19.1	24.0	14	52.8	42.7	4.0	0.5	95.5	13	4.5	8
17. Babycare Products	19.0	52.6	6	52.6	42.9	4.0	0.5	95.5	13	4.5	8
18. Family Planning Products (nonprescription)	10.4	27.0	12	55.6	38.0	3.7	2.7	93.6	16	6.4	5
19. Thermometers, Enemas, Other Medical Supplies	22.5	7.5	20	55.1	40.6	3.4	0.9	95.7	11	4.3	11
20. Prescription Drugs & Medical Supplies	87.5	31.0	9	53.4	42.1	3.2	1.2	95.6	12	4.4	10

*N = 1041 REGION: NATIONAL

TABLE 4

PURCHASE, FREQUENCY RATING, SATISFACTION/DISSATISFACTION RATING

FOOD AND CLOTHING -- CLOTHES, SHOES AND ACCESSORIES

CATEGORY	PURCHASE	FREQUENCY RATING		SATISFACTION/DISSATISFACTION RATING				TOTAL SATISFACTION/DISSATISFACTION			
				% OF PURCHASERS				% OF PURCHASERS			
				SATISFIED		DISSATISFIED		SATISFIED		DISSATISFIED	
	% of Respondents* having Purchased	% of Purchasers buying Frequently	Rank by Frequency Rating	Almost Always	Usually	Often	Almost Always	Total	Rank	Total	Rank
1. Men's Clothes	84.5	21.7	7	37.5	52.8	8.7	1.0	90.3	11	9.7	4
2. Men's Shoes and Boots	74.5	14.2	9	38.0	55.5	5.8	0.7	93.5	4	6.5	9
3. Women's Clothes	92.3	35.4	4	36.6	51.7	10.1	1.6	88.3	12	11.7	3
4. Women's Shoes and Boots	88.2	20.0	8	38.2	52.7	7.9	1.2	90.9	10	9.1	5
5. Men's/Women's Fur Coats, Hats, etc.	10.3	7.8	12	56.1	42.1	1.8	–	98.1	1	1.8	14
6. Men's/Women's Hats, Gloves, Belts, Ties, etc.	68.4	8.9	11	42.3	54.2	3.3	0.1	96.5	3	3.4	12
7. Children's Clothes	56.3	45.6	2	35.4	51.6	10.9	2.0	87.0	13	12.9	2
8. Children's Shoes and Boots Boots	49.3	43.8	3	34.3	52.0	11.9	1.8	86.3	14	13.7	1
9. Infants' Clothes	16.0	46.9	1	43.0	50.3	5.5	1.2	93.3	7	6.7	8
10. Beachwear	44.1	12.0	10	39.2	54.5	5.9	0.4	93.7	5	6.3	11
11. Workclothes, Uniforms	29.8	24.8	6	42.1	51.1	6.8	–	93.2	8	6.8	7
12. Rainwear, Umbrellas	35.2	4.5	14	41.9	51.0	6.3	0.8	92.9	9	7.1	6
13. Jewelry, Watches, Optical Frames	63.0	7.1	13	41.5	52.1	5.6	0.8	93.6	6	6.4	10
14. Fabrics, Patterns, Sewing Supplies	56.9	32.0	5	45.4	51.4	3.0	0.2	96.8	2	3.2	13

*N = 1041 REGION: NATIONAL

TABLE 5

PURCHASE, FREQUENCY RATING, SATISFACTION/DISSATISFACTION RATING

DURABLES -- HOUSING AND HOME FURNISHINGS

CATEGORY	PURCHASE	IMPORTANCE RATING		SATISFACTION/DISSATISFACTION RATING				TOTAL SATISFACTION/DISSATISFACTION			
	% of Respondents* having Purchased	% of Purchasers rating Important	Rank by Importance Rating	% OF PURCHASERS				% OF PURCHASERS			
				SATISFIED		DISSATISFIED		SATISFIED		DISSATISFIED	
				Very	Somewhat	Somewhat	Very	Total	Rank	Total	Rank
1. Single-Family or Duplex House	18.5	97.3	1	61.0	31.0	5.8	2.1	92.0	7	7.9	17
2. Condominium or Co-op Unit	1.5	66.7	8	46.7	40.0	13.3	-	86.7	19	13.3	5
3. Mobile Home	2.4	75.0	5	28.0	52.0	16.0	4.0	80.0	23	20.0	1
4. Vacation Home	4.1	65.9	10	68.3	22.0	4.9	4.9	90.3	13	9.8	11
5. Building Lot or other Land	5.1	76.5	4	56.7	32.1	7.5	3.7	88.8	15	11.2	9
6. Home Improvements	22.6	63.3	12	62.2	28.8	7.3	1.7	91.0	9	9.0	14
7. Furnace, Air Conditioning or Heat Pump	9.3	85.5	3	70.5	17.9	7.4	4.2	88.4	16	11.6	7
8. Aluminum Siding or Insulation	17.4	86.2	2	66.5	28.5	2.2	2.8	95.0	3	5.0	21
9. Swimming Pool	2.1	47.6	17	28.5	57.1	4.8	9.5	85.6	21	14.3	3
10. 'Do It Yourself' Projects	57.4	56.3	14	57.4	36.8	4.6	1.2	94.2	4	5.8	20
11. Bookcases, Shelving, Wall Units	19.5	36.9	21	57.9	35.6	5.0	1.5	93.5	6	6.5	18
12. Sofas, Chairs, Other Living Room Furniture	43.0	64.2	11	57.8	26.8	9.7	5.6	84.6	22	15.3	2
13. Dining Room or Kitchen Furniture	25.8	66.7	8	62.9	25.1	9.0	3.0	88.0	18	12.0	6
14. Bedroom Furniture, Mattresses	32.4	73.5	6	64.2	27.2	6.3	2.3	91.4	8	8.6	16
15. Baby or Children's Furniture	12.5	71.2	7	58.9	29.5	7.0	4.6	88.4	16	11.6	7
16. Porch, Patio or Garden Furniture	14.2	18.3	23	42.2	48.3	6.1	3.4	90.5	12	9.5	12
17. Desks, Bar, Other Den or Family Room Furniture	9.6	42.7	19	49.5	36.6	8.9	5.0	86.1	20	13.9	4
18. Carpeting, Linoleum, Other Floor Coverings	41.4	62.3	13	63.9	26.0	6.8	3.3	89.9	14	10.1	10
19. Draperies or Curtains	41.6	53.8	15	62.0	33.3	2.8	1.9	95.3	1	4.7	22
20. Linens	68.7	48.3	16	63.1	32.2	3.7	1.0	95.3	1	4.7	22
21. Electric Blankets	12.3	37.4	20	68.0	22.7	7.0	2.3	90.7	11	9.3	13
22. Lamps, Clocks,...	41.7	33.6	22	54.1	36.9	6.8	2.2	91.0	9	9.0	14
23. Housewares	58.4	46.2	18	61.3	32.7	4.4	1.6	94.0	5	6.0	19

* N = 1030 REGION: NATIONAL

REFERENCE NO.: DI

TABLE 6

PURCHASE, FREQUENCY RATING, SATISFACTION/DISSATISFACTION RATING

DURABLES -- APPLIANCES AND PERSONAL CARE EQUIPMENT

CATEGORY	PURCHASE	IMPORTANCE RATING		SATISFACTION/DISSATISFACTION RATING				TOTAL SATISFACTION/DISSATISFACTION			
				% OF PURCHASERS				% OF PURCHASERS			
				SATISFIED		DISSATISFIED		SATISFIED		DISSATISFIED	
	% of Respondents* having Purchased	% of Purchasers rating Important	Rank by Importance Rating	Very	Somewhat	Somewhat	Very	Total	Rank	Total	Rank
1. Refrigerators, Freezers	30.8	89.0	2	65.0	24.0	7.6	3.4	89.0	6	11.0	13
2. Ranges, Ovens, Grills	22.5	88.4	3	60.6	26.8	6.9	5.7	87.4	8	12.6	10
3. Microwave Ovens	5.1	35.3	16	46.1	38.5	9.6	5.8	84.6	12	15.4	7
4. Washers, Dryers, Dishwashers	36.4	86.0	4	67.5	22.1	7.2	3.2	89.6	5	10.4	14
5. Air Conditioners, De-Humidifiers, Electric Heaters	17.9	52.0	11	56.2	37.3	5.4	1.1	93.5	2	6.5	17
6. Vacuum Cleaners, Carpet Sweepers, Floor Polishers	35.4	68.4	8	58.4	26.0	11.2	4.4	84.4	13	15.6	6
7. Garbage Disposers, Trash Compactors	1.4	71.4	7	53.3	46.7	-	-	100.0	1	-	18
8. Water Filters, Purifiers	2.0	55.0	9	52.4	28.6	9.5	9.5	81.0	18	19.0	1
9. Sewing Machines, Electric Scissors	12.6	50.0	12	53.8	39.2	3.1	3.9	93.0	3	7.0	16
10. Snow Blowers, Lawnmowers, Other Lawn Equipment	25.6	54.7	10	57.1	35.6	6.5	0.8	92.7	4	7.3	15
11. Small Kitchen Appliances	60.2	43.9	14	56.0	31.1	7.0	5.9	87.1	10	12.9	9
12. Electric Razor, Electric Hair Clippers	16.3	47.2	13	62.9	25.1	7.2	4.8	88.0	7	12.0	12
13. Electric Hair Dryers, Curlers, Make-up Mirrors, etc.	43.3	34.2	17	51.0	34.2	10.6	4.2	85.2	11	14.8	8
14. Exercise or Body-Building Machinery	7.4	27.0	18	53.2	29.9	13.0	3.9	83.1	15	16.9	4
15. Electric Vibrators, Massagers	3.4	38.2	15	35.3	47.1	14.7	2.9	82.4	16	17.6	3
16. Eyeglasses, Contact Lenses	49.1	90.8	1	63.2	24.2	8.9	3.7	87.4	8	12.6	10
17. Hearing Aids	1.9	78.9	6	42.1	42.1	15.8	-	84.2	14	15.8	5
18. Wheelchairs, Other Medical Appliances	3.6	83.3	5	54.1	27.0	2.7	16.2	81.1	17	18.9	2

* N = 1030 REGION: NATIONAL

TABLE 7

PURCHASE, FREQUENCY RATING, SATISFACTION/DISSATISFACTION RATING

DURABLES -- ITEMS FOR ENTERTAINMENT, RECREATION AND EDUCATION

CATEGORY	PURCHASE	IMPORTANCE RATING		SATISFACTION/DISSATISFACTION RATING				TOTAL SATISFACTION/DISSATISFACTION			
				% OF PURCHASERS				% OF PURCHASERS			
				SATISFIED		DISSATISFIED		SATISFIED		DISSATISFIED	
	% of Respondents having Purchased	% of Purchasers rating Important	Rank by Importance Rating	Very	Somewhat	Somewhat	Very	Total	Rank	Total	Rank
1. Television Sets	38.0	58.7	1	70.1	21.2	6.4	2.3	91.3	10	8.7	9
2. Radios, Stereo Sets, Tape Recorders, etc.	45.7	46.4	5	64.4	26.7	6.2	2.7	91.1	11	8.9	7
3. Records & Cassette Recordings	60.1	24.3	11	51.8	37.5	6.8	3.9	89.3	15	10.7	4
4. Home Movie Projectors, Slide Projectors...	9.7	28.9	16	60.0	34.0	3.0	3.0	94.0	6	6.0	13
5. Cameras, Other Photographic Equipment	35.3	32.3	11	64.5	28.1	5.2	2.2	92.6	8	7.4	11
6. Pianos, Organs, Other Musical Instruments	9.9	49.5	3	57.4	34.6	5.0	3.0	92.0	9	8.0	10
7. Typewriters, Calculators, Adding Machines	30.2	34.8	9	57.9	32.5	6.4	3.2	90.4	13	9.6	5
8. Encyclopedias, Books, Correspondence Course	30.8	50.0	2	63.8	31.8	3.1	1.3	95.6	4	4.4	15
9. Arts & Crafts Tools, Equipment	22.1	33.5	10	60.0	35.7	2.6	1.7	95.7	3	4.3	16
10. Power Tools, Hand Tools	40.8	49.0	4	63.8	32.4	2.6	1.2	96.2	2	3.8	17
11. Boats, Motors, Fishing Equipment	13.2	29.5	14	56.6	33.8	7.4	2.2	90.4	13	9.6	5
12. Tents, Camping Equipment	21.9	37.9	8	60.0	32.8	5.3	1.8	92.8	7	7.1	12
13. Golf Clubs, Tennis Raquets, Skis, All Adult Sports Equipment	34.0	39.7	7	61.1	33.4	3.7	1.7	94.5	5	5.4	14
14. Rifles, Shotguns, Handguns	6.9	29.0	15	73.2	24.0	1.4	1.4	97.2	1	2.8	18
15. Pool Tables, Card Tables, Games Tables & Equipment	11.7	18.8	18	46.7	39.2	6.6	7.5	86.9	17	14.1	1
16. Luggage, Clothes Bags, Backpacks...	31.1	32.2	12	55.9	33.1	6.6	4.4	89.0	16	11.0	3
17. Children's Bicycles & Sports Equipment	37.3	44.5	6	53.1	38.0	4.9	4.0	91.1	11	8.9	7
18. Children's Games & Toys	44.2	32.1	13	43.3	44.0	9.2	3.5	87.3	18	12.7	2

* N = 1030 REGION: NATIONAL

TABLE 8

PURCHASE, FREQUENCY RATING, SATISFACTION/DISSATISFACTION RATING

DURABLES -- CARS AND OTHER TRANSPORTATION ITEMS

CATEGORY	PURCHASE	IMPORTANCE RATING		SATISFACTION/DISSATISFACTIDN RATING				TOTAL SATISFACTION/DISSATISFACTION			
	% of Respondents* having Purchased	% of Purchasers rating Important	Rank by Importance Rating	% OF PURCHASERS				% OF PURCHASERS			
				SATISFIED		DISSATISFIED		SATISFIED		DISSATISFIED	
				Very	Somewhat	Somewhat	Very	Total	Rank	Total	Rank
1. New Car	29.8	93.3	1	49.5	28.7	14.7	7.1	78.2	11	21.8	2
2. New Truck, Van, Dff-The-Road Vehicle	6.9	85.5	4	40.8	36.6	12.7	9.9	77.4	13	22.6	1
3. Used Car	27.5	86.5	3	41.0	37.5	14.8	6.7	77.5	12	21.5	3
4. Used Truck, Van...	7.6	72.4	7	41.8	43.0	7.6	7.6	84.8	9	15.2	5
5. Snowmobile	4.3	32.6	12	56.8	31.8	6.8	4.5	88.6	7	11.3	7
6. Motorcycle	5.0	36.0	11	53.8	36.5	1.9	7.7	90.3	5	9.6	9
7. Motor Home, Travel Trailer, Camper	7.2	56.9	9	62.2	28.4	8.1	1.3	90.6	4	9.4	10
8. Airplane	0.5	40.0	10	20.0	60.0	20.0	-	80.0	10	20.0	4
9. Adult Bicycle	1B.2	29.6	13	48.9	38.3	9.6	3.2	87.2	8	12.8	6
10. Child's Car Seat, Safety Harness	9.8	89.8	2	75.2	19.B	5.0	-	95.0	2	5.0	12
11. Tires, Batteries, Accessories	61.8	79.5	5	57.5	32.7	5.7	4.1	90.2	6	9.8	8
12. Antifreeze, Engine Oil, Other Maintenance...	67.4	74.2	6	67.4	30.8	1.8	-	98.2	1	1.8	13
13. Parts & Equipment for Home Repair of Car	31.8	69.5	8	54.0	40.0	3.0	3.0	94.0	3	6.0	11

* N = 1030 REGION: NATIONAL

TABLE 9

PURCHASE, FREQUENCY RATING, SATISFACTION/DISSATISFACTION RATING

SERVICES -- REPAIRS AND GENERAL SERVICES

CATEGORY	PURCHASE	IMPORTANCE RATING		SATISFACTION/DISSATISFACTION RATING				TOTAL SATISFACTION/DISSATISFACTION			
				% OF PURCHASERS				% OF PURCHASERS			
				SATISFIED		DISSATISFIED		SATISFIED		DISSATISFIED	
	% of Respondents* having Purchased	% of Purchasers rating Important	Rank by Importance Rating	Very	Somewhat	Somewhat	Very	Total	Rank	Total	Rank
1. T.V., Radio, Stereo Repairs	48.9	58.7	9	46.9	30.0	14.1	9.0	76.9	15	23.1	6
2. Auto Repairs and Services	73.6	90.6	1	35.3	36.6	16.3	11.8	71.9	19	27.1	2
3. Heating, Air Conditioning Repairs	38.3	87.2	2	61.2	24.4	9.5	4.9	85.6	7	14.4	13
4. Other Appliance Repairs	32.7	67.3	5	41.4	35.3	13.7	9.6	76.7	16	23.3	5
5. Plumbing, Carpentry, Other Home Repairs	37.5	76.5	4	50.1	31.6	10.2	8.1	81.7	11	18.3	10
6. Watch, Clock, Jewelry Repairs	40.2	32.1	19	41.8	34.2	15.2	8.8	76.0	17	24.0	4
7. Carpet Cleaning, Window Washing, Home Care Services	19.4	41.8	17	47.5	36.3	10.8	5.4	83.8	10	16.2	11
8. Yardwork, Snow Removal, Lawn Care Services	20.4	54.9	10	46.0	35.2	11.7	7.1	81.2	12	18.8	9
9. Home Redecorating	13.0	59.2	8	58.8	30.1	6.6	4.4	88.9	3	11.0	18
10. Home Improvement Services, (Siding, Insulation Installation)	16.7	77.8	3	56.3	27.8	9.7	6.2	84.1	9	15.9	12
11. Cesspool, Septic Tank Services	7.4	63.5	6	63.6	23.4	7.8	5.2	87.0	4	13.0	17
12. Furniture Upholstery/ Refinishing Service	16.4	49.4	14	65.5	24.0	5.3	5.3	89.5	1	10.6	20
13. Laundry, Dry Cleaning Service	67.8	49.3	15	52.5	36.6	8.5	2.4	89.1	2	10.9	19
14. Coin-Operated Laundry Service	25.1	49.0	16	39.4	40.2	12.1	8.3	79.6	14	20.4	7
15. Domestic Help, Maid Service	9.3	52.7	13	48.5	37.1	10.3	4.1	85.6	7	14.4	13
16. Moving and Storage Service	11.2	59.8	7	50.8	35.6	9.3	4.3	86.4	6	13.6	15
17. Water Softening Service	5.8	53.4	11	35.5	45.2	6.4	12.9	80.7	13	19.3	8
18. Photographic Service	65.7	28.9	20	46.4	40.5	10.0	3.1	86.9	5	13.1	16
19. Parcel Delivery and Freight Service	44.6	53.4	11	36.7	33.7	18.6	11.1	70.4	20	29.7	1
20. Mail Order Firms	40.0	33.0	18	37.8	38.1	14.0	10.1	75.9	18	24.1	3

* N = 1052 REGION: NATIONAL

TABLE 10

PURCHASE, FREQUENCY RATING, SATISFACTION/DISSATISFACTION RATING

SERVICES -- PROFESSIONAL AND PERSONAL SERVICES

CATEGORY	PURCHASE	IMPORTANCE RATING		SATISFACTION/DISSATISFACTION RATING				TOTAL SATISFACTION/DISSATISFACTION			
				% OF PURCHASERS				% OF PURCHASERS			
	% of Respondents* having Purchased	% of Purchasers rating Important	Rank by Importance Rating	SATISFIED		DISSATISFIED		SATISFIED		DISSATISFIED	
				Very	Somewhat	Somewhat	Very	Total	Rank	Total	Rank
1. Lawyers	35.8	80.5	5	57.8	24.7	10.3	7.2	82.5	12	17.5	6
2. Veterinarians, Animal Hospitals	36.7	68.1	9	73.8	18.2	4.4	3.6	92.0	3	8.0	14
3. Optometrists, Ophthalmologists	59.7	92.1	3	68.6	23.4	5.4	2.6	92.0	3	8.0	14
4. Dentists, Dental Technicians	77.4	92.4	2	61.8	25.9	8.0	4.3	87.7	7	12.3	10
5. Medical Doctors and Nurses in Office or in Home	88.0	93.1	1	67.3	25.0	5.4	2.3	92.3	2	7.7	16
6. Medical Doctors and Nurses in Hospitals/ Clinics	68.6	91.8	4	63.9	22.6	8.2	5.4	86.5	10	13.6	8
7. Psychologists, Marriage/ Sex Therapy	6.2	67.7	10	34.9	43.9	16.7	4.5	78.8	13	21.2	5
8. Osteopaths, Chiropractors, Physical Therapists	16.9	74.6	7	59.6	28.1	7.3	5.0	87.7	7	12.3	10
9. Architects, Designers, Real Estate Agents	15.2	45.4	14	38.8	36.9	14.3	10.0	75.7	15	24.3	3
10. Computer Dating, Introduction Services	2.4	12.5	17	20.0	40.0	20.0	20.0	60.0	16	40.0	2
11. Home Security Agencies, Detectives	2.1	47.6	13	36.4	41.0	9.0	13.6	77.4	14	22.6	4
12. Funeral Homes, Cemeteries	11.4	74.5	8	72.2	20.2	3.4	4.2	92.4	1	7.6	17
13. Employment Agencies	13.8	67.4	11	22.1	27.6	21.4	28.9	49.7	17	50.3	1
14. Travel Agencies	32.1	35.8	16	56.2	34.0	7.4	2.4	90.2	6	9.8	12
15. Barber/Beauty Shops, Health/Fitness Centres..	79.9	37.7	15	51.4	40.0	6.2	2.4	91.4	5	8.6	13
16. Nursing Homes and Rest Homes	5.3	79.2	6	46.4	39.3	8.9	5.4	85.7	11	14.3	7
17. Private Educational Training (Dance, Music, Vocational, etc.)	20.9	47.8	12	44.3	43.0	10.0	2.7	87.3	9	12.7	9

*N = 1052 REGION: NATIONAL

TABLE 11

PURCHASE, FREQUENCY RATING, SATISFACTION/DISSATISFACTION RATING

SERVICES -- FINANCIAL SERVICES AND INSURANCE

CATEGORY	PURCHASE	IMPORTANCE RATING		SATISFACTION/DISSATISFACTION RATING				TOTAL SATISFACTION/DISSATISFACTION			
				% OF PURCHASERS				% OF PURCHASERS			
				SATISFIED		DISSATISFIED		SATISFIED		DISSATISFIED	
	% of Respondents* having Purchased	% of Purchasers rating Important	Rank by Importance Rating	Very	Somewhat	Somewhat	Very	Total	Rank	Total	Rank
1. Chartered Banks	74.1	86.9	3	61.5	28.2	7.5	2.8	89.7	12	10.3	5
2. Trust Companies	20.7	71.0	13	53.2	38.1	4.6	4.1	91.3	11	8.7	6
3. Credit Unions or Caisses Populaires	37.9	79.7	6	67.9	26.1	4.8	1.2	94.0	7	6.0	10
4. Consumer Loan or Finance Companies	12.6	54.8	14	46.3	35.1	10.4	8.2	81.4	16	18.6	1
5. Credit Card Service	57.2	43.9	16	62.2	30.8	4.5	2.5	93.0	10	7.0	7
6. Stock Brokers, Investment Counselors...	10.8	50.0	15	53.5	36.0	6.1	4.4	89.5	13	10.5	4
7. Income Tax, Financial Counseling Service	36.0	78.6	7	69.6	24.3	4.0	2.1	93.9	8	6.1	9
8. Government Health Insurance	69.5	89.3	1	72.5	22.5	3.4	1.6	95.0	5	5.0	12
9. Supplementary Health Insurance	33.9	77.3	10	72.2	24.2	2.2	1.4	96.4	3	3.6	14
10. Homeowners' or Renters' Insurance	49.8	83.1	4	67.0	29.5	1.2	2.3	96.5	2	3.5	15
11. Personal Liability Insurance	43.8	81.3	5	62.8	35.2	1.1	0.9	98.0	1	2.0	16
12. Life Insurance	55.1	78.0	8	63.9	31.6	3.1	1.4	95.5	4	4.5	13
13. Auto Insurance	78.3	87.0	2	58.3	30.1	6.7	4.9	88.4	14	11.6	3
14. Government Workmen's Compensation	14.3	76.2	12	52.7	31.3	8.0	8.0	84.0	15	16.0	2
15. Supplementary Accident & Disability Insurance	19.6	77.6	9	57.4	36.8	2.9	2.9	94.2	6	5.8	11
16. Pension Plans, RRSP, RHOSP	39.6	77.0	11	61.3	32.0	5.0	1.7	93.3	9	6.7	8

*N = 1052 REGION: NATIONAL

TABLE 12

PURCHASE, FREQUENCY RATING, SATISFACTION/DISSATISFACTION RATING

SERVICES -- RENTALS, PUBLIC TRANSPORTATION, UTILITIES

CATEGORY	PURCHASE	IMPORTANCE RATING		SATISFACTION/DISSATISFACTION RATING				TOTAL SATISFACTION/DISSATISFACTION			
	% of Respondents* having Purchased	% of Purchasers rating Important	Rank by Importance Rating	% OF PURCHASERS				% OF PURCHASERS			
				SATISFIED		DISSATISFIED		SATISFIED		DISSATISFIED	
				Very	Somewhat	Somewhat	Very	Total	Rank	Total	Rank
1. Apartment Rental	19.5	87.7	3	33.7	37.6	21.0	7.8	71.3	22	28.8	2
2. House Rental	10.3	85.4	5	45.4	36.1	11.1	7.4	81.5	19	18.5	5
3. Cottage Rental	3.8	31.6	21	67.5	22.5	7.5	2.5	90.0	7	10.0	18
4. Mobile Home Rental	2.6	57.7	12	50.0	28.6	10.7	10.7	78.6	21	21.4	3
5. Room in Hotel, Motel Resort	52.6	36.5	18	44.7	45.0	7.8	2.5	89.7	8	10.3	15
6. Car, Truck, Trailer Rental	15.4	33.8	20	47.0	40.7	5.5	6.8	87.7	13	12.3	11
7. Equipment, Tool, Party Supply Rental	16.9	15.4	23	46.3	45.8	6.2	1.7	92.1	5	7.9	19
8. Furniture Appliance Rental	3.9	25.6	22	51.2	41.5	4.9	2.4	92.7	3	7.3	21
9. Uniform, Linen, Diaper Service	3.0	36.7	17	53.1	28.1	15.6	3.1	81.2	20	18.7	4
10. Local Public Transportation	47.7	57.9	11	38.1	43.7	12.2	6.0	81.8	18	18.2	6
11. Inter-City Bus Service	33.7	58.5	10	41.6	44.0	10.1	4.3	85.6	15	14.4	9
12. Air Commuter/Charter Service	15.9	47.2	15	51.5	37.7	8.4	2.4	89.2	10	10.8	13
13. Major Scheduled Airline Service	38.8	55.7	13	53.2	36.5	7.1	3.2	89.7	8	10.3	15
14. Passenger Train	17.9	48.6	14	43.6	38.8	11.2	6.4	82.4	17	17.6	7
15. Local Taxi	49.5	35.3	19	42.8	45.1	8.6	3.5	87.9	12	12.1	12
16. Post Office	92.5	73.1	9	33.7	35.8	19.0	11.5	69.5	23	30.5	1
17. Local Natural Gas Co.	39.9	83.2	7	61.0	31.8	5.0	2.2	92.8	2	7.2	22
18. Local Gas, Fuel, Oil Supplies	68.1	86.9	4	60.3	31.4	5.9	4.2	91.7	6	10.1	17
19. Local Telephone Co.	94.4	84.7	6	57.6	29.5	8.7	4.2	87.1	14	12.9	10
20. Local Electric Co.	91.2	91.0	1	59.4	29.8	7.6	3.2	89.2	10	10.8	13
21. Local Water Co.	70.7	88.1	2	65.2	28.7	4.2	1.9	93.9	1	6.1	23
22. Local Garbage Service	84.9	81.7	8	64.7	27.8	5.6	1.9	92.5	4	7.5	20
23. Cable TV/Antenna Service	58.2	45.2	16	48.4	35.4	11.8	4.4	83.8	16	16.2	8

*N = 1052 REGION: NATIONAL

TABLE 13

POST-DISSATISFACTION RESPONSES FOR FOOD AND CLOTHING, DURABLES AND SERVICES

	FOOD AND CLOTHING	DURABLES	SERVICES
1. Sample size	1041	1030	1052
2. Number of instances of extreme dissatisfaction[a]	942 (80.9%)	680 (66.0%)	902 (85.7%)
3. Number of dissatisfied incurring financial loss[a]	178 (17.1%)	224 (21.7%)	297 (28.3%)
4. Number of dissatisfied incurring physical injury[a]	49 (4.7%)	32 (3.1%)	51 (4.8%)
5. Number of dissatisfactory instances with no action taken[b]	385 (45.7%)	284 (41.8%)	373 (41.3%)
6. Number of personal actions taken when dissatisfied[c]	663 (62.8%)	530 (54.2%)	699 (51.9%)
7. Number of direct actions taken when dissatisfied[c]	392 (37.2%)	447 (45.8%)	649 (48.1%)

a. Percentages based on respective sample sizes.

b. Percentages based on respective number of instances of extreme dissatisfaction

c. Percentages based on total number of actions taken (multiple responses allowed).

TABLE 14

CONSUMER SATISFACTION/DISSATISFACTION WITH FOOD AND CLOTHING, DURABLES, AND SERVICE (NUMBER AND PERCENT OF MENTIONS)

REASONS FOR BEING DISSATISFIED	TOTAL NUMBER OF MENTIONS	NAMED MOST IMPORTANT
A. FOOD AND CLOTHING		
1. Food Products		
The quality was poorer than I expected.	253 (32.5%)	167 (45.3%)
The product was spoiled, had a defect, or was damaged.	174 (22.3%)	105 (28.5%)
The product did not correspond to the general impression created by an advertisement.	86 (11.0%)	23 (6.2%)
2. Household and Family Supplies		
The quality was poorer than I expected.	102 (32.7%)	69 (41.3%)
The product did not correspond to the general impression created by an advertisement.	69 (22.1%)	30 (18.0%)
The product was spoiled, had a defect, or was damaged.	40 (12.8%)	23 (13.8%)
3. Personal and Health Care Products		
The quality was poorer than I expected.	51 (28.2%)	31 (31.6%)
The product did not correspond to the general impression created by an advertisement.	51 (28.2%)	26 (26.5%)
The product was unsafe or harmful to the person using it.	20 (11.0%)	14 (14.3%)
4. Clothes, Shoes, and Accessories		
The quality was poorer than I expected.	158 (32.8%)	98 (47.3%)
The product did not perform as well or last as long as advertising claims led me to believe.	87 (18.1%)	35 (17.0%)
The product was spoiled, had a defect, or was damaged.	50 (10.4%)	19 (9.2%)
B. DURABLES		
1. Housing and Home Furnishings		
The quality of materials was inferior.	116 (21.2%)	67 (33.5%)
The quality of workmanship was inferior.	84 (15.4%)	34 (17.0%)
The product did not perform as well or last as long as advertising claims led me to believe.	58 (10.6%)	18 (9.0%)
2. Appliances and Personal Care Equipment		
The product did not perform as well or last as long as advertising claims led me to believe.	82 (16.9%)	42 (22.1%)
The quality of materials was inferior.	68 (14.0%)	25 (13.1%)
The quality of workmanship was inferior.	60 (12.4%)	26 (13.7%)
3. Items for Entertainment, Recreation and Entertainment		
The quality of materials was inferior.	75 (18.0%)	38 (25.7%)
The product did not perform as well or last as long as advertising claims led me to believe.	64 (15.3%)	27 (18.2%)
The quality of workmanship was inferior.	64 (15.3%)	28 (18.9%)
4. Cars and Other Transportation Items		
The quality of materials was inferior.	68 (12.9%)	27 (19.7%)
The quality of workmanship was inferior.	57 (10.8%)	23 (16.8%)
The product did not perform as well or last as long as advertising claims led me to believe.	48 (9.1%)	13 (9.5%)
C. SERVICES		
1. Repairs and General Services		
The service was not performed correctly the first time.	182 (18.0%)	91 (26.4%)
The service was provided in a careless, unprofessional manner.	141 (13.9%)	56 (16.2%)
The service was not completed in the agreed time.	124 (12.2%)	39 (11.3%)
2. Professional and Personal Services		
The service was provided in a careless, unprofessional manner.	98 (19.2%)	45 (23.4%)
I feel I was treated like an object rather than as an individual.	63 (12.3%)	24 (12.5%)
The service was not performed correctly the first time.	45 (8.8%)	20 (10.4%)
3. Financial Services and Insurance		
Other reason not listed.	37 (11.7%)	30 (24.4%)
The service was provided in a careless, unprofessional manner.	35 (11.0%)	9 (7.3%)
I feel I was treated like an object rather than as an individual.	30 (9.5%)	3 (2.4%)
4. Rentals, Public Transportation, and Utilities		
The service was unreliable.	111 (15.2%)	48 (20.2%)
The quality of the service was inferior.	92 (12.6%)	33 (13.9%)
The service was not performed in a reasonable time (or at the agreed time).	90 (12.3%)	36 (15.2%)

TABLE 15

CONSUMER BEHAVIOUR RESPONSE TO DISSATISFACTORY PURCHASE EXPERIENCE

FOOD AND CLOTHING

(Number of mentions and share of actions)

	1. Food Products (N = 370)		2. Household and Family Supplies (N = 167)		3. Personal & Health Card Products (N = 98)		4. Clothing, Shoes & Accessories (N = 207)	
A. PERSONAL ACTION	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS
I decided not to buy that brand of the product again.	99	32.2	43	41.3	37	40.7	56	34.7
I decided to quit using that kind of product.	56	18.3	23	22.1	28	30.8	12	7.5
I decided to stop shopping at the store where I bought the product	44	14.3	3	2.9	3	3.3	35	21.7
I warned my family and friends about the brand, product or store	93	30.3	28	27.0	19	20.9	45	28.0
Other personal action not listed above	15	4.9	7	6.7	4	4.3	13	8.1
A. Total Personal Action	307	100.0%	104	100.0%	91	100.0%	161	100.0%
B. DIRECT ACTION	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS
I returned the product to the seller for a replacement or refund	97	49.0	15	36.5	7	38.9	67	48.6
I contated the store to complain	74	37.4	11	26.8	4	22.2	48	35.5
I contacted the manufacturer to complain	10	5.1	9	22.0	4	22.2	9	6.7
I contacted the manufacturers' industry association to complain	2	1.0	1	2.4	-	-	1	0.7
I contacted the Better Business Bureau to complain	3	1.5	1	2.4	-	-	2	1.5
I contacted a government agency or a public official to complain	6	3.0	2	4.9	-	-	3	2.2
I contacted a private consumer advocate or consumer organization to complain	2	1.0	1	2.4	-	-	-	-
I contacted a lawyer, went to Small Claims Court, or otherwise took legal action	Ø	Ø	Ø	-	-	-	2	1.5
Other direct action not listed above	4	2.0	1	2.4	3	16.7	3	2.2
B. Total Direct Action	198	100.0%	41	100.0%	18	100.0%	135	100.0%
A & B Total Action Summary	505	-	145	-	109	-	296	-

TABLE 16

CONSUMER BEHAVIOUR RESPONSE TO DISSATISFACTORY PURCHASE EXPERIENCE

DURABLES

(Number of mentions and share of actions)

	1. Housing & Home Furnishings (N = 203)		2. Appliances & Personal Game Equipment (N = 191)		3. Items for Entertainment, Recreation and Education (N = 148)		4. Cars and Other Transportation Items (N = 138)	
A. PERSONAL ACTION	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS
I decided not to buy that brand of the product again.	46	29.1	43	32.3	36	32.4	44	34.4
I decided to quit using that kind of product.	21	13.3	21	15.8	15	13.5	12	9.4
I decided to stop shopping at the store where I bought the product	26	16.5	17	12.8	14	12.6	27	21.1
I warned my family and friends about the brand, product or store	50	31.6	37	27.8	36	32.4	37	28.9
Other personal action not listed above	15	9.5	15	11.3	10	9.0	8	6.2
A. Total Personal Action	158	100.0%	133	100.0%	111	100.0%	128	100.0%
B. DIRECT ACTION	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS
I returned the product to the seller for a replacement or refund	38	30.0	40	35.1	35	44.3	32	25.2
I contated the store to complain	54	42.5	49	43.0	27	34.2	45	35.4
I contacted the manufacturer to complain	7	5.5	12	10.5	10	12.6	24	18.9
I contacted the manufacturers' industry association to complain	2	1.6	-	-	1	1.3	6	4.7
I contacted the Better Business Bureau to complain	6	4.7	3	2.6	-	-	4	3.2
I contacted a government agency or a public official to complain	6	4.7	4	3.5	1	1.3	7	5.5
I contacted a private consumer advocate or consumer organization to complain	1	0.8	2	1.8	2	2.5	-	-
I contacted a lawyer, went to Small Claims Court, or otherwise took legal action	4	3.1	-	-	1	1.3	4	3.2
Other direct action not listed above	9	7.1	4	3.5	2	2.5	5	3.9
B. Total Direct Action	127	100.0%	114	100.0%	79	100.0%	127	100.0%
A & B Total Action Summary	285	-	247	-	190	-	255	-

TABLE 17

CONSUMER BEHAVIOUR RESPONSE TO DISSATISFACTORY PURCHASE EXPERIENCE

SERVICES

(Number of mentions and share of actions)

	1. Repairs & General Services (N = 346)		2. Professional and Personal Services (N = 194)		3. Financial Services and Insurance (N = 124)		4. Rentals, Public Transportation and Utilities (N = 238)	
A. PERSONAL ACTION	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS
I decided not to buy that particular service again.	68	20.2	19	11.3	18	16.7	8	9.1
I decided to quit using the particular company or professional person provide the service.	123	36.6	67	39.9	36	33.6	19	21.6
I warned my family and friends about the service.	122	36.3	67	39.9	36	33.6	35	39.8
Other personal action not listed above.	23	6.9	15	8.9	17	15.9	26	29.5
A. Total Personal Action	336	100.0%	168	100.0%	107	100.0%	88	100.0%
B. DIRECT ACTION	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS	NO. OF MENTIONS	SHARE OF PERSONAL ACTIONS
I requested that the service be done again in the correct way	104	32.8	17	18.7	15	14.0	19	14.2
I asked for a refund or an adjustment to the fee	47	14.8	11	12.1	17	15.9	16	11.9
I contacted the company to complain	117	35.0	23	25.3	47	43.9	60	44.8
I contacted the industry or professional association to complain	10	3.2	8	8.8	3	2.8	3	2.3
I contacted the Better Business Bureau to complain	13	4.1	3	3.3	3	2.8	1	0.7
I contacted a governmental agency or a public official to complain	12	3.8	8	8.8	7	6.5	22	16.4
I contacted a private consumer advocate or consumer organization to complain	6	1.9	3	3.3	3	2.8	3	2.3
I contacted a lawyer, went to Small Claims Court, or otherwise took legal action	3	0.9	6	6.6	5	4.7	1	0.7
Other direct action not listed above	11	3.5	12	13.1	7	6.5	9	6.7
B. Total Direct Action	317	100.0%	91	100.0%	107	100.0%	114	100.0%
A & B Total Action Summary	653	-	259	-	214	-	222	-

TABLE 18

TARGET CATEGORIES FOR CORRECTIVE ACTION
GROUP A PRIORITY

Reference	Category	% of Purchase Citing as Most Unsatisfactory	% of Respondents Citing as Most Unsatisfactory	% of Population Having Purchased Category	% of Respondents Rating Item as Very Important	Distribution of Financial Loss for Category (# suffering loss; % suffering loss)							
						Less than $25		$25-99		$100-499		Greater than $500	
						#	%	#	%	#	%	#	%
SI-2	Auto repairs and services	12.2	8.9	73.6	90.6	6	6.5	20	21.5	21	22.6	8	8.6
DIV-1	Purchase of a new car	12.1	3.6	29.8	93.3	0	0	3	8.1	8	21.6	8	21.6
DIV-3	Purchase of a used car	12.0	3.3	27.5	86.5	0	0	5	14.7	12	35.3	12	35.3
SII-13	Services of employment agencies	15.1	2.0	13.8	67.4	0	0	1	4.5	1	4.5	4	18.2
SI-1	T.V., radio and stereo repairs	8.6	4.2	48.9	58.7	0	0	12	27.3	1	2.3	0	0
DI-3	Purchase of a mobile home for use as your own home	20		2.4	75	1	20	0	0	1	20	1	20
DII-18	Wheelchairs, crutches, orthopedic appliance, other medical appliances or devices	18.9		3.6	83.3	2	28.6	2	28.6	0	0		
DI-9	Purchase or installation of a swimming pool for your home	14.3		2.1	47.6	0	0	0	0	0	0	1	33.3
DIV-2	Purchase of a new pickup truck panel truck, van or off-the-road vehicle	11.3	.8	6.9	85.5	1	12.5	0	0	2	25	1	12.5
DI-2	Purchase of a condominium unit or co-operative apartment for use as your own home	13.3		1.5	66.7	0	0	0	0	1	50	0	0
SIV-4	Mobile home rental (lease)	10.7		2.6	57.7	0	0	1	33.3	0	0	0	0
DIV-4	Purchase of a used pickup truck, panel truck, van or off-the-road vehicle	8.8	.7	7.6	72.4	0	0	0	0	5	71.4	1	14.3

TABLE 18 - (Cont'd)

TARGET CATEGORIES FOR CORRECTIVE ACTION
GROUP B PRIORITY

FI-18	Fresh or frozen meats	7.7	7.4	96.5	84.8	8	10.4	4	5.2	1	1.3	0	0
SIV-16	Post office service	7.0	6.5	92.5	73.1	7	10.3	4	5.9	1	1.5	3	4.4
DII-11	Small kitchen appliances: toaster, toaster-ovens, mixers, fans, can openers, knife sharpeners, blenders, juicers, slow cookers, griddles, broilers, electric frying pans, electric irons, electric knives, food processors, etc.	7.9	4.8	60.2	43.9	3	6.1	1	2.0	2	4.1		
DI-12	Sofas, uphos-stered chairs, chaises longues, reclining chairs, rocking chairs, other living room furniture	7.9	3.4	43.0	64.2	0	0	1	2.9	1	2.9	3	8.6
SII-9	Services of architects, home designers, real estate agents	7.5		15.2	45.4	0	0	1	8.3	0	0	7	58.3
DIII-15	Pool tables, card tables, ping pong tables, electric games	7.,4		11.7	18.8	1	11.1	2	22.2	0	0	0	0
SI-4	Appliance repairs (other than T.V., radio or stereo	6.7	2.3	32.7	67.3	3	13.0	4	17.4	0	0	1	4.3
FIV-7	Children's coats, jackets, snow-suits, dresses, skirts, sleep-wear, underwear, shirts, pants, hosiery	6.9	3.9	56.3	45.6	3	7.3	4	9.8	0	0	0	0
DII-2	Ranges, ovens, grills	6.0	1.4	22.5	88.4	1	7.1	3	21.4	1	7.1		

TABLE 18 - (Cont'd)

TARGET CATEGORIES FOR CORRECTIVE ACTION
GROUP B PRIORITY - (Cont'd)

DII-12	Electric razons, electric hair clippers	6.6		16.3	47.2	1	9.1	0	0	0	0		
SIII-4	Services of consumer loan or finance companies	6.7	.9	12.6	54.8	1	11.1	0	0	1	11.1	0	0
SIV-2	House rental (lease)	6.5		10.3	85.4	0	0	0	0	1	14.3	1	14.3
	TARGET CATEGORIES FOR CORRECTIVE ACTION GROUP C PRIORITY												
FI-21	Fresh fruits and vegetables	5.7	5.6	98.0	89.6	7	12.1	1	1.7	0	0	0	0
FIV-3	Women's suits, coats, jackets, dresses, skirts, blouses, slacks, shorts, halters, underwear, night-wear, bathrobes, hosiery	5.4	5.0	92.3	35.8	8	15.7	2	3.9	1	2.0	0	0
SII-6	Services of medical doctors and nurses in hospital and clinics	5.7	3.9	68.6	91.8	2	4.9	2	4.9	1	2.4	1	2.4
SI-19	Parcel delivery and freight services	5.7	2.6	44.6	53.4	4	14.8	2	7.4	2	7.4	1	3.7
SI-5	Plumbing, carpentry and other home repair services	6.1		37.5	76.5	1	4.2	3	12.5	2	8.3	1	4.2
SII-1	Services of lawyers	5.6	2.1	35.8	80.5	0	0	0	0	5	23.8	4	19.0

TABLE 18 - (Cont'd)

TARGET CATEGORIES FOR CORRECTIVE ACTION
GROUP C PRIORITY - (Cont'd)

DII-13	Electric hair dryers, "air combs", curlers electric nail care equipment, electric makeup mirrors	5.2	2.2	43.3	34.2	2	8.7	2	8.7	0	0		
SI-20	Services of mail order firms	5.2		40.0	33.0	2	9.5	1	4.8	0	0	0	0
DI-14	Bedroom furniture, matresses, box springs, waterbeds	5.1	1.7	32.4	73.5	0	0	1	5.9	0	0	0	0
DI-7	Installation of a new furnace, central air conditioning unit or a heat pump for your home	5.3		9.3	85.5	1	20	0	0	1	20	0	0
DII-14	Exercise machines and body building equipment	5.2		7.4	27.0	0	0	1	25	0	0		
DII-17	Hearing aids	5.3		1.9	78.9	0	0	0	0	0	0		

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