

Anhang

<i>Symbol</i>	<i>Bedeutung</i>
η Eta	Latent endogene Variable
ξ Ksi	Latent exogene Variable
y	Indikator für latent endogene Variable
x	Indikator für latent exogene Variable
ε Epsilon	Messfehler von y
δ Delta	Messfehler von x
ζ Zeta	Messfehler latent endogene Variable
λ Lambda	Pfadkoeffizient zwischen latenter Variable und zugehörigem Indikator
γ Gamma	Pfadkoeffizient zwischen latent exogener und latent endogener Variable
β Beta	Pfadkoeffizient zwischen latent endogenen Variablen
φ Phi	Kovarianz zwischen latent exogenen Variablen

Tab. 31: Symbole und deren Kennzeichnung in Strukturgleichungsmodellen

<i>Frage</i>	<i>Antwortmöglichkeiten</i>								
<i>Schilderung des Problemfalls</i>									
Erinnern Sie sich bitte an das letzte Vorkommnis, bei dem Sie unzufrieden mit einem Produkt oder Service waren (z. B. Bekleidungskauf oder Restaurantbesuch) und sich daher bei dem entsprechenden Anbieter beschwert haben. Beschreiben Sie bitte kurz: <ul style="list-style-type: none"> den Fehler des Produkts / Services und die Reaktion bzw. Anstrengungen des Anbieters, um das Problem zu lösen. 	☞ _____ (offene Frage)								
<i>Distributive Gerechtigkeit</i>									
Ich habe eine faire Wiedergutmachung erhalten.	Stimme überhaupt nicht zu	1	2	3	4	5	6	7	Stimme vollkommen zu
Ich habe das bekommen, was mir zusteht.	Stimme überhaupt nicht zu	1	2	3	4	5	6	7	Stimme vollkommen zu
Das Ergebnis meiner Beschwerde war angemessen.	Stimme überhaupt nicht zu	1	2	3	4	5	6	7	Stimme vollkommen zu
<i>Prozedurale Gerechtigkeit</i>									
Meine Beschwerde wurde in einer angemessenen Zeit bearbeitet.	Stimme überhaupt nicht zu	1	2	3	4	5	6	7	Stimme vollkommen zu
Mein Problem wurde zügig bearbeitet.	Stimme	1	2	3	4	5	6	7	Stimme

<i>Frage</i>	<i>Antwortmöglichkeiten</i>		
	überhaupt nicht zu Stimme überhaupt nicht zu	1 2 3 4 5 6 7	vollkommen zu Stimme vollkommen zu
<i>Ich hatte Gelegenheit, meine Sichtweise des Problems zu schildern.</i>			
<i>Interaktionale Gerechtigkeit</i>			
Ich wurde höflich behandelt.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
Ich wurde respektvoll behandelt.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
Das Service-Personal kümmerte sich gut um mich.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
<i>Transaktionsspezifische Zufriedenheit</i>			
Der Kontakt mit dem Anbieter im Zusammenhang mit meiner Beschwerde war eine positive Erfahrung.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
Ich war mit der Beschwerdebehandlung des Unternehmens zufrieden.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
Meiner Meinung nach hat mir der Anbieter eine zufriedenstellende Problemlösung angeboten.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
<i>Wiederkauf</i>			
Ich werde in Zukunft mehr bei diesem Anbieter kaufen.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
Ich beabsichtige, in der nächsten Zeit wieder bei diesem Anbieter zu kaufen.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
In Zukunft werde ich öfter von diesem Anbieter kaufen.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
<i>Positive Mundpropaganda</i>			
Ich würde mich gegenüber anderen positiv über diesen Anbieter äußern.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
Ich würde anderen diesen Anbieter empfehlen.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
Ich würde Freunde und Verwandte dazu ermuntern, bei diesem Anbieter zu kaufen.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
Ich habe mich gegenüber Freunden und Verwandten positiv über diesen Anbieter geäußert.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
<i>Fehlerausmaß</i>			
Das aufgetretene Problem ist bedeutend.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
Das aufgetretene Problem ist schwerwiegend.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
Wenn ein solches Problem auftritt und der Anbieter es nicht behebt, dann bringt dies erhebliche Unannehmlichkeiten mit sich.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
<i>Langfristigkeit der Geschäftsbeziehung</i>			
Wie viele Jahre sind Sie schon Kunde bei diesem Anbieter?	≈ _____ Jahre		
Ich habe sehr viel Erfahrung mit dem Anbieter.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu
<i>Einstellung zum Beschweren</i>			
Normalerweise beschwere ich mich nur ungern bei einem Anbieter, egal wie schlecht der Service/das Produkt ist.	Stimme überhaupt nicht zu	1 2 3 4 5 6 7	Stimme vollkommen zu

<i>Frage</i>	<i>Antwortmöglichkeiten</i>								
Die Wahrscheinlichkeit, dass ich ein nicht zufriedenstellendes Produkt zurückgebe, ist geringer als bei den meisten Menschen, die ich kenne.	Stimme überhaupt nicht zu	1	2	3	4	5	6	7	Stimme vollkommen zu
Wenn ein defektes Produkt günstig war, dann ist es wahrscheinlicher, dass ich es behalte, als dass ich einen Ersatz oder Umtausch verlange.	Stimme überhaupt nicht zu	1	2	3	4	5	6	7	Stimme vollkommen zu
<i>Erfolgswahrscheinlichkeit der Beschwerde</i>									
Als das Problem auftrat, war ich zuversichtlich, dass der Anbieter das Produkt umtauschen, mir einen Ersatz bieten oder das Produkt reparieren würde.	Stimme überhaupt nicht zu	1	2	3	4	5	6	7	Stimme vollkommen zu
Ich habe erwartet, dass der Anbieter alles in seiner Macht Stehende versucht, um das Problem zu lösen.	Stimme überhaupt nicht zu	1	2	3	4	5	6	7	Stimme vollkommen zu
<i>Alter</i>									
Wie alt sind Sie?	≲ _____ Jahre								
<i>Geschlecht</i>									
Sind Sie?	<input type="checkbox"/> weiblich				<input type="checkbox"/> männlich				
<i>Bildungsabschluss</i>									
Welchen höchsten Bildungsabschluss haben Sie?	<input type="checkbox"/> Hauptschulabschluss				<input type="checkbox"/> Ausbildung				
	<input type="checkbox"/> Realschulabschluss				<input type="checkbox"/> Meister				
	<input type="checkbox"/> Abitur				<input type="checkbox"/> Hochschulstudium				
	<input type="checkbox"/> Sonstiges								
<i>Derzeitige berufliche Tätigkeit</i>									
Welche(n) Beruf/Tätigkeit üben Sie aus?	<input type="checkbox"/> Arbeiter/in				<input type="checkbox"/> Hausfrau/mann				
	<input type="checkbox"/> Angestellte/r				<input type="checkbox"/> Auszubildende/r				
	<input type="checkbox"/> Beamte/r				<input type="checkbox"/> Pensionist/in				
	<input type="checkbox"/> Student/in								

Tab. 32: Fragebogen

Literaturverzeichnis

- Adams, Stacy J. (1963), Toward an Understanding of Inequity, *Journal of Abnormal and Social Psychology*, 67, 422-36.
- (1965), Inequity in Social Exchange, in *Advances in Experimental Social Psychology*, Vol. 2, Leonard Berkowitz, Hrsg. New York, NY: Academic Press, 267-99.
- Ajzen, Icek & Martin Fishbein (1980), *Understanding Attitudes and Predicting Social Behavior*. Englewood Cliffs, NJ: Prentice Hall.
- Albers-Miller, Nancy D. & Betsy D. Gelb (1996), Business Advertising Appeals as a Mirror of Cultural Dimensions: A Study of Eleven Countries, *Journal of Advertising*, 25, 57-70.
- Alexander, Elizabeth C. (2002), Consumer Reactions to Unethical Service Recovery, *Journal of Business Ethics*, 36 (3), 223-37.
- Ambrose, Maureen, Ronald L. Hess & Shankar Ganesan (2007), The Relationship between Justice and Attitudes: An Examination of Justice Effects on Event and System-Related Attitudes, *Organizational Behavior & Human Decision Processes*, 103 (1), 21-36.
- Anderson, Eugene W. (1994), Cross-Category Variation in Customer Satisfaction and Retention, *Marketing Letters*, 5 (1), 19-30.
- Anderson, Eugene W. & Claes Fornell (1994), A Customer Satisfaction Research Prospectus, in *Service Quality: New Directions in Theory and Practice*, Roland T. Rust & Richard L. Oliver, Hrsg. Thousand Oaks, CA: Sage Publications, 241-68.
- Anderson, Eugene W. & Vikas Mittal (2000), Strengthening the Satisfaction-Profit Chain, *Journal of Service Research*, 3 (2), 107-20.
- Andreassen, Tor W. (2000), Antecedents to Satisfaction with Service Recovery, *European Journal of Marketing*, 34 (1/2), 156-75.
- Arbuckle, James L. (2006), *Amos 7.0 User's Guide*. Chicago, IL: SPSS, Inc.
- Archer, John (1996), Sex Differences in Social Behavior, *American Psychologist*, 51 (9), 909-17.
- Aronson, Elliot, Timothy D. Wilson & Robin M. Akert (2004), *Sozialpsychologie*. München: Pearson.
- Atchley, Robert C. (1987), *Aging: Continuity and Change*. Belmont, CA: Wadsworth Publishing.
- Au, Kevin, Michael K. Hui & Kwok Leung (2001), Who Should Be Responsible? Effects of Voice and Compensation on Responsibility Attribution, Perceived Justice, and Post-Complaint Behaviors Across Cultures, *The International Journal of Conflict Management*, 12 (4), 350-64.
- Backhaus, Klaus, Bernd Erichson, Wulff Plinke & Rolf Weiber (2006), *Multivariate Analysemethoden: Eine Anwendungsorientierte Einführung*. Berlin: Springer.
- Bagozzi, Richard P. (1996), Structural Equation Models in Marketing Research: Basic Principles, in *Principles of Marketing Research*, reprinted, Richard P. Bagozzi, Hrsg. Cambridge, MA: Blackwell, 317-85.
- H. Roschk, *Gerechtigkeit bei der Beschwerdebehandlung*, DOI 10.1007/978-3-8349-6222-5,
© Gabler Verlag | Springer Fachmedien Wiesbaden GmbH 2011

- Bagozzi, Richard P. & Hans Baumgartner (1996), The Evaluation of Structural Equation Models and Hypothesis Testing, in *Principles of Marketing Research*, reprinted, Richard P. Bagozzi, Hrsg. Cambridge: Blackwell, 386-422.
- Bagozzi, Richard P. & Lynn W. Phillips (1982), Representing and Testing Organizational Theories: A Holistic Construal, *Administrative Science Quarterly*, 27 (3), 459-89.
- Bagozzi, Richard P. & Youjae Yi (1988), On the Evaluation of Structural Equation Models, *Journal of the Academy of Marketing Science*, 16 (Spring), 74-94.
- Bagozzi, Richard P., Youjae Yi & Lynn W. Phillips (1991), Assessing Construct Validity in Organizational Research, *Administrative Science Quarterly*, 36 (3), 421-58.
- Bandura, Albert (1999), Social Cognitive Theory of Personality, in *Handbook of Personality: Theory and Research*, Vol. 2nd edition, Lawrence A. Pervin & Oliver P. John, Hrsg. New York, NY: Guilford Press, 154-96.
- Barak, Benny & Leon G. Schiffman (1981), Cognitive Age: A Nonchronological Age Variable, *Advances in Consumer Research*, 8 (1), 602-6.
- Baron, Reuben M. & David A. Kenny (1986), The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations, *Journal of Personality and Social Psychology*, 51 (6), 1173-82.
- Baumeister, Roy F. & Mark R. Leary (1995), The Need to Belong: Desire for Interpersonal Attachments as a Fundamental Human Motivation, *Psychological Bulletin*, 117 (3), 497-529.
- Baumeister, Roy F., C. N. DeWall, Natalie J. Ciarocco & Jean M. Twenge (2005), Social Exclusion Impairs Self-Regulation, *Journal of Personality and Social Psychology*, 88 (4), 589-604.
- Bazerman, Max H. & Margaret A. Neale (1992), *Negotiating Rationally*. New York, NY: The Free Press.
- Bearden, William O. & Melissa Crockett (1981), Self-Monitoring, Norms, and Attitudes as Influences on Consumer Complaining, *Journal of Business Research*, 9 (3), 255-66.
- Bearden, William O. & Richard L. Oliver (1985), The Role of Public and Private Complaining in Satisfaction with Problems Resolution, *Journal of Consumer Affairs*, 19 (2), 222-40.
- Bentler, P. M. (1995), *EQS Structural Equations Program Manual*. Encino, CA: Multivariate Software.
- Berekoven, Ludwig, Werner Eckert & Peter Ellenrieder (2006), *Marktforschung: Methodische Grundlagen und Praktische Anwendungen*. Wiesbaden: Gabler.
- Berger, Joseph, Susan J. Rosenholtz & Morris Zelditch (1980), Status Organizing Processes, *Annual Review of Sociology*, 6, 508.
- Berry, Leonard L. & A. Parasuraman (1991), *Marketing Services - Competing through Quality*. New York, NY: The Free Press.
- Bies, Robert J. & Joseph S. Moag (1986), Interactional Justice: Communication Criteria of Fairness, in *Research on Negotiation in Organizations*, Vol. 1, Roy J. Lewicki, Blair H. Sheppard & Max H. Bazerman, Hrsg. Greenwich, CT: JAI Press, 43-55.

- Bies, Robert J. & Debra L. Shapiro (1987), Interactional Fairness Judgments: The Influence of Causal Accounts, *Social Justice Research*, 1 (2), 199-218.
- Birren, James E. (1973), Principles of Research on Aging, in *Handbook of Aging and the Individual*, James E. Birren, Hrsg. Chicago, IL: The University of Chicago Press, 3-42.
- Bitner, Mary J. (1990), Evaluating Service Encounters: The Effects of Physical Surroundings and Employee Responses, *Journal of Marketing*, 54 (2), 69-82.
- Bitner, Mary J., Bernard H. Booms & Mary S. Tetreault (1990), The Service Encounter: Diagnosing Favorable and Unfavorable Incidents, *Journal of Marketing*, 54 (1), 71-84.
- Bitner, Mary J. & Amy R. Hubbert (1994), Encounter Satisfaction Versus Overall Satisfaction Versus Quality, in *Service Quality: New Directions in Theory and Practice*, Roland T. Rust & Richard L. Oliver, Hrsg. Thousand Oaks, CA: Sage Publications, 72-94.
- Blakemore, Judith E. O., Asenath A. LaRue & Antony B. Olejnik (1979), Sex-Appropriate Toy Preference and the Ability to Conceptualize Toys as Sex-Role Related, *Developmental Psychology*, 15, 339-40.
- Blanchard-Fields, Freda, Yiwei Chen & Lisa Norris (1997), Everyday Problem Solving Across the Adult Life Span: Influence of Domain Specificity and Cognitive Appraisal, *Psychology and Aging*, 12, 684-93.
- Blizzard, Rick (2005), Do Younger Patients Want Fries with their ER Service? <http://www.gallup.com/poll/14569/Younger-Patients-Want-Fries-Their-Service.aspx>, 17.08.2010.
- Blodgett, Jeffrey G. & Ronald D. Anderson (2000), A Bayesian Network Model of the Consumer Complaint Process, *Journal of Service Research*, 2 (4), 321-38.
- Blodgett, Jeffrey G., Donald H. Granbois & Rockney G. Walters (1993), The Effects of Perceived Justice on Complainants' Negative Word-of-Mouth Behavior and Repatronage Intentions, *Journal of Retailing*, 69 (4), 399-428.
- Blodgett, Jeffrey G., Donna J. Hill & Stephen S. Tax (1997), The Effects of Distributive, Procedural, and Interactional Justice on Postcomplaint Behavior, *Journal of Retailing*, 73 (2), 185-210.
- Blodgett, Jeffrey G. & Stephen S. Tax (1993), The Effects of Distributive and Interactional Justice on Complainants' Repatronage Intentions and Negative Word-of-Mouth Intentions, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 6, 100-10.
- Blodgett, Jeffrey G., Kirk L. Wakefield & James H. Barnes (1995), The Effects of Customer Service on Consumer Complaining Behavior, *Journal of Services Marketing*, 9 (4), 31-42.
- Blumstein, Alfred (1995), Youth Violence, Guns, and the Illicit-Drug Industry, *The Journal of Criminal Law & Criminology*, 86, 10-36.
- Bodey, Kelli & Debra Grace (2006), Segmenting Service 'Complainers' and 'Non-Complainers' on the Basis of Consumer Characteristics, *Journal of Services Marketing*, 20 (3), 178-87.
- Bonifield, Carolyn & Catherine A. Cole (2008), Better Him than Me: Social Comparison Theory and Service Recovery, *Journal of the Academy of Marketing Science*, 36 (Winter), 565-77.

- Boshoff, Christo (1997), An Experimental Study of Service Recovery Options, *International Journal of Service Industry Management*, 8 (2), 110-30.
- Bost, Kelly K., Martha J. Cox, Margaret R. Burchinal & Chris Payne (2002), Structural and Supportive Changes in Couples' Family and Friendship Networks Across the Transition to Parenthood, *Journal of Marriage and Family*, 64, 517-31.
- Bowen, David E. & Robert Johnston (1999), Internal Service Recovery: Developing a New Construct, *International Journal of Service Industry Management*, 10 (2), 118-31.
- Bradley, Graham L. & Beverley A. Sparks (2009), Dealing with Service Failures: The use of Explanations, *Journal of Travel & Tourism Marketing*, 26, 129-43.
- Bramel, Dana, Barry Taub & Barbara Blum (1968), An Observer's Reaction to the Suffering of His Enemy, *Journal of Personality and Social Psychology*, 8, 384-92.
- Brinberg, David & Pat Castell (1982), A Resource Exchange Theory Approach to Interpersonal Interactions: A Test of Foa's Theory, *Journal of Personality and Social Psychology*, 43 (2), 260-9.
- Brinberg, David & Ronald Wood (1983), A Resource Exchange Theory Analysis of Consumer Behavior, *Journal of Consumer Research*, 10, 330-8.
- Brown, Todd A., John A. Sautter, Levente Littvay, Alberta C. Sautter & Brennen Bearnes (2010), Ethics and Personality: Empathy and Narcissism as Moderators of Ethical Decision Making in Business Students, *Journal of Education for Business*, 85 (March), 203-8.
- Bruhn, Manfred (1982), *Konsumentenzufriedenheit und Beschwerden: Erklärungsansätze und Ergebnisse einer Empirischen Untersuchung in Ausgewählten Konsumbereichen*. Frankfurt am Main: Peter Lang.
- Brunner, Björn O. (1997), *Die Zielgruppe Senioren: Eine Interdisziplinäre Analyse der Älteren Konsumenten*. Frankfurt am Main: Peter Lang.
- Brymer, Robert A. (1991), Employee Empowerment: A Guest-Driven Leadership Strategy, *Cornell Hotel & Restaurant Administration Quarterly*, 32 (1), 58-68.
- Buss, David M. (1995), Psychological Sex Differences, *American Psychologist*, 50 (3), 164-8.
- Buss, David M. & David P. Schmitt (1993), Sexual Strategies Theory: An Evolutionary Perspective on Human Mating, *Psychological Review*, 100, 204-32.
- Bussey, Kay & Albert Bandura (1999), Social Cognitive Theory of Gender Development and Differentiation, *Psychological Review*, 106, 676-713.
- Cadotte, Ernest R., Robert B. Woodruff & Roger L. Jenkins (1987), Expectations and Norms in Models of Consumer Satisfaction, *Journal of Marketing Research*, 24, 305-14.
- Carlson, Rae (1971), Sex Differences in Ego Functioning: Exploratory Studies of Agency and Communion, *Journal of Consulting and Clinical Psychology*, 37, 267-77.
- Carter, Bruce D. & Gary D. Levy (1988), Cognitive Aspects of Early Sex-Role Development: The Influence of Gender Schemas on Preschoolers' Memories and Preferences of Sex-Typed Toys and Activities, *Child Development*, 59, 782-92.

- Casado-Díaz, Ana, Francisco J. Más-Ruiz & Hans Kasper (2007), Explaining Satisfaction in Double Deviation Scenarios: The Effects of Anger and Distributive Justice, *International Journal of Bank Marketing*, 25 (5), 292-314.
- Chang, Chia-Chi (2008), Choice, Perceived Control, and Customer Satisfaction: The Psychology of Online Service Recovery, *CyberPsychology & Behavior*, 11 (3), 321-8.
- Chang, Ming-Hsu & Wen-Bin Chiou (2007), Psychophysical Methods in Study of Consumers' Perceived Price Change for Food Products, *Psychological Reports*, 100, 643-52.
- Charles, Susan T., Chandra A. Reynolds & Margaret Gatz (2001), Age-Related Differences and Change in Positive and Negative Affect Over 23 Years, *Journal of Personality and Social Psychology*, 80 (1), 136-51.
- Chebat, Jean-Charles & Witold Slusarczyk (2005), How Emotions Mediate the Effects of Perceived Justice on Loyalty in Service Recovery Situations: An Empirical Study, *Journal of Business Research*, 58 (5), 664-73.
- Clopton, Stephen W., James E. Stoddard & Jennifer W. Clay (2001), Salesperson Characteristics Affecting Consumer Complaint Responses, *Journal of Consumer Behaviour*, 1 (2), 124-39.
- Cohen, Ronald L. (1987), Distributive Justice: Theory and Research, *Social Justice Research*, 1, 19-40.
- Cole, Catherine A. & Gary J. Gaeth (1990), Cognitive and Age-Related Differences in the Ability to use Nutritional Information in a Complex Environment, *Journal of Marketing Research*, 27 (May), 175-84.
- Cole, Catherine A. & Michael J. Houston (1987), Encoding and Media Effects on Consumer Learning Deficiencies in the Elderly, *Journal of Marketing Research*, 24, 55-63.
- Colquitt, Jason A. (2001), On the Dimensionality of Organizational Justice: A Construct Validation of a Measure, *Journal of Applied Psychology*, 86 (3), 386-400.
- Colquitt, Jason A., Michael J. Wesson, Christopher O. L. H. Porter, Donald E. Conlon & K. Yee Ng (2001), Justice at the Millennium: A Meta-Analytic Review of 25 Years of Organizational Justice Research, *Journal of Applied Psychology*, 86 (3), 425-45.
- Conlon, Donald E. & Noel M. Murray (1996), Customer Perceptions of Corporate Responses to Product Complaints: The Role of Explanations, *Academy of Management Journal*, 39 (4), 1040-56.
- Cook, Thomas D. & Donald T. Campbell (1979), *Quasi-Experimentation: Design & Analysis Issues for Field Settings*. Chicago, IL: McNally.
- Coulter, Keith S. (2009), Enough is enough! Or is it? Factors that Impact Switching Intentions in Extended Travel Service Transactions, *Journal of Travel & Tourism Marketing*, 26 (2), 144-55.
- Coyne, Kevin (1989), Beyond Service Fads – Meaningful Strategies for the Real World, *Sloan Management Review*, 30 (Summer), 69-76.
- Craighead, Christopher W., Kirk R. Karwan & Janis L. Miller (2004), The Effects of Severity of Failure and Customer Loyalty on Service Recovery Strategies, *Production & Operations Management*, 13 (Winter), 307-21.

- Cronbach, Lee J. (1951), Coefficient Alpha and the Internal Structure of Tests, *Psychometrika*, 16 (September), 297-334.
- Customer Care Alliance (2003), Customer Care - the Multibillion Dollar Sinkhole, <http://www.ccareall.org/>, 17.08.2010.
- Davidow, Moshe (2000), The Bottom Line Impact of Organizational Responses to Customer Complaints, *Journal of Hospitality and Tourism Research*, 24, 473-90.
- (2003a), Organizational Responses to Customer Complaints: What Works and what Doesn't, *Journal of Service Research*, 5 (February), 225-50.
- (2003b), Have You Heard the Word? the Effect of Word of Mouth on Perceived Justice, Satisfaction and Repurchase Intentions Following Complaint Handling, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 16, 67-81.
- Davidow, Moshe & James H. Leigh (1998), The Effects of Organizational Complaint Responses on Consumer Satisfaction, Word of Mouth Activity and Repurchase Intentions, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 11, 91-102.
- Day, George S. (1969), A Two-Dimensional Concept of Brand Loyalty, *Journal of Advertising Research*, 9 (3), 29-35.
- Day, Ralph L. (1977), Extending the Concept of Consumer Satisfaction, in *Advances in Consumer Research*, Vol. 4 (1), William D. Perreault, Hrsg. Atlanta: Association for Consumer Research, 149-54.
- Day, Ralph L., Klaus Grabicke, Thomas Schaetzle & Fritz Staubach (1981), The Hidden Agenda of Consumer Complaining, *Journal of Retailing*, 57 (3), 86-106.
- de Jong, Ad & Ko de Ruyter (2004), Adaptive Versus Proactive Behavior in Service Recovery: The Role of Self-Managing Teams, *Decision Sciences*, 35 (3), 457-91.
- de Matos, Celso A., Jorge L. Henrique & Carlos A. Vargas Rossi (2007), Service Recovery Paradox: A Meta-Analysis, *Journal of Service Research*, 10 (August), 60-77.
- de Ruyter, Ko & Martin Wetzels (2000), Customer Equity Considerations in Service Recovery: A Cross-Industry Perspective, *International Journal of Service Industry Management*, 11 (1), 91-108.
- Dehaene, Stanislas & J. F. Marques (2002), Cognitive Euroscience: Scalar Variability in Price Estimation and the Cognitive Consequences of Switching to the Euro, *Quarterly Journal of Experimental Psychology*, 55, 705-31.
- del Río-Lanza, Ana B., Rodolfo Vázquez-Casielles & Ana M. Díaz-Martín (2009), Satisfaction with Service Recovery: Perceived Justice and Emotional Responses, *Journal of Business Research*, 62, 775-81.
- DeStatis (2009), *Bevölkerung Deutschlands bis 2060: 12. Koordinierte Bevölkerungsvorausberechnung*. Wiesbaden.
- (2010a), Bildungsstand: Bevölkerung 2008 nach Bildungsabschluss und Altersgruppen in Deutschland, <http://www.destatis.de/jetspeed/portal/cms/Sites/destatis/Internet/DE/Content/Statistiken/BildungForschung>

- Kultur/Bildungsstand/Tabellen/Content100/BildungsabschlussAlterBB.templateId=renderPrint.psml, 17.08.2010.
- (2010b), Fast 70 % der Bevölkerung ab Zehn Jahren Nutzen das Internet, http://www.destatis.de/jetspeed/portal/cms/Sites/destatis/Internet/DE/Presse/pm/2007/11/PD07__486__63931.templateId=renderPrint.psml, 17.08.2010.
- Deutsch, Morton (1975), Equity, Equality, and Need: What Determines which Value Will be Used as the Basis of Distributive Justice? *Journal of Social Issues*, 31 (3), 137-49.
- (1985), *Distributive Justice: A Social-Psychological Perspective*. New Haven, CT: Yale University Press.
- DeWitt, Tom, Doan T. Nguyen & Roger Marshall (2008), Exploring Customer Loyalty Following Service Recovery: The Mediating Effects of Trust and Emotions, *Journal of Service Research*, 10 (February), 269-81.
- Dick, Alan S. & Kunal Basu (1994), Customer Loyalty: Toward an Integrated Conceptual Framework, *Journal of the Academy of Marketing Science*, 22 (Spring), 99-113.
- Diekmann, Kristina A., Steven M. Samuels, Lee Ross & Max H. Bazerman (1997), Self-Interest and Fairness in Problems of Resource Allocation: Allocators Versus Recipients, *Journal of Personality and Social Psychology*, 72 (5), 1061-74.
- Dietze, Ulrich (1997), *Reklamationen als Chance Nutzen*. Landsberg am Lech: Verlag Moderne Industrie.
- Donnenwerth, Gregory V. & Uriel G. Foa (1974), Effect of Resource Class on Retaliation to Injustice in Interpersonal Exchange, *Journal of Personality and Social Psychology*, 29 (6), 785-93.
- Dröge, Cornelia & Diane Halstead (1991), Postpurchase Hierarchies of Effects: The Antecedents and Consequences of Satisfaction for Complainers Versus Non-Complainers, *International Journal of Research in Marketing*, 8 (4), 315-28.
- Duffy, Jo A. M., John M. Miller & James B. Bexley (2006), Banking Customers' Varied Reactions to Service Recovery Strategies, *International Journal of Bank Marketing*, 24 (2/3), 112-32.
- Durvasula, Srinivas, Steven Lysonski & Subhash C. Mehta (2000), Business-to-Business Marketing: Service Recovery and Customer Satisfaction Issues with Ocean Shipping Lines, *European Journal of Marketing*, 34 (3/4), 433-52.
- Eagly, Alice H. & Blair T. Johnson (1990), Gender and Leadership Style: A Meta-Analysis, *Psychological Bulletin*, 108 (2), 233-56.
- Eagly, Alice H., Steven J. Karau & Mona G. Makhijani (1995), Gender and the Effectiveness of Leaders: A Meta-Analysis, *Psychological Bulletin*, 117 (1), 125-45.
- Eagly, Alice H., Mona G. Makhijani & Bruce G. Klonsky (1992), Gender and the Evaluation of Leaders: A Meta-Analysis, *Psychological Bulletin*, 111 (1), 3-22.
- Eisenberger, Naomi I., Matthew D. Lieberman & Kipling D. Williams (2003), Does Rejection Hurt? an fMRI Study of Social Exclusion, *Science*, 302, 290-2.

- Eisend, Martin (2010), A Meta-Analysis of Gender Roles in Advertising, *Journal of the Academy of Marketing Science*, 38 (Fall), 418-40.
- Epstein, Cynthia F. (1988), *Deceptive Distinctions: Sex, Gender, and the Social Order*. New Haven: Yale University Press.
- Ertel, Karen A., M. M. Glymour & Lisa F. Berkman (2009), Social Networks and Health: A Life Course Perspective Integrating Observational and Experimental Evidence, *Journal of Social & Personal Relationships*, 26 (1), 73-92.
- Estelami, Hooman (2000), Competitive and Procedural Determinants of Delight and Disappointment in Consumer Complaint Outcomes, *Journal of Service Research*, 2 (February), 285-300.
- Estelami, Hooman & Peter De Maeyer (2002), Customer Reactions to Service Provider Overgenerosity, *Journal of Service Research*, 4 (February), 205-16.
- Fabes, Richard A. & Carol L. Martin (1991), Gender and Age Stereotypes of Emotionality, *Personality and Social Psychology Bulletin*, 17, 532-40.
- Fan, Xitao, Bruce Thompson & Lin Wang (1999), Effects of Sample Size, Estimation Methods, and Model Specification on Structural Equation Modeling Fit Indexes, *Structural Equation Modeling*, 6, 56-83.
- Fausto-Sterling, Anne (1992), *Myths of Gender: Biological Theories about Women and Men*. New York, NY: Basic Books.
- Filipp, Sigrun-Heide & Katharina Schmidt (1995), Mittleres und Höheres Erwachsenenalter: Emotionalität im Alter, in *Entwicklungspsychologie*, Rolf Oerter & Leo Montada, Hrsg. Weinheim: Psychologie Verlags Union, 476-81.
- Foa, Edna B. & Uriel G. Foa (1980), Resource Exchange: Interpersonal Behavior as Exchange, in *Social Exchange: Advances in Theory and Research*, Kenneth J. Gergen, Martin S. Greenberg & Richard H. Willis, Hrsg. New York, NY: Plenum, 77-94.
- (1976), Ressource Theory of Social Exchange, in *Contemporary Topics in Social Psychology*, John W. Thibaut, Janet T. Spence & Robert C. Carson, Hrsg. Morristown, NJ: General Learning Press, 99-134.
- Foa, Uriel G. & Edna B. Foa (1974), *Societal Structures of the Mind*. Springfield, Illinois: Charles C Thomas.
- Folger, Robert (1987), Distributive and Procedural Justice in the Workplace, *Social Justice Research*, 1, 143-59.
- Folger, Robert & Jerald Greenberg (1985), Procedural Justice: An Interpretive Analysis of Personnel Systems, *Research in Personnel and Human Resources Management*, 3, 141-83.
- Fornell, Claes & David F. Larcker (1981), Evaluating Structural Equation Models with Unobservable Variables and Measurement Error, *Journal of Marketing Research*, 18 (1), 39-50.
- Fournier, Susan & David G. Mick (1999), Rediscovering Satisfaction, *Journal of Marketing*, 63 (October), 5-23.
- Fu, Yao-Yi & Sara C. Parks (2001), The Relationship between Restaurant Service Quality and Consumer Loyalty among the Elderly, *Journal of Hospitality & Tourism Research*, 25 (August), 320-36.

- Galambos, Nancy L., Pamela K. Turner & Lauree C. Tilton-Weaver (2005), Chronological and Subjective Age in Emerging Adulthood, *Journal of Adolescent Research*, 20 (September), 538-56.
- Garrett, Dennis E. (1999), The Effectiveness of Compensation Given to Complaining Consumers: Is More Better? *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 12, 26-34.
- Geis, Florence L. (1993), Self-Fulfilling Prophecies: A Social Psychological View of Gender, in *The Psychology of Gender*, Anne E. Beall and Robert J. Sternberg, Hrsg. New York, NY: Guilford Press, 9-54.
- Gelbrich, Katja (2007), *Innovation und Emotion. Die Funktion von Furcht und Hoffnung im Adoptionsprozess einer Technologischen Neuheit für die Kunststoffbranche*. Göttingen: Cuvillier Verlag.
- (2010), Anger, Frustration, and Helplessness After Service Failure: Coping Strategies and Effective Informational Support, *Journal of the Academy of Marketing Science*, 38 (5), 567-85.
- Gelbrich, Katja & Holger Roschk (2008), An Overview Over Post-Complaint Behavior, in *Enhancing Knowledge Development in Marketing: 2008 AMA Educator's Proceedings*, James R. Brown & Rajiv P. Dant, Hrsg. Chicago, IL: American Marketing Association, 203-15.
- (2010a), Do Complainants Appreciate Overcompensation? A Meta-Analysis on the Effect of Simple Compensation Versus Overcompensation on Post-Complaint Satisfaction, *Marketing Letters*, online first, DOI 10.1007/s11002-010-9101-6.
- (2010b), A Meta-Analysis of Organizational Complaint Handling and Customer Responses, *Journal of Service Research*, online first.
- Gerbing, David W. & James C. Anderson (1988), An Updated Paradigm for Scale Development Incorporating Unidimensionality and its Assessment, *Journal of Marketing Research*, 25 (2), 186-92.
- Gerson, Kathleen (1990), Continuing Controversies in the Sociology of Gender, *Sociological Forum*, 5, 301-10.
- Geyskens, Inge, Jan-Benedict E. M. Steenkamp & Nirmalya Kumar (1999), A Meta-Analysis of Satisfaction in Marketing Channel Relationships, *Journal of Marketing Research*, 36 (May), 223-38.
- Gilly, Mary C. & Betsy D. Gelb (1982), Post-Purchase Consumer Processes and the Complaining Consumer, *Journal of Consumer Research*, 9 (December), 323-8.
- Gilly, Mary C. & Richard W. Hansen (1985), Consumer Complaint Handling as a Strategic Marketing Tool, *Journal of Consumer Marketing*, 2 (4), 5-16.
- Goodwin, Cathy & Ivan Ross (1989), Salient Dimensions of Perceived Fairness in Resolution of Service Complaints, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 2, 87-98.
- (1992), Consumer Responses to Service Failures: Influence of Procedural and Interactional Fairness Perceptions, *Journal of Business Research*, 25 (2), 149-63.
- Greenberg, Jerald (1990), Employee Theft as a Reaction to Underpayment Inequity: The Hidden Cost of Pay Cuts, *Journal of Applied Psychology*, 75, 561-8.

- (1993), The Social Side of Fairness: Interpersonal and Informational Classes of Organizational Justice, in *Justice in the Workplace: Approaching Fairness in Human Resource Management*, Russel Cropanzano, Hrsg. Hillsdale, NJ: Erlbaum, 79-103.
- Grégoire, Yany & Robert J. Fisher (2008), Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies, *Journal of the Academy of Marketing Science*, 36 (Summer), 247-61.
- Grégoire, Yany (2003), The Impact of Aging on Consumer Responses: What do we Know? *Advances in Consumer Research*, 30 (1), 19-26.
- Grewal, Rajdeep, Joseph A. Cote & Hans Baumgartner (2004), Multicollinearity and Measurement Error in Structural Equation Models: Implications for Theory Testing, *Marketing Science*, 23 (4), 519-29
- Griesinger, Donald W. (1990), The Human Side of Economic Organization, *Academy of Management Review*, 15 (3), 478-99.
- Griffeth, Rodger W. & Stefan Gaertner (2001), A Role for Equity Theory in the Turnover Process: An Empirical Test, *Journal of Applied Social Psychology*, 31 (5), 1017-37.
- Griffin, Dale W. & Lee Ross (1991), Subjective Construal, Social Inference, and Human Misunderstanding, *Advances in Experimental Social Psychology*, 24, 319-59.
- Gross, James J., Laura L. Carstensen, Jeanne Tsai, Carina G. Skorpén & Angie Y. C. Hsu (1997), Emotion and Aging: Experience, Expression, and Control, *Psychology and Aging*, 12, 590-9.
- Guy, Bonnie S., Terri L. Rittenburg & Douglass K. Hawes (1994), Dimensions and Characteristics of Time Perceptions and Perspectives among Older Consumers, *Psychology & Marketing*, 11 (Jan), 35-56.
- Gwinner, Kevin P. & Nancy Stephens (2001), Testing the Implied Mediation Role of Cognitive Age, *Psychology & Marketing*, 18 (10), 1031-48.
- Hack, Andreas & Frauke Lammers (2009), Gender as a Moderator of the Fair Process Effect, *Social Psychology*, 40, 202-11.
- Haeske, Udo (2001), *Beschwerden und Reklamationen Managen*. Weinheim: Beltz Verlag.
- Harris, Katherine E., Dhruv Grewal, Lois A. Mohr & Kenneth L. Bernhardt (2006), Consumer Responses to Service Recovery Strategies: The Moderating Role of Online Versus Offline Environment, *Journal of Business Research*, 59 (4), 425-31.
- Hart, Christopher W. L., James L. Heskett & W. E. Sasser Jr. (1990), The Profitable Art of Service Recovery, *Harvard Business Review*, 68 (4), 148-56.
- Helgesen, Sally (1990), *The Female Advantage: Women's Ways of Leadership*. New York, NY: Doubleday.
- Hennig-Thurau, Thorsten, Markus Groth, Michael Paul & Dwayne D. Gremler (2006), Are all Smiles Created Equal? how Emotional Contagion and Emotional Labor Affect Service Relationships, *Journal of Marketing*, 70 (July), 58-73.
- Hennig-Thurau, Thorsten, Alexander Klee & Markus F. Langer (1999), Das Relationship Quality-Modell zur Erklärung von Kundenbindung: Einordnung und Empirische Überprüfung, *Zeitschrift Für Betriebswirtschaft*, 67, 111-32.

- Herzog, A. R., Nancy H. Fultz, Bruce M. Brock, Morton B. Brown & Ananias C. Diokno (1988), Urinary Incontinence and Psychological Distress among Older Adults, *Psychology and Aging*, 3, 115-21.
- Hess Jr., Ronald L., Shankar Ganesan & Noreen M. Klein (2003), Service Failure and Recovery: The Impact of Relationship Factors on Customer Satisfaction, *Journal of the Academy of Marketing Science*, 31 (2), 127-45.
- Hirschman, Albert O. (1970), *Exit, Voice, and Loyalty: Responses to Decline in Firms, Organizations, and States*. Cambridge, MA: Harvard Univ. Press.
- Hocutt, Mary A., Michael R. Bowers & D. T. Donovan (2006), The Art of Service Recovery: Fact Or Fiction? *Journal of Services Marketing*, 20 (3), 199-207.
- Hocutt, Mary A., Goutam Charkraborty & John C. Mowen (1997), The Impact of Perceived Justice on Customer Satisfaction and Intention to Complain in a Service Recovery, *Advances in Consumer Research*, 24 (1), 457-63.
- Höffe, Otfried (2007), *Gerechtigkeit: Eine Philosophische Einführung*. München: C.H. Beck.
- Hoffman, K. D. & Scott W. Kelley (2000), Perceived Justice Needs and Recovery Evaluation: A Contingency Approach, *European Journal of Marketing*, 34 (3/4), 418-32.
- Hohm, Dirk, Ursula Hansen & Sonia Geisler (2006), Ethische Implikationen einer Kundenwertorientierten Marktbearbeitung, in *Kundenwert: Grundlagen, Innovative Konzepte, Praktische Umsetzung*, Vol. 3., überarbeitete und erweiterte Auflage, Bernd Günter & Sabrina Helm, Hrsg. Wiesbaden: Gabler, 801-21.
- Holloway, Betsy B. & Sharon E. Beatty (2003), Service Failure in Online Retailing, *Journal of Service Research*, 6 (1), 92-105.
- Holloway, Betsy B., Sijun Wang & Janet T. Parish (2005), The Role of Cumulative Online Purchasing Experience in Service Recovery Management, *Journal of Interactive Marketing*, 19 (3), 54-66.
- Homans, George C. (1961), *Social Behavior: Its Elementary Forms*. New York, NY: Harcourt, Brace & World.
- (1974), *Social Behavior: Its Elementary Forms*. New York, NY: Harcourt Brace Jovanovich.
- Homburg, Christian & Hans Baumgartner (1995a), Beurteilung Von Kausalmodellen: Bestandsaufnahme Und Anwendungsempfehlungen, *Marketing ZFP*, 17, 162-76.
- (1995b), Die Kausalanalyse als Instrument Der Marketingforschung, *Zeitschrift Für Betriebswirtschaft*, 65, 1091-108.
- Homburg, Christian, Andreas Fürst & Nicole Koschate (2010), On the Importance of Complaint Handling Design: A Multi-Level Analysis of the Impact in Specific Complaint Situations, *Journal of the Academy of Marketing Science*, 38 (Summer), 265-87.
- Homburg, Christian & Andreas Fürst (2005), How Organizational Complaint Handling Drives Customer Loyalty: An Analysis of the Mechanistic and the Organic Approach, *Journal of Marketing*, 69 (July), 95-114.
- Homburg, Christian & Annette Giering (1996), Konzeptualisierung und Operationalisierung Komplexer Konstrukte. Ein Leitfaden für die Marketingforschung, *Marketing ZFP*, 18, 5-25.

- House, Robert J., Paul J. Hanges, Mansour Javidan, Peter W. Dorfman & Vipin Gupta (Hrsg.) (2004), *Culture, Leadership, and Organizations: The GLOBE Study of 62 Societies*. Thousand Oaks, CA: Sage Publications.
- Hui, Michael K. & Kevin Au (2001), Justice Perceptions of Complaint-Handling: A Cross-Cultural Comparison between PRC and Canadian Customers, *Journal of Business Research*, 52, 161-73.
- Hui, Michael K. & John E. G. Bateson (1991), Perceived Control and the Effects of Crowding and Consumer Choice on the Service Experience, *Journal of Consumer Research*, 18 (2), 174-84.
- Iacobucci, Dawn (1996), Classic Factor Analysis, in *Principles of Marketing Research*, Richard P. Bagozzi, Hrsg. Cambridge, MA: Blackwell, 279-316.
- Iacobucci, Dawn & Amy Ostrom (1993), Gender Differences in the Impact of Core and Relational Aspects of Services on the Evaluation of Service Encounters, *Journal of Consumer Psychology (Lawrence Erlbaum Associates)*, 2 (3), 257-86.
- Izard, Carroll E. (1991), *The Psychology of Emotions*. New York, NY: Plenum Press.
- Jaccard, James & Choi K. Wan (1986), *LISREL Approaches to Interaction Effects in Multiple Regression*. Thousand Oaks, CA: Sage Publications.
- Jaques, Elliot (1961), *Equitable Payment*. New York, NY: Wiley.
- Johnson, Michael D., Eugene W. Anderson & Claes Fornell (1995), Rational and Adaptive Performance Expectations in a Customer Satisfaction Framework, *Journal of Consumer Research*, 21 (March), 695-707.
- Jöreskog, Karl G. & Dag Sörbom (1982), Recent Developments in Structural Equation Modeling, *Journal of Marketing Research*, 19 (4), 404-16.
- Jöreskog, Karl G. & Dag Sörbom (2006), *LISREL 8.8 for Windows [Computer Software]*. Lincolnwood, IL: Scientific Software International, Inc.
- Kahneman, Daniel & Amos Tversky (1979), Prospect Theory: An Analysis of Decision Under Risk, *Econometrica*, 47 (March), 263-91.
- Karande, Kiran, Vincent P. Magnini & Leona Tam (2007), Recovery Voice and Satisfaction After Service Failure: An Experimental Investigation of Mediating and Moderating Factors, *Journal of Service Research*, 10 (November), 187-203.
- Kau, Ah-Keng & Elizabeth Wan-Yiun Loh (2006), The Effects of Service Recovery on Consumer Satisfaction: A Comparison between Complainants and Non-Complainants, *Journal of Services Marketing*, 20 (2), 101-11.
- Keaveney, Susan M. (1995), Customer Switching Behavior in Service Industries: An Exploratory Study, *Journal of Marketing*, 59 (2), 71-82.
- Kelley, Scott W. & Mark A. Davis (1994), Antecedents to Customer Expectations for Service Recovery, *Journal of the Academy of Marketing Science*, 22 (1), 52-61.
- Kelley, Scott W., K. D. Hoffman & Mark A. Davis (1993), A Typology of Retail Failures and Recoveries, *Journal of Retailing*, 69 (4), 429-52.

- Kenny, David A., Deborah A. Kashy & Niall Bolger (1998), Data Analysis in Social Psychology, in *Handbook of Social Psychology*, Daniel T. Gilbert, Susan T. Fiske & Gardner Lindzey, Hrsg. New York, NY: McGraw-Hill, 233-65.
- Kenrick, Douglas T., Steven L. Neuberg & Robert B. Cialdini (2007), *Social Psychology: Goals in Interaction*. Boston, MA: Pearson.
- Kermis, Marguerite D. (1984), *The Psychology of Human Aging: Theory, Research and Practice*. Boston, MA: Allyn and Bacon.
- Kim, Taegoo, Woo G. Kim & Hong-Bumm Kim (2009), The Effects of Perceived Justice on Recovery Satisfaction, Trust, Word-of-Mouth, and Revisit Intention in Upscale Hotels, *Tourism Management*, 30, 51-62.
- Kirkman, Bradley L., Debra L. Shapiro, Luke Novelli & Jeanne M. Brett (1996), Employee Concerns regarding Self-Managing Work Teams: A Multidimensional Justice Perspective, *Social Justice Research*, 9, 46-67.
- Kline, Rex B. (1998a), Software Review: Software Programs for Structural Equation Modeling: Amos, EQS, and LISREL, *Journal of Psychoeducational Assessment*, 16, 343-64.
- (1998b), *Principles and Practice of Structure Equation Modeling*. New York, NY: Guilford Press.
- Kolodinsky, Jane (1992), A System for Estimating Complaints, Complaint Resolution and Subsequent Purchases of Professional and Personal Services, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 5, 36-44.
- (1993), Complaints, Redress, and Subsequent Purchases of Medical Services by Dissatisfied Consumers, *Journal of Consumer Policy*, 16, 193-214.
- LaFrance, Marianne & Mahzarin Banaji (1992), Toward a Reconsideration of the Gender-Emotion Relationship, in *Emotion and Social Behavior*, Vol. 14, Margaret S. Clark, Hrsg. Newbury Park: Sage Publications, 178-201.
- Lambert, Zarrel V. (1979), An Investigation of Older Consumers' Unmet Needs and Wants at the Retail Level, *Journal of Retailing*, 55 (Winter), 35-57.
- Law, Sharmistha, Scott A. Hawkins & Fergus I. M. Craik (1998), Repetition-Induced Belief in the Elderly: Rehabilitating Age-Related Memory Deficits, *Journal of Consumer Research*, 25 (2), 91-107.
- Lawton, Powell M., Morton H. Kleban & Jennifer Dean (1993), Affect and Age: Cross-Sectional Comparisons of Structure and Prevalence, *Psychology and Aging*, 8, 165-75.
- Lazarus, Richard S. (1991), *Emotion and Adaptation*. New York, NY: Oxford University Press.
- Lepisto, Lawrence R. (1985), A Life-Span Perspective of Consumer Behavior, *Advances in Consumer Research*, 12 (1), 47-52.
- Lerner, Melvin J. (1974), The Justice Motive: Equity and Parity among Children, *Journal of Personality and Social Psychology*, 29, 539-50.
- Leung, Kwok, Kwok-Kit Tong & Sauna S. Ho (2004), Effects of Interactional Justice on Egocentric Bias in Resource Allocation Decisions, *Journal of Applied Psychology*, 89, 405-15.

- Levenson, Robert W., Laura L. Carstensen & John M. Gottman (1994), The Influence of Age and Gender on Affect, Physiology, and their Interrelations: A Study of Long-Term Marriages, *Journal of Personality and Social Psychology*, 67, 56-68.
- Leventhal, Gerald S. (1976), Fairness in Social Relationships, in *Contemporary Topics in Social Psychology*, John W. Thibaut, Janet T. Spence, and Robert C. Carson, Hrsg. Morristown, NJ: General Learning Press, 211-39.
- (1980), What should be done with Equity Theory? New Approaches to the Study of Fairness in Social Relationships, in *Social Exchange: Advances in Theory and Research*, Kenneth J. Gergen, Martin S. Greenberg, and Richard H. Willis, Hrsg. New York, NY: Plenum Press, 27-55.
- Levy, Gary D. & Robyn Fivush (1993), Scripts and Gender: A New Approach for Examining Gender-Role Development, *Developmental Review*, 13, 126-46.
- Liao, Hui (2007), Do it Right this Time: The Role of Employee Service Recovery Performance in Customer-Perceived Justice and Customer Loyalty After Service Failures, *Journal of Applied Psychology*, 92 (2), 475-89.
- Liebrand, Wim B. G., David M. Messick & Fred J. M. Wolters (1986), Why we are Fairer than Others: A Cross-Cultural Replication and Extension, *Journal of Experiment Social Psychology*, 22, 590-604.
- Lind, Edgar A. & Tom R. Tyler (1988), *The Social Psychology of Procedural Justice*. New York, NY: Plenum Press.
- Loomes, Graham & Robert Sugden (1986), Disappointment and Dynamic Consistency in Choice Under Uncertainty, *Review of Economic Studies*, 53, 271-82.
- Lovefilm (2010), Beschwerdebehandlung bei Lovefilm, http://www.lovefilm.de/account/report_problems.html, 17.08.2010.
- MacInnis, Deborah J. & Linda L. Price (1987), The Role of Imagery in Information Processing: Review and Extensions, *Journal of Consumer Research*, 13 (4), 473-91.
- Major, Brenda & Kay Deaux (1982), Individual Differences in Justice Behavior, in *Equity and Justice in Social Behavior*, Jerald Greenberg, Hrsg. New York, NY: Academic Press, 43-76.
- Marsh, Herbert W., John R. Balla & Roderick P. McDonald (1988), Goodness-of-Fit Indexes in Confirmatory Factor Analysis: The Effect of Sample Size, *Psychological Bulletin*, 103, 391-410.
- Martin, Carol L. (1993), New Directions for Investigating Children's Gender Knowledge, *Developmental Review*, 13, 184-204.
- (1995), Stereotypes about Children with Traditional and Nontraditional Gender Roles, *Sex Roles*, 33, 727-51.
- Martin, Carol L. & Charles F. Halverson (1981), A Schematic Processing Model of Sex Typing and Stereotyping in Children, *Child Development*, 52, 1119-34.
- Martínez-Tur, Vicente, José M. Peiró, José Ramos & Carolina Moliner (2006), Justice Perceptions as Predictors of Customer Satisfaction: The Impact of Distributive, Procedural, and Interactional Justice, *Journal of Applied Social Psychology*, 36 (1), 100-19.

- Maruyama, Geoffrey G. (1998), *Basics of Structural Equation Modeling*. Thousand Oaks, CA: Sage Publications.
- Mathur, Anil & George P. Moschis (2005), Antecedents of Cognitive Age: A Replication and Extension, *Psychology & Marketing*, 22 (12), 969-94.
- Mattila, Anna S. (2001), The Effectiveness of Service Recovery in a Multi-Industry Setting, *Journal of Services Marketing*, 15 (6), 583.
- (2006), The Power of Explanations in Mitigating the Ill-Effects of Service Failures, *Journal of Services Marketing*, 20 (6/7), 422-8.
- Mattila, Anna S., Wonae Cho & Heejung Ro (2009), The Joint Effects of Service Failure Mode, Recovery Effort, and Gender on Customers' Post-Recovery Satisfaction, *Journal of Travel & Tourism Marketing*, 26, 120-8.
- Mattila, Anna S. & David Cranage (2005), The Impact of Choice on Fairness in the Context of Service Recovery, *Journal of Services Marketing*, 19, 271-9.
- Mattila, Anna S., Alicia A. Grandey & Glenda M. Fisk (2003), The Interplay of Gender and Affective Tone in Service Encounter Satisfaction, *Journal of Service Research*, 6, 136-43.
- Mattila, Anna S. & Daniel J. Mount (2003), The Impact of Selected Customer Characteristics and Response Time on E-Complaint Satisfaction and Return Intent, *International Journal of Hospitality Management*, 22, 135-45.
- Mattila, Anna S. & Paul G. Patterson (2004a), Service Recovery and Fairness Perceptions in Collectivist and Individualist Contexts, *Journal of Service Research*, 6 (May), 336-46.
- (2004b), The Impact of Culture on Consumers' Perceptions of Service Recovery Efforts, *Journal of Retailing*, 80 (3), 196-206.
- Mattila, Minna, Heikki Karjaluoto & Tapio Pentto (2003), Internet Banking Adoption among Mature Customers: Early Majority Or Laggards? *Journal of Services Marketing*, 17, 514-28.
- Maxham III, James G. & Richard G. Netemeyer (2002a), Modeling Customer Perceptions of Complaint Handling Over Time: The Effects of Perceived Justice on Satisfaction and Intent, *Journal of Retailing*, 78 (4), 239-52.
- (2002b), A Longitudinal Study of Complaining Customers' Evaluations of Multiple Service Failures and Recovery Efforts, *Journal of Marketing*, 66 (October), 57-71.
- (2003), Firms Reap what they Sow: The Effects of Shared Values and Perceived Organizational Justice on Customers' Evaluations of Complaint Handling, *Journal of Marketing*, 67 (January), 46-62.
- McColl-Kennedy, Janet R., Catherine S. Daus & Beverley A. Sparks (2003), The Role of Gender in Reactions to Service Failure and Recovery, *Journal of Service Research*, 6 (August), 66-82.
- McCullough, Michael A., Leonard L. Berry & Manjit S. Yadav (2000), An Empirical Investigation of Customer Satisfaction After Service Failure and Recovery, *Journal of Service Research*, 3 (November), 121-37.

- McMellon, Charles A. & Leon G. Schiffman (2000), Cybersenior Mobility: Why some Older Consumers may be Adopting the Internet, *Advances in Consumer Research*, 27 (1), 139-44.
- Meffert, Heribert & Manfred Bruhn (1981), Beschwerdeverhalten und Zufriedenheit von Konsumenten, *Die Betriebswirtschaft*, 41 (4), 597-613.
- Megehee, Carol (1994), Effects of Experience and Restitution in Service Failure Recovery, in *Enhancing Knowledge Development in Marketing: Proceedings of the 1994 AMA Summer Educators' Conference*, Ravi Achrol & Andrew Mitchell, Hrsg. Chicago: American Marketing Association, 210-16.
- Menon, Kalyani & Laurette Dubé (2007), The Effect of Emotional Provider Support on Angry Versus Anxious Consumers, *International Journal of Research in Marketing*, 24 (3), 268-75.
- Messick, David M., Suzanne Bloom, Janet P. Boldizar & Charles D. Samuelson (1985), Why we are Fairer than Others, *Journal of Experiment Social Psychology*, 21, 480-500.
- Meyers-Levy, Joan (1989), Gender Differences in Information Processing: A Selectivity Interpretation, in *Cognitive and Affective Responses to Advertising: Annual Advertising and Consumer Psychology Conference*, Patricia Cafferata, Hrsg. Lexington, MA: Lexington Books, 219-60.
- Mikula, Gerold, Birgit Petri & Norbert Tanzer (1990), What People Regard as Unjust: Types and Structures of Everyday Experiences of Injustice, *European Journal of Social Psychology*, 20, 133-49.
- Monroe, Kent B. (1973), Buyers' Subjective Perceptions of Price, *Journal of Marketing Research*, 10 (February), 70-80.
- Morgan, Robert M. & Shelby D. Hunt (1994), The Commitment-Trust Theory of Relationship Marketing, *Journal of Marketing*, 58 (3), 20.
- Moschis, George P. (1994), Consumer Behavior in Later Life: Multidisciplinary Contributions and Implications for Research, *Journal of the Academy of Marketing Science*, 22 (Summer), 195.
- Mount, Daniel J. & Anna Mattila (2000), The Final Opportunity: The Effectiveness of a Customer Relations Call Center in Recovering Hotel Guests, *Journal of Hospitality & Tourism Research*, 24 (November), 514-25.
- Neibecker, Bruno (2001), Validität, in *Vahlens Großes Marketing Lexikon*, Vol. 2. Auflage, H. Diller, Hrsg. München: Vahlen, 1717-8.
- Nel, Deon, Tom Athron, Leyland F. Pitt & Michael T. Ewing (2000), Customer Evaluations of Service Complaint Experiences in the Public Sector, *Journal of Nonprofit & Public Sector Marketing*, 7 (3), 3.
- Nerding, Friedmann W. (2001), *Zur Psychologie der Dienstleistung: Theoretische und Empirische Studien zu einem Wirtschaftspsychologischem Forschungsgebiet*. Stuttgart: Schäffer-Poeschel.
- New York City TLC (2010), Beschwerdeformular der New York City TLC, http://www.nyc.gov/html/tlc/html/passenger/sub_consumer_compl.shtml, 17.08.2010.
- Nunnally, Jum C. (1978), *Psychometric Theory*. New York, NY: McGraw-Hill.
- Nyer, Prashanth U. (1997), A Study of the Relationships between Cognitive Appraisals and Consumption Emotions, *Journal of the Academy of Marketing Science*, 25 (Fall), 296-304.

- Nylander, Minna & Anu Hakonen (2007), Satisfaction with Total Rewards, Pay, and Perceived Distributive Justice - Age Related Differences, *Working Paper, Research Program of Rewarding, Laboratory of Work Psychology and Leadership*.
- o.V. (2009), Opel-Autos Wurden Besonders Oft Zurückgerufen, <http://www.spiegel.de/auto/aktuell/0,1518,644263,00.html>, 17.08.2010.
- (2010a), Adidas, <http://de.wikipedia.org/wiki/Adidas>, 17.08.2010.
- (2010b), 'A Whale' Bringt's Nicht, <http://www.n-tv.de/panorama/A-Whale-bringt-s-nicht-article1079206.html>, 17.08.2010.
- Oakley, Judith G. (2000), Gender-Based Barriers to Senior Management Positions: Understanding the Scarcity of Female CEOs, *Journal of Business Ethics*, 27 (4), 321-34.
- Ok, Chihyung, Ki-Joon Back & Carol W. Shanklin (2006), Service Recovery Paradox: Implications from an Experimental Study in a Restaurant Setting, *Journal of Hospitality & Leisure Marketing*, 14 (3), 17-33.
- Oliver, Richard L. (1980), A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions, *Journal of Marketing Research*, 17 (November), 460-9.
- (1981), Measurement and Evaluation of Satisfaction Processes in Retail Settings, *Journal of Retailing*, 57 (3), 25-48.
- (1997), *Satisfaction: A Behavioral Perspective on the Consumer*. Boston, MA: McGraw-Hill.
- (1999), Whence Consumer Loyalty? *Journal of Marketing*, 63 (4), 33-44.
- Oliver, Richard L. & Wayne S. DeSarbo (1988), Response Determinants in Satisfaction Judgments, *Journal of Consumer Research*, 14 (March), 495-507.
- Oliver, Richard L. & John E. Swan (1989a), Consumer Perceptions of Interpersonal Equity and Satisfaction in Transactions: A Field Survey Approach, *Journal of Marketing*, 53 (2), 21-35.
- (1989b), Equity and Disconfirmation Perceptions as Influences on Merchant and Product Satisfaction, *Journal of Consumer Research*, 16 (3), 372.
- Olsen, Line L. & Michael D. Johnson (2003), Service Equity, Satisfaction, and Loyalty: From Transaction-Specific to Cumulative Evaluations, *Journal of Service Research*, 5 (February), 184-95.
- Orsingher, Chiara, Sara Valentini & Matteo de Angelis (2010), A Meta-Analysis of Satisfaction with Complaint Handling in Services, *Journal of the Academy of Marketing Science*, 38 (Spring), 169-86.
- Palmatier, Robert W., Rajiv P. Dant, Dhruv Grewal & Kenneth R. Evans (2006), Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis, *Journal of Marketing*, 70 (October), 136-53.
- Patterson, Paul G., Elizabeth Cowley & Kriengsin Prasongsukarn (2006), Service Failure Recovery: The Moderating Impact of Individual-Level Cultural Value Orientation on Perceptions of Justice, *International Journal of Research in Marketing*, 23 (3), 263-77.
- Perdue, Barbara C. & John O. Summers (1986), Checking the Success of Manipulations in Marketing Experiments, *Journal of Marketing Research*, 23 (4), 317-26.

- Perry, David G., Adam J. White & Louise C. Perry (1984), Does Early Sex Typing Result from Children's Attempts to Match their Behavior to Sex Role Stereotypes? *Child Development*, 55, 2114-21.
- Phillips, Diane M. & John L. Stanton (2004), Age-Related Differences in Advertising: Recall and Persuasion, *Journal of Targeting, Measurement & Analysis for Marketing*, 13, 7-20.
- Phillips, Lynn W. & Brian Sternthal (1977), Age Differences in Information Processing: A Perspective on the Aged Consumer, *Journal of Marketing Research*, 14, 444-57.
- Ping, Robert A. J. (1993), The Effects of Satisfaction and Structural Constraints on Retailer Exiting, Voice, Loyalty, Opportunism, and Neglect, *Journal of Retailing*, 69 (3), 320-52.
- Plutchik, Robert (1980), A General Psychoevolutionary Theory of Emotions, in *Theories of Emotion*, Robert Plutchik and Henry Kellermann, Hrsg. New York, NY: Academic Press, 3-33.
- Priluck, Randi & Vishal Lala (2009), The Impact of the Recovery Paradox on Retailer-Customer Relationships, *Managing Service Quality*, 19, 42-59.
- Pschyrembel (2007), *Pschyrembel: Klinisches Wörterbuch*. Berlin: Walter de Gruyter.
- Rabbit, Patrick (1965), An Age-Decrement in the Ability to Ignore Irrelevant Information, *The Journals of Gerontology*, 20, 233-8.
- Richard, Michael D. & C. M. Adrian (1995), A Segmentation Model of Consumer satisfaction/dissatisfaction with the Complain-Resolution Process, *International Review of Retail, Distribution & Consumer Research*, 5, 79-98.
- Richins, Marsha L. (1982), An Investigation of Consumers' Attitudes Toward Complaining, *Advances in Consumer Research*, 9 (1), 502-6.
- (1983a), Negative Word-of-Mouth by Dissatisfied Consumers: A Pilot Study, *Journal of Marketing*, 47 (Winter), 68-78.
- (1983b), An Analysis of Consumer Interaction Styles in the Marketplace, *Journal of Consumer Research*, 10 (1), 73-82.
- Rindskopf, David (1983), Parameterizing Inequality Constraints on Unique Variances in Linear Structural Models, *Psychometrika*, 48 (1), 73-83.
- Rodin, Judith (1986), Health, Control, and Aging, in *The Psychology of Control and Aging*, Margret M. Baltes & Paul B. Baltes, Hrsg. Hillsdale, NJ: Lawrence Earlbaum Associates, 139-65.
- Rompay, Thomas J. L. v., Mirjam Galetzka, Ad T. H. Pruyn & Jaime M. Garcia (2008), Human and Spatial Dimensions of Retail Density: Revisiting the Role of Perceived Control, *Psychology & Marketing*, 25 (4), 319-35.
- Rosenbaum, Mark S. & Carolyn A. Massiah (2007), When Customers Receive Support from Other Customers, *Journal of Service Research*, 9 (3), 257-70.
- Rosener, Judy B. (1990), Ways Women Lead, *Harvard Business Review*, 68 (Nov), 119-25.

- Ross, Michael & Fiore Sicoly (1979), Egocentric Biases in Availability and Attribution, *Journal of Personality and Social Psychology*, 37 (3), 322-36.
- Rousseau, Gabriel K., Nina Lamson & Wendy A. Rogers (1998), Designing Warnings to Compensate for Age-Related Changes in Perceptual and Cognitive Abilities, *Psychology & Marketing*, 15 (7), 643-62.
- Ruble, Diane N. & Carol L. Martin (1998), Gender Development, in *Handbook of Child Psychology, Band 3: Social, Emotional and Personality Development*, Vol. 5th edition, Nancy Eisenberg, Hrsg. New York, NY: Wiley, 933-1015.
- Rütten, Elisabeth & Kurt Moritz (1997), *Reklamationen: So Versöhnen Sie Ihre Kunden*. Augsburg: Verlag Wirtschaft, Recht und Steuern.
- Salthouse, Timothy A. (2000), Aging and Measures of Processing Speed, *Biological Psychology*, 54, 35-54.
- Sampson, Edward E. (1975), On Justice as Equality, *Journal of Social Issues*, 31, 45-64.
- Sanday, Peggy R. (1981), The Socio-Cultural Context of Rape: A Cross-Cultural Study, *Journal of Social Issues*, 37, 5-27.
- Scheerer, Harald (1994), Kundengefühle sind Tatsache, *Harvard Business Manager*, 2, 9-13.
- Schoefer, Klaus (2008), The Role of Cognition and Affect in the Formation of Customer Satisfaction Judgments Concerning Service Recovery Encounters, *Journal of Consumer Behaviour*, 7 (May), 210-21.
- Schoefer, Klaus & Adamantios Diamantopoulos (2008), The Role of Emotions in Translating Perceptions of (in)Justice into Postcomplaint Behavioral Responses, *Journal of Service Research*, 11 (1), 91-103.
- Schumacker, Randall E. & Richard G. Lomax (2004), *A Beginner's Guide to Structural Equation Modeling*. Mahwah, NJ: Lawrence Earlbaum Associates.
- Settersten, Jr. Richard A. & Karl U. Mayer (1997), The Measurement of Age, Age Structuring, and the Life Course, *Annual Review of Sociology*, 23 (1), 233-61.
- Shankar, Venkatesh, Amy K. Smith & Arvind Rangaswamy (2003), Customer Satisfaction and Loyalty in Online and Offline Environments, *International Journal of Research in Marketing*, 20 (2), 153-75.
- Shapiro, Terri, Jennifer M. Nieman-Gonder, Nicole A. Andreoli & Darlene Trimarco-Beta (2006), An Experimental Investigation of Justice-Based Service Recovery on Customer Satisfaction, Loyalty, and Word-of-Mouth Intentions, *Psychological Reports*, 99 (3), 864-78.
- Simcock, Peter, Lynn Sudbury & Gillian Wright (2006), Age, Perceived Risk and Satisfaction in Consumer Decision Making: A Review and Extension, *Journal of Marketing Management*, 22, 355-77.
- Singh, Jagdip & Robert E. Widing II (1991), What Occurs Once Consumers Complain? *European Journal of Marketing*, 25 (5), 30-46.
- Singh, Jagdip & Robert E. Wilkes (1996), When Consumers Complain: A Path Analysis of the Key Antecedents of Consumer Complaint Response Estimates, *Journal of the Academy of Marketing Science*, 24 (4), 350-65.
- (2002), The Effect of Customers' Emotional Responses to Service Failures on their Recovery Effort Evaluations and Satisfaction Judgments, *Journal of the Academy of Marketing Science*, 30 (1), 5-23.

- Smith, Amy K., Ruth N. Bolton & Janet Wagner (1999), A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery, *Journal of Marketing Research*, 36 (August), 356-72.
- Smuts, Barbara (1992), Male Aggression Against Women, *Human Nature: An Interdisciplinary Biosocial Perspective*, 3, 1-44.
- (1995), The Evolutionary Origins of Patriarchy, *Human Nature: An Interdisciplinary Biosocial Perspective*, 6, 1-32.
- Sparks, Beverley A. & Janet R. McColl-Kennedy (1998), The Application of Procedural Justice Principles to Service Recovery Attempts: Outcomes for Customer Satisfaction, *Advances in Consumer Research*, 25 (1), 156-61.
- Sparks, Beverly A., Graham L. Bradley & Victor J. Callan (1997), The Impact of Staff Empowerment and Communication Style on Customer Evaluations: The Special Case of Service Failure, *Psychology & Marketing*, 14 (5), 475-93.
- Srivastava, Sanjay, Oliver P. John, Samuel D. Gosling & Jeff Potter (2003), Development of Personality in Early and Middle Adulthood: Set Like Plaster Or Persistent Change? *Journal of Personality and Social Psychology*, 84, 1041-53.
- Staub, Ervin, Bernard Tursky & Gary E. Schwartz (1971), Self-Control and Predictability: Their Effects on Reactions to Aversive Stimulation, *Journal of Personality and Social Psychology*, 18, 157-62.
- Stauss, Bernd & Wolfgang Seidel (2006), *Beschwerdemanagement: Unzufriedene Kunden als Profitable Zielgruppe*. München: Hanser.
- Steenkamp, Jan-Benedict E. M. & Hans Baumgartner (1998), Assessing Measurement Invariance in Cross-National Consumer Research, *Journal of Consumer Research*, 25 (1), 78-90.
- Steiger, James H. (1989), *EzPATH. Causal Modeling*. Evanston, IL.
- Stevens, Stanley S. (1957), On the Psychophysical Law, *The Psychological Review*, 64, 153-81.
- Suh, Eun J., D. S. Moskowitz, Marc A. Fournier & David C. Zuroff (2004), Gender and Relationships: Influences on Agentic and Communal Behaviors, *Personal Relationships*, 11 (1), 41-60.
- Sweeney, Paul D., Dean B. McFarlin (1997), Process and Outcome: Gender Differences in the Assessment of Justice, *Journal of Organizational Behavior*, 18 (1), 83-98.
- Sznigin, Isabelle & Marylyn Carrigan (2001), Time, Consumption, and the Older Consumer: An Interpretive Study of the Cognitively Young, *Psychology & Marketing*, 18 (10), 1091-116.
- TARP (1981), *Measuring the Grapevine — Consumer Response and Word of Mouth*. Atlanta, GA: Coca Cola.
- Tata, Jasmine (2000), Influence of Role and Gender on the use of Distributive Versus Procedural Justice Principles, *Journal of Psychology*, 134 (3), 261-8.
- Tax, Stephen S., Stephen W. Brown & Murali Chandrashekar (1998), Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing, *Journal of Marketing*, 62 (April), 60-76.

- Terpstra, David E. & Andre L. Honoree (2003), The Relative Importance of External, Internal, Individual and Procedural Equity to Pay Satisfaction: Procedural Equity may be More Important to Employees than Organizations Believe, *Compensation & Benefits Review*, 35 (Nov), 67-74.
- Thibaut, John & Laurens Walker (1975), *Procedural Justice: A Psychological Analysis*. Hillsdale, NJ: Lawrence Erlbaum Associates.
- (1978), A Theory of Procedure, *California Law Review*, 66, 540-66.
- Tongren, Hale N. (1988), Determinant Behavior Characteristics of Older Consumers, *Journal of Consumer Affairs*, 22 (Summer), 136-57.
- Trivers, Robert L. (1972), Parental Investment and Sexual Selection, in *Sexual Selection and the Descent of Man 1871-1971*, Bernard Campbell, Hrsg. Chicago, IL: Aldine, 136-79.
- Tsai, Dungchun & Hsiao-Ching Lee (2007), Will You Care when You Pay More? The Negative Side of Targeted Promotions, *Journal of Product & Brand Management*, 16 (7): 481-91.
- Tse, David K. & Peter C. Wilton (1988), Models of Consumer Satisfaction Formation: An Extension, *Journal of Marketing Research*, 25 (2), 204-12.
- Turner, Jim L., Edna B. Foa & Uriel G. Foa (1971), Interpersonal Reinforcers: Classification, Interrelationship, and some Differential Properties, *Journal of Personality and Social Psychology*, 19 (2), 168-80.
- Twenge, Jean M., Kathleen R. Catanese & Roy F. Baumeister (2002), Social Exclusion Causes Self-Defeating Behavior, *Journal of Personality and Social Psychology*, 83 (3), 606-15.
- Tyler, Tom R. (1984), The Role of Perceived Injustice in Defendants' Evaluations of their Courtroom Experience, *Law & Society Review*, 18, 51-74.
- (1988), What is Procedural Justice?: Criteria used by Citizens to Assess the Fairness of Legal Procedures, *Law & Society Review*, 22, 102-35.
- Ullman, Jodie B. (2001), Structural Equation Modeling, in *Multivariate Statistics*, Vol. 4th edition, Barbara G. Tabachnick and Linda S. Fidell, Hrsg. Boston, MA: Allyn and Bacon, 653-771.
- Valenzuela, Fredy, David Pearson & Roger Epworth (2005), Influence of Switching Barriers on Service Recovery Evaluation, *Journal of Services Research*, Special Issue (December), 239-57.
- Varela-Neira, Concepción, Rodolfo Vázquez-Casielles & Víctor Iglesias-Argüelles (2008), The Influence of Emotions on Customer's Cognitive Evaluations and Satisfaction in a Service Failure and Recovery Context, *Service Industries Journal*, 28 (May), 497-512.
- Veroff, Joseph, Lou McClelland & David Ruhland (1975), Varieties of Achievement Motivation, in *Women and Achievement: Social and Motivational Analyses*, Martha T. Mednick, Sandra S. Tangri, and Lois N. W. Hoffman, Hrsg. New York, NY: Wiley, 172-205.
- Vigneau, François & Stéphanie Cormier (2008), The Factor Structure of the State-Trait Anxiety Inventory: An Alternative View, *Journal of Personality Assessment*, 90 (May), 280-5.

- Voorhees, Clay M. & Michael K. Brady (2005), A Service Perspective on the Drivers of Complaint Intentions, *Journal of Service Research*, 8 (November), 192-204.
- Voorhees, Clay M., Michael K. Brady & David M. Horowitz (2006), A Voice from the Silent Masses: An Exploratory and Comparative Analysis of Noncomplainers, *Journal of the Academy of Marketing Science*, 34 (4), 513-27.
- Walster, Elaine, Ellen Berscheid & G. W. Walster (1973), New Directions in Equity Research, *Journal of Personality and Social Psychology*, 25, 151-76.
- Walster, Elaine, G. W. Walster & Ellen Berscheid (1978), *Equity: Theory and Research*. Boston, MA: Allyn and Bacon.
- Warr, Peter, Anthony Miles & Conall Platts (2001), Age and Personality in the British Population between 16 and 64 Years, *Journal of Occupational & Organizational Psychology*, 74 (2), 165-99.
- Webster, Cynthia & D. S. Sundaram (1998), Service Consumption Criticality in Failure Recovery, *Journal of Business Research*, 41 (2), 153-9.
- Weinraub, Marsha, Lynda P. Clemens, Alan Sockloff, Teresa Ethridge, Edward Gracely & Barbara Myers (1984), The Development of Sex Role Stereotypes in the Third Year: Relationships to Gender Labeling, Gender Identity, Sex-Typed Toy Preference, and Family Characteristics, *Child Development*, 55, 1493-503.
- West, Condate & Don H. Zimmerman (1991), Doing Gender, in *The Social Construction of Gender*, Judith Lorber and Susan A. Farrell, Hrsg. Newbury Park: Sage Publications, 13-37.
- Westbrook, Robert A. & Richard L. Oliver (1991), The Dimensionality of Consumption Emotion Patterns and Consumer Satisfaction, *Journal of Consumer Research*, 18, 84-91.
- Weun, Seungoo, Sharon E. Beatty & Michael A. Jones (2004), The Impact of Service Failure Severity on Service Recovery Evaluations and Post-Recovery Relationships, *Journal of Services Marketing*, 18 (2), 133-46.
- Wiederman, Michael W. (1997), Extramarital Sex: Prevalence and Correlates in a National Survey, *The Journal of Sex Research*, 34, 167-74.
- Wirtz, Jochen & Anna S. Mattila (2004), Consumer Responses to Compensation, Speed of Recovery and Apology After a Service Failure, *International Journal of Service Industry Management*, 15 (2), 150-66.
- Wood, John (2008), The Effect of Buyers' Perceptions of Environmental Uncertainty on Satisfaction and Loyalty, *Journal of Marketing Theory & Practice*, 16 (Fall), 309-20.
- Worsfold, Kate, Jennifer Worsfold & Graham Bradley (2007), Interactive Effects of Proactive and Reactive Service Recovery Strategies: The Case of Rapport and Compensation, *Journal of Applied Social Psychology*, 37 (11), 2496-517.
- Xia, Lan, Kent B. Monroe & Jennifer L. Cox (2004), The Price is Unfair! A Conceptual Framework of Price Fairness Perceptions, *Journal of Marketing*, 68 (4), 1-15.
- Zeithaml, Valarie A., Leonard L. Berry & A. Parasuraman (1996), The Behavioral Consequences of Service Quality, *Journal of Marketing*, 60 (2), 31-46.

- Zeithaml, Valarie A. & Mary J. Bitner (2003), *Services Marketing: Integrating Customer Focus Across the Firm*. New York, NY: McGraw-Hill.
- Zellerhoff, Claudia (2001), *Geschlechtsbezogene Produktpositionierung*. Dissertation, Berlin.
- Zuckerman, Marvin (1976), General and Situation-Specific Traits and States. New Approaches to Assessment of Anxiety and Other Constructs, in *Emotions and Anxiety: New Concepts, Methods, and Applications*, Marvin Zuckerman & Charles D. Spielberger, Hrsg. Oxford: Erlbaum, 133-74.
- Zuzanek, Jiri (2005), Canada, in *Free Time and Leisure Participation: International Perspectives*, Grant Cushman, Anthony J. Veal & Jiri Zuzanek, eds. Wallingford: CABI, 41-60.