



When enough is already more than enough
Understanding the non-complaining behavior in charity
contexts

by

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This dissertation is lovingly dedicated in memory of Elisabeth Guillet.

Bibliographical note of the author

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Abstract

Over the past few years, unemployment has become a critical problem in Portugal, greatly worsened by the Eurozone crisis. With unemployment comes a deterioration of living conditions, leaving many families without the ability to provide for themselves. In these circumstances, charity help can be the only way of subsistence for many people. The number of people needing help is growing and so are the organizations that provide that help. The aim of this study is to understand how this relationship between a charity service provider and a beneficiary affects the complaining process. More specifically, our main goal is to understand the motivations and determinants of the non-complainers in a charity context. To conduct this study we did an exploratory study with interviews that brought us new insights to what we had already acknowledged through the literature review. Later on, a questionnaire to test our assumptions was applied to 204 beneficiaries of several organizations. The results were analyzed according to the Structural Equation Modeling with the software IBM SPSS Amos. The findings show that beneficiaries of charity help are more likely to be non-complainers due to shame and fear of losing the help, but the most interesting of our findings was the difference observed between the different groups of the moderator variables, as gender, age, marital status, educational level, professional situation, and the amount of time using the service.

Key-words: Consumer complaint behavior; Charity; Structural Equation Modeling.

Resumo

Nos últimos anos o desemprego tem se tornado um problema crítico em Portugal, agravado pela crise europeia. O desemprego tem deteriorado a condição de vida de muitas famílias que acabam por deixar de ter a capacidade de se sustentar. Nestas circunstâncias, a ajuda de serviços caritativos pode tornar-se na única via de subsistências de muitas pessoas. Tem vindo a aumentar o número de pessoas a necessitar de ajuda assim como o número de organizações a prestá-la. O objetivo deste estudo é tentar compreender como é que esta relação entre prestador de serviços caritativos e beneficiário afeta o processo de reclamação. Especificamente, pretendemos com este estudo entender as motivações e determinantes de um comportamento não reclamante num contexto caritativo. Para conduzir este estudo realizamos um estudo exploratório com entrevistas que nos trouxeram novas percepções ao que já tinha sido apreendido com a revisão da literatura. Para testar as nossas suposições foram realizados 204 questionários a beneficiários de várias organizações. Os resultados foram analisados de acordo com o Modelo de Equações Estruturais com o software IBM SPSS Amos. As conclusões mostram que os beneficiários de serviços caritativos tendem a ser não reclamantes devido a vergonha e medo de perder a ajuda. As conclusões mais interessantes surgem-nos da análise do efeito de moderadores como o sexo, a idade, o estado civil, a escolaridade, a situação profissional e o tempo a que recorrem ao serviço.

Palavras-chave: Comportamento não reclamante; Serviços caritativos; Modelo de Equações Estruturais.

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1. Introduction

The European Union is currently facing a defective economic environment with a weakened labor market, mostly as a result of the deceleration and deterioration of economic activity and of the worsening of the sovereign crisis started in 2008 (Economic and Financial Affairs of the European Commission, 2012). Unemployment in the European Union began to worsen in mid-2011 and is now at unprecedented levels. In many countries the duration of this unemployment is increasing consistently, indicating that unemployment is becoming structural (Economic and Financial Affairs of the European Commission, 2012). Therefore, this crisis continues to worsen living conditions and, according to News on the International Federation of Red Cross and Red Crescent Societies' website, more charity initiatives might emerge in the coming years as the crisis worsens and millions of citizens, who had middle-class living standards, lose their jobs and are no longer able to provide for themselves. Society tends to view charities as supportive organizations that “do good” and provide assistance without cost, meaning that those who benefit from these organizations' actions are lucky, for having someone looking for them, helping them and caring about their needs (Bruce, 1995). The beneficiaries of charitable services are economically and socially underprivileged; they have no choice but to take or leave the service provided to them (Bruce, 1995). Charity organizations have grown enormously in both the number of organizations and people that they help, which has forced them to adopt new management strategies that are more responsive to their organizational needs. In customer-oriented organizations, handling complaints is established as a component of a successful customer relationship, creating an opportunity to improve and consequently generate competitive advantage. Customer relationships and complaints management systems aim for customer retention and loyalty, which makes sense in an economic exchange context, but not in a charity context where retention is not a goal. Consequently, many studies focus on customer complaint behavior in economic exchange but, to the best of our knowledge, no studies have focused on complaint behavior in the context of charities.

It is known that dissatisfaction may lead to a complaint process (Sharma *et al*, 2010). Even though, there are people who choose to not complain and that depends on each

personality and on situational aspects (Thøgersen *et al*, 2003). Complaint behavior is influenced by many factors, such as personality characteristics, perceived control, self-monitoring and self-efficacy (Bodey and Grace, 2006). Customer complaint behavior has become the focus of discussion by many researchers, although little attention has been given to the motivations of complaining and non-complaining (Nimako and Mensah, 2012). There are few studies in existing literature that focus on the motivation for not complaining. Given this, the goal of our study is to understand how beneficiaries of charity services behave when facing statements of dissatisfaction.

To achieve our goal, we gathered the necessary information through a literature review and interviews of our exploratory research and formulated our final research model. Based on our research model, a questionnaire was formulated and applied to beneficiaries of charity services.

Contributing with a new topic to the state of art in the matter of complaint behavior and charity management is our motivation.

This introduction explains the motivations and the structure of our study, it also provides a brief description of our methodology—further explanation is provided in the fourth chapter. The second chapter provides a literature review on two topics: Charity and Complaint Behavior. The third chapter describes how we conducted our exploratory research and our main findings. The results of our study are described in the fifth chapter, and the conclusions and further research directions are provided in the sixth.

2. Literature review

This chapter is divided in two main topics: charity and consumer complaint behavior (CCB). With this chapter we present the theoretical frameworks that lead us to our research model. This chapter also provides a description of the findings of two studies on determinants and motivations of consumer complaint behavior, and provides a distinction between three different topics in CCB: determinants of consumer complaint behavior, motivations for consumer complaint behavior, and emotions in consumer complaint behavior.

2.1. The Charity

Few studies on charity work were completed in the social sciences until the 1920s, and only in the 1980s did studies emerge in the philanthropic field as a result of an increase of popularity of the helping behavior in mainstream social psychology, in late 1970s (Katz, 1999; Bekkers and Wiepking, 2011). Applied social psychologists continued to study philanthropy, even though little theoretical progress published in literature. The study led by Bekkers and Wiepking (2011) showed that most of the articles that they reviewed had no firm theoretical grounds. Though it took a while before attention was given to philanthropy (e.g. “philanthropic foundations historically have been reluctant to spend funds to study themselves or their own efforts” (Katz, 1999: 81)), the study of this subject has earned its value. There is much more to be done to fully and precisely understand philanthropy (Katz, 1999) and there is great potential for theoretical progress (Bekkers and Wiepking, 2011).

Helping behavior consists of a wide range of actions towards a beneficiary (Bekkers and Wiepking, 2011) which differ among individuals, societies and historical periods of time (Appelbaum, 2002). Charity and helping behavior is when individuals and organizations are aware of the needs of others, tangible or intangible ones (i.e. material, social or psychological needs), and care about the consequences of their actions for those in need and their contribution for a state of a better world (Bekkers and Wiepking, 2011). In today’s society, people in need are those incapable of overcoming their difficulties. There are countless cases of low-income families with children to support,

elderly people who cannot leave their home without assistance, and people with chronic illnesses, disabilities, and many other physical, economic, professional, and social related needs that turn social services into essential services (Townsend, 2009).

Caring about the needs of others can be defined as moral behavior (Feldman, 2010) and social solidarity (Komter, 2005) and is commonly seen as a result of human generosity, that leads to “doing good” and therefore to helpful acts towards other people or the society’s common good (Komter, 2010). Charitable services can be defined as “some form of human service activity that primarily impacts the quality of life” (Weerawardena and Mort, 2001: 55, in Bennett and Barkensjo, 2004) that have a mission “to organize and oversee voluntary social action directed at humanitarian problem solving” (Mokwa, 1990: 43, in Balabanis *et al*, 1997).

Some social services, because they are dealing with people with difficulties, work with the belief that the “minimum” is enough, and that that is all they need to do (Townsend, 2009) because it is expected that people in need will accept what they get without question (Bennett and Barkensjo, 2004) e.g.:

“These clothes will do for the boys and girls in this children’s home; they are cheap but hard wearing. The meals in this institution only cost 15 shillings a week per person, but they give adequate nutrition; the inmates are used to simple meals. The children in this school are far from reaching 11-plus standards (what do you expect in such a district?); that is why they are housed in an ancient building in classes of 50. The people queuing up outside this surgery (housing office, labour exchange, welfare office) have been waiting a long time; but they are used to waiting.” (Townsend, 2009: 155-156).

To prevent charitable services from adopting this “take it or leave it” attitude, it is crucial for them to listen to the beneficiaries’ feedback. This is only practicable when charitable services focus beyond their *ad hoc* mission and work on a mechanism that will enhance feedback collection, for instance, by helping and motivating beneficiaries to express themselves (Bennett and Barkensjo, 2004).

2.2. Consumer complaint behavior

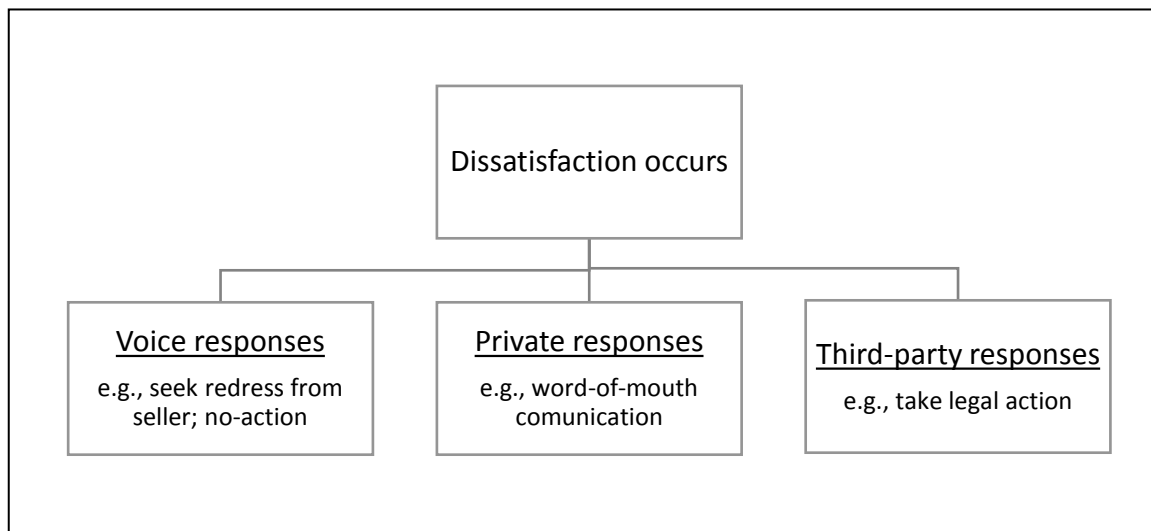
The study of consumer complaint behavior has become increasingly significant for the development of organizational performance strategies, for the improvement of consumer relationship management and for the maintenance of consumer satisfaction (Nimako and Mensah, 2012). Organizations make efforts to deliver high-quality services, not only for consumer's satisfaction, but to gain the consumer's loyalty (Siddiqui and Tripathi, 2010). Much has been studied to understand consumer complaint behavior (e.g. Day, 1980; Heung and Lam, 2003; Sharma *et al*, 2010; Singh, 1988;) and its influence on organizations, however less has been done to fully understand the motivations behind complaining and non-complaining behavior (Nimako and Mensah, 2012) and the reasons why consumers react differently towards similar displeasing situations (Sharma *et al*, 2010). As dissatisfaction is a factor that may lead to a complaining process (Sharma *et al*, 2010), consumer satisfaction as a goal may lead to organizational success (Bolkan and Goodboy, 2011). On the other hand, when dissatisfaction does not lead to a complaining process, organizations will not be aware of consumer dissatisfaction and will not be able to compensate for the bad experience of the consumer (Thøgersen *et al*, 2003).

Consumer complaint behavior has been defined, for example, as “what consumers do, or don't do, after evaluating specific consumption experiences” (Day, 1980: 211); or as a “set of multiple (behavioral and nonbehavioral) responses, some or all of which are triggered by perceived dissatisfaction with a purchase episode” (Singh, 1988: 94); and as “An action taken by an individual which involves communicating something negative regarding a product or service either to the firm manufacturing or marketing that product or service or to some third-party organizational entity” (Jacoby and Jaccard (1981), in Nimako and Mensah, 2012: 310).

Dissatisfaction cannot be taken as the simple reason why people complain, and it is important to note that many studies have proven that dissatisfaction may lead to other reactions and behaviors other than complaining (Thøgersen *et al*, 2003). For Singh (1988), three types of complaining behavior may result from dissatisfaction, as showed in Figure 1: *voice responses* - expecting redress from the seller or not expecting any

action; *private responses* - word-of-mouth communication, telling and warning others about their bad experience, and *third party responses* - taking legal action.

Figure 1 – Proposed Taxonomy of consumer complaint behavior responses

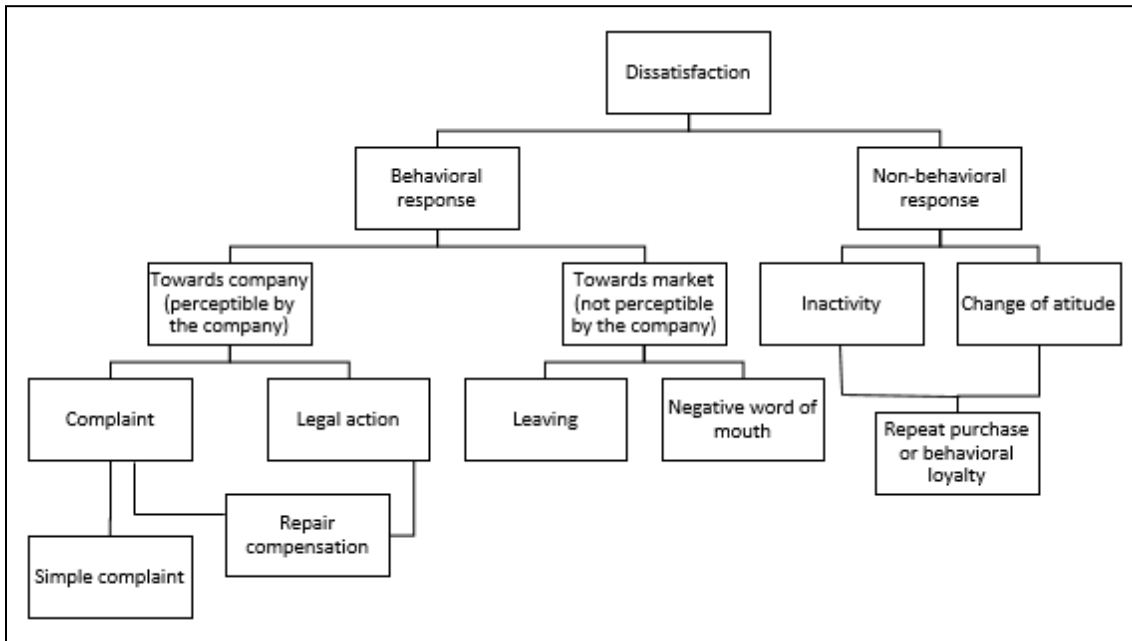


Source: Singh (1988: 101)

Crié (2003) explains that a dissatisfied consumer expresses their dissatisfaction through several responses and therefore it is essential to distinguish the concepts of “action” (a particular behavior) and “response” (a wide range of “modalities which are not exclusively behavioral, notably change of attitude or inactivity”) (Crié, 2003: 61). This response taxonomy requires a distinction between the receptors of these responses as they may be public entities (e.g. sellers and legal action) or private entities (e.g. family and friends). Influenced by the above mentioned dimensions, a complaint may have different intensities and go from taking no action to taking legal action, with the same goal to express dissatisfaction or seek repair or compensation (Crié, 2003). Dissatisfied consumers may also adopt and experience a combination of more than one type of response for the same dissatisfaction. Hence, “the heterogeneity of these various response types may be partially explained by the cause and intensity of dissatisfaction and by the nature and importance of the product or service of concern” (Crié, 2003: 61). As depicted in Figure 2, consumer complaint behavior establishes a wide concept of all the responses that may occur towards or in result of bad experiences and therefore, only

a portion of the responses reach the companies, constraining them from perceiving the whole consumer complaint behavior (Crié, 2003).

Figure 2 - Responses to dissatisfaction and complaint behavior



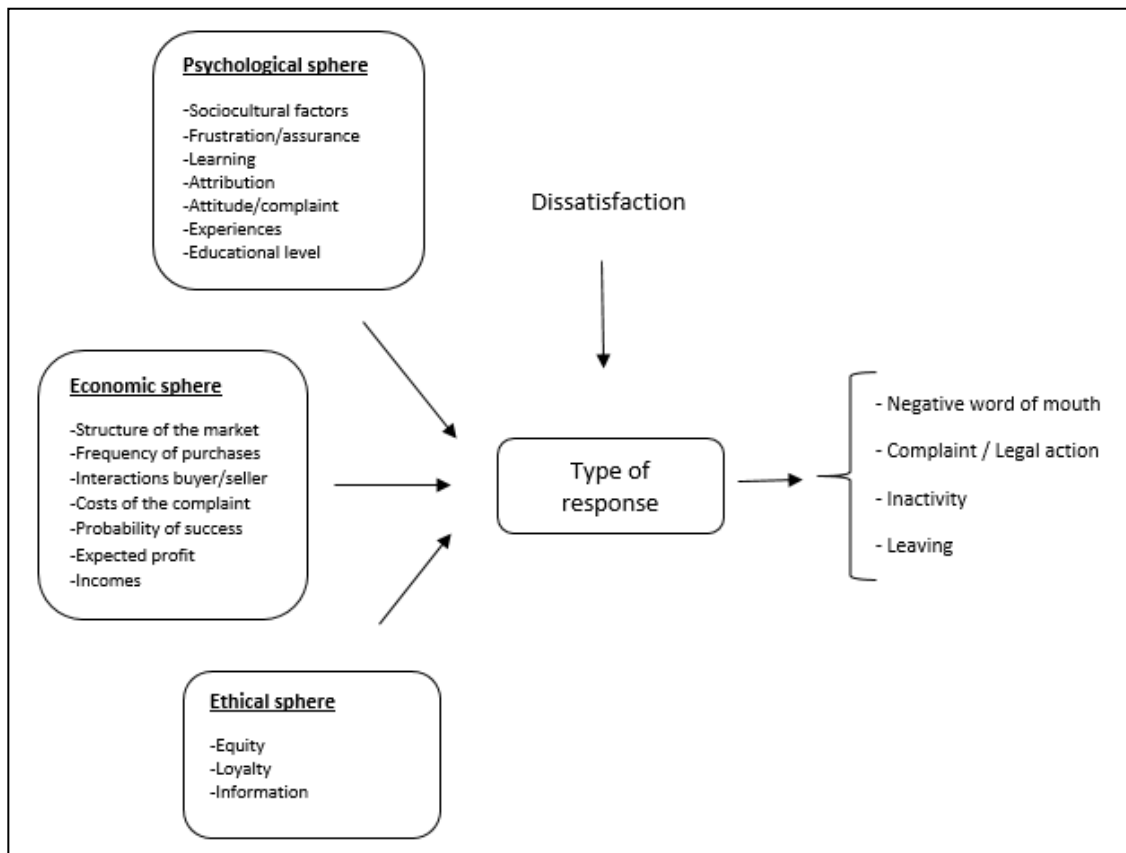
Source: Crié (2003: 63)

Hence, it is important to draw attention and analyze the determinants that lead to a complaining or non-complaining behavior (Bodey and Grace, 2006).

2.2.1. Determinants of consumer complaint behavior

According to Crié (2003) in CCB, three spheres of factors can be considered as determinants for the responses to dissatisfaction. As showed in Figure 3, these are: the psychological sphere (personal attributes that determine the predisposition to consumer complaint behavior); the economic sphere (cost and exchange variables) and the ethical sphere (consumer awareness and perception on equity and value and the information provided by the organization on how to solve problems).

Figure 3 – Antecedents and determinants of consumer complaint behavior



Source: Crié (2003: 66)

Crié (2003) also shows that these determinants become either initiating factors, modulating factors, or both (commonly, the ones on the ethical sphere are initiating factors, the ones on the economic sphere are modulating factors, and the ones on the psychological sphere can be either initiators or modulators). The initiating factors influence the consumers' behavior when on a short path to complaint. This happens often at the sales point when the product or service is being delivered, inducing an emotional reaction and initiating a complaining process. Next consumers face a prolonged process in which the dissatisfaction is evaluated leading to a state of frustration or stress caused by the perception of the problem. The modulating factors will build the type of response, leading the consumer to choose whether or not to complain.

According to Heung and Lam (2003), complaint behavior is influenced by culture and by demographic variables. The consumer complaint habit will define the complaint

motives, and these will be influenced by the cultural factor. For example, in Chinese culture arguing in public is an act that causes embarrassment to oneself or another and jeopardizes social relations. Consequently, Chinese people communicate in unassertive manners and because complaining causes “loss of face” it turns out to be preferable to settle, causing them to rarely voice complaints even in the face of dissatisfaction (Heung and Lam, 2003). When it comes to demographic variables, Heung and Lam’s (2003) study showed that the consumers who complain more were middle-aged (25-44) and young-aged (18-24). Therefore the younger in age are more prone to complain than the old-aged (above 44), potentially because the younger in age have such a strong value judgment framework that they would experience a psychological pressure to take action.

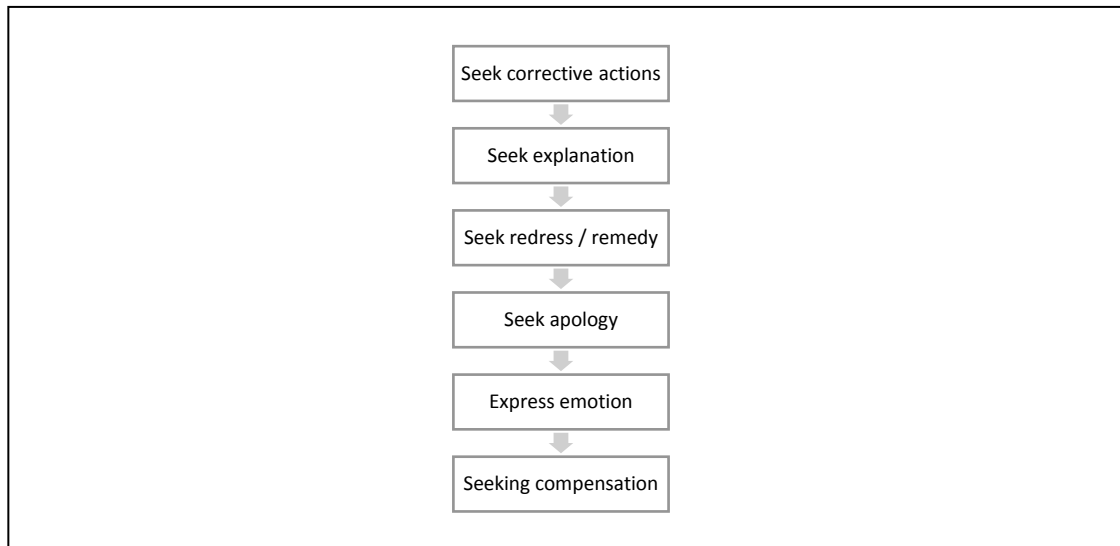
Heung and Lam’s (2003) study also revealed that the higher percentage of complainers were female (60 percent), and the higher percentage of non-complainers were male (61 percent), so females tend to complain more than males. Another demographic factor pointed in Heung and Lam’s (2003) study as an influencer in complain behavior is the educational level. They found that most of the complainer’s (67.2 percent) level of education was a university degree or higher and that near to 45 percent of the non-complainers had a primary education level, thus, the higher the education level, the higher the intention of complaining. The authors explain that a reason for this may rely on the fact that consumers with higher education are often more aware of consumer rights and how to seek redress when they experience dissatisfaction.

2.2.2. Motivations for consumer complaint behavior

According to Heung and Lam’s (2003) study, the main motives for complaining are “seek corrective actions,” “ask for explanation” and “seek apology,” whereas “seek compensation” and “seek redress” were not given as important motives to complain. Nimako and Mensah (2012) came to similar conclusions with their study on the motives for complaining and not complaining, including the influence of demographic variables such as gender, age, marital status, education and income on complaining behavior and the frequency of complaining and overall satisfaction. The motives for complaining, according to Nimako and Mensah’s (2012) study, are to “seek corrective actions,” “seek

explanation,” “seek remedy/redress,” “seek apology,” “to express emotions or anger,” and to “seek compensation.” Seeking corrective actions was the highest ranked complaining motive followed by seeking explanation. The two highest complaining motives, together with seeking remedy or redress, are the three main motives for complaining, whereas seeking apology, expressing emotions or anger, and seeking compensation are the three least important motives to complain, with “seek compensation” as the lowest ranked motive. Nimako and Mensah (2012) explain that such ratings illustrate a rational complaining process in which, as showed in Figure 4, unsatisfied customers likely start by seeking corrective actions and, if that does not work, they will seek an explanation for it. If they do not get an explanation (or if it is not a satisfactory one) customers will seek remedy or redress from the company for their failure. If the service recovery continues to fail, customers’ next step will probably be to seek an apology, which will lead to expression of emotions and anger if not satisfactory. Finally, and as a last recourse, if all the preceding steps fail, customers will possibly seek compensation or take public action.

Figure 4 – Rational approach to complaining



Source: Nimako and Mensah (2012: 316)

On the motives for a non-complaining behavior, Nimako and Mensah’s (2012) study showed that the highest rated motive for not complaining is the fact that consumers believe that it is too late to complain by the time they notice the failure. This is followed by the fact that consumers believe that complaining would be useless because nothing

would be done to solve the problem, that consumers are too busy to spend time on complaining, and by the lack of knowledge about where or how to address a complaint. The four lowest rated motives for non-complaining behaviors are that consumers restrain from complaining due to their loyalty to the company, that consumers believe that complaining would threaten the company's reputation, that consumer's shyness hold them from complaining, and finally that complaining to the company frightens the consumers.

Nimako and Mensah (2012) realized that the mentioned non-complaining motives could be organized into four distinct categories: situation-induced, personality-induced, loyalty-induced, and firm-induced. Situation-induced factors include: "too late to complain after noticing the problem" and "customer is busy and does not get time to make complaints"; personality-induced factors include: "feels shy to complain" and "afraid to complain"; loyalty-induced factors include: "customer is loyal to the company" and "it will affect the company's reputation"; and firm-induced factors include: "nothing would be done about the problem if complained" and "customer does not know where or how to make the complaint" (Nimako and Mensah, 2012: 313).

When it comes to frequency of complaints and overall satisfaction, Nimako and Mensah's (2012) study showed that there is a relation between complaining frequency and overall consumer satisfaction, that is, the more satisfied consumers are those who seldom complain, while the ones who more often address complaints experience more dissatisfaction. An explanation for this, according to Nimako and Mensah (2012), might be that overall dissatisfaction is experienced by consumers who frequently get unsatisfactory responses to their complaints from the service provider, and again, the more satisfactory the responses to complaints the likelier the consumers will experience overall satisfaction.

On the influence of demographic variables on complaining behavior, Nimako and Mensah's (2012) study showed that the gender, educational level, and income of the consumers have little influence on complaining or non-complaining behavior. Nevertheless, age and marital status in Nimako and Mensah's (2012) study, seemed to have great influence on complaining and non-complaining behavior. Accordingly, the consumers older in age and married tended to complain less than the younger in age and

single ones, which is in accordance with Heung and Lam's (2003) findings on the influence of age on consumer complaint behavior.

Crié (2003) also points out some factors that may influence the consumer complaint intentions such as "loyalty to the brand, product or supplier; the level of quality assessment, the educational level and tastes; the ability to detect quality differences (a function of experience) and the acquired level of information; perception of the 'cost/profit' ratio of the possible actions" (Crié, 2003: 69). Thøgersen *et al's* (2003) study showed that consumers are more likely to complain when perceiving the seriousness of the problem and tend to complain less about not so serious cases.

2.2.3. Emotions in consumer complaint behavior

Human behavior is strongly influenced and motivated by emotion (Dolan, 2002) and many researchers conceptualized emotion as a positive or negative effect, as every experience of emotion is either positive or negative (Laros and Steenkamp, 2005). In the past, little attention was given to the role of emotions in consumer complaint behavior and therefore the interest on the influence of emotions in consumers' service experiences has been growing (Tronvoll, 2011). According to Tronvoll (2011), emotions surface whenever an event affects the consumer on a level that replicates on the consumers' behavior itself.

Although there are many approaches to this matter, the most interesting for this study would be the underlying attributional structure view, in which the consumers' behavior is determined by the attribution he has made up previously in his mind (Tronvoll, 2011). In the case of beneficiaries of charitable services, their behavior may be influenced by the attribution made to the reason that led them to seek help, in the first place. The cause of a certain behavior would not be the event *per se*, but the positive or negative emotions that were already established in the consumers' mind.

A limited number of negative emotions were taken in account within service and consumer behavior research as many studies have correlated negative emotions and consumer behavior, in particular, the emotions of frustration and anger (Tronvoll, 2011)

and to fill this gap in the literature, Tronvoll (2011) used in his study Diener *et al*'s (1995) model of 16 emotions organized in four categories:

- 1) Fear – fear, worry, anxiety, nervousness;
- 2) Anger – anger, irritation, rage, disgust;
- 3) Shame – shame, guilt, regret, embarrassment;
- 4) Sadness – sadness, loneliness, unhappiness, depression.

In his findings, Tronvoll (2011) showed that consumers with *other-attributed negative emotions*, like frustration and anger, tend to assume a control over the situation attitude and adopt a complaint behavior. On the other hand, consumers who experience *self-attributed negative emotions*, such as shame and sadness, tend to be non-complainers as they feel like they have no control over the situation. Tronvoll's (2011) findings on the influence of the self-attributed negative emotions, like shame and sadness, in consumers' non-complaining behavior enhances the aptness of studying the motivations for charitable services beneficiaries to not complain.

2.3. Conclusion

Although the literature on consumer complaint behavior is vast, it focuses entirely in the context of a commercial exchange of goods or services, because in these contexts the retention and loyalty of the customers is an important goal. This does not happen in a charity context and therefore there is a gap in the literature regarding the complaint behavior of consumers that do not pay for the good or service they get.

Table 1 was elaborated from the literature review to sum up the main characteristics and factors that may determine the consumers' behavior in our study context. The table depicts the psychological determinants, the demographical determinants, the ethical determinants and the economic determinants of consumer complaint behavior and the consequent behavioral or non-behavioral responses.

Table 1 – Complaining behavior determinants and responses summary

Psychological determinants		Demographical determinants	Ethical determinants	Economic determinants
Other-attributed	Self-attributed			
Frustration and anger (Tronvoll, 2011)	Shame and sadness (Tronvoll, 2011)	Gender (Heung and Lam, 2003)	Equity (Crié, 2003)	Structure of the market (Crié, 2003)
Sociocultural factors (Crié, 2003)	Learning (Crié, 2003)	Age (Heung and Lam, 2003)	Loyalty (Nimako and Mensah, 2012)	Frequency of purchases (Crié, 2003)
Attribution (Tronvoll, 2011)	Attitude/complaint (Crié, 2003)	Marital Status (Nimako and Mensah, 2012)	Information (Crié, 2003)	Interactions buyer/seller (Crié, 2003)
Experiences (Crié, 2003)	Educational Level (Heung and Lam, 2003)			Costs of the complaint (Crié, 2003)
				Probability of success (Crié, 2003)
				Expected profit (Crié, 2003)
				Incomes (Crié, 2003)

↓

Behavioral responses (Crié, 2003)	Non-behavioral responses (Crié, 2003)
Negative word of mouth	Inactivity
Leaving	Change of attitude
Boycott	Forget or forgive
Complaints	
Return or request of repair	
Legal action	

Source: own elaboration

3. Exploratory Research

As the aim of this study is to comprehend the motivations for beneficiaries of charitable services to assume a non-complaining behavior, and as there is a gap in the literature regarding the complaint behavior of consumers that do not pay for the given goods or services, we conducted a pilot study to acquire new insight that will help to sustain our methodological decisions and the investigation itself.

3.1. Conduction of the pilot study

The pilot study was conducted in the form of personal interviews with five beneficiaries of a charity service, two professionals who work in an institution that provides food to people in need, and a journalist who made a documentary report about a charity service. These interviews aimed to gather information about the beneficiaries of charity services: who they are, what are their backgrounds, why they pursued help, how they feel about the charity service, and what they think about complaining behavior against charity services.

The interviews were unstructured, which allowed us to ask further questions according to the responses given. It also allowed us to get new information that had not yet been taken in account or did not seem relevant before the interview. Even so, a guideline was created, based on the Table 1, to make sure that the main subjects were covered in the interviews.

The first interview was done with the journalist Ana Valente on the 24th of March 2013. Since Ana Valente lives in Lisbon, the interview was held there. The second interview, held with a frontline staff member of a charity service, was held in Porto, at the charity services' facilities, on the 4th of April 2013. The third interview was held in Porto, on the 11th of April, with a non-executive director of an institution that provides food to people in need. The five interviews with beneficiaries were done on the 30th April 2013 in Porto. All the interviews were recorded and transcriptions of the eight interviews are provided in Appendix A.

Afterwards, a content analysis of the interviews was done using NVivo10, a qualitative data analysis computer software, where all the data was organized and classified into

nodes, which allowed us to identify trends and examine all the information more accurately. Figure 5 shows the most relevant nodes out of the NVivo10 analysis that are related to non-complaining behavior. The Print Screens of all nodes can be consulted in the Appendix B.

Figure 5 – Relevant *nodes*

	Sources	References
Non-complaining behavior	7	18
Why they do not complain	7	17
For emotional reasons	3	10
Gratitude	2	3
Fear	2	3
Psychological issues due to solitude	1	1
Shyness	0	0
Ashamedness	2	5
Because they do not know how to complain	0	0
Because they have no complaints	0	0
Because they feel like they don't have the right to complain because it's free	5	5
Because they are dependent and submissive	2	4

Source: Nvivo10

3.2. Findings

After the analysis of the interviews we concluded that the beneficiaries of charity services come from all different age groups, educational levels, and backgrounds but all of them have, for some reason, socioeconomic fragilities. Pursuing help is need-driven and the help that they get from the charity service has become necessary for their survival, as one of the beneficiaries expressed “*this is essential for me, otherwise I wouldn't have anything to eat.*” As a consequence, the beneficiaries experience a state of almost full dependence on charity that may cause the development of strong feelings of fear: fear of losing the help of the charity and the fear of not having anyone else to turn to. This was well explained by the non-executive director of an organization that

provides charity service: *“because this is given to them completely free (...) they assume a posture of submission ... there is fear of losing the right to this meal ... there is, as well, a great feeling of dependence.”*

To try to understand the depth of their dependence on charity assistance, the beneficiaries were asked if they had someone to turn to if there were no charity organizations to help them out, like relatives, friends, or acquaintances. None of the interviewed beneficiaries seemed to have anyone close to rely on, they explained that they have drifted away from their family or that their family and friends may help once in a while but since they have their own responsibilities and difficulties, they could not ask them repeatedly for help. One of them said: *“I do have family and friends, but resort to them...”* and shaking his head he added, *“this is such a difficult phase”*.

When it comes to complaining, the interviewed beneficiaries know that they have the right to do so but do not feel like they can, and they personally would never adopt such behavior for they need the assistance and because they get it for free through the goodwill of others, they believe that complaining about anything would look like they were being ungrateful. When questioned about this, some of the responses were *“if we need this, we cannot complain (...) we are getting help here, we have no moral right to complain. I’m not going to complain about something that is given”* and *“I think it’s not fair to get help with what we need and then complain about it.”* Surprisingly, the higher the respondents’ educational level the more assertively they stated that they would never complain.

The beneficiaries were asked about the charity organization’s performance and, as expected given their opinions about complaining, all of them claimed that everything works as expected and that they have never felt a state of dissatisfaction. While one beneficiary noted that something unpleasant had happened, he quickly underlined that it happened only once and he did not complain. Although this was not conclusive, it lent support to the notion that they become somewhat submissive to the charity organization by always showing satisfaction. This satisfaction may also be related to the low expectations of the beneficiaries that, due to their condition, do not expect the delivered service to be extraordinary.

It is also important to mention the distinction between the “new poor” and the “old poor.” The crisis resultant from the economic recession in Portugal, as in many other EU countries, has increased unemployment and welfare cuts, worsening the living conditions of many people. This is the scenario in which the “new poor” emerge. According to the journalist *“the ‘new poor’ is someone who recently lost his job or part of his salary and is in serious need”* and when it comes to complaining behavior the “new poor” are usually those who *“want to be completely unnoticed, they take what they need and leave. They do not complain because they are ashamed (...) and besides being ashamed, they are afraid of not getting what they need [if they complain]”* *“the ones who complain more are the ones that have been homeless for a long time now, their situation is so natural to them that they are not ashamed nor afraid to complain.”*

In our exploratory interviews we noticed that the beneficiaries have been seeking help for not more than five months, which suggests that, due to the consequences of the present economic recession, we will find in our study a great “new poor” sample.

3.3. Discussion

The findings of our pilot study suggest that the influencing factors and motivations of consumer complaint behavior in a commercial exchange context are not the same in a charity context. Differently than acknowledged in the reviewed literature on CCB, demographic variables have little influence on the beneficiaries’ complaining habits. Moreover, contrarily to Heung and Lam’s (2003) findings that the consumers with higher educational level complain more than the ones with lower educational level, our findings show that the beneficiaries with higher educational level are less willing to complain. In accordance with Tronvoll’s (2011) findings that emphasize the influence of the self-attributed negative emotions in consumers’ non-complaining behavior, our findings show that negative feelings that result of beneficiaries’ state of submission and dependence lead them to assume a non-complaining behavior.

In conclusion, beneficiaries of charity services, when facing dissatisfaction, tend to assume a non-complaining behavior. Their motives are mostly self-attributed and related to emotion, reflecting their assumption of the ideal behavior of someone who is

needy and fragile which does not allow them to feel comfortable voicing dissatisfaction. The motives for a non-complaining behavior acknowledged in the reviewed literature, like not knowing how to complain, not being aware of their rights, or thinking that complaining would be useless, seem to not apply in a charity service context. Although these small-scale findings cannot be generalized, they gave us a new insight to carry out the large scale quantitative research of our final research project on this investigated topic.

4. Confirmatory Study

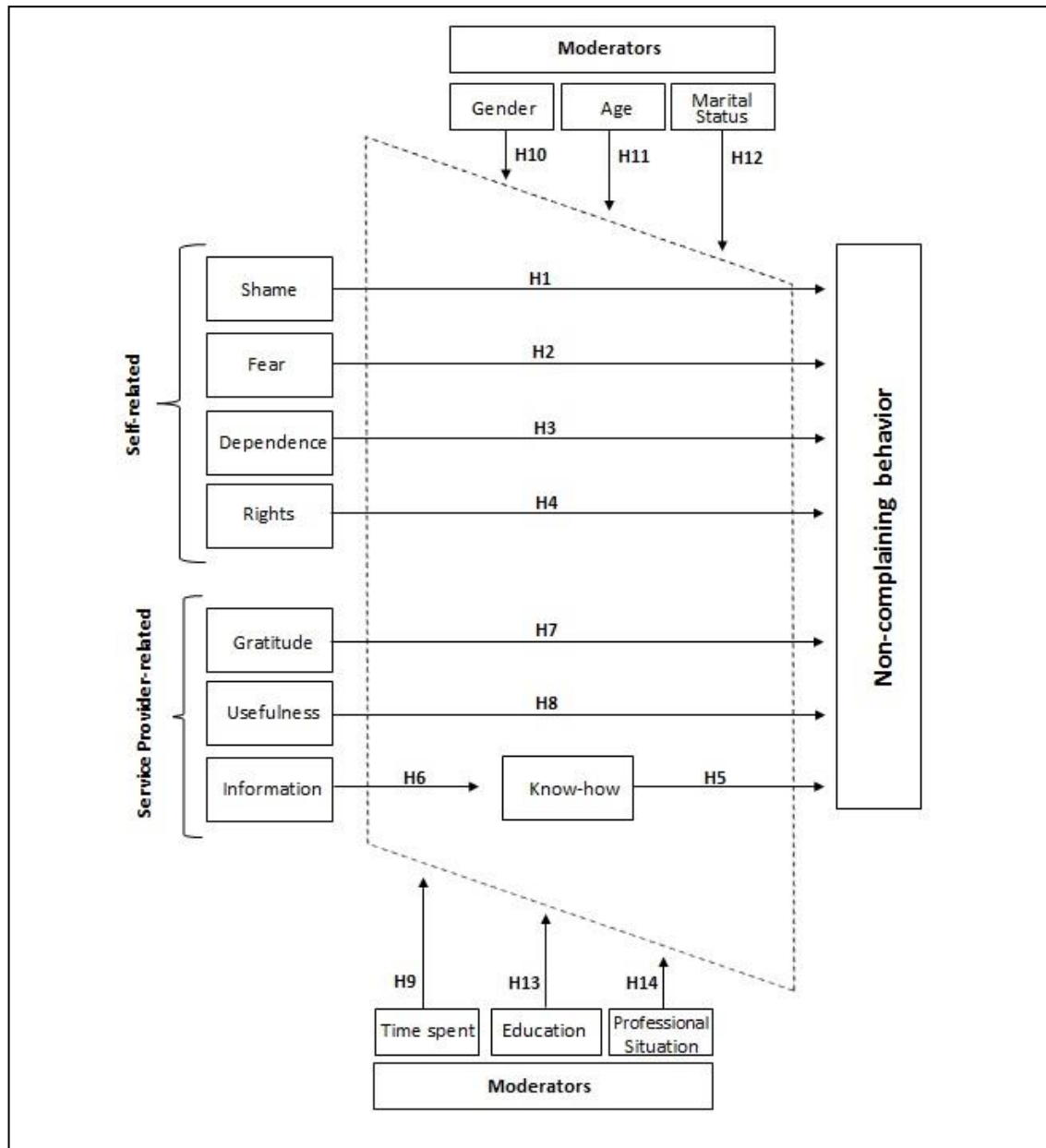
After our exploratory research we carried out our confirmatory study. This chapter provides information about our research model, explains our research hypothesis and describes our method of procedures.

4.1. Research Model

As mentioned in the previous section, a gap in the literature regarding the complaint behavior of beneficiaries of charity services has influenced our study to carry out this exploratory research. The findings of our pilot study, alongside our literature review, supported the formulation of our Research Model.

Our model has two main parts—the *self-related factors* and the *service provider-related factors*—containing the Hypotheses we are going to test in our research. In the self-related factors section we decided to test the three most referred motives for a non-complaining behavior in our pilot study—*shame, fear* and *dependence*. We will also be testing the influence of educational level, since our pilot study findings were opposite to what we found in the literature review. We aim to test the influence of the amount of time using the service in the beneficiaries' complaint behavior, since in our pilot study it was pointed out as an influential factor. As “not knowing how to complain” is pointed to as a determinant of complaint behavior, the influence of the provided information on the beneficiaries' know-how will be tested. Besides the educational level, we aim to find out the influence of other demographical variables such as gender, age, and marital status on complaint behavior in a charity context. We decided to exclude the economic sphere determinants of consumer complaint behavior in our study because these featured factors only emerge in an economic exchange context where goods or services are traded between provider and receiver using an exchange value (e.g. money). As our study focuses on charity services context (services provided for free to the receiver), factors from the economic sphere (e.g. structure of the market, frequency of purchases, incomes) seem not to apply. A representation of our Research Model can be seen in Figure 6.

Figure 6 – Research Model



Source: own elaboration

4.2. Research Hypotheses

Supported by Nimako and Mensah's (2012) "personality-induced factors" for a non-complaining behavior (*feels shy to complain* and *afraid to complain*), by Tronvoll's (2011) "self-attributed negative emotions" influence and by the exploratory interviews in which beneficiaries stated not feeling comfortable complaining about something that is given to them for free, and in which a professional declared that there is (among beneficiaries) a great state of dependence and fear of losing the service and therefore less complaints, the Hypothesis 1, 2 and 3 were formulated:

H1 – Shame of complaining about a service that is given to them for free is positively related to non-complaining behavior.

H2 – Fear of losing the service is positively related to non-complaining behavior.

H3 – Dependence on charity help is positively related to non-complaining behavior.

As Heung and Lam (2003) pointed that the awareness of rights and the knowledge on how to complain can influence the complaint behavior we formulated the following Hypothesis:

H4 – Awareness of rights is negatively related to non-complaining behavior.

H5 – "Know-how" is negatively related to non-complaining behavior.

Crié (2003) considered that the availability of information to help consumers know how or where to complain is a determinant of consumer complaint behavior, and therefore the following hypothesis was created:

H6 – Provided information is related to know-how.

As Crié (2003) and Nimako and Mensah (2012) agree that factors related to the service provider, like the customers' loyalty, affect the complaining intentions, and after noticing in our exploratory interviews that the beneficiaries' loyalty was a reflection of their gratitude towards the help they get from the service, Hypothesis 7 was formulated:

H7 – Gratitude towards the service provider is positively related to non-complaining behavior.

As Nimako and Mensah (2012) pointed out that one of the most rated motives for not complaining in their study was that customers think that complaining would be useless, the Hypothesis 8 was formulated:

H8 – The notion of complaining being useful is negatively related to non-complaining behavior.

The pilot study interviews made us conscious of the distinction between the “old poor” and the “new poor” and the fact that the interviewed professionals pointed out that the complaint behavior differs between the beneficiaries who have used the charity service for a long time and the ones who begun to use it recently, made us create the following hypothesis:

H9 – The amount of time using the service is a moderator to shame.

Lastly, because in most of the studies revised in our literature review the influence of the demographic variables were tested (e.g. Heung and Lam, 2003; Nimako and Mensah, 2012), we formulated Hypothesis 10, 11, 12 and 13:

H10 – Gender is a moderator to non-complaining behavior.

H11 – Age is a moderator to non-complaining behavior.

H12 – Marital status is a moderator to non-complaining behavior.

H13 – Educational level is a moderator to non-complaining behavior.

Finally, due to our study’s specifications, we will test the influence of the professional situation in non-complaining behavior. Hypothesis 14 was formulated:

H14 – The professional situation is a moderator to non-complaining behavior.

4.3. Research procedures

Next will be presented the procedures of our confirmatory study, including some considerations on the elaboration of the questionnaire, the collection of the data, and on the analysis method.

4.3.1. The questionnaire

To test our research model, a questionnaire based on our literature review and our exploratory research was written, which allowed us to carry out a quantitative analysis of the variables in our research hypotheses. Our questions were formulated to measure each of the variables in our research model, some of which were adapted from other authors' studies and some from our own elaboration based on our exploratory interviews. The questionnaire can be consulted in Appendix C.

Our questionnaire has thirteen questions, twelve multiple choice and a set of 34 statements to test accordance through a scale. The whole questionnaire is made of close-ended questions to help the respondents focus on the purpose of the questions and to facilitate our data analysis.

Questions one to five measure demographic variables, such as *sex, age, marital status, educational level* and *professional situation*.

Questions six and seven record how long the respondent has been in the referred professional situation and for how long he has used the charity's services' help.

Question eight notes if the respondent has ever felt a state of dissatisfaction while using the service and question nine, in case the respondent answered *yes* to question eight, aims to verify if the respondent had complained or not.

Question ten measures the respondents' perceived quality of service through a scale continuum from 1 to 5, the lowest being *very bad* and the highest *very good*.

Question eleven asks if the respondent would complain towards the service in case of dissatisfaction.

Question twelve aims to verify if the respondent had ever resorted to another similar service in the past, so we could check if he had previous experiences to compare to the present.

Like in Heung and Lam's (2003) and Nimako and Mensah's (2012) studies, we adopted a five-level *Likert-type scale* for our 34 statements in question 13, being 1- Strongly disagree; 2- Disagree; 3- Neither agree nor disagree; 4- Agree; 5- Strongly agree. The 34 statements intend to measure variables such as *shame, fear, dependence, provided information, awareness of rights, know-how, gratitude* and *uselessness*. Statement seven, which intends to measure shame, was adapted from Andrews *et al.* (2002); statements eight and nine, to measure gratitude reflected in loyalty, were adapted from Rizwan *et al.* (2013); and statement ten, to measure fear, was adapted from Schönbrodt and Gerstenberg (2012). Due to the nature and specification of our study, the remaining statements had to be formulated by the author with the support of the answers given in the exploratory interviews.

4.3.2. Sample and data collection

For the purposes of our study, the questionnaire was administered in person to 205 beneficiaries of organizations or institutions who provide not-for-profit services such as providing meals to families in a *take-away* form, delivering food in vans across the city, providing shelter and serving meals, among many other ways of helping people in need. The respondents were informed of the purposes of the questionnaire, of the importance of their honesty, and of the estimated time it would take to finish it. The places where we found our target groups and the dates of administration of the questionnaires, previously scheduled with the respective responsible person, were:

- 19th July 2013 – Centro Social do Amial;
- 23rd July 2013 – Centro Social de Fonte da Moura;
- 24th July 2013 – Centro Social do Lagarteiro;
- 25th July 2013 – Centro Social da Pasteleira;
- 26th July 2013 – Centro Social do Regado;
- 29th July 2013 – Centro Social de São João de Deus;
- 30th July 2013 – Centro Social de Rainha D. Leonor;

31st July 2013 – Centro Social de São Tomé;
2nd August 2013 – Centro Social de Pinheiro Torres;
6th August 2013 – Centro Social do Cerco do Porto;
10th August 2013 – CASA – Batalha;
11th August 2013 – CASA – Trindade;
14th August 2013 – Albergues Noturnos do Porto;
16th August 2013 – Albergues Noturnos do Porto;
17th August 2013 – Albergues Noturnos do Porto.

This was a convenience sampling, since the respondents were not selected for any specific reason, besides using the selected service in the given days.

4.3.3. Data analysis

To analyze the collected data we had to choose an analysis method that would fit the specifications of our study, therefore some considerations about research process models are presented.

In the research process models, two main components meet: on one hand the importance of operational measures of the theory's variables and on the other hand the use of these measures to test the relationships between the variables as they were conceptualized in the hypotheses of the theory (Williams *et al.* 2009).

Historically, these two components are separated when using a typical research process approach, in these cases, there is a “separation of the model and analysis that links the measures to their proposed underlying constructs and the model and analysis that examines relationships between the underlying constructs” (Williams *et al.* 2009: 544).

In the first half of the twentieth century, the structural equation modeling (SEM) was being developed, becoming an extension of the generalized linear models where factor analysis and regression models are combined (Marôco, 2010).

Structural equation modeling is a group of statistical techniques used to test the relationships between one or more independent variables, that can be either factors or measured variables, and one or more dependent variables, which can be either factors or measured variables as well (Ullman and Bentler, 2013). As noted before, structural

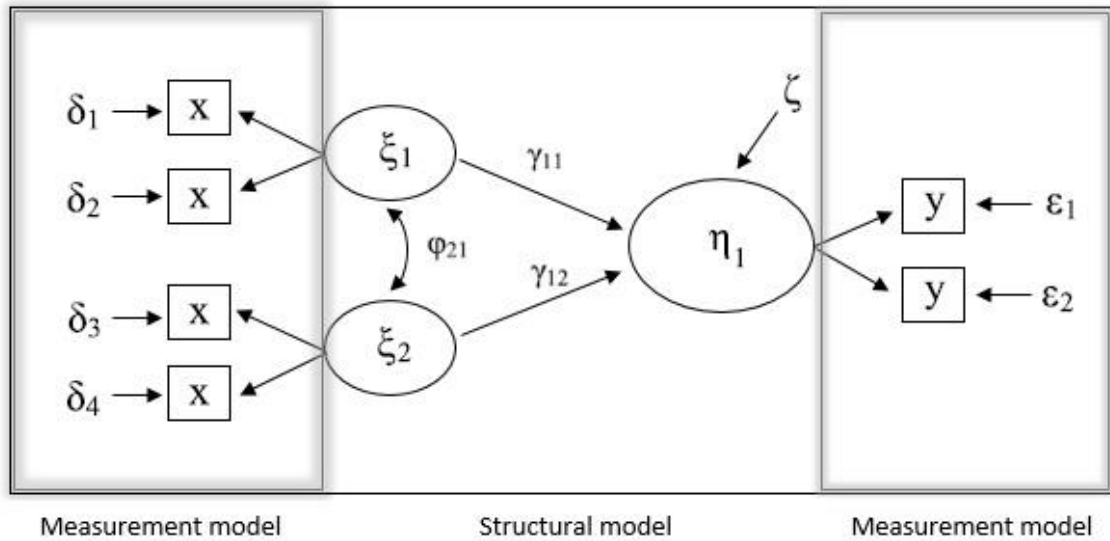
equation modeling combines factor analysis and regression models, becoming therefore a “single data analysis tool” for theory testing (Williams *et al.* 2009: 544).

In structural equation modeling there are established relationships between variables in which the latent variables denote the concepts of the theory, while the measured variables serve as statistical analyses input substantiating the relationship between the latent variables (Williams *et al.* 2009).

Conventionally, structural equation modeling can be represented graphically in *path diagrams*. These diagrams help the researcher simplify the understanding of the relationship between the variables and translate these relationships into equations that are fundamental for the analysis (Ullman and Bentler, 2013).

Commonly, the latent variables are represented by circles (○), the measured variables are represented by squares (□) and the relationship between them is represented by an arrow that may be one-headed (→)—representing the hypothesized direct relationship between the two variables (being the arrow pointed to the dependent variable)—or two-headed (↔)—representing a covariance between the two variables with an unexplained relationship. The absence of a connecting line between variables signifies that no relationship between them has been hypothesized. Graphically, in the *measurement model* is depicted the relationship between the latent variables and the measured variables, and in the *structural model* are the hypothesized relationships among the latent variables. The measured variables may also be influenced by a second independent variable represented as measurement error (ε , δ). There will always be residual error for there are no perfect predictions in multiple regression. Figure 6 is an example of a structural equation model. In this example, the endogenous latent variable (η) is linked to the two exogenous latent variables (ξ_1 , ξ_2) through two regression-like structural parameters (γ_{11} , γ_{12}). We show in this example a correlation (φ) between the two exogenous latent variables and unexplained residual variance (ζ) in the endogenous latent variable.

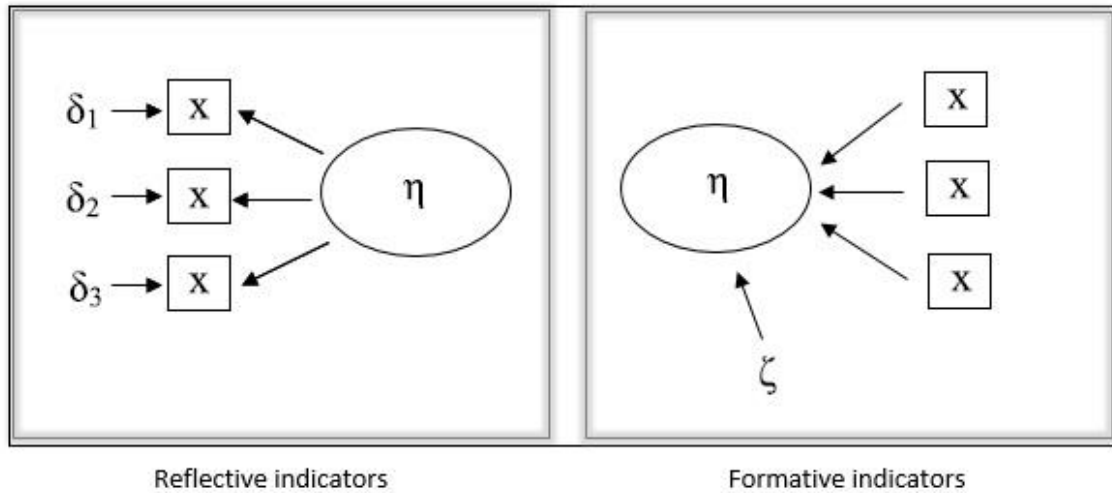
Figure 7 – Example of a structural equation model



Source: own elaboration

In SEM, two types of indicators can be differentiated that reveal the direction of the relationship between them and the latent variables: *reflective indicators* and *formative indicators*. Reflective indicators are observed manifestations of unobserved latent constructs and therefore they are effects of the latent variables, meaning that whenever the latent variables change, the reflective indicators change accordingly and therefore all the reflective indicators are expected to correlate positively (Urbach and Ahlemann, 2010). In contrast, the formative indicators are the variables that form the underlying construct of the existence of the latent variable, meaning that the formative indicators cause the latent variable (Urbach and Ahlemann, 2010). In contrast to reflective indicators, formative indicators do not have to correlate (Urbach and Ahlemann, 2010). It is to note that, in formative models, the measurement errors of the formative indicators are not taken into account and the residual indicates aspects that are not related by these measures (Williams *et al.* 2009). Graphically, as illustrated in Figure 8, in reflective indicator models, the arrows go from the latent variables to the indicators, while in formative indicators models, the arrows go from the indicators to the latent variables. Table 2 shows a comparison between reflective indicators and formative indicators.

Figure 8 – Example illustration of reflective indicators and formative indicators



Source: own elaboration

Table 2 – Formative model *versus* reflective model

<i>Formative model</i>	<i>Reflective model</i>
Direction of causality is from items to construct.	Direction of causality is from construct to items.
Indicators are defining characteristics of the construct.	Indicators are manifestations of the construct.
Changes in the indicators should cause changes in the construct.	Changes in the indicator should not cause changes in the construct.
Changes in the construct do not cause changes in the indicators.	Changes in the construct do cause changes in the indicators.
Indicators need not have the same or similar content/ indicators need not share a common theme.	Indicators should have the same or similar content/indicators should share a common theme.
Dropping an indicator may alter the conceptual domain of the construct.	Dropping an indicator should not alter the conceptual domain of the construct
Not necessary for indicators to covary with each other.	Indicators are expected to covary with each other.
Indicators are not required to have the same antecedents and consequences.	Indicators are required to have the same antecedents and consequences.

Source: Adapted from Urbach and Ahlemann (2010: 11)

There are two general approaches for testing structural equation models that differ in objectives of analysis, underlying statistical assumptions and nature of the produced fit statistics—the covariance-based structural equation modeling approach (CBSEM) and the partial least squares component-based approach (PLS) (Urbach and Ahlemann, 2010).

CBSEM is mainly used for theory testing, emphasizing the transition from exploration to confirmation, and PLS is mainly used in theory development, intended for prediction in high complexity situations with little theoretical information. Table 3 provides a comprehensive comparison of PLS and CBSEM.

Table 3 – Comparison of PLS and CBSEM

Criteria	PLS	CBSEM
<i>Objective</i>	Prediction-oriented	Parameter-oriented
<i>Approach</i>	Variance-based	Covariance-based
<i>Assumption</i>	Predictor specification (nonparametric)	Typically multivariate normal distribution and independent observations (parametric)
<i>Parameter estimates</i>	Consistent as indicators and sample size increase (i.e., consistency at large)	Consistent
<i>Latent variable scores</i>	Explicitly estimated	Indeterminate
<i>Epistemic relationship between an latent variable and its measures</i>	Can be modeled in either formative or reflective mode	Typically only with reflective indicators. However the formative mode is also supported.
<i>Implications</i>	Optimal for prediction accuracy	Optimal for parameter accuracy
<i>Model complexity</i>	Large complexity (e.g., 100 constructs and 1 000 indicators)	Small to moderate complexity (e.g., less than 100 indicators)
<i>Sample size</i>	Power analysis based on the portion of the model with the largest number of predictors. Minimal recommendations range from 30 to 100 cases.	Ideally based on power analysis of specific model. Minimal recommendations range from 200 to 800.
<i>Type of optimization</i>	Locally iterative	Globally iterative
<i>Significance tests</i>	Only by means of simulations; restricted validity	Available
<i>Availability of global Goodness of Fit (GoF) metrics</i>	Are currently being developed and discussed	Established GoF metrics available

Source: Urbach and Ahlemann (2010: 13)

4.4. Conclusion

Considering the above mentioned, to choose an analysis method, the characteristics of the variables of our study need to be carefully taken into account so the collected data can be properly analyzed.

First, this is a theory testing study, as it goes from an exploratory study to a confirmatory study. Second, the model only has reflective indicators clarifying the epistemic relationship between our latent variables and its measures, which means that the indicators are the manifestations of our unobserved latent constructs. Third, we would like to perform an estimation of the models' parameters simultaneously, which is practicable with CBSEM but not with PLS. Given this, and since our objective is to confirm the established assumptions of our hypotheses and since we have achieved the necessary sample size, the CBSEM approach will be our choice. For this analysis the *software* that we are going to use is IBM SPSS Statistics with their add-on module *Amos (Analysis of Moment Structures)*.

5. Results

In this section we are going to present the application procedures of the above mentioned analysis method and the main results of our confirmatory study. This analysis is divided in two parts: the descriptive analysis and the estimation of the model.

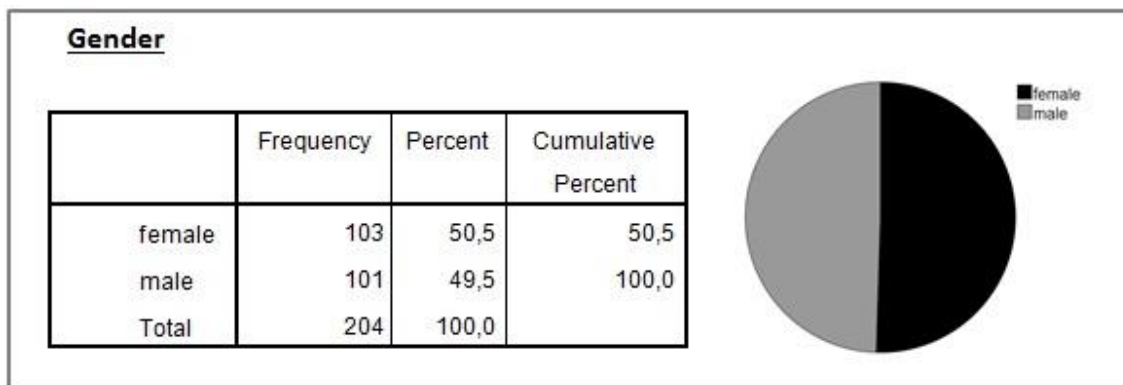
The aim of the descriptive analysis is to describe the demographic characteristics of the sample. The estimation of the models' objective is to analyze the relationship between our variables to confirm our assumptions.

5.1. Descriptive Analysis

The questionnaires were applied from the 19th July until 17th August and at the end we gathered 205 responses, of which 204 were valid.

As depicted in Figure 9, regarding the respondents' gender, 103 of the respondents were female (50,5%) and 101 were male (49,5%).

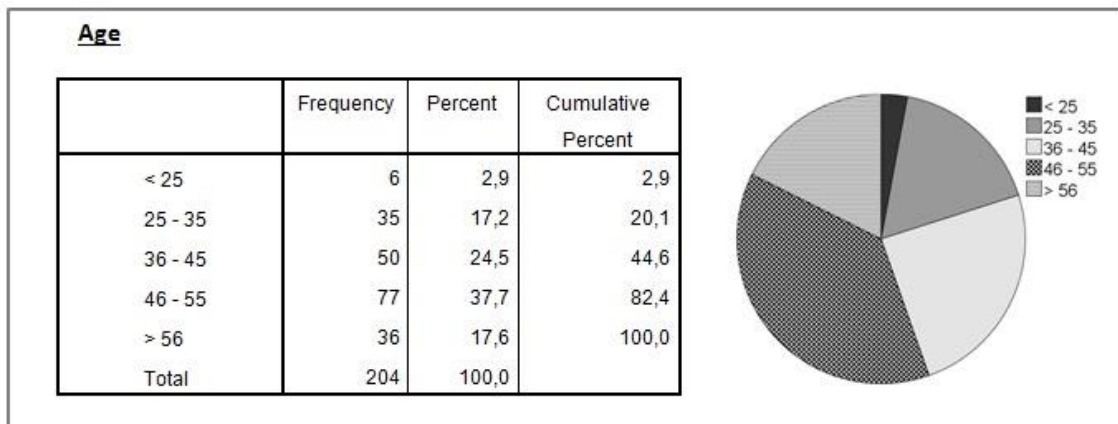
Figure 9 – Demographic frequencies - Gender



Source: own elaboration

Regarding the respondents' age, 6 respondents are under 25 years old (2,9%), 35 respondents are between 25 and 35 years old (17,2%), 50 respondents are between 36 and 45 years old (24,5%), 77 respondents are between 46 and 55 years old (37,7%) and 36 respondents are more than 56 years old (17,6%) as shown in Figure 10.

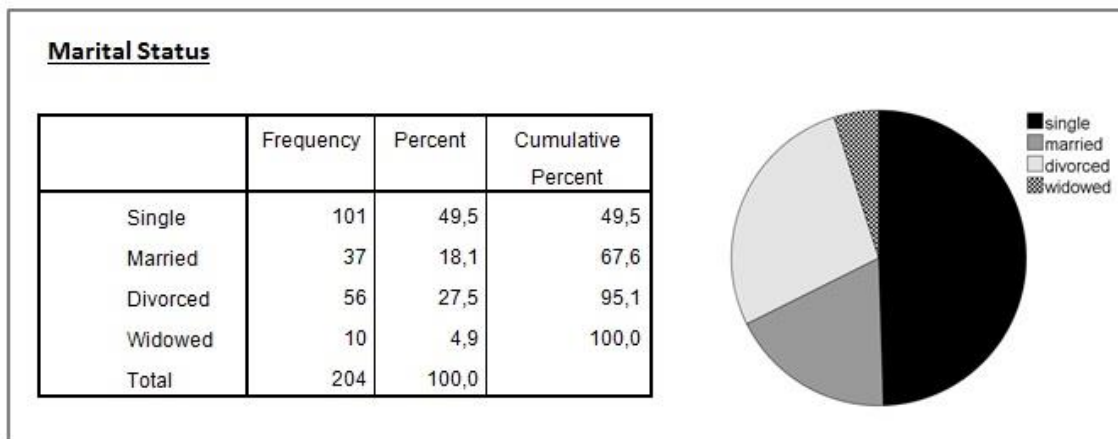
Figure 10 - Demographic frequencies – Age



Source: own elaboration

Figure 11 shows that 101 of the respondents are single (49,5%), 37 respondents are Married (18,1%), 56 respondents are Divorced (27,5%) and 10 respondents are Widowed (4,9%).

Figure 11 - Demographic frequencies – Marital Status

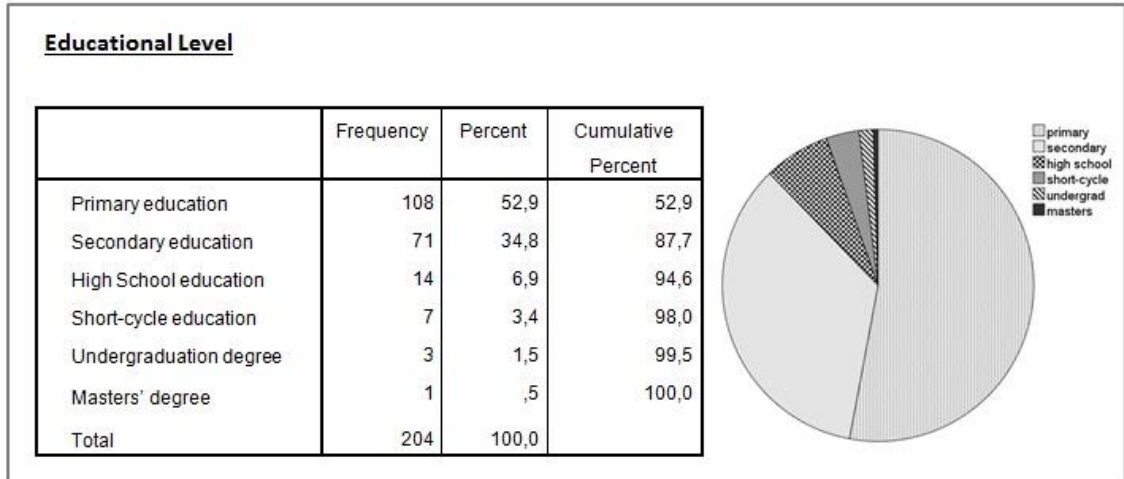


Source: own elaboration

Regarding the respondents Educational level, Figure 12 shows that 108 of our respondents (52,9%) have only primary education, 71 respondents (34,8%) have secondary education, 14 respondents (6,9%) have high school education, 7 respondents

(3,4%) have a short-cycle education, 3 respondents (1,5%) have an undergraduate degree and 1 respondent (0,5%) has a masters' degree.

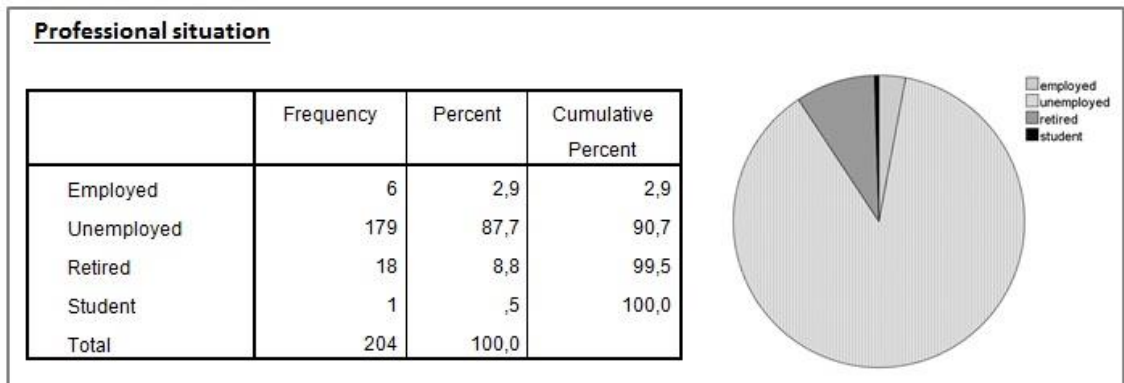
Figure 12 - Demographic frequencies – Educational level



Source: own elaboration

Figure 13 depicts the respondents' professional situation: 6 respondents are employed (2,9%), 179 respondents are unemployed (87,7%), 18 respondents are retired (8,8%) and 1 respondent is a student (0,5%).

Figure 13 - Demographic frequencies – Professional situation



Source: own elaboration

Besides the demographic variables, our sample is constituted by 101 respondents that claimed that they have felt dissatisfaction at some point, while using the service. Out of

the respondents who have felt dissatisfaction, only 26,7% have complained about it, whereas 73,3% did not.

5.2. Estimates

Next we will perform tests to ensure the reliability and validity of our model, so that we can proceed with the estimation of the structural model followed by the estimation of moderators.

Due to our large sample containing independent random variables, and justified by the Central Limit Theorem, the normal distribution is *a priori* assumed (Gleria *et al.*, 2004). Consequently, no normality tests will be necessary.

5.2.1. Measurement Model Fit

Before we proceed with the calculation of the structural model estimates, we conducted reliability and validity measurement model fit tests to ensure the internal consistency and validity of the indicators of the constructs and that the indicators represent adequately the constructs they are meant to measure.

To measure the consistency for reliability, Cronbach's alpha and Composite reliability (CR) were used. Average Variance Extracted (AVE) was used to test the constructs validity.

The Cronbach's alpha varies from 0 to 1, meaning that the higher the value of the alpha the higher the correlation between the items. As the acceptable value for this coefficient is 0,60 (Marôco and Garcia-Marques, 2006), to obtain acceptable values in our analysis we had to exclude one manifest indicator in each variable except in variable H6 and H8. In the end the values show that the reliability of all manifest indicators are acceptable except for "shame" which alpha value is 0,59 and "fear" which alpha value is 0,50. Although, considering that the statements to measure shame and fear were already used in previous studies (Andrews *et al.*, 2002; Schönbrodt and Gerstenberg, 2012) and considering the values of the other tests, presented below, this minor inaccuracy does not threaten the questionnaires' adequate reliability.

Regarding the Composite reliability, the minimum acceptable value is 0,70 (Hair *et al.*, 2011) and our results exceeded this benchmark proving an adequate reliability for the indicators of the constructs.

The average variance extracted, which indicates the overall amount of variance in the indicators, should exceed the value of 0,50 (Hair *et al.*, 2011). Since all the values exceed the given value, the AVE proves adequate reliability. Table 4 depicts all the values for the Measurement Model Fit.

Table 4 – Measurement Model Fit

	Cronbach's Alpha	CR	AVE
H1	0,59	0,78	0,55
H2	0,50	0,75	0,50
H3	0,70	0,79	0,57
H4	0,69	0,83	0,62
H5	0,68	0,83	0,62
H6	0,78	0,86	0,60
H7	0,73	0,85	0,65
H8	0,86	0,90	0,70

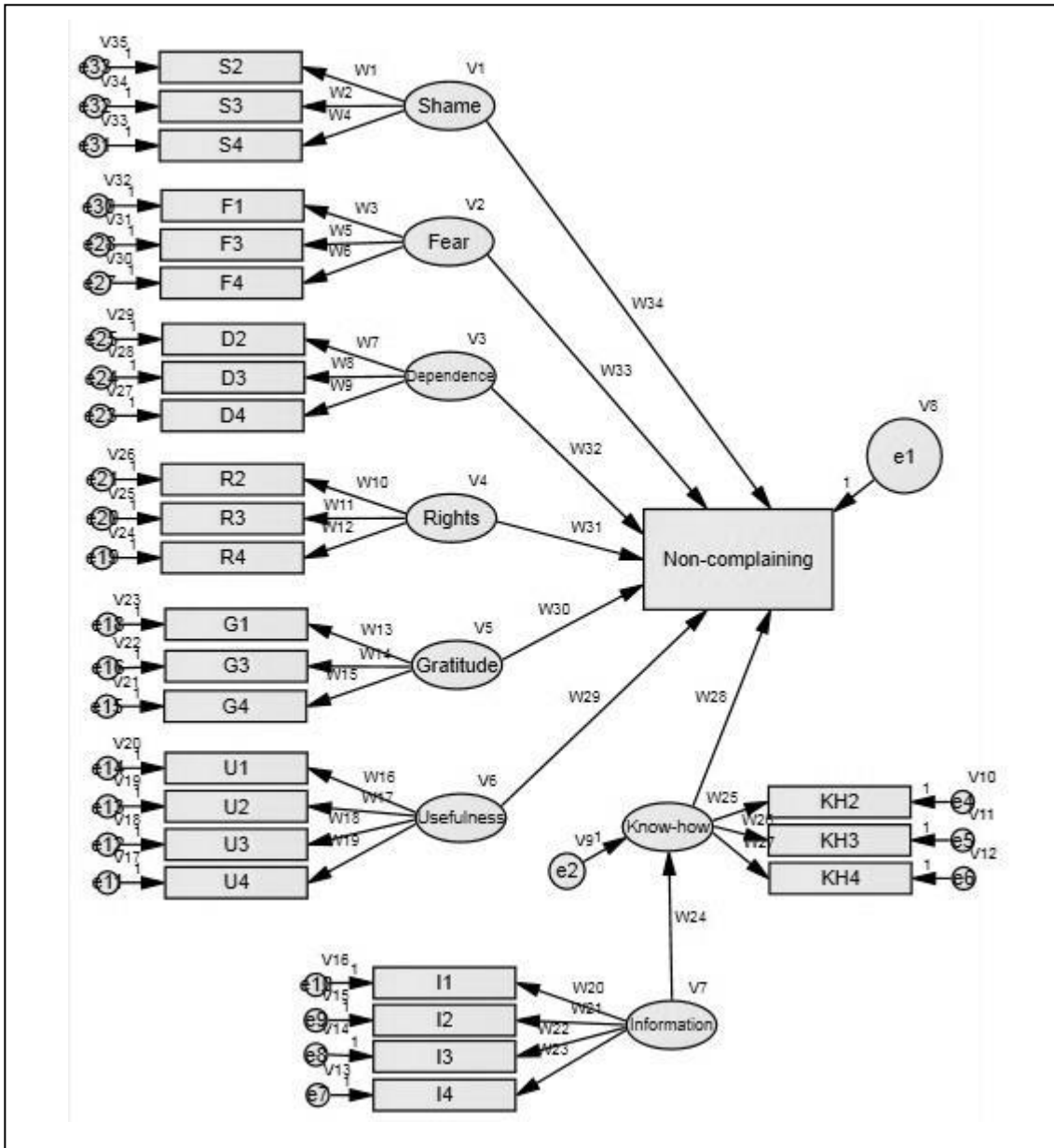
Source: ownelaboration

5.2.2. Model estimates

After calculating estimates for the first time and considering that we assume that any *p-value* that does not exceed 0,10 is statistically significant, we concluded that, surprisingly, there is no statistical evidence to endorse H3 “*Dependence on charity help is positively related to non-complaining.*” Although there is statistical significance in H6 “*Provided Information is related to know-how*”, we decided not to consider it since it was not necessary for the purposes of our study to discuss this finding considering that H5 “*Know-how is negatively related to non-complaining behavior*” is not

statistically significant. Figure 14 depicts the path diagram representing our model for the analysis and Table 5 shows the standardized regression weights of our model.

Figure 14 – Amos Path diagram



Source: own elaboration

Table 5 – Standardized regression model

			Standardized Weight	P-value
Know-how	<---	Information	,547	***
Non-complaining	<---	Know -How	-,087	,349
Non-complaining	<---	Usefulness	-,191	,007
Non-complaining	<---	Gratitude	-,125	,091
Non-complaining	<---	Rights	-,122	,049
Non-complaining	<---	Dependence	-,004	,948
Non-complaining	<---	Fear	,222	,026
Non-complaining	<---	Shame	,261	,005

Note: “***” means a P-value less than 0,001

Source: own elaboration

Analyzing Table 5, we can see that the results on the dependence being a motivation for a non-complaining behavior, did not confirm what we acknowledge through the exploratory study, since in our interviews the dependence of the beneficiaries on charity services seemed to be the main motive for a non-complaining behavior. Although H3 “*Dependence on charity help is positively related to non-complaining behavior*” was rejected, the so much referred “dependence” could actually be reflected in the manifestations of fear of losing the service. H1 with a *P-value* of 0,005 and H2 with a *P-value* of 0,026 are statistically significant showing us that we can accept that “*Shame of complaining about a service that is given for free is positively related to non-complaining behavior*” and that “*Fear of losing the service is positively related to non-complaining behavior*”.

As expected, also H4, with a *P-value* of 0,049, is statistically significant supporting our assumptions that “*Awareness of rights is negatively related to non-complaining behavior*”. This is in agreement with Heung and Lam’s (2003) findings that customers that are more knowledgeable of their rights may be more likely complainers. The confirmation that beneficiaries that are aware of their rights are less likely non-complainers, might be explained by the fact that this awareness gives them more confidence to voice their opinion and not being frightened of being wrong.

In accordance with Nimako and Mensah's (2012) study, we confirmed H8 "*The notion of complaining being useful is negatively related to non-complaining behavior*" with a *P-value* of 0,007. Believing that complaining is useless being a motive for adopting a non-complaining behavior might be explained by the fact that since it is given for free, some beneficiaries believe that the complaints wouldn't be taken in to account and everything would remain the same, because they do not pay and therefore have nothing to claim.

Surprisingly, although it has statistical significance with a *P-value* of 0,091, H7 "*Gratitude towards the service provider is positively related to non-complaining behavior*" is not supported by our study, which shows that gratitude towards the service provider is actually negatively related to non-complaining behavior. Although we assumed through our interviews that gratitude towards the service provider would restrain beneficiaries from complaining, our confirmatory study showed the opposite. A possible reason for this finding is that the beneficiaries' gratitude compels them to be as honest as possible with their service provider and report to them whatever they think that should be pointed out, even if it is something negative, in order to be helpful to the service provider. Another reason might be that they feel closer to the service provider and more comfortable to complain.

Analyzing the standardized regression weights presented in Table 5, the best scores belong to "shame" (0,261) and to "fear" (0,222) showing us that "*Shame of complaining about a service that is given to them for free is positively related to non-complaining behavior*" and "*Fear of losing the service is positively related to non-complaining behavior*" are the variables with the greater impact on non-complaining.

Finally, after the first calculations of the model and after rejecting the non-significant variables we obtained a better-fitting model. As in SEM it is essential to prove that the model fits the data, numerous fit indices are available nowadays (Marôco, 2010). For our model we decided to choose the Goodness of Fit Index (GFI), an absolute fit index, since these define how well the model *per se* fits the sample data instead of determining how well it fits in comparison to other models (Marôco, 2010). The choice of the Goodness of Fit Index is also because it has linked an significance test, while all the other tests are descriptive (Schermelele-Engel *et al.*, 2003). GIF clarifies the

proportions of covariances accounted for by the structural model (Marôco, 2010). In GIF, 0,90 is the lower limit value for a well-fitting model (Hooper *et al.*, 2008), our models' GIF value is 0,812 which means it has a poor fit. The increase of the samples' dimension increases its value and studies have shown that with smaller samples a minimum value of 0,95 would be more appropriate (Hooper *et al.*, 2008). Considering that "It is generally accepted that the minimal sample size needed to ensure appropriate use of maximum likelihood estimation is 100–150 (...) in case sample sizes become too large, maximum likelihood estimation becomes too sensitive and almost any difference is significant, making all goodness-of-fit measures indicate poor fit" (Wulf and Odekerken-Schröder, 2003: 101). It is also to note that our model may have a small-sample bias, which may also affect the fit indices (Schermelleh-Engel *et al.*, 2003). Therefore we may consider that this poor fit of the model does not jeopardize the study, since our interest is the interpretation of the path relationships, rather than the overall model fit, and for that matter the reliability and validity of the model has already been ensured.

5.2.3. Multi-Group analysis

To test the moderators, which are hypotheses H9, H10, H11, H12, H13 and H14, we used AMOS to perform the analysis with a multi-group strategy by constraining the path coefficient across existing groups and comparing its results to the same multi-group model to verify if the path coefficients of the relationships between the latent variables does not significantly changes between different sampled populations (Marôco, 2010). We started off our multi-group analysis by merging our sampled data in only two groups per moderator, as this would simplify the process and prevent a high degree of multicollinearity (Marôco, 2010). Since our data resides in an external SPSS file, we had to merge our data and create new categories using the SPSS software and afterwards convey the new groups to AMOS Graphics.

For our multi-group analysis we have for each moderator the following groups: for the time using the service we will have the "less than 1 year" and the "more than 1 year", for the gender we will have "female" and "male", for the age we will have the "less than 45 years" and "more than 45 years" establishing a distinction between young adulthood and middle adulthood, for the marital status "single" and "married", for the educational

level “lower education” and “higher education”, being “lower education” the sample that has only a primary or secondary education, which represented the compulsory education in Portugal until 2012 (Direção-Geral da Educação, *Decreto-Lei n.º 176/2012*) and for the professional education “Non-unemployed” and “unemployed”, being the “Non-unemployed” not only the employed ones but also the retired, students and other situations that do not fit into the “unemployed” group.

H9 – “The amount of time using the service is a moderator to non-complaining behavior”

Table 6 shows that for the beneficiaries who use the service for less than one year, H1 “*Shame of complaining about a service that is given to them for free is positively related to non-complaining behavior*” is the only hypothesis with no statistical significance, contrarily for the beneficiaries who use the service for more than one year, H1 is the only hypothesis with statistical significance. This may be explained with the fact that they feel ashamed for not having overcome their situation yet and after all this time they still need help, while for the ones that resort to the service for less than a year, the fear of losing the service is the major motive for not complaining, a possible reason for that is that since they are new to the service they do not take the help for granted and possibly they believe that this may be a transitory situation, that they will overcome this issues in short time, has prevented them of feeling shame. Because they do not feel shame yet, the feeling of gratitude will not restrain them of complaining. Although the awareness of rights compels them to complain, believing that it is useless seems to be a stronger motive to not complain.

Table 6 – Regression weights of moderator H9

			less than 1 year		more than 1 year	
			Estimate	P-value	Estimate	P-value
Non-complaining	<---	Usefulness	-,293	,001	-,079	,436
Non-complaining	<---	Gratitude	-,232	,022	-,036	,721
Non-complaining	<---	Rights	-,169	,047	-,054	,525
Non-complaining	<---	Fear	,398	,003	,006	,966
Non-complaining	<---	Shame	-,013	,894	,424	,015

Source: own elaboration

H10 – “Gender is a moderator to non-complaining behavior”

As we can see in Table 7, H1 “*Shame of complaining about service that is given to them for free is positively related to non-complaining behavior*” is the only assumption statistically significant for both “female” and “male”, whereas H2 “*Fear of losing the service is positively related to non-complaining behavior*” and H8 “*The notion of complaining being useful is negatively related to non-complaining behavior*” are statistically significant only for the “female” and H4 “*Awareness of rights is negatively related to non-complaining behavior*” is statistically significant only for the “male”, a possible reason for that is that men, who have been proven to be the ones who experience more feelings of shame, need to claim that although they are in a fragile situation it does not mean that they are not well aware of their rights. H7 “*Gratitude towards the service provider is positively related to non-complaining behavior*” has no statistical significance for neither.

For the “female”, H8 “*The notion of complaining being useful is negatively related to non-complaining behavior*” is the one with greater impact, whereas for the “male” it is H1 “*Shame of complaining about service that is given to them for free is positively related to non-complaining behavior*”. A possible reason for this could be that some men struggle with the fact that they resort to help due to a societal stigma that men have to provide for their family more than women.

Table 7 - Regression weights of moderator H10

			female		male	
			Estimate	P-value	Estimate	P-value
Non-complaining	<---	Usefulness	-,293	,002	-,023	,803
Non-complaining	<---	Gratitude	-,138	,155	-,123	,225
Non-complaining	<---	Rights	-,083	,357	-,110	,007
Non-complaining	<---	Fear	,280	,010	,122	,502
Non-complaining	<---	Shame	,254	,027	,236	,094

Source: own elaboration

H11 – “Age is a moderator to non-complaining behavior”

When it comes to age, as shown in Table 8, for the beneficiaries with less than 45 years, H1 “*Shame of complaining about service that is given to them for free is positively related to non-complaining behavior*”, H2 “*Fear of losing the service is positively related to non-complaining behavior*”, H4 “*Awareness of rights is negatively related to non-complaining behavior*” and H8 “*The notion of complaining being useful is negatively related to non-complaining behavior*” are statistically significant, while for the beneficiaries with more than 45 years only H2 “*Fear of losing the service is positively related to non-complaining behavior*” has statistical significance. H7 “*Gratitude towards the service provider is positively related to non-complaining behavior*” has no statistical significance for either one of the age ranges.

For the beneficiaries that are less than 45 years old the greatest motive to not complain is shame, while for the ones that are older than 45, the greatest motive to not complain is fear, this may be explained with the fact that the younger are more ashamed of not being able to provide for themselves as they are socially expected to be productive, to work and to contribute to societies’ development, whereas the elderly fear that if they lose the charities’ help, they will not be able to provide for themselves since the older they get the less productive they become. The awareness of rights being only significant for the group with less than 45 years is potentially because the younger in age are more aware of their rights, and as pointed out by Heung and Lam (2003) might have a stronger value judgment framework, and that would compel them to complain.

Table 8 – Regression weights of moderator H11

			less than 45 years		more than 45 years	
			Estimate	<i>P-value</i>	Estimate	<i>P-value</i>
Non-complaining	<---	Usefulness	-,234	,003	-,112	,372
Non-complaining	<---	Gratitude	-,065	,411	-,140	,317
Non-complaining	<---	Rights	-,135	,007	-,155	,231
Non-complaining	<---	Fear	,179	,089	,600	,008
Non-complaining	<---	Shame	,306	,002	,005	,973

Source: own elaboration

H12 – “Marital status is a moderator to non-complaining behavior”

As shown in Table 9, for the “single” H1 *“Shame of complaining about service that is given to them for free is positively related to non-complaining behavior”*, H4 *“Awareness of rights is negatively related to non-complaining behavior”*, H7 *“Gratitude towards the service provider is positively related to non-complaining behavior”* and H8 *“The notion of complaining being useful is negatively related to non-complaining behavior”* are statistically significant, being H1 *“Shame of complaining about service that is given to them for free is positively related to non-complaining behavior”* the one with greater impact. A reason for this might be the fact that most of them are lonely, they feel like they do not have anyone to stand up for them and try to be as unnoticed as possible. For the married, the only motive for non-complaining is fear of losing the service, a reason for this may be the fact that the married couples may have young children and as they are probably both unemployed, losing the services’ help would have a great impact in their family.

Table 9 – Regression weights of moderator H12

			single		married	
			Estimate	<i>P-value</i>	Estimate	<i>P-value</i>
Non-complaining	<---	Usefulness	-,170	,032	-,143	,268
Non-complaining	<---	Gratitude	-,165	,049	-,125	,253
Non-complaining	<---	Rights	-,134	,030	-,011	,907
Non-complaining	<---	Fear	,210	,196	,358	,015
Non-complaining	<---	Shame	,389	,005	,095	,455

Source: own elaboration

H13 – “Educational level is a moderator to non-complaining behavior”

Table 10 shows that for the beneficiaries with lower education only H4 *“Awareness of rights is negatively related to non-complaining behavior”* is statistically significant, whereas for the beneficiaries with higher education are statistically significant H1 *“Shame of complaining about service that is given to them for free is positively related to non-complaining behavior”*, H2 *“Fear of losing the service is positively related to non-complaining behavior”* H7 *“Gratitude towards the service provider is positively*

related to non-complaining behavior” and H8 “The notion of complaining being useful is negatively related to non-complaining behavior”.

Although H4 is statistically significant for the beneficiaries with higher education, as shown in Table 10 it has a positive relationship, therefore, for the group with higher education awareness of rights is positively related to non-complaining behavior, rather than negatively. It is also important to note, that for this group, H1 “Shame of complaining about service that is given to them for free is positively related to non-complaining behavior” and H2 “Fear of losing the service is positively related to non-complaining behavior” have the greatest impact.

It is interesting that for the ones with higher education, all of the hypotheses are significant and contrarily to any other group the awareness of their rights makes them more likely non-complainers. Having no further information on this, it is quite hard to determine the reasoning behind this, but maybe the awareness of rights of the respondents with higher education is somehow attached to the awareness of the efforts made by the service to provide what they provide. Therefore they do not feel comfortable complaining when conscious of the service providers’ own struggles. It would be interesting to conduct further in-depth research on this topic.

Table 10 – Regression weights of moderator H13

			lower education		higher education	
			Estimate	P-value	Estimate	P-value
Non-complaining	<---	Usefulness	-,041	,717	-,257	***
Non-complaining	<---	Gratitude	-,048	,695	-,261	,002
Non-complaining	<---	Rights	-,309	,018	,210	,013
Non-complaining	<---	Fear	,008	,918	,453	,006
Non-complaining	<---	Shame	,241	,195	,314	,001

Note: “***” means a P-value less than 0,001

Source: own elaboration

H14 – “The professional situation is a moderator to non-complaining behavior”

As shown in Table 11 for the “Non-unemployed” only H4 “Awareness of rights is negatively related to non-complaining behavior” is statistically significant. For the “unemployed” H1 “Shame of complaining about service that is given to them for free is

positively related to non-complaining behavior”, H2 “Fear of losing the service is positively related to non-complaining behavior” H7 “Gratitude towards the service provider is positively related to non-complaining behavior” and H8 “The notion of complaining being useful is negatively related to non-complaining behavior” are statistically significant.

For the unemployed (approximately 90% of our sample) the major motive for adopting a non-complaining behavior is shame, which may be explained with the fact that they are mostly “new poor”, people who used to be employed, who previously had a middle-class life, and suddenly, probably instigated by the current economic crisis, became unemployed and unable to provide for themselves and their families. On the other hand for the “Non-unemployed” (employed, retired, or students) shame is not significant probably because they are active, or if retired they have already contributed to society, and these factors may ease the feeling of shame.

Table 11 – Regression weights of moderator H14

			“Non-unemployed”		unemployed	
			Estimate	<i>P-value</i>	Estimate	<i>P-value</i>
Non-complaining	<---	Usefulness	,009	,949	-,221	,003
Non-complaining	<---	Gratitude	,132	,325	-,168	,042
Non-complaining	<---	Rights	-,136	,072	-,055	,458
Non-complaining	<---	Fear	,264	,253	,238	,045
Non-complaining	<---	Shame	,017	,934	,290	,005

Source: own elaboration

5.3. Conclusion

In this section we provided a descriptive analysis of our sample, which reported the demographic characteristics of our respondents that had an interesting role as moderators of our variables. As the reliability and validity of our model was ensured, the estimation of it was performed. Table 12 shows the confirmation of our hypotheses.

Table 12 – Confirmation of the hypotheses

Hypothesis	Description	Confirmation
H1	<i>Shame of complaining about a service that is given to them for free is positively related to non-complaining behavior.</i>	Accepted
H2	<i>Fear of losing the service is positively related to non-complaining behavior.</i>	Accepted
H3	<i>Dependence on charity help is positively related to non-complaining behavior.</i>	Rejected
H4	<i>Awareness of rights is negatively related to non-complaining behavior.</i>	Accepted
H5	<i>“Know-how” is negatively related to non-complaining behavior.</i>	Accepted
H6	<i>Provided information is related to know-how.</i>	Accepted
H7	<i>Gratitude towards the service provider is positively related to non-complaining behavior.</i>	Accepted
H8	<i>The notion of complaining being useful is negatively related to non-complaining behavior.</i>	Accepted

Source: own elaboration

In conclusion, all the hypotheses were accepted except hypothesis 3 “*Dependence on charity help is positively related to non-complaining behavior*”, which was surprising since through what we acknowledged through the interviews, we expected the “dependence” to be one of the main motives to not complain. Although we did not have evidence to accept this assumption, we accepted the hypothesis 2 “*Fear of losing the service is positively related to non-complaining behavior.*” This fear of losing the service might at some point reflect the dependence of the beneficiaries.

6. Conclusion

This study intended to understand a little further the complaining behavior in a charity service context. As noticed very early in this research, the literature on complaining and non-complaining behavior was very vast, but all the studies have one thing in common: they studied the complaining and non-complaining behavior in an economic context.

Therefore, in the literature review, we tried to not focus on the motivations and determinants of complaining and non-complaining behavior that were strongly attached to the economic sphere, instead focusing on attention to emotions.

At the beginning of this study, we thought that people who resort to charity would mainly not complain perhaps out of shame, but first, we did not know that for sure, second, we believed that there would be more to the matter than we could think of and third, we definitely did not want to be specious by assuming something that is plausible but could be wrong. At this point we knew that we needed to conduct exploratory research before performing a confirmatory study.

The exploratory research was very enlightening, not only to help formulating the questionnaire for the quantitative research, but also to better comprehend what we were dealing with. The research, together with the guiding received from the professionals at the institutions, was essential to the successful application of the questionnaires. This research turned out to be a life changing experience.

As soon as the research model was constructed with all of the hypotheses and was gathered all the necessary data, it was determined that CBSEM would be the analysis technique.

The exploratory research and the confirmatory study showed that those who resort to charity help are not only people who have always been vulnerable, but also people who previously had a good standard of living and suddenly, due to unemployment, see their condition deteriorating. Charity help becomes essential for the subsistence of many people in this situation, but resorting to charity can cause distress and shame.

Concisely answering our investigation question, fear of losing the service and shame of complaining of something given to them for free are indeed the major motives for a non-complaining behavior in a charity context, being as well a motive for non-

complaining the idea that complaining would be useless since nothing would be done about it. The less aware people are of their own rights the less comfortable they seem to complain, and there for these are more likely non-complainers. Notwithstanding, interesting differences resulted from the analysis of the moderators. Women have more motives to not complain than men and while for women the major motive for not complaining is finding it useless, for men is being ashamed of complain about something given for free. The younger in age tend to have more motives to adopt a non-complaining behavior being shame the one with bigger impact, while for the older in age the only motive for not complaining is fear of losing the service. When it comes to marital status, for the married fear of losing the service is the only significant motive for not complaining, while for the single that is exactly the only motive that has no significance for them. Interesting is the difference when it comes to educational level, while for the ones with lower educational level the only hypothesis significant is the one related to awareness of rights, while for the ones with higher educational level, all the assumptions made are significant. Comparing the professional situation of the respondents, the unemployed seem to have more motives for adopting a non-complaining behavior than the ones that are not unemployed. For the ones who have been using the service for more than one year shame seems to be the only motive to not complain while for the ones who have been using the service for less than a year, shame is exactly the only motive that has no significance for them.

Given our results, we may conclude that the obvious answer is not always the correct. This study shows that when it comes to complaint behavior in a charity service, many factors have to be taken into account, such us our studies' moderators.

6.1. Implications

The main motivation for studying this topic was because, to the best of our knowledge, it was not done before. Given the growth of charity organizations it seems relevant to discuss them from a managerial point of view. Theoretically, this study brought a new topic to complaint behavior research, setting a baseline for future research. It showed that there are differences in complaint behavior between an economic context and

charity context and these differences have to be recognize when it comes to motivations for non-complaining.

On the implications for managers of charity services, it is important for managers to obtain “feedback” from their beneficiaries to develop and improve their service, and this study evidences that the services need to make an effort in encouraging their beneficiaries to give them feedback, show them how positive it is to complain and to emphasize that they should never feel ashamed or frightened to complain, so that they comprehend that complaints are actually needed and helpful for the service providers. This study also shows how diverse the beneficiaries of charity services are, and how this diversity affects their complaint behavior. Therefore, charity services cannot see their beneficiaries as a uniform group, but rather acknowledge their differences as individuals so they can work with them more properly and develop more appropriate communication channels between beneficiary and service.

Far more important than the role of complaints to improve the charity’s ability to help, this study shows that these people need to regain confidence. Encouraging them to complain may become a source of self-esteem, restoring their confidence, their strength to stand up for themselves. Because a charity's goal should not be to just provide help when needed, but rather to alleviate poverty so that they are no longer necessary.

The main limitation of our study was the non-existence of similar studies: many of the questions of our questionnaire had to be formulated by the author. Therefore, further development of more accurate measurement of this phenomenon is suggested.

Although we explained all the procedures of the application of the questionnaire, emphasizing that it was completely anonymous, many beneficiaries, due to their fragile condition, were clearly reluctant to answer to some of the questions and therefore may not have given the most honest answer.

Further exploratory studies are needed to understand more specifically some of our results and possibly prove some reasons that we could only guess. A qualitative approach to this phenomenon is suggested. Further studies with a larger sample or with different kind of not-for-profit services are also suggested, as to the best of our knowledge, this is the first study on complaint behavior in charity services.

This study shows that when it comes to charity services, it is erroneous to believe that the beneficiaries who do not complain have never felt dissatisfaction, since 101 of our respondents claimed that they had at some point faced a state of dissatisfaction, but 82 of them did not complain. This shows that 185 respondents, out of 204, probably feel that “enough is already more than enough”.

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Appendix A - Exploratory Interviews

1. Entrevista à Jornalista Ana Valente - autora da reportagem “Balneário Público é refúgio para desempregados”. Lisboa, 24 de março 2013.

P: Como caracteriza a população que utiliza estes Balneários?

A população que usa estes Balneários não é toda igual. Primeiro, hoje em dia, e isso é o que me levou a fazer esta reportagem, é que novos pobres são estes que utilizam os Balneários Públicos, algumas com pudor, outras sem pudor, outras com reais necessidades. Quem são eles? Primeiro, saltou-me à vista uma senhora que eu entrevistei de costas, que está desempregada, tem um trabalho mas no qual ganha pouquíssimo, está a viver sozinha, não quer que os filhos saibam que ela passa por dificuldades e opta por utilizar o Balneário porque não tinha dinheiro para pagar a água e entretanto cortaram-lhe a água e depois ficou sem contador, para voltar a ter contador em casa tem de pagar entre 100 e 200 euros, portanto as despesas para voltar a ter água quente em casa faz com que ela tenha de reduzir despesas e portanto vai tomar banho ao balneário. Eu acho que este é novo pobre que utiliza estes Balneários: que é quem está efetivamente a passar por uma fase muito difícil, que está muitas vezes sozinho, que se isola, tem vergonha e portanto não quer mostrar que passou de uma fase de estabilidade e conforto para uma situação complicada. Esta é a que eu acho ser a atual situação de quem agora utiliza estes Balneários: uma pessoa que ficou sem trabalho ou ficou sem parte do salário, está a passar por dificuldades e tem de fazer opções e vai ali buscar não só roupa, sapatos, algumas palavras de amizade e vai ali tomar banho todos os dias de manhã antes de ir trabalhar. Em relação às palavras de amizade, nem todos encaram aquilo como um ponto de conversa ou de carinho. A mesma senhora, que na altura nomeamos de D. Maria, entra, utiliza o Balneário, escolhe a roupa agarra na roupa e vai embora portanto a relação com os outros é nula. Depois, que outros Públicos, digamos assim, temos ali: de facto aqueles que vivem na rua, os sem abrigo, os drogados. Uma das raparigas que entrevistei, era claramente drogada, está na rua, arruma carros, vive com o namorado na rua, que está também na mesma situação e

portanto usa o Balneário como único sítio onde pode ir buscar alguma parte mais digna da sua existência, digamos assim. O que é curioso, é que esse tipo de público que está representado por essa rapariga, e eu presenciei isto, se naquela altura não houver lá os copinhos com o gel de banho, ela reclamava “atão mas eu chego aqui e não tenho?” e perguntas do género “e então as toalhas ainda não estão lavadas porquê? Atão eu preciso disto a esta hora que eu tenho de ir arrumar carros!”. Eu acredito que quem reclama desta forma, é uma população muito reduzida. Depois temos pessoas que apresentam graves problemas psicológicos graves problemas de solidão e isolamento, que “entram mudos e saem calados” digamos assim, e não há ali uma relação de intimidade apesar de a senhora que eu entrevistei e trabalha lá todos os dias tenha uma capacidade fantástica de se meter com as pessoas, também para ela sentir quem está ali a bem e quem está ali a mal provavelmente há muita gente que ali vai com mau fundo, com mau sentido e disso podemos falar mais à frente, mas a nível da própria reclamação em si, eu acho que há uma clara divisão entre aqueles que acham que aquilo é-lhes garantido, é deles e portanto se chegam lá e não têm imediatamente a roupa ou a toalha ou o copinho com gel de banho acham que aquilo não funciona e reclamam, enquanto que há outros que na sua condição mais envergonhada, mais sentida, chegam, pedem, agarram na toalha, agarram no gel de banho, vão ao Balneário, despacham-se, deixam a roupa suja e vão-se embora, portanto eu acho que não é assim tão claro dizer que quem utiliza um serviço caritativo público, neste caso um Balneário Público, que não reclama, porque reclama. Se formos bem a ver, se calhar são pessoas que não têm razão suficiente e não têm capacidade de reflexão para perceber que “bem mesmo assim estou a beneficiar de ua coisa que é gratuita e não devia reclamar” não, reclamam na mesma. Portanto, há aqui uma clara diferença: os novos pobres, que como a senhora que entrevistei de costas que com muita vergonha e vontade de se esconder, há estes jovens que, infelizmente vivem na rua, dormem na rua e que depois aproveitam ali para is buscar um cantinho, um momento de relaxamento, um bocadinho de conforto; temos muitos estrangeiros, que mal sabem falar português, imigrantes ilegais que chegam ali tomam banho e vão à vida deles, vão lá todos os dias, e depois temos o João que é um caso de uma família que está a passar por dificuldades (...) mas que não tem vergonha nenhuma de ir ao Balneário, tomr banho e buscar roupa para ele e para os miúdos (...). Esta é uma realidade dura e no Balneário ouvem-se histórias muito complicadas, muito

duras. Na altura a presidente da câmara disse que a realidade em Alcântara é muito díspar, em que junto ao rio as casas são mais caras, temos portanto ali uma população mais rica, e depois também temos muitos pobres e sem abrigos, e sobretudo muitos idosos também, que estão sozinhos e muitos jovens que viviam ali e agora estão com muitas dificuldades, ela percebeu que aquele equipamento tinha de se manter aberto.

P: Como é que funcionam estes Balneários? Como é que se mantêm abertos?

Como é que ele se mantém aberto: só com a boa vontade das pessoas que dão roupa todos os dias, a boa vontade das funcionárias junta que não ganhando muito estão ali, não estão só para abrir a porta, têm que ter uma capacidade impressionante para conseguir lidar com aquelas pessoas, até porque há muita gente que vai lá para fazer mal e portanto também há ali uma relação muito próxima com a polícia, eles têm o telefone da polícia e portanto ligam sempre que precisam e percebem que há ali uma situação mais complicada, alguém que se vai drogar lá pra dentro, ou alguém que chega lá com intenção de roubar e levar roupa para vender na feira porque isso acontece também, isso é uma questão que também é importante de resalvar, não é, de facto, só quem precisa, quem está com dificuldades que utiliza o Balneário, há quem o faça, também porque precisa mas faz daquilo quase uma economia paralela: a D. Rosa dizia-me “há quem venha aqui experimentar a roupa e dizer “ ai isto não serve, isto não dá” - “não serve?” –“não. fica-me largo”, mas se não tem mais nada porque não há de levar? E outras que levavam, não reclamavam e depois chegou-se a conclusão que as vendiam na feira de alcântara, a roupa que lhe tinha sido oferecida. Não é tão líquido quanto isso dizer que quem utiliza estes Balneários é de boa vontade e por necessidade, sem dúvida que é em grande parte, as pessoas hoje em dia utilizam-no como forma de subsistência e como forma de encontrar o tal carinho e aconchego que precisam todos os dias.

A água e a luz são da Junta, há algumas pessoas, de facto, que entregam roupa todos os dias, roupa, toalhas, tudo aquilo que se percebe que é fundamental: muita roupa de criança, muitos sapatos, e vive da boa vontade dos funcionários que todos os dias, que mal pagos mas alguma força de vontade e capacidade mental para ajudar aquelas pessoas que tanto precisam. Há casos que chegam ali e que eles têm a capacidade de perceber que é um caso que precisa de ser ajudado com mais atenção e portanto há pessoas que acabam por ser reencaminhadas para a Junta para conseguirem ajudar essas

peessoas. E na verdade é isto, eu acho que é uma realidade muito dura, onde se encontra de tudo um pouco, apesar de que, e repito, agora vê-se muito mais quem procure porque realmente precisa e não reclama, mas continuamos a encontrar quem de facto está na rua, perdido na vida, por uma série de erros ou passos mal dados e que às vezes chega ali e diz “atão mas ainda não me puseste aqui o gel de banho?” “ai a água hoje está mais fria do que estava ontem”. Acho que isto só espelha aquilo que a nossa sociedade é hoje, aqueles que precisam de facto e que estão a crescer e que recorrem cada vez mais aos Balneários, e fazem-no com muita vergonha, outros não têm problemas em admitir que “estou desempregado e portanto venho aqui fazer o que preciso, não tenho outra solução” e aqueles que vivem na rua.

P: Como caracteriza demograficamente a população que usa estes Balneários?

Na reportagem consegui atingir vários grupos etários, digamos assim, desde aquela moça que estava na “casa” dos 20 anos, o outro moço que entrevistei tinha menos de 20, depois falei também com a senhora de costas que tinha por volta de 50 anos e o João que tem 34. Acho que neste omento a realidade é muito transversal, em termos de idades. Muitos homens, muitas mulheres.

Educação... por aquilo que me pareceu, acho que são pessoas com pouca escolaridade e se calhar estão agora a sentir os impactos da crise.

P: Conseguiu distinguir quem reclama mais? Se os Homens ou se as Mulheres?

Os Homens reclamam mais. Isso eu percebi, elas têm mais vergonha do que eles. Elas nesta fase têm mais dificuldade em assumir que precisam de utilizar o Balneário e por isso chegam lá, utilizam, se não há alguma coisa, paciência, tomam banho e saem e eles reclamam mais, sim, claramente.

P: Conseguiu perceber porque é que quem não reclama, não o faz?

Tem tudo a ver com a sua realidade pessoal. O que eu sinto é que elas tentam passar completamente despercebidas: entram, já sabem onde ir buscar o copo do gel de banho, vão ao armário buscar a toalha, sobem, vão buscar a roupa, entram no Balneário, tomam banho e “até amanhã”. E portanto eu acho que é claramente por vergonha, querem usar aquilo o mais depressa possível. Eles não. E acho que aqueles que reclamam mais são aqueles que já estão na rua há muito tempo e que acham que aquilo já é seu, que já é

deles por direito, porque vão lá todos os dias e que vivem na rua e não têm para onde ir. Estes reclamam mais, sem dúvida, e fazem-no sem vergonha. Quem tá na rua há muito tempo e já tem essa realidade enraizada acho que já não tem medo de reclamar.

Eu acho que quem não reclama, além da vergonha é porque tem medo de chegar ali e não conseguir ter aquilo que precisa: “Chego ali e é melhor não reclamar porque não sei se amanhã não vou encontrar a porta fechada e depois não posso tomar banho”

P: De que tipo de reclamação falamos nestes casos?

Quando a coisa não está bem, eu acho que a reclamação neste tipo de serviço é aquela reclamação sem pensar, sem sentido, a falar para o ar, que é “eu não pago por isto mas tens de ter isto sempre como eu quero” “isto tem de estar aqui sempre para eu utilizar” e portanto eu acho que quem reclama dirige-se à pessoa que tá ali a “servi-lo”, há pessoas que reclamam mas são reclamações infundadas e depois não vão à Junta reclamar, porque é aquela reclamação por reclamar porque eu acho que eles têm a consciência de que é impossível fazer mais do que aquilo ou seja, aquilo que fazem já é com muito sacrifício da autarquia e da Junta para que possam estar abertos todos os dias de terça a domingo. Quando vamos a caminho da TVI, e vamos a libertar-nos daquela realidade toda, depois de fazer a reportagem, vamos a conversar e pensamos “isto aqui há de facto muita gente que precisa e utiliza porque precisa mesmo, mas depois também há aqueles que acham que isto é um direito adquirido e que chega aqui e reclama porque, quer dizer as pessoas têm de ter a noção que isto também acontece porque há boa vontade de estruturas, há boa vontade de juntas de freguesia e boa vontade das pessoas que vão entregar roupa e boa vontade das pessoas que ali estão todos os dias a receber pouco, e têm que estar ali e aguentar aquelas realidades. Eu acho que quem reclama é quem precisa mas que não tem, às vezes, noção da realidade e da importância e o esforço de quem gere aquelas estruturas para lhes conseguir dar aquelas condições. Quem não reclama ou é alguém que tem medo que amanhã a porta esteja fechada e precisa realmente daquilo como de água para beber ou então quem tem vergonha e então para não se fazer notar, entra, utiliza, se não está tão bom, paciência que amanhã vai estar melhor e “vou à minha vida”. Eu acho que é isto. Homens... Mulheres... Eu acho que eles reclamam mais que elas, sem dúvida, mas eu acho que agora “apanha-se” toda a faixa etária. Mas acho que quem precisa mesmo, vai, sejam novos ou velhos ou de

meia-idade, homens, mulheres, jovens, e das que entrevistei parecem ser pessoas com pouca escolaridade. E são pessoas que vão ali em último recurso, o problema é que são cada vez mais, isso é que é dramático.

2. Entrevista a cozinheira de um Centro Social onde são entregues refeições do Plano de Emergência Alimentar (frontline). Porto, 4 de abril 2013.

P: Qual é a sua função e o que é faz no seu trabalho no que diz respeito ao PEA?

Nós preparamos a comida que as pessoas vão levar, fazemos a sopa, fazemos o conduto, que é variado, tal como a sopa que também é variada, embalamos a sopa em tupperwares que as pessoas levam e a comida é embalada como no take-away, naquelas embalagens, dadas por nós. E embalamos também o pão e a fruta em saquinhos de plástico.

P: Como carecteriza as pessoas que beneficiam do PEA?

Aquilo é por famílias, pelo número de agregado familiar, nós temos por exemplo um agregado de 8, um de 7, um de 6, 3 de 5, por exemplo quatro de 4, cinco de 3, sete ou oito de 2 e depois temos 3 de 1.

P: E as pessoas, as que vão ao Centro buscar a comida para as suas famílias, quem são? Vão mais os Homens? As Mulheres?

Na maioria mulheres. São as senhoras que vão lá buscar, um caso por outro, temos 3 ou 4 homens, não mais. Estamos a dar 80 refeições que correspondem a 160 refeições porque nós damos a dobrar, temos uma tabela com o nome do membro da família que vai lá buscar a refeição.

P: E quanto à idade das pessoas que lá vão?

É variada, temos pessoas para trinta e tal, quarenta e tal, cinquenta e muitos.

P: E relativamente à personalidade das pessoas, como é que elas são?

No início alguns tinham alguma vergonha mas agora já se faz isto à bastante tempo, já estão mais libertos, já estão mais à vontade, já tentam dialogar conosco, alguns até acabam por dizer alguma coisa engraçado quando chegam, ou seja, já passa a ser normal para eles ir lá, naquela hora, buscar a refeição.

P: Então como é a sua relação com os beneficiários? Como é que eles interagem consigo?

É “boa tarde”, um por outro se tiver a chover é “ai o tempo esta mau”, é este tipo de conversa mais trivial, “ai ta a chover, que chatice ter de andar de guarda-chuva”, “está tanto frio”, assim este género de coisas. Nós não somos sempre as mesmas funcionárias, nós trabalhamos por turnos. Aquilo é numa hora, das sete às oito, eles têm que chegar às sete e à medida que vão chegando têm que ter o cuidado de estar atentos a quem chega antes e saber quem está à frente deles porque depois entram um por um e vão buscar a refeição, nós já temos tudo embalado, tudo preparadinho, tudo numerado, que é para eles chegarem, dão o nome, nós temos uma tabela com o nome de cada um e os dias do mês e damos baixa de que levantaram a refeição e vão embora e entretanto já está a entrar outro, quando um sai o seguinte entra, portanto não há ali espaço nem tempo para grandes conversas. No fundo é aquelas conversas triviais. Nem nós queremos saber pormenores da vida deles, porque nem temos de saber, nós tamos lá a trabalhar, a fazer a nossa função, a servi-los o melhor que sabemos e o melhor que podemos e esforçamo-nos por isso. Só lamentamos que as pessoas tenham que recorrer a estes serviços, é sinal que algo nas vidas deles não está bem. E a gente vê que há famílias que devem realmente de estar a passar por grandes dificuldades.

P: Não costumam comentar sobre a comida que levaram anteriormente, por exemplo?

A mim, e às minhas colegas também, desde que nós fazemos isto nunca eles mencionaram nada. Nunca ninguém se queixou daquilo que levam nem nada. Nunca houve aquele comentario “ai isto não estava bom” ou “aquilo estava salgado”. Quer dizer, nós tivemos lá uma senhora que uma vez disse que a comida não era muito condimentada, mas nós por natureza não cozinhamos muito apurado, com muito sal e com muitos condimentos, não é? Essa senhora gostaria que fosse mas foi como nós lhe explicamos, nós aqui não estamos só a cozinhar para a senhora, estamos a cozinhar para muitas outras pessoas que se calhar até lhes convém que seja assim. Uma coisa é fazermos nós próprios a comida ao nosso gosto outra é fazer para muitas outras pessoas.

P: Então achas que por detrás deste comportamento de não reclamar está algum sentimento?

Pois, eu quando falo que eles não reclamam eu tou a falar que eles não reclamam lá. No dia a seguir quando vão buscar a nova comida, nunca reclamaram. No entanto, eu estou

convicta de que haverá aquela ideia que se eles reclamassem é como se estivessem, no fundo a ser ingratos, como quem diz “nós precisamos, há pessoas que se dispõem a ajudar-nos e nós ainda por cima vamos reclamar?”, eles poderão pensar “hoje até foi pior, mas amanhã já vai estar melhor” “porque até já comemos refeições boas” “não é por uma refeição não tão boa que vamos tar agora a reclamar” porque é uma coisa que eles recebem, no fundo gratuita, e por solidariedade. E eu acredito que seja por isso, aquele sentimento de “a cavalo dado não se olha o dente”. E também há uma coisa, isto passa por muitas cozinheiras, poderá haver uma que cozinhe melhor outra que não cozinhe tão ao gosto de alguns, mas também pode um dia a que cozinha tão bem também falhar, não é? Mas isso é como em casa, ou como nos restaurantes.

P: Temos então, claramente um sentimento de gratidão. Não acha que pode haver outras razões para as pessoas não reclamarem? Como, por exemplo, por medo das consequências de uma reclamação?

Não... Se não reclamam eu acho que é por “eu não vou estar a reclamar de uma coisa que me é oferecida”.

P: E será que as pessoas não têm medo de, depois de reclamar, serem impedidas de ir buscar refeições? Nós sabemos que não é assim que as reclamações são tratadas, que não é isso que acontece, mas será que eles sabem?

Nós também sabemos que há pessoas que às vezes dizem mal de qualquer coisa e há pessoas que às vezes quanto mais precisam mais reclamam e há pessoas que têm necessidades e são ajudadas mas procuram melhorar, melhorar a vida, procurar emprego e há outras que não, que no fundo acomodam-se a isto e acabam por gastar o dinheiro noutras coisas, há pessoas em que as prioridades delas são outras. É uma questão de prioridades. Vê-se uns a ir buscar a comida de carro, outros com telemóveis melhores que o meu, outros andam com sapatilhas adidas. Mas é assim, nós a nossa função ali é dar a comida, e se elas estão ali é porque realmente precisam.

Nós à hora do almoço também cozinhamos para o lar e preparamos os cestos para fora, para famílias de idosos, nós fazemos cestos todos os dias, naquelas marmitas em que vai a sopa, vai o prato da comida. E essas reclamam logo! Se as coisas não forem em condições telefonam logo para a Dra. Os do lar também reclamam logo.

P: Isso é muito interessante, porque esses dois públicos pagam, não é? E neles nota à vontade para reclamar.

É, esses já contestam, se se manda um prato com menos um bocadinho de comida por exemplo, vem o prato para trás “olhe o Sr. X quer o prato com mais comida” ou se mando um prato com o frango mais branquinho, por que lá ficou porque estava mais a superfície da panela ao estufar “ai o meu frango não está igual àquele” o do vizinho é sempre mais apetitoso, é sempre melhor. Mas os do PEA nunca, nunca reclamam. Até se podem queixar umas às outras quando se juntam lá fora à espera para entrar, mas a nós nunca. Acho que isto que acontece.

5. Entrevista à Diretora Técnica do Centro Social do Amial. Porto, 12 de abril 2013.

P: Como surgiu a entrega de refeições gratuitas na Cantina Social do Centro Social do Amial?

A Cantina Social é uma resposta solicitada pela Segurança Social devido à nossa conjuntura e a Direcção do Centro Social do Amial dispôs-se a dar esse tipo de resposta. Muitos dos nossos beneficiários acabam por ser, também, beneficiários de RSI, não era esse o objetivo mas devido à grande fragilidade desses agregados acabamos por dar resposta a essa situação.

P: Como funciona a Cantina Social?

Aqui na sede, a nossa cantina é industrial, nós confeccionamos só para os nossos clientes (apoio domiciliário, centro de dia, lar e funcionários) cerca de 150 a 160 refeições, então conseguimos com a colaboração das cozinheiras que se disponibilizaram a fazer mais turnos dar resposta à cantina social sem ter que admitir mais ninguém e isso também era uma das orientações por parte da segurança social: dar resposta sem que com isso, a nível de recursos humanos, se incorresse em mais custos. Temos a comparticipação da Segurança Social que cabe à instituição fazer uma boa gestão porque nós temos uma parte que é comparticipada pela Segurança Social de forma a que garantimos uma refeição com qualidade, com variedade e que seja sempre uma refeição fresca, não damos restos de comida. Quando os beneficiários chegam aqui nós garantimos que a refeição está pronta e funciona por “take-away”.

P: Como caracteriza os beneficiários?

Temos todo o tipo de situação: desde as pessoas em que os sinais de pobreza são evidentes, o que não quer dizer que sejam pobres, outros que não têm esses sinais, são pessoas que por exemplo estão desempregadas à pouco tempo e continuam com o seu carro, com o seu hábito de fumar e tudo mais... Há uma dificuldade muito grande que é assim: eles têm um horário que têm de cumprir que é das 19h às 20h virem buscar as refeições, mas alguns têm hábitos de tal forma interiorizados, por exemplo, chegam aqui às 18h30, todos eles têm a certeza que a comida está pronta a partir das 19h, não é necessário estarem aqui às 18h30, eu sei que também acabam por conviver, só que estar ali na rua, principalmente quando está mau tempo e tudo mais é complicado nós

sabermos que as pessoas estão lá fora mas também não precisam de estar, se estão é porque é vontade deles.

P: Estes beneficiários reclamam?

Reclamam. Porque nós temos um grupo de 8 cozinheiras, que são diferentes umas das outras. Numa altura em que estive de férias recebi um e-mail (porque os beneficiários têm a liberdade e sabem que o podem fazer) a dizer que o peixe estava cru. Então cabe-nos apurar o que é que aconteceu. Há reclamações que têm fundamento e outras que não. Aqui cabe-nos a nós perceber exatamente o que realmente nós podemos mudar, não é por ser beneficiário da Cantina Social que vai ser mal tratado. Quanto à qualidade de confecção dos alimentos tem que ser boa, muito boa, quanto à variedade, aí já estamos mais limitados porque nós, por exemplo, elaboramos quatro ementas e é rotativo, mesmo para orientar tudo a nível de fornecedores e uma série de outras implicações, e depois tentamos que daqui a algum tempo haja depois alguns pratos que vão também variando, não quer dizer que todos os meses à quarta feira vai ser jardineira.

Eles têm liberdade para reclamar, sim. E devem fazê-lo, junto dos técnicos que estão a trabalhar com os beneficiários da Cantina Social, não vale a pena a conversa de rua, a conversa de rua não gera mudança. Se alguma coisa não está bem, fala com o técnico porque o técnico é a pessoa que depois vem falar conosco.

P: E relativamente aos que não reclamam, quais acredita serem as motivações por detrás desta postura?

O facto de ser gratuito “se eu tenho isto, tenho de estar caladinho para não correr o risco de me retirarem esta refeição”, existe muito esta postura de submissão. Neste momento estamos a dar esta refeição a oitenta pessoas, posso dizer-lhe que tenho ali quatro ou cinco agregados que têm uma postura mais crítica quanto à refeição, sempre que alguma coisa não está bem eu sei que aqueles agregados vão falar sobre a questão, os outros, independentemente de estar bem ou mal o que importa é terem a garantia de que têm sempre a refeição. Existe medo de perder a refeição.

P: Para além do medo existem outros sentimentos, como por exemplo a vergonha ou a gratidão?

Vergonha também. E gratidão. Mesmo pelo discurso que têm com as cozinheiras, alguns falam com as cozinheiras e dizem que se sentem bem e felizes por receberem

esta refeição. Porque é “take-away” e é tudo gratuito, as embalagens que levam a refeição, o saco de plástico... unicamente trazem o tupperware para o transporte da sopa. São muito gratos, isso são. Há, também, um sentimento de dependência muito grande destes beneficiários. Há muitos agregados que sendo também beneficiários de RSI acabam por ser muito dependentes destes subsídios.

P: Acredita que alguns possam não reclamar com medo de estragar a reputação ou passar uma má imagem da instituição?

Isso eu não lhe sei responder...

P: E acredita que alguns possam não reclamar por acharem que não vale a pena, que não vai mudar nada?

Isso também vai ter de lhes perguntar a eles... Pelo menos as reclamações que nos chegam, se há fundamento muito bem (como na questão do peixe que não estava bem confeccionado e nós percebemos e identificamos com as funcionárias), mas agora se a sopa tem mais ou menos batata, se é uma questão de gosto pessoal, isso já é diferente. Se gostam ou não gostam de peixe, não adianta, eles já sabem que não vai haver mudança.

Portanto só mesmo questionando as pessoas...

6. Entrevista a Beneficiário A

Idade: 41

Sexo: Feminino

Estado Civil: Casada

Escolaridade: 9º ano

Profissão: Desempregada

Há quanto tempo recorre à Cantina Social?

Há uma semana.

Porque é que optou por vir à Cantina Social?

Porque é assim, estou eu desempregada e o meu marido, tenho três filhas que são maiores de idade mas estão a viver comigo, acabaram os estudos e agora tenho de as ajudar, não é? Enquanto estiverem comigo, são minhas filhas, tenho que ajudar. Vim aqui pedir apoio porque o que eu recebo quase não dá para pagar as despesas e eu vim pedir ajuda aqui.

Se não recebesse ajuda da Cantina Social a quem recorria em alternativa?

É assim, as minhas irmãs neste momento também não me podem ajudar, pronto e tenho os Capuchinhos que me dão produtos alimentares porque só venho aqui buscar o comer à noite e ao meio dia tenho de fazer, não é? Se não fosse a Cantina eu passava fome.

Então a Cantina é de grande importância para o seu agregado familiar?

É sim, faz muito jeito. Muito , muito. E só me dão uma refeição por dia.

Tem contacto com as pessoas que trabalham na cantina?

Eu não tenho confiança, não é? Digo “bom dia” e “boa tarde”, não é? E é isso.

Acha que a Cantina Social funciona bem?

Sim, sim... porque a gente entra um de cada vez, chega lá pega nas coisas, vem embora e outra pessoa entra. Eu não me meto na vida de ninguém, entro aqui, pego nas coisas digo “até amanhã” às colegas e pronto, é isso.

Alguma vez aconteceu alguma coisa de que não tenha gostado?

Não... como eu disse à menina estou aqui à pouco tempo. Depois com o tempo é que a gente vai vendo as coisas, não é? Mas é assim, eu por enquanto estou aqui e não tenho o

que dizer das colegas, eu também não me meto na vida delas, não é? Mas po enquanto está tudo bem, sim, sim.

Acha que as pessoas que vêm à Cantina Social têm o direito de reclamar se alguma coisa as desagradar?

Não! Acho que não! Acho que não devem reclamar porque nos estão a fazer um favor a nós, a ajudar naquilo que podem, não é? Acho que é injusto uma pessoa estar a receber uma ajuda, aquilo que a gente precisa e depois as pessoas reclamarem, acho que isso é muito mau.

7. Entrevista a Beneficiário B

Idade: 36

Sexo: Feminino

Estado Civil: Solteira

Escolaridade: Licenciatura em Engenharia Informática

Profissão: Desempregada

Há quanto tempo recorre à Cantina Social?

Há um mês.

Porque é que optou por vir à Cantina Social?

Porque o que a minha mãe recebe só dá para água, luz, telefone e renda e mais nada. E eu não recebo ajuda nenhuma porque devido ao que a minha mãe recebe o Estado acha que o RSI (*Rendimento Social de Inserção*) para mim não serve. Vivo só com a minha mãe e são só os rendimentos dela que temos.

Se não recebesse ajuda da Cantina Social teria a quem recorrer em alternativa?

Ter ter, até tinha, mas também não gosto de abusar da boa vontade das pessoas, uma ou outra vez, pronto ainda vai, mas as pessoas também têm as suas responsabilidades, também têm a família e isso tudo, é complicado. Eu já bati a muita porta e nenhuma se abriu, tipo a AMI, Juntas, Caritas e nada. “Espera” só me mandavam esperar. Se não fossem amigas minhas a ir ajudando... está mau. E a minha futura sogra também, se não, não sei onde íamos parar.

Então a Cantina é de grande importância para o seu agregado familiar?

Claro. Se não fosse isto, muitas pessoas eu não sei onde iam parar, pessoas com filhos e com crianças pequenitas, é complicado, e pessoas idosas ainda é mais complicado. Nós ainda nos vamos desenrascando, furando por aqui e por ali mas agora pessoas idosas é muito mais complicado.

Alguma vez aconteceu alguma coisa de que não tenha gostado?

Não. Não...

Se alguma coisa não corresse como gostaria, reclamaria?

Dependendo da situação. Via se a situação se repetia ou era esporádica.

Acha que as pessoas que vêm à Cantina Social têm o direito de reclamar se alguma coisa as desagradar?

Depende das situações. É assim as pessoas estão a dar-nos uma coisa, não vale muito a pena reclamar, não é? Estão a dar mais do que se calhar alguns já nos deram por isso acho que não é de muito bom tom reclamar, não é?

8. Entrevista a Beneficiário C

Idade: 33

Sexo: Feminino

Estado Civil: Solteira

Escolaridade: 9º ano

Profissão: Desempregada

Há quanto tempo recorre à Cantina Social?

Desde Janeiro, que foi quando fiquei desempregada.

Porque é que optou por vir à Cantina Social?

Porque eu não tive direito ao subsídio porque me falsificaram o contrato e não estou a receber o rendimento mínimo, não recebo nada, só o sustento do menino.

Qual é a composição do seu agregado familiar?

Sou eu e o meu filho. Só.

Se não recebesse ajuda da Cantina Social teria a quem recorrer em alternativa?

Não sei.. eu afastei-me da família... talvez amigos... não sei...

Então a Cantina é de grande importância para o seu agregado familiar?

Para mim é essencial, se não, não tinha o que comer. Porque é assim, eu recebo 125€ do sustento, pago 100€ de renda e mesmo assim ainda tenho de arranjar para a luz e para a água. É muito complicado.

Alguma vez aconteceu alguma coisa de que não tenha gostado?

Aconteceu uma vez, que me mandaram o arroz queimado, mas foi a única vez que aconteceu isso.

E reclamou em relação ao que aconteceu?

Não, não reclamei.

Porque é que não reclamou?

Porque se é dado uma pessoa não tem o que dizer, porque se uma pessoa paga, temos o direito de reclamar, agora se é dado...

Saberia a quem reclamar?

Vinha aqui e dizia diretamente às cozinheiras... só que eu não tenho coragem..

Acha que as pessoas que vêm à Cantina Social têm o direito de reclamar se alguma coisa as desagradar?

Depende.. Eu na minha situação até devia ter reclamado.. mas quando é dado..

E se tivesse pago?

Ai isso reclamava logo, se eu tivesse a pagar reclamava logo!

9. Entrevista a Beneficiário D

Idade: 49

Sexo: Feminino

Estado Civil: Divorciada

Escolaridade: 4º ano

Profissão: Desempregada

Qual é a composição do seu agregado familiar?

Sou eu e o meu filho.

Há quanto tempo recorre à Cantina Social?

Venho desde novembro.

Porque é que optou por vir à Cantina Social?

Necessidades, porque fiquei desempregada, e a Dra. disse para eu vir aqui buscar o jantar todos os dias.

Se não recebesse ajuda da Cantina Social teria a quem recorrer em alternativa?

É assim, para o meu filho tinha tudo, não é? Para mim é o que houver. Tenho família, tenho a minha amiga, mas recorrer a eles.. é uma fase difícil. Não quero falar muito sobre isso.

Alguma vez aconteceu alguma coisa de que não tenha gostado?

Não, não, não..

Se alguma coisa não corresse como gostaria, reclamaria?

Não, não.

Porquê?

Porque não. Porque acho que a gente se precisa não tem que reclamar. Porque é assim, se a gente tem necessidade não tem que reclamar e quando precisamos, aguentamos. Não temos que reclamar nada. Se a gente precisa não tem que reclamar! Eu entendo assim.

E se pagasse pelo serviço, reclamaria?

Se eu pagasse era diferente! Eu reclamava! Sem dúvida nenhuma! Nisso sou uma revoltada. É assim, se a gente precisa não pode reclamar, agora se a gente está a pagar

temos que reclamar. Isto é uma ajuda que nos estão a dar, eu não tenho direito nenhum de reclamar, a gente tem que comer aquilo que nos dão, não é? Eu não vou reclamar de uma coisa que nos estão a dar.

10. Entrevista a Beneficiário E

Idade: 49

Sexo: Feminino

Estado Civil: Casada

Escolaridade: 5º

Profissão: Desempregada

Qual é a composição do seu agregado familiar?

Eu, o meu marido e a minha filha.

Alguém do seu agregado tem emprego?

Não trabalha ninguém.

Há quanto tempo recorre à Cantina Social?

Há uma semana.

Porque é que optou por vir à Cantina Social?

O dinheiro que eu recebo do RSI não chega, pago 250€ de renda e a água, a luz. Tive que vir, o dinheiro não chega para comer.

Se não recebesse ajuda da Cantina Social teria outros recursos?

Nenhuns, a família se der hoje já não dá amanhã.

Alguma vez aconteceu alguma coisa de que não tenha gostado?

Não..

Se alguma coisa não corresse como gostaria, reclamaria?

Depende do que fosse..

Acha que as pessoas que vêm à Cantina Social têm o direito de reclamar se alguma coisa as desagradar?

Têm, têm o direito de reclamar. Porque nós apesar de precisarmos de comer, não vamos comer qualquer coisa que nos queiram dar.

A Cantina é de grande importância para o seu agregado familiar?

É. Estou grata porque me estão a ajudar, “oxalá” Deus me ajude a mim para eu poder contribuir mais tarde para os outros, porque quem teve uma vida boa e de repente bate com a cabeça no fundo é complicado.. *(Começa a chorar, acaba a entrevista)*

Appendix B - Nvivo10 nodes

Reclamações em serviços caritativos.nvp - NVivo

File Home Create External Data Analyze Query Explore Layout View

Project Documents PDFs Dataset Audios Videos Pictures Memos From Other Sources Import

Classification Sheets Attribute Values Report Extract Items List Project Classification Sheets To Other Destinations Export

Look for: Search In Nodes Find Now Clear Advanced Find

Name	Sources	References	Created On	Created By	Modified On	Modified By
Caracterização dos beneficiários	8	53	10-04-2013 13:45	AP	07-05-2013 18:10	AP
Caracterização dos benfeiteiros	0	0	10-04-2013 13:43	AP	10-04-2013 13:43	AP
Definição do serviço	3	6	10-04-2013 13:36	AP	07-05-2013 17:26	AP
O comportamento não reclamante	7	18	10-04-2013 14:07	AP	07-05-2013 18:02	AP
Idade do não reclamante	0	0	10-04-2013 14:09	AP	10-04-2013 14:09	AP
Porque não reclamam	7	17	10-04-2013 14:09	AP	07-05-2013 18:22	AP
Por questões emocionais internas	3	10	10-04-2013 14:10	AP	07-05-2013 18:20	AP
Gratidão	2	3	10-04-2013 14:12	AP	07-05-2013 17:31	AP
Medo	2	3	10-04-2013 14:11	AP	07-05-2013 17:30	AP
Problemas psicológicos de solidão	1	1	10-04-2013 15:25	AP	10-04-2013 15:25	AP
Timidez	0	0	10-04-2013 14:11	AP	10-04-2013 14:11	AP
Vergonha	2	5	10-04-2013 14:11	AP	07-05-2013 17:30	AP
Porque não sabem a quem reclamar	0	0	10-04-2013 14:31	AP	10-04-2013 14:31	AP
Porque nunca têm razão de queixa	0	0	10-04-2013 14:10	AP	10-04-2013 14:10	AP
Se é gratuito acham que não têm direito de reclamar	5	5	10-04-2013 16:29	AP	07-05-2013 18:02	AP
Submissão por dependência	2	4	07-05-2013 17:29	AP	07-05-2013 18:02	AP
Sexo do não reclamante	1	2	10-04-2013 14:08	AP	10-04-2013 15:44	AP
O comportamento reclamante	4	12	10-04-2013 13:53	AP	07-05-2013 18:10	AP

AP 40 Items

Reclamações em serviços caritativos.nvp - NVivo

File Home Create External Data Analyze Query Explore Layout View

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Classification Sheets Attribute Values Report Extract Items List Project Classification Sheets To Other Destinations Export

Look for: Search In Nodes Find Now Clear Advanced Find

Name	Sources	References	Created On	Created By	Modified On	Modified By
Caracterização dos beneficiários	8	53	10-04-2013 13:45	AP	07-05-2013 18:10	AP
Caracterização dos benfeiteiros	0	0	10-04-2013 13:43	AP	10-04-2013 13:43	AP
Definição do serviço	3	6	10-04-2013 13:36	AP	07-05-2013 17:26	AP
O comportamento não reclamante	7	18	10-04-2013 14:07	AP	07-05-2013 18:02	AP
O comportamento reclamante	4	13	10-04-2013 13:53	AP	07-05-2013 18:30	AP
A quem reclamam	1	1	10-04-2013 14:00	AP	07-05-2013 17:27	AP
Reclamações à entidade que presta o serviço	1	1	10-04-2013 14:02	AP	07-05-2013 17:27	AP
Reclamações a entidades legais	0	0	10-04-2013 14:03	AP	10-04-2013 14:03	AP
Reclamações à família e amigos	0	0	10-04-2013 14:02	AP	10-04-2013 14:02	AP
Consequências da reclamação efetivada	0	0	10-04-2013 14:06	AP	10-04-2013 14:06	AP
Frequência com que reclamam	0	0	10-04-2013 14:04	AP	10-04-2013 14:04	AP
Idade do reclamante	0	0	10-04-2013 13:56	AP	10-04-2013 13:56	AP
Personalidade do reclamante	1	5	10-04-2013 15:22	AP	10-04-2013 15:55	AP
Porque reclamam	1	1	10-04-2013 13:59	AP	07-05-2013 18:10	AP
Sexo do reclamante	1	2	10-04-2013 13:56	AP	10-04-2013 15:57	AP
Sobre o que reclamam	1	2	10-04-2013 14:04	AP	07-05-2013 17:27	AP
Tipo de reclamação	3	5	10-04-2013 15:50	AP	07-05-2013 18:30	AP
Infundada	3	5	10-04-2013 15:50	AP	07-05-2013 18:30	AP

AP 40 Items

Appendix C – Questionnaire

1 – Qual é o seu sexo?

- Feminino
- Masculino

2 – Qual é a sua idade?

- menos de 25 anos
- 25 – 35 anos
- 36 – 45 anos
- 46 – 55 anos
- mais de 56 anos

3 – Qual é o seu estado civil?

- Solteiro
- Casado
- Divorciado
- Viúvo

4 – Qual é a sua escolaridade?

- Ensino Primário (até ao 4º ano de escolaridade)
- Ensino Básico (até ao 9º ano de escolaridade)
- Ensino Secundário (até ao 12º ano de escolaridade)
- Curso de ensino profissional
- Licenciatura
- Mestrado
- Doutoramento

5 – Qual a sua atual situação profissional?

- Trabalhador por conta própria
- Trabalhador por conta de outrem
- Desempregado
- Reformado
- Outro: _____

6 – Há quanto tempo se encontra na situação acima referida?

- menos de 1 mês
- entre 1 e 6 meses
- entre 6 meses e um ano
- entre 1 ano e 3 anos
- mais de 3 anos

7 – Há quanto tempo recorre a este serviço ou a algum serviço do género?

- menos de 1 mês
- entre 1 e 6 meses
- entre 6 meses e um ano
- entre 1 ano e 3 anos
- mais de 3 anos

8 – Alguma vez se sentiu insatisfeito com o serviço prestado?

Sim

Não

9 – Se sim, reclamou com o serviço?

Sim

Não

10 – De 1 a 5 classifique a qualidade do serviço.

1 2 3 4 5

11 – Caso o serviço não o satisfizesse reclamaria?

sim não

12 – Já usufruiu de um serviço igual ou semelhante noutra local?

sim não

13 – Por favor escolha para cada uma das frases abaixo o seu nível de concordância sendo:

1- *Discordo completamente*

2- *Discordo*

3- *Neutro (Não concordo nem discordo)*

4- *Concordo*

5- *Concordo completamente*

		Selecione apenas UM nível de 1 - 5				
		1	2	3	4	5
1.	“Não tenho ninguém a quem recorrer”	1	2	3	4	5
2.	“Não quero perder o direito a este serviço”	1	2	3	4	5
3.	“Eu não me sinto confortável para reclamar de uma coisa que me é dada de graça”	1	2	3	4	5
4.	“Este serviço está a ajudar-me”	1	2	3	4	5
5.	“Se eu reclamar estarei a prejudicar a reputação do serviço”	1	2	3	4	5
6.	“Se eu reclamar vai ser inútil porque vai ficar tudo na mesma”	1	2	3	4	5
7.	“Eu preocupo-me com o que as pessoas pensam quando eu ajo”	1	2	3	4	5
8.	“Eu recomendaria este serviço a outra pessoa que precisasse”	1	2	3	4	5
9.	“Eu pretendo continuar a recorrer a este serviço e não a outro”	1	2	3	4	5
10.	“Assusta-me a ideia de perder o controlo sobre as coisas”	1	2	3	4	5

11.	“Eu tenho muitas pessoas com quem posso contar se precisar de ajuda”	1	2	3	4	5
12.	“Existem muitas pessoas em quem confio completamente”	1	2	3	4	5
13.	“Eu tenho alternativas caso este serviço deixe de existir”	1	2	3	4	5
14.	“Eu faço os possíveis por não perder o direito a este serviço”	1	2	3	4	5
15.	“Como este serviço é gratuito, a minha opinião não vai alterar nada”	1	2	3	4	5
16.	“Eu prefiro não dar a minha opinião e continuar a usufruir do serviço tranquilamente”	1	2	3	4	5
17.	“Eu tenho toda a informação que preciso do serviço”	1	2	3	4	5
18.	“Não dou a minha opinião porque sei que não vou ser ouvida com atenção”	1	2	3	4	5
19.	“Não acredito que alguém esteja preocupado em fazer alguma coisa para melhorar este serviço”	1	2	3	4	5
20.	“Eu sei onde posso consultar informação sobre o funcionamento do serviço”	1	2	3	4	5
21.	“Eu conheço bem os meus direitos”	1	2	3	4	5
22.	“Eu sei onde encontrar as pessoas responsáveis por este serviço”	1	2	3	4	5
23.	“Eu tento ser o mais discreta possível ao utilizar este serviço”	1	2	3	4	5
24.	“Eu não reclamo para não acharem que sou ingrata”	1	2	3	4	5
25.	“Eu já vi um local neste serviço onde se pode deixar sugestões/reclamações”	1	2	3	4	5
26.	“Cada serviço é que decide ao que tenho ou não direito”	1	2	3	4	5
27.	“Se eu tiver alguma dúvida em relação ao serviço eu sei onde esclarecer”	1	2	3	4	5
28.	“Eu não tenho direitos a partir do momento em que estou a receber um serviço gratuito”	1	2	3	4	5
29.	“Eu recebi informação esclarecedora sobre o serviço quando cheguei”	1	2	3	4	5
30.	“Sei exatamente o que fazer se quiser dar a minha opinião”	1	2	3	4	5
31.	“Eu não tenho a certeza de tudo aquilo que posso fazer neste serviço”	1	2	3	4	5
32.	“Eu sei como proceder caso queira fazer uma reclamação”	1	2	3	4	5
33.	“Eu vou ao local do serviço, faço o que tenho a fazer e venho-me logo embora”	1	2	3	4	5
34.	“Eu nunca contei a ninguém que recorro a estes serviços”	1	2	3	4	5

Appendix D - Conference Acceptance Letter



22 May 2013

Ms. Ana Sofia Cardoso Passos
Faculty of Economics
University of Porto
Portugal

Re: *Letter of Acceptance and Invitation*

Dear Ms. Ana Sofia Cardoso Passos,

Congratulations! We are pleased to inform you that your paper titled "Motivations for a Non-Complaining Behavior of the Beneficiaries of Charity Services" has been accepted, after double blind peer review, for oral presentation at the above international conference. Please note the following:

1. Your paper number is 530 and please quote this number for all future correspondence. Please check the accuracy of the paper title, address and spelling of the authors' name and the name of the university and send us corrected full paper or abstract with correct information by **14 June 2013 in MS WORD file format ONLY (NO PDFs please)**. We do not allow any change anywhere after this deadline and nothing can be changed in the draft conference program except presentation time.
2. Your paper is provisionally accepted for publication by "World Journal of Social Sciences" (which is a both print and online peer reviewed international journal and is indexed by Cabell's Directory of USA) subject to compliance to the comments of the editorial board that will be sent to you after the conference if you pay for publication fees.
3. Your paper will be included in the international refereed Conference Proceedings which will be published online with ISBN via our website: www.wbiworldconpro.com which is visited by thousands of readers.
4. You are required to send us attached completed registration form along with payment on or before **14 June 2013**. Please find attached Registration Form and Fee Schedule.
5. Conference program will be sent to you after **25 June 2013**. Each presenter is scheduled for a total of 20 minutes (nominally a 15 minute presentation and 5 minute discussion). Please bring your flash-drive, pen-drive or USB containing power point slides and 25 copies of your paper. We will provide LCD projector and computer at the venue.
6. Please visit www.parisconfo.com and read all information relating to hotel and all other issues. We look forward to seeing you at the conference.

With best regards

Prof. Dr. Mohammad Hoque
Conference Coordinator

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