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ADDENDUM A: QUESTIONNAIRE (ENGLISH/AFRIKAANS VERSION)



Dear respondent,

Often people are dissatisfied with products that do not meet their expectations. Currently I am busy with a PhD study about consumers' reactions to their dissatisfaction concerning major electrical kitchen appliances. Some people experience major dissatisfaction with their appliances, while others are not completely satisfied. No matter how insignificant your dissatisfaction, your inputs in the study will be valuable, as it may aid manufacturers and retailers in discovering and correcting product problems to keep consumers satisfied.

To be part of this study, you must have **purchased a major electrical kitchen appliance item in the last four years** and have experienced **dissatisfaction with the product itself**. (Please note that this only includes problems or unhappiness with the product itself. Problems or unhappiness because of poor shop service, delivery, installation and advertising falls outside the scope of this study). Additionally, you must live in the **Pretoria region (Tshwane)**.

Although the questionnaire has 11 pages, you only need to answer the questions relevant to you. Thus, answering the questionnaire will only take **fifteen minutes of your time**. There are no right or wrong answers; I am only interested in **your opinion and experience**.

Your response will be treated anonymously; no personal information can be linked back to you. Furthermore, none of your personal information will be made known to any one.

Thank you for taking time out of your busy day to participate in this study. If you have any questions about the questionnaire or the study, please feel free to contact me at the e-mail address or telephone number below.

Kind regards

Suné Viljoen
Lecturer
Department of Consumer Science
sune.viljoen@up.ac.za
(012) 420-2488 (office)

**Study leaders: Prof HM De Klerk (Department of Consumer Science, UP)
Dr L Ehlers (Department of Marketing, UP)**

QUESTIONNAIRE

Respondent number



UNIVERSITEIT VAN PRETORIA
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YUNIBESITHI YA PRETORIA

For official use only

V1

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 1-3

ANSWER THE QUESTIONS BY CROSSING (X) THE RELEVANT BOX OR WRITING YOUR ANSWER IN THE GIVEN SPACE

Section A

1 What is your gender?

Male	1
Female	2

V2 4

2 How old are you?

V3

--	--

 5-6

3 What is your **highest** level of education?

Grade 11/Standard 9/NTCII or less	1
Grade 12/Standard 10/NTCIII	2
Grade 12 and an additional certificate(s)	3
Grade 12 and an additional diploma(s)	4
Bachelors degree	5
Post graduate qualification	6

V4 7

4 What is your **household's monthly income** before tax deduction?

R 2 000 – R 5 000	1
R 5 001 – R 10 000	2
R 10 001 or more	3

V5 8

5 In which suburb of the Pretoria area (Tshwane) do you live?

V6

--	--

 9-10

6 What is your cultural group?

Asian	1
Black	2
Coloured	3
Indian	4
White	5
Other (specify):	

V7 11

Section B



1 Which **ONE** of the following **electrical household kitchen appliances** that you have purchased within the last four years has caused you the **most dissatisfaction**?

Refrigerator	1
Freezer	2
Combination fridge-freezer	3
Built-in oven	4
Built-in stove	5
Free-standing stove (plates plus oven combination)	6
Microwave oven	7
Washing machine: front loader	8
Washing machine: top loader	9
Tumble dryer	10
Dishwasher	11

V8 12-13

2 When did you purchase the appliance that you chose in question 1 (SectionB)?

Month: <input type="text"/>	Year: <input type="text"/>
------------------------------------	-----------------------------------

V9 14

3 What is the **brand name** of the dissatisfactory appliance that you chose in question 1 (Section B)?

Aim	1
AEG	2
Bosch	3
Bauer	4
Defy	5
Kelvinator	6
LG	7
Miele	8
Samsung	9
Siemens	10
Speed Queen	11
Whirlpool (including KIC)	12
Other (specify):	

V10 15-16

4.1 Describe what happened/went wrong.

V11	<input type="checkbox"/>	<input type="checkbox"/>	17-18
V12	<input type="checkbox"/>	<input type="checkbox"/>	19-20
V13	<input type="checkbox"/>	<input type="checkbox"/>	21-22

4.2 Indicate the degree to which you **agree/disagree** with **each of the following statements** regarding the appliance's performance failure mentioned in question 4.1 (Section B).

	Definitely agree 1	Agree 2	Uncertain 3	Disagree 4	Definitely disagree 5
The appliance broke down.					
The appliance did not operate properly.					
The appliance was a dud (example of a poor product) from the start.					
The appliance did not provide user convenience.					
The appliance required more maintenance and care compared to similar appliances in a faultless condition.					
The appliance no longer reflected the image/identity I associated with my personal style.					
The appliance no longer made me feel good about myself.					
I did not enjoy using the appliance any longer.					
The appliance no longer impressed me.					
The appliance no longer impressed other people.					

V14	<input type="checkbox"/>	23
V15	<input type="checkbox"/>	24
V16	<input type="checkbox"/>	25
V17	<input type="checkbox"/>	26
V18	<input type="checkbox"/>	27
V19	<input type="checkbox"/>	28
V20	<input type="checkbox"/>	29
V21	<input type="checkbox"/>	30
V22	<input type="checkbox"/>	31
V23	<input type="checkbox"/>	32



5 How severe (serious) was the appliance's faulty or poor performance mentioned in question 4.1 (Section B)?

Not severe at all	Somewhat severe	Very severe	Extremely severe
1	2	3	4

V24 33

6 How angry were you, following the appliance's faulty or poor performance mentioned in question 4.1 (Section B)?

Not angry at all	Reasonably angry	Very angry	Extremely angry
1	2	3	4

V25 34

7 How dissatisfied were you when the appliance performed faulty or poorly?

Slightly dissatisfied	Moderately dissatisfied	Very dissatisfied	Extremely dissatisfied
1	2	3	4

V26 35

8 Why did the appliance fail/perform poorly? Cross (X) the **most important cause** or provide another cause, if none of the given causes applies. (Only mark **ONE** cause).

The purchaser of the appliance did not do enough research before purchasing it.	1
The manufacturer provided an appliance with poor styling and design features.	2
Flaws/defects are inevitable with complicated appliances.	3
The manufacturer used inferior materials/finishes (trimmings).	4
The person operating the appliance mistreated (abused) it.	5
The person operating the appliance did not know how to use it properly.	6
The manufacturer provided poor workmanship.	7
The person using the appliance did not follow the prescribed operating instructions.	8
The appliance became out of fashion.	9
Other (specify):	

V27 36-37

- 9 Copy the cause that you have selected or written in question 8 (Section B) in the space provided.

The statements below concern your impression or opinion of the cause for the failure or poor performance of the appliance. Use the cause that you have written in the space above and cross (X) **ONE** shaded number for **each of the following statements**. (The number 1 being closest to the statement on the left and 9 being closest to the statement of the right).

The cause of the product failure:

was due to circumstances or other peoples' action (reflected on the situation)	1	2	3	4	5	6	7	8	9	was due to my own action (reflected on myself)	V28	<input type="checkbox"/>	38
was uncontrollable by myself or other people (the retailer, manufacturer or someone else)	1	2	3	4	5	6	7	8	9	was controllable by myself or other people (the retailer, manufacturer or someone else)	V29	<input type="checkbox"/>	39
is temporary	1	2	3	4	5	6	7	8	9	is permanent	V30	<input type="checkbox"/>	40
was unintended by myself or other people (the retailer, manufacturer or someone else)	1	2	3	4	5	6	7	8	9	was intended by myself or other people (the retailer, manufacturer or someone else)	V31	<input type="checkbox"/>	41
was outside of me	1	2	3	4	5	6	7	8	9	was inside of me	V32	<input type="checkbox"/>	42
is variable over time	1	2	3	4	5	6	7	8	9	is stable over time	V33	<input type="checkbox"/>	43
was something about others (the retailer, manufacturer or someone else)	1	2	3	4	5	6	7	8	9	was something about me	V34	<input type="checkbox"/>	44
is changeable	1	2	3	4	5	6	7	8	9	is unchanging	V35	<input type="checkbox"/>	45
was something for which no one is responsible	1	2	3	4	5	6	7	8	9	was something for which someone is responsible (me, the manufacturer or somebody else)	V36	<input type="checkbox"/>	46

Section C

This section involves your actions taken in response to your dissatisfaction and your reasons for each specific action.

- 1** Did you take any action? (Action refers to talking to friends and family, using another brand name, stopping your support of the retailer, contacting the retailer/manufacturer/a repair service/a consumer protection organisation, writing a complaint letter and/or contacting a legal representative).

YES	NO
1	2

V37 47

If **NO**, cross the applicable reason(s) for not taking any action. **Cross (x) as many blocks as apply and provide other reasons if relevant.**

I did not think it was worth the time and effort/hassle to take action.	1
I did not think I could get anyone to do anything about it.	2
I wanted to do something about it but never got around to it.	3
I did not know what I could do about it.	4
I did not know where I could get help.	5
The appliance's guarantee had expired.	6
Other reason(s):	

V38 48
 V39 49
 V40 50
 V41 51
 V42 52
 V43 53
 V44 54-55
 V45 56-57

If YES, please answer questions 2 –10 (Section C).

2 Did you tell your friends, family and/or acquaintances about the bad experience?

YES	NO
1	2

V46 58

If **YES**, cross the reason(s) for telling your family and/or acquaintances about the bad experience. **Cross (x) as many blocks as apply and provide other reasons if relevant.**

To warn other people against the brand name/manufacturer/retailer.	1
To feel less disappointed, since the appliance was expensive and supposed to last longer.	2
To get rid of my anger/frustration.	3
Other reason(s):	

V47 59

V48 60

V49 61

V50 62-63

V51 64-65

3 Did you decide to use a brand name other than the one you were dissatisfied with?

YES	NO
1	2

V52 66

If **YES**, cross the reason(s) for your decision to use another brand name. **Cross (x) as many blocks as apply and provide other reasons if relevant.**

Because I considered the brand name not reliable anymore.	1
To get rid of my anger/frustration.	2
To punish/hurt the manufacturer.	3
Other reason(s):	

V53 67

V54 68

V55 69

V56 70-71

V57 72-73



4 Did you stop supporting the

YES	NO
1	2

V58 74

If **YES**, cross the applicable reason(s) for stopping your support of the retailer.

Cross (x) as many blocks as apply and provide other reasons if relevant.

Because I felt that I could not trust the retailer anymore.	1
To punish/hurt the retailer.	2
To get rid of my anger/frustration.	3
Other reason(s):	

V59 75

V60 76

V61 77

V62 78-79

V63 80-81

5 Did you contact the retailer/manufacturer to obtain redress (repairs/a replacement/a refund)?

YES	NO
1	2

V64 82

If **YES**, cross the reason(s) for contacting the retailer/manufacturer to obtain redress. **Cross (x) as many blocks as apply and provide other reasons if relevant.**

The appliance was still under guarantee.	1
The appliance's guarantee had expired and I expected the appliance to last longer.	2
The appliance did not provide value for money.	3
The household could not function properly without the appliance.	4
Other reason(s):	

V65 83

V66 84

V67 85

V68 86

V69 87-88

V70 89-90

5.1 Was the appliance still under guarantee when you contacted the retailer/manufacturer to obtain redress (repairs/a replacement/a refund)?

YES	NO
1	2

V71 91



6 Did you contact the retailer/manufacturer other than seeking redress (repairs/a replacement/a refund) for the appliance?

YES	NO
1	2

If **YES**, cross the reasons for contacting the retailer/manufacturer to complain for reasons other than seeking redress for the appliance. **Cross (x) as many blocks as apply and provide other reasons if relevant.**

To make an objection after my effort to obtain redress/compensation for the appliance failed.	1
To get rid of my anger/frustration.	2
To stand up for my rights as a consumer.	3
To get an apology from the retailer/manufacturer.	4
Other reason(s):	

V72 92

V73 93

V74 94

V75 95

V76 96

V77 97-98

V78 99-100

7 Did you contact a repair service other than that supplied by the retailer or manufacturer?

YES	NO
1	2

If **YES**, cross the reason(s) for contacting a repair service other than that supplied by the retailer or manufacturer. **Cross (x) as many blocks as apply and provide other reasons if relevant.**

The appliance's guarantee had expired and the retailer/manufacturer was not responsible for the appliance anymore	1
The household could not function properly without the appliance.	2
The repair service was less expensive than the retailer/manufacturer's service.	3
Other reason(s):	

V79 101

V80 102

V81 103

V82 104

V83 105-

106

V84 107-

108

7.1 Was the appliance still under guarantee when you contacted a repair service other than that supplied by the retailer or manufacturer?

YES	NO
1	2

V85 109

8 Did you contact a consumer protection organisation/department?

YES	NO
1	2

V86 110

If **YES**, **cross** the reason(s) for contacting a consumer protection organisation/department. **Cross (x) as many blocks as apply and provide other reasons if relevant.**

To seek assistance in obtaining redress (refund, replacement, repairs) for the appliance from the retailer or manufacturer since my direct efforts to obtain redress failed.	1
To stand up for my rights as a consumer.	2
To get rid of my anger/frustration.	3
Other reason(s):	

V87 111
 V88 112
 V89 113
 V90 114-
 115
 V91 116-
 117

8.1 Was the appliance still under guarantee when you contacted a consumer protection organisation/department?

YES	NO
1	2

V92 118

9 Did you write letter to the press (newspaper, magazine etc) or a consumer complaint website?

YES	NO
1	2

V93 119

If **YES**, **cross** the reason(s) for writing a letter to the press (newspaper, magazine etc) or a consumer complaint website. **Cross (x) as many blocks as apply and provide other reasons if relevant.**

To seek assistance in obtaining redress (refund, replacement, repairs) for the appliance from the retailer or manufacturer since my direct efforts to obtain redress failed.	1
To stand up for my rights as a consumer.	2
To warn other people against the brand name/manufacturer/retailer.	3
To get rid of my anger/frustration.	4
Other reason(s):	

V94 120
 V95 121
 V96 122
 V97 123
 V98 124 -
 125
 V99 126-
 127

9.1 Was the appliance still under guarantee when you wrote letter to the press (newspaper, magazine etc) or a consumer complaint website?

YES	NO
1	2

V100 128

10 Did you contact legal representative?

YES	NO
1	2

V101 129

If **YES**, cross (x) the reason(s) for contacting a legal representative. **Cross (x) as many blocks as apply and provide other reasons if relevant.**

To seek assistance in obtaining redress (refund, replacement, repairs) for the appliance from the retailer or manufacturer since my direct efforts to obtain redress failed.	1
To stand up for my rights as a consumer.	2
To warn other people against the brand name/manufacturer/retailer.	3
To get rid of my anger/frustration.	4
Other reason(s):	

V102 130
 V103 131
 V104 132
 V105 133
 V106 134-
 135
 V107 136-
 137

10.1 Was the appliance still under guarantee when you contacted a legal representative?

YES	NO
1	2

V108 138

Thank you for taking time to participate in this study!!

--o00o--



Beste respondent,

Dit gebeur dikwels dat mense ontevrede is met produkte wat nie aan hulle verwagtinge voldoen nie. Ek is tans besig met 'n PhD-studie oor verbruikers se reaksies oor hulle ontevredenheid met groot elektriese kombuistoerusting. Sommige mense is baie ontevrede met hulle toerusting terwyl ander nie heeltemal tevrede is nie. Al beskou u u insette as gering, sal u deelname baie waardevol wees, aangesien dit vervaardigers en kleinhandelaars kan help om van produkprobleme bewus te raak en om dit reg te stel om verbruikerstevredenheid te verseker.

Om deel te neem aan die studie moes u **ontevrede gewees het met groot elektriese huishoudelike kombuistoerusting wat u oor die afgelope vier jaar aangekoop het**. (Let asseblief daarop dat u probleme of ongelukkigheid moes ervaar het met die produk opsigself. Probleme of ongelukkigheid weens swak winkeldiens, aflewering, installasie en advertering val buite die omvang van die studie). Verder, moet u ook in die **Pretoria area (Tshwane)** woonagtig wees.

Die vraelys bestaan uit 11 bladsye, maar u hoef net die toepaslike vrae te beantwoord. Die voltooiing van die vraelys behoort nie langer as vyftien minute te neem nie. Daar is nie regte of verkeerde antwoorde nie, ek stel slegs belang in u opinie en ondervinding.

U terugvoer sal anoniem hanteer word en geen persoonlike inligting kan met 'n bepaalde persoon in verband gebring word nie. Voorts sal geen persoonlike inligting bekend gemaak word nie.

Dankie vir u bereidwilligheid om aan die studie deel te neem. Kontak my gerus by die onderstaande e-posadres of telefoonnommer indien u enige navrae het oor die vraelys of die studie.

Vriendelike groete

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Dr L Ehlers (Departement Bemaking, UP)**

VRAELYS

Respondentnommer

**Vir amptelike gebruik**V1 1-3
BEANTWOORD DIE VRAE DEUR 'N KRUISIE (X) IN DIE TOEPASLIKE BLOKKIE TE TREK OF DIE GEGEWE SPASIE TE VOLTOOI
Afdeling A**1** Wat is u geslag?

Manlik	1
Vroulik	2

V2 4**2** Hoe oud is u?V3 5-6**3** Wat is u **hoogste** kwalifikasie?

Graad 11/Standerd 9/NTCII of minder	1
Graad 12/Standerd 10/NTCIII	2
Graad 12 en 'n verdere sertifikaat/e	3
Graad 12 en 'n verdere diploma/s	4
Baccalaureus graad	5
Nagraadse kwalifikasie	6

V4 7**4** Wat is u **huishouding se maandelikse inkomste** voor belastingaftrekkings?

R 2 000 – R 5 000	1
R 5 001 – R 10 000	2
R 10 001 of meer	3

V5 8**5** In watter woonbuurt van die Pretoria-area (Tshwane) woon u?V6 9-10**6** Aan watter kulturele groep behoort u?

Asiër	
Indiër	
Kleurling	
Swart	
Wit	
Ander (spesifiseer):	

V7 11



Afdeling B

- 1** Watter **EEN** van die volgende **elektriese huishoudelike kombuistoerusting**, wat u oor die afgelope vier jaar gekoop het, het die **meeste ontevredenheid** meegebring?

Yskas	1
Vrieskas	2
Kombinasie yskas-vrieskas	3
Ingeboude oonde	4
Ingeboude stoof	5
Vrystaande stoof (plate-en-oondkombinasie)	6
Mikrogolfoond	7
Wasmasjien: voorlaaier	8
Wasmasjien: bolaaier	9
Tuimeldroër	10
Skottelgoedwasser	11

V8 12-13

- 2** Wanneer is die toerusting, wat u in vraag 1 (Afdeling B) gekies het, aangekoop?

Maand:	Jaar:
---------------	--------------

V9 14

- 3** Wat is die **handelsnaam** van die toerusting wat u in vraag 1 (Afdeling B) gekies het?

Aim	1
AEG	2
Bosch	3
Bauer	4
Defy	5
Kelvinator	6
LG	7
Miele	8
Samsung	9
Siemens	10
Speed Queen	11
Whirlpool (insluitende KIC)	12
Ander (spesifiseer):	

V10 15-16

4.1 Beskryf wat gebeur het of gebeur aan jou groep nie.

V11	<input type="checkbox"/>	<input type="checkbox"/>	17-18
V12	<input type="checkbox"/>	<input type="checkbox"/>	19-20
V13	<input type="checkbox"/>	<input type="checkbox"/>	21-22

4.2 Dui die mate aan waartoe u **saamstem/verskil** met **elkeen van die volgende stellings** oor die mislukking van die toerusting, soos aangedui in vraag 4.1 (Afdeling B)

	Stem beslis saam 1	Stem saam 2	Onseker 3	Verskil 4	Verskil beslis 5
Die toerusting het gebreek.					
Die toerusting het nie reg gewerk nie.					
Die toerusting was van die begin af 'n mislukking (<i>dud</i>) (voorbeeld van 'n swak produk).					
Die toerusting het nie gebruikersgerief verskaf nie.					
Die toerusting het meer instandhouding en versorging benodig as soortgelyke toerusting in 'n foutlose toestand.					
Die toerusting het nie meer die beeld/identiteit wat ek met my persoonlike styl assosieer, gereflekteer nie.					
Die toerusting het my nie meer goed laat voel oor myself nie.					
Ek het dit nie meer geniet om die toerusting te gebruik nie.					
Die toerusting het my nie meer beïndruk nie.					
Die toerusting het ander mense nie meer beïndruk nie.					

V14	<input type="checkbox"/>	23
V15	<input type="checkbox"/>	24
V16	<input type="checkbox"/>	25
V17	<input type="checkbox"/>	26
V18	<input type="checkbox"/>	27
V19	<input type="checkbox"/>	28
V20	<input type="checkbox"/>	29
V21	<input type="checkbox"/>	30
V22	<input type="checkbox"/>	31
V23	<input type="checkbox"/>	32



5 Hoe ernstig was die foutiewe of swak werksverrigting (funksionering) van die toerusting soos aangedui in vraag 4.1 (Afdeling B)?

Geensins ernstig 1	Ietwat ernstig 2	Baie ernstig 3	Uiters ernstig 4
-----------------------	---------------------	-------------------	---------------------

V24 33

6 Hoe kwaad was u toe die toerusting foutiewelik of swak gefunksioneer het soos aangedui in vraag 4.1(Afdeling B)?

Geensins kwaad 1	Redelik kwaad 2	Baie kwaad 3	Uiters kwaad 4
---------------------	--------------------	-----------------	-------------------

V25 34

7 Hoe ontevrede was u toe die toerusting foutiewelik of swak gefunksioneer het?

Effens ontevrede 1	Matig ontevrede 2	Baie ontevrede 3	Uiters ontevrede 4
-----------------------	----------------------	---------------------	-----------------------

V26 35

8 Waarom het die toerusting foutiewelik of swak gefunksioneer? Merk (X) die **mees belangrike oorsaak** of voorsien 'n ander oorsaak indien geeneen van die oorsake van toepassing is nie. (Merk slegs **EEN** oorsaak).

Die aankoper van die toerusting het nie genoeg navorsing gedoen voor die toerusting gekoop is nie.	1
Die vervaardiger het toerusting gelewer met swak stylerings- en ontwerpkenmerke.	2
Produkfoute/defekte is onvermydelik by komplekse toerusting.	3
Die vervaardiger het swak materiale/afwerkings (<i>trimmings</i>) gebruik.	4
Die gebruiker van die toerusting het dit misbruik.	5
Die gebruiker van die toerusting het nie geweet hoe om dit behoorlik te gebruik nie.	6
Die vervaardiger het swak vakmanskap gelewer.	7
Die gebruiker van die toerusting het nie die voorgeskrewe gebruiksinstruksies gevolg nie.	8
Die toerusting het uit die mode geraak.	9
Ander (spesifiseer):	

V27 36-37

- 9 Skryf die oorsaak wat jy in vraag 8 (Afdeling B) gekies het, of geskryf het, in die gegewe spasie.

Die onderstaande stellings het te doen met u indruk of opinie ten op sigte van die oorsaak vir die mislukking of swak werkverrigting (funksionering) van die toerusting. Gebruik die oorsaak wat u in die boonste blokkie geskryf het en trek 'n kruisie (X) op **EEN** van die toepaslike syfers (in 'n grys blokkie) vir **elk van die volgende stellings**. (Waar 1 die meeste ooreenstem met die stelling aan die linkerkant en 9 die meeste ooreenstem met die stelling aan die regterkant).

Die oorsaak van die mislukking van die produk:

was as gevolg van omstandighede of ander mense se aksies (dui op die situasie)	1	2	3	4	5	6	7	8	9	was as gevolg van my eie aksies (dui op myself)	V28	<input type="text"/>	38
was nie beheerbaar deur myself of ander mense (die kleinhandelaar, vervaardiger of iemand anders) nie	1	2	3	4	5	6	7	8	9	was beheerbaar deur myself of ander mense (die kleinhandelaar, vervaardiger of iemand anders)	V29	<input type="text"/>	39
is tydelik	1	2	3	4	5	6	7	8	9	is permanent	V30	<input type="text"/>	40
was nie opsetlik my of ander mense (die kleinhandelaar, vervaardiger of iemand anders) se bedoeling nie	1	2	3	4	5	6	7	8	9	was opsetlik my of ander mense (die kleinhandelaar, vervaardiger of iemand anders) se bedoeling	V31	<input type="text"/>	41
het te doen met dinge buite myself	1	2	3	4	5	6	7	8	9	het te doen met dinge binne myself	V32	<input type="text"/>	42
kan oor tyd varieer	1	2	3	4	5	6	7	8	9	is stabiel oor tyd	V33	<input type="text"/>	43
het te doen met iets oor ander mense (die kleinhandelaar, vervaardiger of iemand anders)	1	2	3	4	5	6	7	8	9	het te doen met iets oor myself	V34	<input type="text"/>	44
is iets wat kan verander	1	2	3	4	5	6	7	8	9	is iets wat nie kan verander nie	V35	<input type="text"/>	45
was iets waarvoor niemand verantwoordelik is nie	1	2	3	4	5	6	7	8	9	was iets waarvoor iemand (ek, die kleinhandelaar, vervaardiger of iemand anders) verantwoordelik is	V36	<input type="text"/>	46

Afdeling C

Hierdie afdeling behels die aksies wat u geneem het in antwoord op u ontevredenheid met die toerusting en die redes vir die spesifieke aksies.

- 1 Het u enige aksie geneem? (Aksie verwys na die praat met vriende of familie, die gebruik van 'n ander handelsnaam, die staking van die ondersteuning aan die handelaar, die kontakmaking met 'n handelaar/vervaardiger/'n hersteldiens/'n verbruikersbeskermings-organisasie, die skryf van 'n brief om te kla en/of die kontakmaking met 'n regsverteenvoordiger).

JA	NEE
1	2

V37 47

Indien **NEE**, merk die rede(s) waarom u geen aksie geneem het nie. **Merk (X) die toepaslike blokkie(s) en voorsien ander redes indien van toepassing.**

Ek nie gedink dat dit die tyd of die moeite werd sou wees om aksie te neem nie.	1
Ek het nie gedink dat ek iemand in die hande sou kry wat iets omtrent die saak kon doen nie.	2
Ek wou iets doen, maar ek het nooit so ver gekom nie.	3
Ek het nie geweet wat ek daaromtrent kon doen nie.	4
Ek het nie geweet waar om hulp te kry nie.	5
Die toerusting se waarborg het verval.	6
Ander rede(s):	

V38 48

V39 49

V40 50

V41 51

V42 52

V43 53

V44 54-55

V45 56-57

Indien JA, antwoord asseblief vrae 2 - 10 (Afdeling C)



2 Het u met u vriende, familie of kennisse oor u slegte ondervinding gepraat?

JA	NEE
1	2

V46 58

Indien **JA**, merk die rede(s) waarom u met u vriende, familie of kennisse oor die slegte ondervinding gepraat het. **Merk (X) die toepaslike blokkie(s) en voorsien ander redes indien van toepassing.**

Om ander mense teen die handelsnaam/vervaardiger/kleinhandelaar te waarsku.	1
Om minder teleurgesteld te voel aangesien die toerusting duur was en langer moes hou.	2
Om van my woede/frustrasie ontslae te raak.	3
Ander rede(s):	

V47 59

V48 60

V49 61

V50 62-
 63

V51 64-
 65

3 Het u besluit om 'n handelsnaam anders as die een waarmee u ontevrede was, te gebruik?

JA	NEE
1	2

V52 66

Indien **JA**, merk die rede(s) waarom u besluit het om 'n ander handelsnaam te gebruik. **Merk (X) soveel blokkies wat van toepassing is en voorsien ander redes indien van toepassing.**

Ek het gedink dat die handelsnaam nie meer betroubaar is nie.	1
Om van my woede/frustrasie ontslae te raak.	2
Om die vervaardiger te straf/skade aan te doen.	3
Ander rede(s):	

V53 67

V54 68

V55 69

V56 70-
 71

V57 72-
 73



4 Het u opgehou om die klein
ondersteun?

JA	NEE
1	2

Indien **JA**, merk die rede(s) waarom u opgehou het om die kleinhandelaar, by wie die toerusting gekoop is, te ondersteun? **Merk (X) soveel blokkies wat van toepassing is en voorsien ander redes indien van toepassing.**

Ek het gevoel dat ek die kleinhandelaar nie meer kon vertrou nie.	1
Om die vervaardiger te straf/skade aan te doen.	2
Om van my woede/frustrasie ontslae te raak.	3
Ander rede(s):	

V58 74

V59 75

V60 76

V61 77

V62 78-

79

V63 80-

81

5 Het u die kleinhandelaar/vervaardiger gekontak om vergoeding (herstelwerk/n plaasvanger/n terugbetaling) te eis?

JA	NEE
1	2

Indien **JA**, merk die rede(s) waarom u die kleinhandelaar/vervaardiger gekontak het om vergoeding te eis? **Merk (X) soveel blokkies wat van toepassing is en voorsien ander redes indien van toepassing.**

Die toerusting was steeds onder waarborg.	1
Die toerusting se waarborg het verval en ek het verwag dat dit langer sou hou.	2
Die toerusting het nie waarde vir geld gebied nie.	3
Die huishouding kon nie behoorlik sonder die toerusting funksioneer nie.	4
Ander rede(s):	

V64 82

V65 83

V66 84

V67 85

V68 86

V69 87-

88

V70 89-

90

5.1 Was die toerusting nog onder waarborg toe u die kleinhandelaar/vervaardiger gekontak het om vergoeding (herstelwerk/n plaasvanger/n terugbetaling) te eis?

JA	NEE
1	2

V71 91



6 Het u die kleinhandelaar/verv. as om vergoeding (herstelwerk/n plaasvervanger/n terugbetaling) te bekom?

JA	NEE
1	2

V72 92

Indien **JA**, merk die rede(s) waarom u die kleinhandelaar/vervaardiger gekontak het om te kla oor ander redes as om vergoeding te bekom. **Merk (X) soveel blokkies wat van toepassing is en voorsien ander redes indien van toepassing.**

Om beswaar te maak nadat my pogings om vergoeding/kompensasie te bekom, misluk het.	1
Om van my woede/frustrasie onstlae te raak.	2
Om vir my regte as verbruiker op te kom.	3
Om 'n verskoning (apologie) van die kleinhandelaar/vervaardiger te verkry.	4
Ander rede(s):	

V73 93
V74 94
V75 95
V76 96
V77 97-98
V78 99-100

7 Het u 'n hersteldiens, anders as dié wat deur die handelaar of vervaardiger voorsien word, gekontak?

JA	NEE
1	2

V79 101

Indien **JA**, merk die rede(s) waarom u 'n hersteldiens, anders as dié wat deur die handelaar of vervaardiger voorsien word, gekontak het. **Merk (X) soveel blokkies wat van toepassing is en voorsien ander redes indien van toepassing.**

Die toerusting se waarborg het verval en die kleinhandelaar/vervaardiger kon nie meer verantwoordelik vir die toerusting gehou word nie.	1
Die huishouding kon nie behoorlik sonder die toerusting funksioneer nie.	2
Die hersteldiens was goedkoper as dié van die kleinhandelaar/vervaardiger.	3
Ander rede(s):	

V80 102
V81 103
V82 104
V83 105-106
V84 107-108

7.1 Was die toerusting nog onder waarborg toe u die hersteldiens, anders as dié wat deur die handelaar of vervaardiger voorsien word, gekontak het?

JA	NEE
1	2

V85 109



8 Het u 'n verbruikersbeskerr

JA	NEE
1	2

Indien **JA**, merk die rede(s) waarom u 'n verbruikersbeskermingsorganisasie/-departement gekontak het. **Merk (X) soveel blokkies wat van toepassing is en voorsien ander redes indien van toepassing.**

Om bystand te bekom vir die verkryging van vergoeding (herstelwerk/'n plaasvanger/'n terugbetaling) aangesien my direkte pogings om vergoeding, vir die toerusting, van die kleinhandelaar en vervaardiger te kry, misluk het.	1
Om vir my regte as verbruiker op te kom.	2
Om van my woede/frustrasie ontslae te raak.	3
Ander rede(s):	

V86 110

V87 111

V88 112

V89 113

V90 114-
115

V91 116-
117

8.1 Was die toerusting nog onder waarborg toe u 'n verbruikersbeskermingsorganisasie/-departement gekontak het?

JA	NEE
1	2

V92 118

9 Het u 'n brief aan die pers ('n koerant, tydskrif ens.) of 'n webwerf vir verbruikersklagtes geskryf?

JA	NEE
1	2

V93 119

Indien **JA**, merk die rede(s) waarom u 'n brief aan die pers ('n koerant, tydskrif ens.) of 'n webwerf vir verbruikersklagtes geskryf het. **Merk (X) soveel blokkies wat van toepassing is en voorsien ander redes indien van toepassing.**

Om bystand te bekom vir die verkryging van vergoeding (herstelwerk/'n plaasvanger/'n terugbetaling) aangesien my direkte pogings om vergoeding, vir die toerusting, van die kleinhandelaar en vervaardiger te kry, misluk het.	1
Om vir my regte as verbruiker op te kom.	2
Om ander mense teen die handelsnaam/vervaardiger/kleinhandelaar te waarsku.	3
Om van my woede/frustrasie ontslae te raak.	4
Ander rede(s):	

V94 120

V95 121

V96 122

V97 123

V98 124-
125

V99 126-
127

9.1 Was die toerusting nog onder waarborg toe u 'n brief aan die pers ('n koerant, tydskrif ens.) of 'n webwerf vir verbruikersklagtes geskryf het?

JA	NEE
1	2

V100 128

10 Het u 'n regsverteenwoordiger gekontak?

JA	NEE
1	2

V101 129

Indien **JA**, merk die rede(s) waarom u 'n regsverteenwoordiger gekontak het.

Merk (X) soveel blokkies wat van toepassing is en voorsien ander redes indien van toepassing.

Om bystand te bekom vir die verkryging van vergoeding (herstelwerk/'n plaasvervanger/'n terugbetaling) aangesien my direkte pogings om vergoeding, vir die toerusting, van die kleinhandelaar en vervaardiger te kry, misluk het.	1
Om vir my regte as verbruiker op te kom.	2
Om ander mense teen die handelsnaam/vervaardiger/kleinhandelaar te waarsku.	3
Om van my woede/frustrasie ontslae te raak.	4
Ander rede(s):	

V102 130

V103 131

V104 132

V105 133

V106 134-
135

V107 136-
137

10.1 Was die toerusting nog onder waarborg toe u 'n regsverteenwoordiger gekontak het?

JA	NEE
1	2

V108 138

Baie dankie dat u bereid was om aan die studie deel te neem!!

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ADDENDUM B: THE FUNCTIONAL AND SYMBOLIC PERFORMANCE FAILURE OF MAJOR ELECTRICAL HOUSEHOLD APPLIANCES FOLLOWING THE EXPLORATION OF VARIOUS SOURCES OF INFORMATION

1 INTRODUCTION

People buy and use products not only for functional (instrumental) purposes, but also for the symbolic (expressive) performance they provide. The physical features (formal qualities) of products determine their performance – whether functional or symbolic. Physical features refer to the perceived features of the structural composition of the objects, specifically the design (colour and shape), materials and finishes and the construction of products (Fiore & Kimle, 1997:6; Brown & Rice, 1998:36). For example, the materials and finishes used in the manufacturing of an appliance will influence its maintenance and care (functional performance) and aesthetic appearance (symbolic performance).

Functional performance relates to the physical functioning of products (Swan & Combs, 1976), i.e. the ability of products to perform their functional, utilitarian or physical purposes. The proper functional performance of an appliance in terms of its end-use is vital to the evaluation thereof. The utilitarian qualities of products are instrumental in attaining the proper functional performance required and relate to the physical performance (i.e. how well the product does what it is supposed to do), safety, durability, ease of use and ease of care of products (Fiore & Kimle, 1997:58-61; Brown & Rice, 1998:39; Erasmus & Donoghue, 1998; Hawkins, *et al.*, 2001:641; Erasmus *et al.*, 2005).

Conversely, expressive (symbolic) performance relates to the pleasurable experiences (satisfaction, contentment, enjoyment, happiness, gratification) that products provide. Pleasurable experiences can be described as aesthetic experiences. Aesthetic experience results from the appreciation of the non-instrumental or non-utilitarian qualities of products that are rewarding and pleasurable in and of themselves (Fiore & Kimle, 1997:12). Pleasure comes from stimulating the senses, emotion (expressing feelings of the soul) and mind. Therefore, aesthetic experience consists of sensory, emotional and cognitive pleasure or satisfaction (Fiore & Kimle, 1997:25). Hence, it is not unusual that Fiore and Kimle (1997:4) define aesthetic experience as the “sensitive selection or appreciation of formal, expressive or symbolic qualities of the product, providing non-instrumental benefits that result in pleasure or satisfaction”. For example, a consumer may experience satisfaction in the appreciation of the aesthetic appearance (the colour and styling) of an appliance. Just as pleasure results from stimulating the body, pleasure can come from arousing emotion as well as expressing feelings of the soul (spirit) (Fiore & Kimle, 1997:16). Formal product features



can therefore also convey or induce emotion. Expressive qualities may represent the emotions of the owner of an appliance and evoke emotion in the appreciation thereof. Cognitive pleasure or satisfaction results from mental activity. This activity consists of understanding and creating content or symbolic meaning. Cognitive pleasure comes from representing one's own internal reality. For example, when a consumer concludes that the products that he/she has purchased and own, are typical of a specific social group, cognitive pleasure may result as a function of the cognitive activity involved (Fiore & Kimle, 1997:45). Aesthetic satisfaction and image-enhancement performance (i.e. when a product fulfils the consumer's emotional needs, such as wanting to impress or be accepted by others) are therefore not direct properties of the physical product, but are derived from consumer response to attributes of the physical product, and are therefore expressive dimensions (Swan & Combs, 1976; Brown & Rice, 1998:37; Erasmus & Donoghue, 1998; Hawkins *et al.*, 2001:641; Erasmus *et al.*, 2005). Consumers' perceptions of, for example, status and social acceptance play a vital role in this context (Fiore & Kimle, 1997:68). Therefore, expressive or symbolic performance relates to a "psychological" level of performance, that is the consumer's response to the product (Swan & Combs, 1976).

The existent literature concerning the functional and symbolic performance dimensions of products was examined. Complaint websites and a local newspaper were studied to become acquainted with the type of product problems that consumers experienced concerning the performance failure of major household appliances. Owners' manuals (instruction leaflets) of the top appliance manufacturers were studied to become aware of the special features that these manufactures lay claim to, to identify possible examples of performance failures that consumers might experience. These claims were adapted to suggest product performance failures.

After exploration of the above-mentioned sources of information, it was decided that the performance failure of major household appliances manifests in functional and symbolic performance failure. For the purpose of this study, functional performance failures refer to the following categories: unusual product performance in terms of the intended end-use, failure/breakdown of appliance or some component(s) thereof, inconvenience in operating the appliances, inconvenience/difficulty in the maintenance and care of the appliance, insufficient durability and safety or health risks associated with the performance of the appliance. The symbolic performance failures of appliances refer to the sensory, emotional and cognitive displeasure or dissatisfaction associated with major household appliances.

In the following section, quotations and examples of the functional and symbolic performance failures of major household appliances are provided in terms of the distinctive categories.



Note that the quotations are provided in the language medium used for publication (i.e. Afrikaans for Afrikaans documents, English for English documents). Additionally, translated quotations (from Afrikaans into English) and are printed in italic.

2 PERFORMANCE FAILURES

2.1 Functional performance failures

Functional performance failures denote: unusual product performance in terms of the intended end-use, failure/breakdown of appliance or some component(s) thereof, inconvenience in operating the appliances, inconvenience/difficulty in the maintenance and care of the appliance, insufficient durability and safety or health risks associated with performance of the appliance. Tables 1 to 6 provide examples of consumers' complaints concerning the functional performance failures of major household appliances in terms of the functional performance failure categories.

2.1.1 Unusual performance/functioning in terms of intended end-use

TABLE 1: UNUSUAL PERFORMANCE/FUNCTIONING IN TERMS OF INTENDED END-USE

No.	Quotations of unusual product performance/functioning
1	<p>"Sy was van die begin af nie gelukkig nie omdat die masjien nie skoon gewas het nie." (Maandag 17 Mei 2004 bl. 14, Beeld)</p> <p><i>She was unhappy from the beginning, as the machine did not wash properly.</i></p>
2	<p>"Sy het 'n skottelgoedwasser ... wat die krag uitskop wanneer sy dit aanskakel ... dit het nie die wassiklus voltooi nie en die seepdeurtjie wou nie meer oopmaak nie." (Maandag 1 Desember 2003 bl. 12, Beeld)</p> <p><i>The dishwasher ... caused the power to trip ... it did not complete the washing cycle and the door for the soap container did not want to open.</i></p>
3	<p>"Die knoppe het afgeval, die oond het nie reg gewerk nie en jy moes die stoof by die hoofskakelaar afskakel. ... Hy het solank die dele van die stoof gebruik wat nog gewerk het, totdat dit begin vanjaar 'n snaakse geluid gemaak het en glad nie meer wou werk nie." (Met dié stoof kan gin mens kook nie (Maandag 21 Maart 2005 bl. 15 Beeld)</p> <p><i>The controls fell off, the oven did not function properly and one had to switch the oven off at the main switch. ... He could only use the parts of the oven that was still working. At the beginning of the year it started making a strange sound and eventually it did not function at all.</i></p>
4	<p>"... die masjien (het) op die tuimelprogram vasgehaak en ek moes die muurprop uittrek om dit te stop. Daarna wou dit nie meer draai nie en nadat ek die water gedreineer het, wou dit nie ophou dreineer voordat ek die muurprop uitgetrek het nie". (Herstelkoste van wasmasjien betaal. Maandag 11 April 2005 bl. 18, Beeld)</p> <p><i>The cycle of the tumble dryer jammed and one had to release the plug form the power point. ... It did not want to rotate. The dryer did not want to stop draining water until the plug was removed from the power point.</i></p>
5	<p>"Ek het ... gemerk die plastiekstroke rondom die deure het gekraak." (Game ruil yskas goedgunstiglik om. Maandag 9 Mei 2005 bl. 14, Beeld)</p>



	<i>I noticed that the plastic strips surrounding the door cracked.</i>
6	<p>"Al drie (tegnici) het saamgestem dat die probleem by die yiskas se gas lê." (Klant kry oplaas nuwe yskas Maandag 30 Mei 2005 bl. 18, Beeld)</p> <p><i>All three technicians agreed that the problem lies with the refrigerator's gas.</i></p>
7	<p>"On 02/04/2005 I bought a LG Fridge/Freezer. During May 2005 I noticed that the rubber door seals (gaskets) were torn at the corners. Both fridge and freezer doors were like this". http://www.hellopeter.com/details.asp?id=53995</p>
8	<p>"I purchased a Bosch Freezer cash in January this year and had to report it twice to Bosch to refill the gas, the freezer is only 8 months old and should not be out of gas for the 2nd time in less then one year." http://www.hellopeter.com/details.asp?id=42524</p>
9	<p>"I have Bosch Fridge/Freezer combo that I purchased at Game Stores (Cresta) in December 2004. The freezer started losing temperature and defrosted - the freezer is under warranty". http://www.hellopeter.com/details.asp?id=39487</p>
10	<p>"In Nov 2004 I purchased a Samsung Big Wash. Since purchase I have not had any problems until two weeks ago. The rubber sealer had a tear in it, and this caused the water to pour from the door. My washing machine is still under warranty!!" http://www.hellopeter.com/details.asp?id=41979</p>
11	<p>"I bought a small dishwasher on 2005-01-02. I was quite impressed with the product at first but this soon faded as the unit kept on pumping water in and then out again and did not initiate the cleaning cycle." http://www.hellopeter.com/details.asp?id=45988</p>
12	<p>"I have purchased a Bauer door fridge/freezer on the 20th of May 2005 to the value of R4999.00 (Cash I may add). ... After 6 months, the door of the fridge starts squeaking like I've had it for years. And yet it's not even six months old. Is this the kind of product you sell to your customer?" http://www.hellopeter.com/details.asp?id=47849</p>
13	<p>"I am very disappointed in a new stainless steel stove from whirlpool I bought, after 1 week all the numbers that indicates the heat of the plates came off, even the red light cover came loose, do you people call this quality, I don't think so!" http://www.hellopeter.com/details.asp?id=54150</p>
14	<p>"I purchased a new dishwasher ... After using it for approx 1 month; I noticed the interior tub turned pink. I washed another load of dishes, hoping that it would go away but it didn't. ... I think that the plastic used in the tub is inferior ..." http://www.consumeraffairs.com/homeowners/whirlpool_dishwashers.html (Kathryn of East Islip NY - 5/23/04)</p>
15	<p>"We have a Whirlpool dishwasher ... that we purchased just 2 years ago. We had major problems with it right away. It made horrific noises at various times of the wash cycle ...it is supposed to be the "Quiet Partner!" http://www.consumeraffairs.com/homeowners/whirlpool_dishwashers.html (Mary of Pasadena CA - 12/23/03)</p>
16	<p>"We bought this dishwasher on 3/13/02 ... (it) never gets the dishes cleaned. There is food on dishes when completed ..." http://www.consumeraffairs.com/homeowners/whirlpool_dishwashers.html (Shirley of Carmichael CA - 5/15/03)</p>
17	<p>"We have a 2 year old Whirlpool slip-in range. The door will not stay shut tight enough to seal and the light in the oven stays on most of the time." http://www.consumeraffairs.com/homeowners/whirlpool_ranges.html (Ken of Delray Beach FL - 01/23/06)</p>
18	<p>"I purchased a side-by-side refrigerator. ... One year later, the interior wall of the refrigerator has about 40 hairline cracks in it." http://www.consumeraffairs.com/homeowners/whirlpool_refrigerators.html (Maureen of Norcross GA - 03/29/06).</p>
19	<p>"(The washing machine) leaked & did not perform properly. ... I didn't want to incur any additional damage to our floors. The machine cannot be used since it damages clothing." http://www.consumeraffairs.com/homeowners/whirlpool_washing_machine.html (Rosa of West Covina CA - 11/4/03)</p>
20	<p>"I bought a GE microwave (Stainless steel finish) from a local GE appliance dealer about 14 months ago. The white paint over the cooking tray inside has started peeling and falling in food." http://www.consumeraffairs.com/homeowners/ge_microwaves.html (Sanjay of San Jose CA - 01/25/06).</p>



21	<p>" ... before this I had a Panasonic microwave which we used for almost 15 years but needed to buy a new one to match our new kitchen appliances. Now I can not heat anything without a cover for fear of the falling paint."</p> <p>Buying GE microwave has been one of the worse mistakes I made."</p> <p>http://www.consumeraffairs.com/homeowners/ge_microwaves.html (Thomas of Park City KY - 01/16/06)</p>
22	<p>"The ice turner in my GE refrigerator rusted and now the ice has rust in it."</p> <p>http://www.consumeraffairs.com/homeowners/ge_refrigerators.htm (Bryan of River Vale NJ -01/25/06)</p>
23	<p>"If you own a stainless steel fridge from Whirlpool, take a quick look at your corners of each door. If you can see the "orange/yellow" filling of the fridge, you've been had. ... If you're going to spend \$\$\$ on a stainless steel fridge, be sure to look at the corners correctly." http://www.consumeraffairs.com/homeowners/whirlpool_refrigerators.html. (Robin of Lasalle, Quebec - 10/18/03)</p>
24	<p>"I have a 3-year-old refrigerator ... the doors are starting to rust. The paint is flaking off. ... The bare door had not been properly prepped in the manufacturing process to hold paint."</p> <p>http://www.consumeraffairs.com/homeowners/whirlpool_refrigerators.html (Terrance of Mililani HI - 8/2/03)</p>
25	<p>"We purchased a Whirlpool Refrigerator ... on 08/06/01. The liner of the interior wall began to crack. It doesn't take a genius to figure out it is defective material.</p> <p>http://www.consumeraffairs.com/homeowners/whirlpool_refrigerators.html (Maria of Modesto CA -6/16/03)</p>
26	<p>"In December 2003 we purchased a Washer & Dryer (Quiet Plus Ultimate Care II). ... and from day one the washer has been anything but quiet plus. It sounds as if it is going to tear the house down. It is so noisy and yes it is balanced well". http://www.consumeraffairs.com/homeowners/whirlpool_washing_machine.html (Beverly of Pace FL - 9/11/05)</p>
27	<p>"For as machine that displays its energy efficiency so proudly, how efficient is it if it needs to be run again, with no dishes, to clean it? This takes up time, water, and electricity to heat that water.</p> <p>http://www.consumeraffairs.com/homeowners/whirlpool_dishwashers.html (Kathryn of NY - 5/23/04)</p>

2.1.2 Failure/breakdown of appliance or some component(s) thereof

TABLE 2: FAILURE/BREAKDOWN OF APPLIANCE OR SOME COMPONENT(S) THEREOF

No.	Quotations of the failure/breakdown of appliance items or some component(s) thereof
1	<p>"Ek het die wasmasjien teen Junie verlede jaar klaar betaal. In September het die masjien gebreek ..."</p> <p>(Herstelkoste van wasmasjien betaal. Maandag 11 April 2005 bl. 18, Beeld)</p> <p><i>"The outstanding amount owing on the machine was settled at June last year. The machine broke down in September..."</i></p>
2	<p>In die eerste jaar het die yskas drie keer gebreek " (Klant kry oplaas nuwe yskas Maandag 30 Mei 2005 bl. 18, Beeld)</p> <p><i>In the first year, the fridge broke down several times ...</i></p>
3	<p>In Augustus verlede jaar het die masjien begin vassteek ..." (Maandag 17 Mei 2004 bl. 14, Beeld)</p> <p><i>In August last year, the machine started jamming ...</i></p>
4	<p>"... die yskas het heeltemal opgehou werk en die hele huis het na gas geruik." (Yskas 'waai om die hoek' Maandag 11 Julie 2005 bl. 14, Beeld)</p> <p><i>The refrigerator stopped functioning and the house smelled like gas.</i></p>
5	<p>"I have purchased a Bauer door fridge/freezer on the 20th of May 2005 to the value of R4999.00 (Cash I may add). Three Months down the line, and the handle of the door breaks." http://www.hellopeter.com/details.asp?id=47849</p>
6	<p>"I purchased a Whirlpool dishwasher November 2004. I utilised it once a week. 5 months later it broke." http://www.hellopeter.com/details.asp?id=40953</p>
7	<p>"At the end of April 2005, I bought a LG dishwasher. ...On the 5th of September, one of the wheels broke on the dish rack. The dishwasher is still under guarantee ..." http://www.hellopeter.com/details.asp?id=42802</p>



8	"I bought a brand new LG refrigerator from Stax Dunkeld 13 days ago. The day after purchase I reported that the thermostat was faulty " http://www.hellopeter.com/details.asp?id=57439#
9	"In Feb. 2001 we purchased a new Whirlpool self-cleaning slide-in electric range In May, 2002 the stove wouldn't work and we were told we needed to replace the control board ..." http://www.consumeraffairs.com/homeowners/whirlpool_ranges.html (Jane of Kailua-Kona HI - 3/19/04)
10	"The GE microwave oven ... started to shoot sparks and make a "hot electronics" smell. ... The result will be our having to spend more money in order to replace or fix a defective product that is dangerous in its malfunction. " http://www.consumeraffairs.com/homeowners/ge_microwaves.html (Malachi of Corinth NY - 11/11/04)
11	"The control panel in the whirlpool has gone out twice now and acts crazy". http://www.consumeraffairs.com/homeowners/whirlpool_ranges.html (Janice of Aptos CA - 09/17/05)
12	"I bought a Whirlpool Range ... about two years ago. When I installed it, the control panel would not work right. Had to replace the control panel. Three weeks ago, the oven would not work . You guess it, the control panel again. This time, it cost me around two hundred dollars out my pocket to replace it ". http://www.consumeraffairs.com/homeowners/whirlpool_ranges.html (Edward of North Wilkesboro NC - 2/10/04).
13	"Since purchasing (the washing machine" (the Calypso model) I have had to replace it four times... " http://www.consumeraffairs.com/homeowners/whirlpool_washing_machine.html (Rosa of West Covina CA - 11/4/03).
14	"Microwave oven - Only three years old and we have had the following problem: Magnetron went out after just one year of use." http://www.consumeraffairs.com/homeowners/ge_microwaves.html (Thomas of Park City KY - 01/16/06)
15	"On July 27th 2005 I purchased a GE microwave oven. On Dec. Five months later the microwave stopped working . A new microwave should last longer than 5 months". http://www.consumeraffairs.com/homeowners/ge_microwaves.html (Virginia of Trenton NJ - 01/05/06)
16	"I purchased a GE microwave model JE1140BL on 2-6-01. I paid \$129.99. The magnetron went out 10-26-02. Shouldn't this product last more than 21 months?" http://www.consumeraffairs.com/homeowners/ge_microwaves.html (Jessica of Zanesville OH - 11/8/032)
17	"The refrigerators' water valve (not filter) where the water line comes in, breaks consistently every 8-14 months costing around \$200 to fix each time." http://www.consumeraffairs.com/homeowners/ge_refrigerators.htm (Bryan of River Vale NJ - 01/25/06)
18	"I bought a Defy front loader washing machine. The Machine had a two years guarantee. ... Before I could use the machine for a year, It started malfunctioning ". http://www.hellopeter.com/details.asp?id=38629

2.1.3 Inconvenience in operating the appliances (physical discomfort, waste of time and energy etc.)

TABLE 3: INCONVENIENCE IN OPERATING THE APPLIANCES (PHYSICAL DISCOMFORT, WASTE OF TIME AND ENERGY ETC.)

No.	Inconvenience in the operation of appliances (physical discomfort, waste of time and energy etc.)
1	" Aangesien hy bietjie moeg geraak het om een keer per maand sy yskas en vrieskas te ontvries en skoon te maak , het Mnr. Deon Boshoff van Pretoria besluit om 'n dubbeldeur-yskas/vrieskas by Game te koop wat veronderstel was om self die ontvrieswerk te doen." (Vrieskas wil nie self ontvries nie 17 Januarie 2005 bl. 13, Beeld). <i>Since Mr Deon Boshoff got tired of defrosting his fridge once a month, he decided to purchase a double door fridge/freezer combination (from Game Stores) that defrost itself.</i>
2	" Moet ek nou die res van my lewe sukkel met 'n wringer wat kort-kort nie werk nie?" wou sy weet. (Omruil-belofte eindelijk ten uitvoer gebring Maandag 7 Maart 2005 bl. 16 Beeld) <i>"Do I have to live with a wringer that regularly does not work properly?"</i>



3	In my opinion, I should not have to wash the dishwasher after a load of dishes . . This is its job. It is supposed to save me work, not create more . For as machine that displays its energy efficiency so proudly, how efficient is it if it needs to be run again, with no dishes, to clean it? This takes up time, water, and electricity to heat that water. http://www.consumeraffairs.com/homeowners/whirlpool_dishwashers.html (Kathryn of East Islip NY - 5/23/04)
4	Appliances shelves and containers were not versatile and not easy to use (Adapted from AEG manual: 4)
5	The appliance item did not offer greater convenience and flexibility (Adapted from AEG manual:2)
6	The non-tip drawers was not strong and it was not is easy to remove heavy frozen foods (Adapted from AEG manual:4)
7	I was difficult to use the “easy-to-use push” button control system to select the applicable programme (Adapted from AEG manual:8)
8	The appliance was not simple and easy to use – you are “guaranteed simple operation and intuitive use” ...”combines latest technology with ease of use and convenience” (Adapted from Miele - Built in appliances)

2.1.4 Inconvenience/difficulty in the maintenance and care of the appliance

TABLE 4: INCONVENIENCE/DIFFICULTY IN THE MAINTENANCE AND CARE OF THE APPLIANCE

No.	Quotations or examples of inconvenience/difficulty in the maintenance and care of the appliance
1	“... allerhande skoonmaakmiddels (wat) aanbeveel (is), het nie gewerk (vir die metaalverkleuring) nie ... Hulle beveel aan dat die stoofplaat vooraf warm gemaak moet word om die middel die beste te laat werk.” (Stoofplaat toe glad nie só vlekvy nie. Maandag 28 Maart 2005 bl. 12, Beeld) <i>A variety of recommended cleaning agents could not remove the metal discoloration. It is recommended that the hob must be pre-heated to boost the cleaning agents' function.</i>
2	“Aangesien hy bietjie moeg geraak het om een keer per maand sy yskas en vrieskas te ontvries en skoon te maak, het mnr. Deon Boshoff van Pretoria besluit om 'n dubbeldeur-yskas/vrieskas by Game te koop wat veronderstel was om self die ontvrieswerk te doen .” (Vrieskas wil nie self ontvries nie 17 Januarie 2005 bl. 13, Beeld) <i>Since Mr Deon Boshoff got tired of defrosting his fridge once a month, he decided to purchase a double door fridge/freezer combination (from Game Stores) that defrost itself.</i>
3	“In my opinion, I should not have to wash the dishwasher after a load of dishes .” http://www.consumeraffairs.com/homeowners/whirlpool_dishwashers.html (Kathryn of East Islip NY - 5/23/04)

2.1.5 Insufficient durability

TABLE 5: INSUFFICIENT DURABILITY

No.	Quotations or examples of insufficient durability
1	“Ek hoop julle kan help, want ek is nou raadop met die dubbelbalie-wasmasjien van Defy wat ek twee jaar gelede gekoop het ,” het mev. Patricia Faurie van Witbank geskryf. (Omruil-beloofte eindelijk ten uitvoer gebring Maandag 7 Maart 2005 bl. 16 Beeld) <i>I hope you can help me, because I am fed up with my twin tub washing machine that I purchased from Defy Appliances two years ago.</i>
2	“Ek het die stoof eers in April verlede jaar laat magnetron en van die begin af het dit probleme gegee. Die knoppe het afgeval, die oond het nie reg gewerk nie en jy moes die stoof by die hoofskakelaar afskakel. ... Hy het solank die dele van die stoof gebruik wat nog gewerk het, totdat dit begin vanjaar 'n snaakse geluid gemaak het en glad nie meer wou werk nie.” (Met dié stoof kan g'n mens kook nie Maandag 21 Maart 2005 bl. 15 Beeld) <i>I purchased the stove in April last year and I experienced problems from day one. The controls fell off, the oven did not function properly and one had to switch the oven off at the main switch. ... he could only use the parts of the</i>



	<i>oven that was still working. At the beginning of the year it started making a strange sound and eventually it did not function at all.</i>
3	<p>“Die yskas wat sy by Furniture City gekoop het, se waterbottel loop al van die eerste dag af heeltemal uit as jy ‘n glas water wil skink en al het die vervaardiger al vyf keer uitgekom om dit reg te maak, gebeur dit steeds, het me. Karen Coetser van Johannesburg geskryf.” (Maandag 28 Maart 2005 bl. 12, Beeld)</p> <p><i>The water bottle of the refrigerator drained itself from the day of purchase. Even though the manufacturer was called out five times to repair it, it still leaks.</i></p>
4	<p>Mnr. P. Smit van Pretoria het kom raad vra oor die Kelvinator stoofblad van vlekvrye staal wat hy begin verlede jaar gekoop het, wat verkleur het. Hy is ontevrede oor die fabriek se antwoord omdat die stoof vir twee jaar gewaarborg is. (Stoofplaat toe glad nie só vlekvry nie. Maandag 28 Maart 2005 bl. 12, Beeld)</p> <p><i>The stainless steel stove top that Mr P Smit purchased last year, discoloured. He was dissatisfied with the manufacturer’s explanation, as the stove carries a two year guarantee.</i></p>
5	<p>“Die yskas was nog nie ‘n jaar oud nie toe begin dit al klonte ys ... ek kan nie glo dat yskaste gebou word om net meer as twee jaar te hou nie,” (Vrieskas wil nie self ontvries nie 17 Januarie 2005 bl. 13, Beeld)</p> <p><i>“The refrigerator was only in use for one year when it started making lumps of ice. I can not understand why a refrigerator is manufactured to last only two years”.</i></p>
6	<p>“Mnr. M. Pienaar ...kla oor die Speed Queen wasmasjien wat hy in Mei verlede jaar by Game gekoop het. ...” Verbruikersforum Ina Opperman</p> <p><i>Mr M Pienaar is complaining about the Speed Queen washing machine that he purchased at Game stores in May, last year.</i></p>
7	<p>“Binne twee weke het sy by die handelaar gaan kla omdat die yskas water gelek het” (Defy se hoofkantoor ruil yskas dadelik om Maandag 12 Julie 2004 bl. 18, Beeld)</p> <p><i>She complained at the dealer (within two weeks) that the refrigerator was leaking.</i></p>
8	<p>“Ek het ‘n paar dae nadat ek die yskas gekoop het, gemerk die plastiekstroke rondom die deure het gekraak” . (Game ruil yskas goedgunstiglik om. Maandag 9 Mei 2005 bl. 14 , Beeld)</p> <p><i>I noticed that the plastic strips surrounding the door cracked after a couple of days of purchase.</i></p>
9	<p>“Mnr. W.M. Venter ... (se) Defy yskas, wat hy in Maart verlede jaar gekoop het, (het) skielik in September nie meer koud geword het nie”. (Toe ons kla, daag nuwe yskas op Maandag 19 April 2004 bl. 14, Beeld)</p> <p><i>Mr W.M. Venter’s Defy refrigerator that he purchased in March last year, suddenly failed to refrigerate in September.</i></p>
10	<p>“Ek het (‘n yskas) gekoop om ten minste 20 jaar te hou, maar na ‘n maand het ek agtergekom die yskas ruik na gom”. (Yskas wat bly stink en stink ... Maandag 31 Januarie 2005 bl. 20, Beeld)</p> <p><i>I purchased a refrigerator to last me for the next twenty years, but after one month it started smelling like glue.</i></p>
11	<p>“I purchased a new dishwasher ... After using it for approx 1 month; I noticed the interior tub turned pink. I washed another load of dishes, hoping that it would go away but it didn’t. ... I think that the plastic used in the tub is inferior. This should not be this porous new. I could understand it in an older appliance, but not at this stage. My previous machine was 16 years old, and was as white when I discarded it as the day I bought it.” http://www.consumeraffairs.com/homeowners/whirlpool_dishwashers.html (Kathryn of East Islip NY – 5/23/04).</p>
12	<p>“The dishwasher we had before lasted 12 years and then died. We have only had this one little over a year ...” http://www.consumeraffairs.com/homeowners/whirlpool_dishwashers.html (Shirley of Carmichael CA - 5/15/03).</p>
13	<p>“On July 27th 2005 I purchased a GE microwave oven. On Dec. Five months later the microwave stopped working. A new microwave should last longer than 5 months.” http://www.consumeraffairs.com/homeowners/ge_microwaves.html (Virginia of Trenton NJ – 01/05/06)</p>



14	<p>"... Also the microwave should last more than a year!"</p> <p>http://www.consumeraffairs.com/homeowners/ge_microwaves.html (Korry of Nashville TN – 11/21/03)</p>
15	<p>"I purchased a GE microwave model JE1140BL on 2-6-01. I paid \$129.99. The magnetron went out 10-26-02. Shouldn't this product last more than 21 months?"</p> <p>http://www.consumeraffairs.com/homeowners/ge_microwaves.html (Jessica of Zanesville OH – 11/8/032)</p>

2.1.6 Safety or health risks associated with the appliance

TABLE 6: SAFETY OR HEALTH RISKS ASSOCIATED WITH THE APPLIANCE

No.	Quotations or examples of safety or health risks associated with the appliance
1	<p>"I am having the same problem with my GE microwave that others are having: A huge popping noise and sparking occurs partway through the cycle. This evening I was using it, and a plastic cover inside the microwave caught on fire and melted. This is unsafe, and it seems to me that if this is happening to more than one of their units, GE should be recalling these units as they are defective and dangerous."</p> <p>http://www.consumeraffairs.com/homeowners/ge_microwaves.html (Jamie of Buffalo NY)</p>
2	<p>"I purchased a Whirlpool flat-top convection oven, model GR450 LXH in April 2003. The oven first started sparking out the back about a month after purchasing it. I thought it was a light bulb burning out but a few weeks later the oven turned on by itself and it got dangerously hot -- you could feel the heat and could smell wires burning."</p> <p>http://www.consumeraffairs.com/homeowners/whirlpool_ranges.html (David of New Ipswich NH - 12/18/03).</p>
3	<p>"Sy vrieskas ... (het) 'n mens 'n elektriese skok gegee as jy daaraan raak." (Vrieskas wat skok, werk nou weer reg Maandag 22 Maart 2004 bl. 12, Beeld)</p> <p><i>When I touched his refrigerator, it gave me an electric shock.</i></p>
4	<p>We had purchased a GE microwave ... in June 2004. In December 2005 the microwave caught fire while cooking mashed potatoes for 30 seconds. The plastic at the top of the inside of the microwave had started to melt and caught on fire. Flames came out of the front and almost burnt our ceiling but the fire department arrived to put the fire out. They examined the microwave and documented in their fire report that the cause was due to a defective microwave part. It was an extremely scary situation and I fear of what could have happened to our family had we not been in the kitchen when the fire started. http://www.consumeraffairs.com/homeowners/ge_microwaves.html (R of Des Plaines IL - 01/05/06)</p>
5	<p>I went to use my microwave to heat up a bowl of canned corn to go with dinner. I put it on for 2 minutes and the next thing I know my kitchen is filling up with SMOKE and the smell of BURNING PLASTIC. We called the fire dept, and they removed it from the wall, and yes the wires inside the microwave had caught on fire. It was very scary.</p> <p>http://www.consumeraffairs.com/homeowners/ge_microwaves.html (Judy of Fort lawn SC – 2/1/05)</p>
6	<p>"The GE microwave oven ... started to shoot sparks and make a "hot electronics" smell. ... The result will be our having to spend more money in order to replace or fix a defective product that is dangerous in its malfunction." http://www.consumeraffairs.com/homeowners/ge_microwaves.html (Malachi of Corinth NY - 11/11/04)</p>

2.2 Symbolic performance failures

Symbolic performance failures represent: lack of sensory pleasure or sensory dissatisfaction, lack of an emotionally pleasurable experience (emotional dissatisfaction), lack of cognitive pleasure (cognitive dissatisfaction). Tables 7 to 9 provide examples of consumers' complaints concerning the symbolic performance failures of major household appliances in terms of the symbolic performance failure categories.



2.2.1 Lack of sensory pleasure or sensory dissatisfaction

TABLE 7: LACK OF SENSORY PLEASURE OR SENSORY DISSATISFACTION

No.	Quotations or examples of lack of sensory pleasure or sensory dissatisfaction
1	<p>"Mnr. P. Smit van Pretoria het kom raad vra oor die Kelvinator stooftblad van vlekvrystaal wat hy begin verlede jaar gekoop het, wat verkleur het. ... "Ek het gedink dit lyk na metaalverkleuring ... die stooftplaat verkleur terwyl dit gebruik word, as 'n stooftplaat aan gelos word sonder 'n kastrol op of wanneer 'n pot wat groter as die plaat is, gebruik word" (Stooftplaat toe glad nie só vlekvrystaal nie. Maandag 28 Maart 2005 bl. 12, Beeld)</p> <p><i>The stainless steel stove top that Mr P Smit purchased last year, discoloured. The discolouration occurred when the plate was in use, when the plate was left on (without a pot) and when a bigger pot than the plate was used.</i></p>
2	<p>Stainless steel fridge. You buy them because they look nice right? But what does Whirlpool say to you when all of their fridges from my resellers (30+) have a defect in the "crease" on the top corners of each of the fridge door and freezer doors? http://www.consumeraffairs.com/homeowners/whirlpool_refrigerators.html (Robin of Lasalle, Quebec - 10/18/03)</p>
3	<p>The appliance's appearance (i.e. fancy colours, shapes, curves, lines or textures.) did not fulfil my requirements any longer.</p>
4	<p>The appliance's appearance/ look did not interest me anymore. (or did not appeal to me anymore)</p>
5	<p>" ... before this I had a Panasonic microwave which we used for almost 15 years but needed to buy a new one to match our new kitchen appliances. ... Buying GE microwave has been one of the worse mistakes I made. http://www.consumeraffairs.com/homeowners/ge_microwaves.html (Thomas of Park City KY (01/16/06)</p>
6	<p>The appliance was no longer acceptable to me because other people's appliances (were more eye appealing) looked more attractive than mine did.</p>
7	<p>The appliance item no longer had the fashion/style trends that I desired</p>

2.2.2 Lack of an emotionally pleasurable experience (emotional dissatisfaction)

TABLE 8: LACK OF AN EMOTIONALLY PLEASURABLE EXPERIENCE (EMOTIONAL DISSATISFACTION)

No.	Quotations or examples of lack of an emotionally pleasurable experience/ emotional dissatisfaction
1	<p>"Sy was van die begin af nie gelukkig nie omdat die masjien nie skoon gewas het nie." (Maandag 17 Mei 2004 bl. 14, Beeld)</p> <p><i>She was unhappy from the beginning, as the machine did not wash properly.</i></p>
2	<p>"Nadat ek die wasmasjien by Whirlpool gekoop het, het ek net plesier daarmee gehad, tot middel April toe ek die tegnikus gebel het wat voorheen aan my wasmasjien gewerk het om dit te kom herstel". Masjien toe vervang deur nuwe Maandag 30 Mei 2005 bl. 18, Beeld)</p> <p><i>The machine that I bought from Whirlpool gave me great satisfaction until middle April when it broke down. I had to phone a technician to repair it.</i></p>
3	<p>"As die wasmasjien nie werk nie, is die hele huis onderstebo en dit is presies waarom me. Ada Landman van Randfontein kom kla het" (Masjien toe vervang deur nuwe Maandag 30 Mei 2005 bl. 18, Beeld)</p> <p><i>The household is upside down when the washing machine is not functioning.</i></p>



4	"I am very disappointed in a new stainless steel stove from whirlpool I bought, after one week all the numbers that indicates the heat of the plates came off, even the red light cover came loose, do you people call this quality, I don't think so!" http://www.hellopeter.com/details.asp?id=54150
5	"I bought a Whirlpool Range (GY396LXGB2) about two years ago. When I installed it, the control panel would not work right. Had to replace the control panel. Three weeks ago, the oven would not work. You guess it, the control panel again. This time, it cost me around two hundred dollars out my pocket to replace it. I can't stand much more of this. What ever happen to the saying -- They're built to last." http://www.consumeraffairs.com/homeowners/whirlpool_ranges.html (Edward of North Wilkesboro NC - 2/10/04)
6	"Where is Quality Control? Now it is March, 2004 and the clock and timer won't work. I was told that I needed a new CONTROL BOARD! I am so disgusted with the workmanship on this machine! http://www.consumeraffairs.com/homeowners/whirlpool_ranges.html (Jane of Kailua-Kona HI - 3/19/04)
7	"(The washing machine) sounds as if it is going to tear the house down. It is so noisy and yes it is balanced well. I would like something done to either fix the problem or a new washer. We simply cannot use it in this condition any longer. http://www.consumeraffairs.com/homeowners/whirlpool_washing_machine.html (Beverly of Pace FL - 9/11/05)
8	I bought a small dishwasher on 2005-01-02. I was quite impressed with the product at first but this soon faded as the unit kept on pumping water in and then out again and did not initiate the cleaning cycle." http://www.hellopeter.com/details.asp?id=45988
9	I did not enjoy using the appliance item anymore
10	The appliance item no longer had the fashion/style trends that I desired (sensory dissatisfaction can contribute to emotional displeasure)

2.2.3 Lack of cognitive pleasure (cognitive dissatisfaction)

TABLE 9: LACK OF COGNITIVE PLEASURE (COGNITIVE DISSATISFACTION)

No.	Quotations or examples of lack of cognitive pleasure/ cognitive dissatisfaction
1	The appliance was no longer acceptable to me because other people's appliances (were more eye appealing) looked more attractive than mine did.
2	The appliance item no longer had the fashion/style trends that I desired (sensory dissatisfaction and cognitive displeasure goes hand in hand where people compare themselves to other people and conclude there appliance are not in vogue any more).
3	" ... before this I had a Panasonic microwave which we used for almost 15 years but needed to buy a new one to match our new kitchen appliances. ... Buying GE microwave has been one of the worse mistakes I made.. http://www.consumeraffairs.com/homeowners/ge_microwaves.html (Thomas of Park City KY (01/16/06)
4	The appliance no longer reflected the image/identity I wanted.
5	Other people (friends/family) were not particularly impressed with the appliance's image.