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Journal of Consumer
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Ralph L. Day

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Synopsis:

An **Exploratory Study of Assertiveness, Aggressiveness, ...** Advances in **Consumer** Research Volume 6, 1979 Pages 105-110. AN **EXPLORATORY STUDY OF ASSERTIVENESS, AGGRESSIVENESS, AND CONSUMER COMPLAINING BEHAVIOR**. Claes Fornell, Northwestern University . Robert A. Westbrook, University of Arizona. ABSTRACT - Understanding and Influencing **Consumer** Complaint **Behavior** Advances in **Consumer** Research Volume 24, 1997 Pages 450-456. UNDERSTANDING AND INFLUENCING **CONSUMER COMPLAINT BEHAVIOR: IMPROVING ORGANIZATIONAL COMPLAINT MANAGEMENT** **Consumer behaviour - Wikipedia** **Consumer behaviour** is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the **consumer's** emotional, mental and behavioural responses that precede or follow these activities. **Consumer behaviour** emerged in the 1940s and 50s as a distinct sub ... Classics in the History of **Psychology** -- **Ebbinghaus** ... Memory: A Contribution to Experimental **Psychology** Hermann **Ebbinghaus** (1885) Translated by Henry A. Ruger & Clara E.

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