

**THE EFFECT OF COMPLAINT HANDLING ON CONSUMER WORD-OF-MOUTH: ASSESSING DIFFERENCE  
BETWEEN WOM GIVERS AND RECEIVERS**

Linda Hui Shi, University of Victoria, Canada  
Stephen S. Tax, University of Victoria, Canada  
Lei Huang, Dalhousie University, Canada

**ABSTRACT**

This study compares how consumers who experience a successful service recovery differ in their assessment of the encounter from consumers who hear about the event through word of mouth (WOM). We test whether givers of WOM focus more on the recovery while receivers focus on the failure in evaluating the event.

References Available on Request.