



## DETERMINANTS AFFECTING CONSUMER COMPLAINING BEHAVOIR: A STUDY IN A UNIVERSITY OF PAKISTAN

Muhammad Rizwan<sup>1</sup>

Syed HassanAli

Sonia Akhter

Yasir Abbas

Anila Kanwal

Shoaib Iqbal

Waqas Aziz

---

### ABSTRACT

***Purpose:** - The purpose of this conceptual research study paper is to incorporate 2 streams of collected works associated to consumer complaining behavior (CCB) and attitudinal or behavioral perspectives. The conceptual structure aims to enhance or change the viewpoint on consumers' complaint practices. The generated model is purposed that completes the attitudinal or behavioral perspectives and consumer complaining behavior literature in the framework. Cautious study review with potential has done to validate the conceptual work here. The selected framework is representing an initial point for elaborating concepts on consumer complaining behavior. The organized study of empirical work research is a need to assess the generated integrative model.*

**Key Words:** Attitude, loyalty, past experience, controllability, consumer behavior, university.

### INTRODUCTION

Consumer complaining behavior (CCB) is a study of society perspective in groups and individually and of course for the business in terms of having safe and secure practices of services and products, satisfaction needs and effects of the criteria having on the society and to the consumer. This perspective is helping to see the characteristics and different ways of understating the buying decision making mindset individually as well in groups of society, like family and friends. The objective of this paper is to examine consumer complaint behavior (CCB) post-purchase

---

<sup>1</sup>Department of Management Sciences The Islamia University, of Bahawalpur, Pakistan.

Corresponding author's E-mail: [rizwan.arshad@iub.edu.pk](mailto:rizwan.arshad@iub.edu.pk)

dissatisfaction, which is a critical factor for business firms pursuing consumers' retention. Marketers should encourage consumer complaints due to its impression of loyalty as well words of mouth. This paper contains three objectives here; first one is to give an idea about the review of this established research practice towards the field of CCB, second is, to provide a view for contextualize this work, in an environment of consumption, third is to provision of proved model for upcoming study.

Customer behaviors' study is based on purchaser buying behaviors', with different directions, how to paying and complaining behavior accordingly situation and the most favorable thing to keep in mind for both professionals and for supervisor customer mindset of service practices. Information about CCB provides a scenario for organization in different ways as to recognitions with common problems of services and also we can get through better services provision criteria as well (Mehra and Johnston, 2002) and (Filiatrault and Marquis, 2002) understanding of the perceived service quality for consumer (Brown and Tax, 1998) and it facilitating strategic planning help (Walker-Harrison, 2001; Edvardsson, 1992; Mehra and Johnston, 2002; Halstead and Droge, 1991). Brown and Tax, (1998) and Rustetall, (1996) gave discussion that if a customer or consumer provides negative feedback or do complain then he/she should be appreciated and encouraged rather than demotivation because if does not complain against their dissatisfaction then must be loss of customer i.e. increasing risks on business. Learning about the customers complaining behaviors process will be useful in terms to prevent mishaps of service provision from the providers perspective, consumers complaint behavior is a need because it.

- Influence the future survives possibility for the service provider firms.
- May cut the negative impression.
- Provide helps to do improve in service provision against complaint by getting feedback that will be useful, in making improvement for customer loyalty and long terms benefits for business (Reichheld, 1993; Kelleyetal, 1993; Sasser and Reichheld, 1990; Wernefelt and Fornell. 1987).

Service providing firms know that in business area consumer's dissatisfaction and the management and controllability of service recovery are key pointers of consumer loyalty, welfare and discontent (Singh, 1991). More demonstrations like customer problems' resolution give consumer's commitment and trust with positive impacts (Tax at al. 1998). Dwyer et al. (1987) and, Suraman and Berry, (1991) argue that taking actions for managing the complaint therefore is a critical discussion, "moment of truth" in increasing and retaining the consumer relationship. Brown and Tax, (1998); Harris and Roynolds, (2006); Gopinath and Nyer, (2005) said in their studies that customer feedback, displeasure, negative behavior and complaints are the things which provide company the information which is key drivers for them to sustain their companies, it provides different aspects of sustaining, many studies gives information so, complaint should be always appreciated. It is crystal clear that the organization could do nothing to a complaint until the

complaint received. This will not happen if complaints are not encouragement by organization. Through the relevant variables by appreciating complaints will give chance to organizations to focus on exact regions for modification that gives assistance to organization make more effective and potential consumer complaint programs. This could be possible only when it approaches to target people. We cannot judge how much efficient working of this program alone. This research study is attempted to answer the following questions:

- Is there any relationship between attitude and CCB?
- How past experience affect the CCB?
- What is the relationship between controllability and CCB?
- How would customer loyalty affect the customer complaining behavior?

## LITERATURE REVIEW

### Consumer Complaining Behavior

As a defensive market tool, the practical use of customer/client complaint management has been hooked up with great importance among academic within the field of marketing analysis. Considerable existing findings centered around question like; however consumer tend to act once discontented; why consumer complaint, generally speaking a consumer would resort to four sorts of complaint-showing behavior once feeling dissatisfied (Davidow and Dacin, 1997) specifically, silent, exit NWOM, and direct complaint or making complaint to 3<sup>rd</sup> party. It is defined that direct consumer complaint is as displeased consumer protest against company to recover, return, renewal, apology etc. Whereas the displeasure with product, service or the practice of buying service as the prerequisite of making a complaint, major motives may be found in release of unsatisfactory emotions, request for clarifying the matter and responsibility, protection of one's own rights and demands for apology; moreover as compensation to some extent, or help in quality and repair, additionally consumer attribution of the entire method and subsequent emotional business and switching cost, skills and data needed to create criticism or complaint.

### Customer Loyalty

Customer loyalty is a fundamental concept and the importance is extensively admitted by academics and practitioners (Peter, 1999; Eggert, 2000; Caruana, 2004; Singh and Agustin, 2005). Loyal customers always having positive attitude for the company as well as they do not give value to pricing and do not switch to other competitor (Caruana, 2004; Eggert, 2000; Jones and Farquhar, 2003; Staack, 2004). This has a positive effect on a company's profit (Caruana, 2004; Jones and Farquhar, 2003; Reichheld et al. 2000). Now a days, customer loyalty as an element for consumer complaint behavior (CCB), a triage by loyalty possibly will explain customer responses to a critical event affecting displeasure. Therefore, going focus on the part of this research is to study as antecedents, the customer loyalty (Eggert, 2000; Homburg et al. 2003; Jeker, 2002; Hill and Strauss, 2001; Herrmann et al. 2000; Crie, 2003; Peter, 1999). So, we are going to discuss on the

customer or consumer loyalty first. In the study it has been assumed that loyalty of a customer has consequences of behavioral and attitudinal (George and Thatcher, 2004; Aspinall et al. 2001; Caruana, 2004). Granbois and Blogett, (1992) introduced the construct from Hirschman, (1970) put forward about the loyal customers are doing more complain, lesser do exit and to do NWOM, when dissatisfaction with a product or could be with a service. Based on this it is hypothesized that:

**H<sub>1</sub>:** There is a strongly positive association stuck between loyalty and CCB.

### **Attitude toward Complaining**

Richins, (1987) said that attitudes are subjective believes that are in acceptability of a dissatisfied customers' gaining return from the company. With the services firms also other business firms acquire and retaining profitable and loyal consumers by providing socks knocking environment in the intensive competition (Anderson and Zemke, 2007; Makens et al. 1999). Therefore, mistakes are the thing which happens and occur frequently in service businesses, (Yavas et al. 2003). So, the firms must be ready to solve problems accordingly. Here they need to know the trend of market members, their behavior, in other words, attitudes towards complaining (Oh, 2006; Grace and Bodey, 2007; Tax and Blodgett, 1993). Many time researchers proved that complaining is affected in responses in terms of voices and negative words of mouth by attitudes (Oh, 2004; Day, 1984; Richins, 1982; Mason and Bearden, 1984). Complaints from those consumers or customers, those are confident in registering complain or having confidence for success. They make complaints comparatively those consumers which feel less confident to do complain (Grace and Bodey, 2007). Likewise, attitude towards complaining as attitude towards compensation seeking where, it is found the relations between compensation and attitudes is strongly positive (Joung and Cho, 1999). Similarly, the relation between 'attitude toward compensation seeking' and 'compensation seeking intention are supported (Richins, 1982). The consumers who are not seeking compensation towards the firm will just switch to other firm and with negative attitude there will be negative words of mouth behavior (Blodgett et al. 1995). Attitude for complains connected to behavioral intentions, generally, consumers having the positive attitude towards complaining have a greater tendency to complain (Grace and Bodey, 2007; Blodgett et al. 1995; Crockett and Bearden, 1981).

**H<sub>2</sub>:** Attitude is positively influenced by CCB.

### **Past Experience**

There is a range of theories on the consumer complaining behavior (Ladwein and Crie, 2002; Oliver, 1997; Folkes, 1984a; Johnston, 1995; Ganesh et al. 2000; Blodgett et al. 1997). Usually expectation disconfirmation is applied. In this theory, we studied that the initial expectation of customer linked to displeasure of consumer and the satisfaction is defined by the amount of displeasure (Wilton and Tse, 1988; Oliver 1980; Parasuraman et al. 1985; Anderson 1973; Dover and Olson, 1979). This is depended on consumer satisfactions expectations if he/she practiced other than his or her expectations definitely he will feel unhappy and do complain (Wilton and Tse,

1988; Drew and Bolton, 1991; Landon and Day, 1977; Gronroos, 2000; Oliver 1980; Surprenant and Churchill, 1983; Singh, 1988; Berry et al. 1985; Bearden, 1983). Discussions are made critically on the theory, conceptualized and empirically (De Carlo and Teas, 2004; Teas 1993; Taylor and Cronin, 1992). The basic concern of criticism has found that the space between provided and the expected service.

Ziethaml et al. (1993); Parasuraman and Berry, (1991) gave arguments on this and additional exploratory research study, a standard area of tolerance was developed. Separate points on a scale are not better comparatively than to portray expectations zone/range (Bloemer and Poiesz, 1991). The zone of tolerance must provide intervene among the consumer's desired degree of service and the degree where the consumer feel satisfactory (Parasuraman and Berry, 1991). This zone is a level where consumer feels acceptance. Strandvik, (1994) mentioned, in the boundaries variation would be acceptable by consumers is an aspect of tolerance zone and the ups and downs on the service quality perception will only be a marginal effect. It is obvious the performance exceeds out of range the quality service will defiantly affected (Johnston, 1995). Tronvoll, (2008b) and Stausset al. (2005) highlighted that if a consumer goes through an experience, which is below, or less than the acceptable levels in the tolerance zone, this would result in consumer frustration and increase level of possibility for complaining. Arndt and Hawes, (2007) mentioned that consumer dissatisfaction can be measure by level of complaints, higher level more complains. It depends, maximized bad experience, towards negative reactions; minimized bad experience, towards positivity and consequently good feelings, both feelings leading towards complaining behavior that could be in bad manner or complimentary.

Han et al. (1995) discussed it very clearly, complaining behavior have a variety of factors' role on it, like demographic factors. Ferrer and Lee, (1999) mentioned that in age differences there is a change level of experience' dissatisfaction and change in consequent of complains. As (Edgecombe ETal., 1975; Morganosky and Mayer, 1987; Han et al. 1995; Herrman et al. 1975; London and Day, 1977) suggested that people who have got higher level in education comparatively do more complains than those having less education level because with the education people have got ways to do complains. Paim and Haron, (2008) have discussions on education and income level consumers and they said that people with high level of education and income have minimum problems in unfair and displeasure conditions in market comparatively. Due to the personality and mindset of a person, accordingly his/her personality different intervening variables resulted in postponed or hindrance from complaining with the fear of confrontation (Davidow and Dacin, 1997). People who are traditional in concepts must be less assertive with less self-confident and having a fear of complaining (Liu and Keng, 1997). Old age people do complaints not very much time, but in other case of age as youngsters they do and take actions (Lee and Ferrer, 1999). The hypothesis is give below:

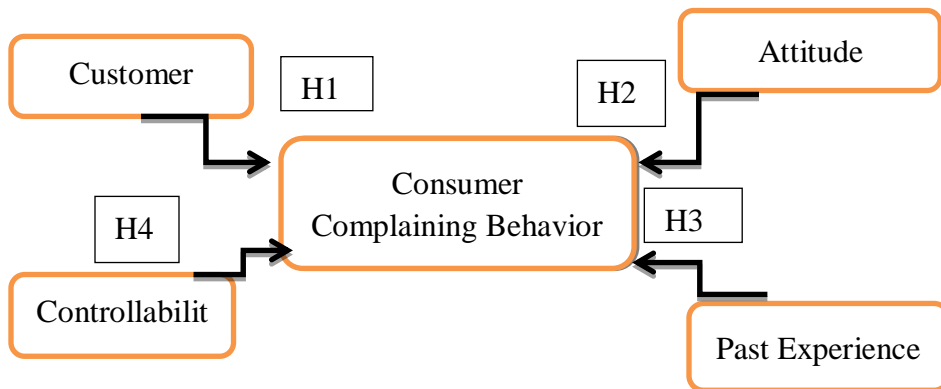
**H<sub>3</sub>:** Past experience has a positive influence on consumer complaining behavior.

**Controllability**

The unsatisfactory conditions or unpleasant environment that creates dissatisfaction for a consumer, the company could manage to control it; this could be positive influence of possibility of success. Folks, (1984) said customer’s intentions of reaction of making a complaint is influenced by a product and services failure attributions and could be asked by the company to controlled, hindered and to do appropriate actions which are in terms of problem solving. So we are saying responsibility goes to company where the dissatisfaction condition identified as a failure in company’s precaution, therefore in the result consumer will have belief that compensation of a complain would be in account and thus higher the success possibility. Singh, (1989) noted that consumer will be in high level of belief in making complaints to the company if the consumer attributes displeasure or dissatisfaction. This argument says:

**H<sub>4</sub>:** Controllability of complain has a positive influence of consumer complaining behavior.

**Proposed Research Model**



**RESEARCH METHODOLOGY**

This research is descriptive in its nature. Descriptive research can be explained as describing something some phenomena or particular situation. Descriptive researches are those researches that describe the existing situation instead of interpreting and making judgments (Creswell, 1994). The main objective of the descriptive research is verification of the develop hypothesis that reflect the current situation. This type of research provide information about the current scenario and focus on past or present for example In recent times, tourism industry and researchers are more interested in customer complaint behaviors which offer opportunities for increasing customer satisfaction and profitability in developing customer management and marketing programs at enterprises /destinations (Rogers et al. 1992; Huang et al. 1996; Singh and Wilkes, 1996; Colgate and Norris, 2001).

### **Sample/Data**

Papers of questionnaires were provided to the students of the Islamia University of Bahawalpur and they were requested to think that a situation relating a service failure that had happened to them (Yuksel et al. 2006; Levesque and McDougall, 1991). The target population of the study consists of students, employees, businessmen, unemployed and housewives. A part from Bahawalpur customer from Islamia University of Bahawalpur and from the market of Bahawalpur has been chosen for the sampling group. In the region the mostly preferred parts of Islamia University of Bahawalpur have been taken into consideration. The population samples of 200 respondents were asked to participate in a questionnaire. The population for this research is customer of Bahawalpur. The current study utilizes a known probability sampling technique that is “convenience sampling”. Convenience sampling is a sampling technique that obtains and collects the relevant information from the sample or the unit of the study that are conveniently available (Zikmund 1997). Convenience sampling is normally used for collecting a large number of completed surveys speedily and with economy (Lym et al. 2010).

### **Measure/Instruments**

The survey instruments of the current study address two major purposes; first is to analyze the relationship of different variables in the adoption of customer complaining behavior. Second, to collect information about the different characteristic of the respondents that can be used to understand the variation in different categories. Questionnaire method has been used as the data gathering method. In the questionnaire consisting of two sections, the first section aims to find out some of the personal demographic features, such as sex, age, income, educational level and current status of the respondents, the second section consisting of 16 items and 5 dimensions aims to find out customer complaints behaviors.

Section 2 includes the latent variables that are important in the current study. These variables include loyalty, attitude, past experience and controllability towards customer complaining behavior. This section of the study is developed based on the past literature and already used questionnaire (Table 1). The scales of the study were adopted from the previous literature and published studies. We have total 5 variables of the study were loyalty, attitude, past experience, controllability and tendency to complain. Tendency to complain have 3 items, attitude towards complaining have 4 items, loyalty have 3, past experience have 3 and controllability have 3 items.

### **Procedure**

The questionnaire was distributed among 200 respondents in Bahawalpur. These respondents are selected based on the criteria above mentioned. Before giving the questionnaire, the purpose of the study and question were explained to the respondent so they can easily fill the questionnaire with relevant responses. A total of 150 questionnaires were selected and rest of the questionnaire was not included in the further analysis due to incomplete or invalid responses. After collecting the

completed questionnaire, these questionnaires were coded and entered into the SPSS sheet for regression analysis.

**Table-1.** Scales of the study

No.	Variables	Items	References
1	Tendency To Complain	<ol style="list-style-type: none"> <li>1. I do not easily forget the unpleasant problems without complaining or protesting.</li> <li>2. I absolutely complain on site (or in the next visit)to the staff or managers.</li> <li>3. I absolutely ask for problems solving on site(or in the next visit).</li> </ol>	Singh 1989 (determinants of customer complaint intention)
2	Customer Loyalty	<ol style="list-style-type: none"> <li>1. I would definitely recommended company “Stylo” &amp; “Borjan” to someone who seeks my advice.</li> <li>2. I encourage relatives and friends to do business with company “Stylo” &amp; “Borjan”.</li> <li>3. I intended to do more business with company “Stylo” &amp; “Borjan” in the next few years.</li> </ol>	De Ruyter et al. 1998 (customer satisfaction, loyalty and commitment in service organizations)
3	Attitude Towards Complain	<ol style="list-style-type: none"> <li>1. I feel uncomfortable if not complain directly about dissatisfactory product or service to the company.</li> <li>2. I feel obliged to complain directly about dissatisfactory product or service to the company.</li> <li>3. People should complain as it happens.</li> <li>4. It is unnecessary to ask for change or return if the failing product or service does not cost much.</li> </ol>	Blodgett et al. 1993 (determinants of customer complaint intention)
4	Past Experience	<ol style="list-style-type: none"> <li>1. Have you complained to a retail store in the last six months?</li> <li>2. Have you complained directly a lot to the company?</li> <li>3. You have complained many times directly to the company?</li> </ol>	Blodgett et al. 1993 (determinants of customer complaint intention)
5	Controllability of Complain	<ol style="list-style-type: none"> <li>1. The problem could have been prevented if I complain.</li> <li>2. It would not happen if the store had been more precautions.</li> <li>3. Strictly speaking, I was partly responsible.</li> </ol>	Singh 1989 (determinants of customer complaint intention)

### Reliability Analysis

Overall Cronbach’s alphas of over study are more than acceptable and recommended value 0.50 by Nunnally, (1970) and 0.60 by Moss et al. (1998). This shows that all the 16 items were reliable and valid to measure the opinion of consumers towards customer complaining behavior.



**Table-2.** Reliability of Measurement Instrument.

Scales	Items	Cronbach's Alpha
Tendency to complaining	3	0.647
Customer Loyalty	3	0.555
Attitude Towards Complain	4	0.726
Past Experience	3	0.752
Controllability Of Complain	3	0.593

## RESULTS AND ANALYSIS

### Profile of the Respondents

Personal and demographic information such as sex, age, income, education level and status are in Table-4).

**Table-4.** Profile of the respondents

Variable	Category	Frequency	Percentage
Gender	Male	67	44.4
	Female	83	55
Age	15-20 years	59	39.1
	20-25 years	84	55.6
	25-30 years	3	2.0
	30-35 years	3	2.0
	35-40 years	1	0.7
Income	Below 15000	37	24.5
	15000-25000	44	29.11
	25000-35000	18	11.9
	35000-45000	6	4.0
	45000-55000	7	4.6
	Above 55000	9	6.0
Education	Matriculation	2	1.3
	Inter	8	5.3
	Bachelor	67	44.4
	Master	60	39.7
	MS/M.Phil.	12	7.9
	PHD	1	0.7
Status	Student	135	89.4
	Employed	10	6.6
	Businessman	3	2.0
	Housewife	2	1.3

## HYPOTHESIS TESTING

### Customer Loyalty and Tendency to Complain

According to the result of the study the variable of customer loyalty have an insignificant relationship with tendency to complain. Customer loyalty has an insignificant relationship with ( $\beta =$

0.077) and ( $p > 0.296$ ). This means the customer loyalty contribute more than 7% to tendency to complain. Result of the current study not supported in this research.

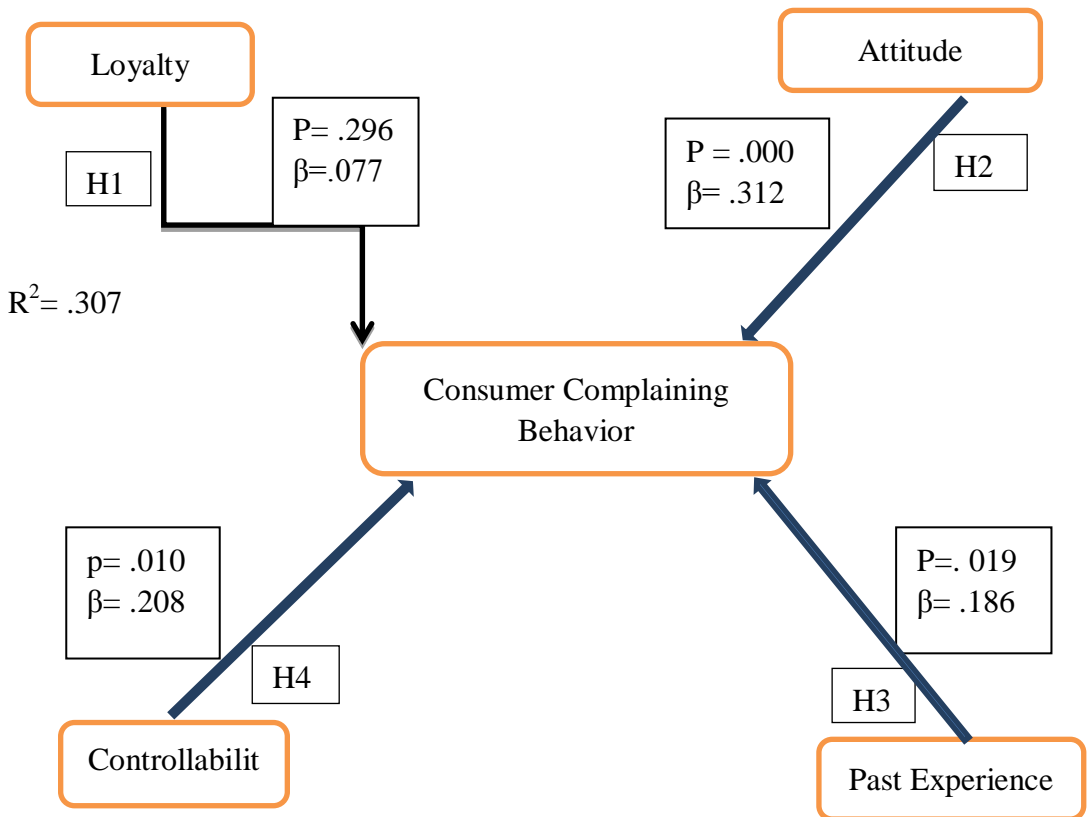
**Attitude Towards Complain and Tendency to Complain**

According to the result of the study the variable of attitude towards complain has a significant positive relationship with tendency to complain. Attitude towards complain has a significant positive relationship with ( $\beta = 0.312$ ) and ( $p > 0.000$ ). This means the attitude towards complain contribute more than 31% to tendency to complain. Result of the current study validates  $H_2$ .

**Past Experience**

According to the result of the study the variable of past experience have a significant positive relationship with tendency to complain. Past experience has a significant positive relationship with ( $\beta = 0.186$ ) and ( $p > 0.019$ ). This means the past experience contribute more than 18% to tendency to complain. Result of the current study validates  $H_3$ .

**Figure-2.** Structural Model Results



**Controllability of Complain**

According to the result of the study the variable of controllability of complain has a significant positive relationship with tendency to complain. Controllability of complain has a significant

positive relationship with ( $\beta = 0.208$ ) and ( $p > 0.010$ ). This means the controllability of complain contribute more than 20% to tendency to complain. Result of the current study validates H<sub>4</sub>.

**Table-5.** Regression Results

Hypothesis	Model Variables	Estimates	S. E	C.R	P	Results
H1	TTC ← Customer Loyalty	.077	.083	1.048	.296	Not Supported
H2	TTC ← Attitude	.312	.082	4.050	.000	Supported
H3	TTC ← Past Experience	.186	.066	2.378	.019	Supported
H4	TTC ← Controllability	.208	.081	2.596	.010	Supported

## DISCUSSION

The observed studies in the current examination show that customer/consumer loyalty, attitudes toward complaint, controllability of complaint and the past experience are central contributing factor that touch consumer's propensity. These outcomes here give further range of standing theoretical studies of models and focus on complicated link toward variety of factors those intervening consumer's tendency of complaining for learning consumer complaining behavior (CCB). This current research study is working around not on behaviors but also on CCB, which empowers other common conclusion. This study is in account of relation of company with consumer. In term of appreciation a consumer for complaining, and company to do better and appropriate possible actions when a complaint comes. The results obtained from the analysis permitted us to verify the established hypothesis and to understand the relationship between different variables of customer complaining behavior model.

In the past research work we have studied, loyal customers always having positive attitude for the company as well as they do not give value to pricing and do not switch to other competitor (Caruana, 2004; Eggert, 2000; Jones and Farquhar, 2003; Staack, 2004). Now a day, customer loyalty as an element for (CCB), a triage by loyalty possibly will explain customer responses to a critical event affecting displeasure. Therefore, going to focus on the part of this research study as antecedents, the customer loyalty (Eggert, 2000; Homburg et al. 2003; Jeker, 2002; Hill and Strauss, 2001; Herrmann et al. 2000, Crie, 2003; Peter, 1999). We assume a hypothesis loyal customer do more complains to the company. There is a strongly positive association stuck between loyalty and CCB. But in this research, in a particular area of Bahawalpur we have found that the result is not supported on the basis of significant value ( $p = 0.296$ ), the hypothesis is rejected.

Richins, (1987) said that attitudes are subjective believes that are in acceptability of a dissatisfied customers' gaining return from the company. Here, in this study we assume a hypothesis, the more positivity in their attitude about complaining, the higher the CCB; the fact of the variable is

significant on attitude consumer complaining behavior which, demonstrate that the attitude of the complaining is highly conditioned by the perception. Attitude for complains connected to behavioral intentions, generally, consumers having the positive attitude towards complaining have a greater tendency to complain (Grace and Bodey, 2007; Blodgett et al. 1995; Crockett and Bearden, 1981). Past practices of a consumer complaint give a concept to do protest against the dissatisfactory (Singh, 1989; Wilkes and Singh, 1996). In the other words it is saying that consumers having an experience of registering complain, they could tell the way to express of protest, how a company will give compensate. Singh and Wilkes, (1996) gave arguments on the past experience and attitudes, according to them there must be affects between past experience and attitudes, because the people having the practice know the criteria and if they do complain there will be positive attitude more than last time. This tells us past experience have a positive influence on consumer complaining behavior. The concept of identifying a problem and then manage to control the complaint is responsibility of firm. A service or product failure is a reason that would affect consumer displeasure (Folkes, 1984). Here we have found if controllability of a company is resulting in more feedback from consumers and consumers do more complaints. As the study of Folkes's (1984) says, consumers with the confident of compensation, due to the control of company on problem feel strengthen to do complain. The outcome of this controllability is in favor of assumption.

### **Limitation**

Limitations of this study are that it is conducted in a small town of Bahawalpur, which is able to vary in alternative universities. Thus the conclusion has to be more examined by studies of alternative universities to check if it works. And there are many potential factors which may have an effect on customers' tendency to complain that ought to be taken into thought in follow-up studies. Finally the author has not enclosed the link between the tendency and therefore the real behavior, among that the latter is a lot of value in terms of managerial practices. As a result a customer's tendency to complain is truly into real behavior ought to be taken into consideration in further studies.

### **REFERENCES**

- Blodgett, J.G. and Granbois, D.H. (1992)** "Toward an integrated conceptual model of consumer complaining behavior", *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol. 5, pp. 93-103.
- Blodgett, J.G., Granbois, D.H. and Walters, R.G. (1993)** "The effects of perceived justice on complainants' negative word of mouth behavior and re patronage intentions", *Journal of Retailing*, Vol. 69, No. 4, pp. 399-428.
- Blodgett, J.G., Hill, D. and Bakir, A. (2006)** "Cross-cultural complaining behavior: an alternative explanation", *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol. 19, pp. 103-118.

- Blodgett, J.G., Hill, D.J. and Tax, S.S. (1997)** “The effects of distributive, procedural, and interactional justice on post complaint behavior”, *Journal of Retailing*, Vol. 73, No. 2, pp. 185-210.
- Reichheld, F.F. (1996)** “Learning from customer defections (cover story)”, *Harvard Business Review*, Vol. 74, No. 2, pp. 56-69.
- Singh, J. (1988)**, “Consumer complaint intentions and behavior: definitional and taxonomical issues”, *Journal of Marketing*, Vol. 52, No. 1, pp. 93-107.
- Singh, J. (1990)**, “A typology of consumer dissatisfaction response styles (includes bibliography)”, *Journal of Retailing*, Vol. 66, No. 1, pp. 57.
- Singh, J. and Widing, R.E. (1991)** “What occurs once consumers complain? A theoretical model for understanding satisfaction/dissatisfaction outcomes of complaint responses”, *European Journal of Marketing*, Vol. 25, No. 5.
- Singh, J. and Wilkes, R.E. (1996)** “When consumers complain: a path analysis of the key antecedents of consumer complaint response estimates”, *Journal of the Academy of Marketing Science*, Vol. 24, pp. 350-65.
- Singh, J. (1988)** “Consumer complaint intentions and behavior: definitional and taxonomical issues”, *Journal of Marketing*, Vol. 52, No. 1, pp. 93-107.
- Singh, J. (1991)** “Industry characteristics and consumer dissatisfaction”, *The Journal of Consumer Affairs*, Vol. 25, No. 1, pp. 19-56.
- Johnston, R., & Mehra, S. (2002)** Best-practice complaint management. *Academy of Management Executive*, Vol. 16, No. 4, pp. 145-154.
- Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1991)** “Understanding customer expectations of service”. *Sloan Management Review*, Vol. 32,(Spring), pp. 39-48.
- Reichheld, F. F., & Sasser, W. E. J. (1990)** Zero defections: Quality comes to services. *Harvard Business Review*, Vol. 68,(September-October), pp. 105-111.
- Tax, S. S., & Brown, S. W. (1998)** Recovering and learning from service failures. *Sloan Management Review*(Fall), pp. 75-88.
- Tax, S. S., Brown, S. W., & Chandrashekar, M. (1998)** Customer evaluations of service complaint experiences: Implications for relationship marketing. *Journal of Marketing*, Vol. 62,(April), pp. 60-76.
- Reynolds, K.L. and Harris, L.C. (2006)** “Deviant customer behavior: an exploration of frontline employee tactics”, *Journal of Marketing Theory and Practice*, Vol. 14, No. 2, pp. 95-111.
- Davidow and Dacin. (1997)** “understanding an influencing consumer complaint behavior: improving organizational complaint management,” *advances in consumer research*, Vol. 24, pp. 450-456.
- Fornell, C. and wernelfelt, B. (1987)** “Defensive market strategy by consumer complaint management: A theoretical analysis,” *journal of marketing research*, Vol. 24,(November), pp. 337-346.
- Nyer, P. U., & Gopinath, M. (2005)** Effects of complaining vs. negative word-of-mouth on subsequent changes in satisfaction: The role of public commitment. *Psychology & Marketing*, Vol. 22, No. 12, pp. 937–953.

- Caruana, A. (2004)** The impact of switching costs on customer loyalty: A study among corporate customers of mobile telephony, *Journal of Targeting, Measurement & Analysis for Marketing* Vol. 12, (2004) No. 3, pp. 256-268.
- Eggert, A. (2000)** Konzeptualisierung und Operationalisierung der Kundenbindung aus Kundensicht, *Marketing ZFP* (2000) No. 2, pp. 119-130.
- Crie, D. (2003)** Consumers' Complaint Behavior. Taxonomy, typology and determinants: Towards a unified ontology, *Database Marketing and Customer Strategy Management* Vol. 11, (2003) No. 1, pp. 60-79.
- Day, R.L., Grabiske, K., Schaetzle, T., Staubach, F. (1981)** "The Hidden Agenda of Consumer Complaining", *Journal of Retailing* Vol. 57, (1981) No. 3, pp. 86-106.
- Diller, H. (2001)** Beziehungen marketing in Online-Marketing, *Institution 89. An Experimental Investigation of Customer Reactions to Service Failure and Recovery Encounters: Paradox or Peril?*, *Journal of Service Research* Vol. 1, (1998), No. 1, pp. 65-81. Staack, Y. (2004)
- Agustin, C. and Singh, J., (2005)** Curvilinear Effects of Consumer Loyalty Determinants in Relational Exchanges. *Journal of Marketing Research*, Vol. 42, No. 1, pp. 96-108.
- Aspinall, E., Nancarrow, C. and Stone, M., (2001)** The Meaning and Measurement of customer Retention. *Journal of Targeting, Measurement & Analysis for Marketing*, Vol. 10, No. 1, pp. 79-87.
- Halstead, D. and Droge, G. (1991)** "consumer attitude toward complaining and the prediction of multiple complain responses", *advanced in consumer research*, Vol. 18, pp. 210-6.
- Tax, S.S., Brown, S.W. and Chandrashekar, M. (1998)** "customer evaluation of service complaint experience: implication for relationship marketing" *journal of marketing*, Vol. 62, No. 2, pp. 60-76.
- Blodgett, J.G. and Granbois, D.H. (1992)** "toward an integrated conceptual model of consumer complaining behavior" *journal of consumer satisfaction, dissatisfaction and complaining behavior*, Vol. 5, No. 1, pp. 93-103.
- Richins, M.L (1987)** "A multivariate analysis of responses to dissatisfaction", *journal of academy of marketing science*, Vol. 15, No. 3, pp. 24-31.
- Cho, B. and Young, K. (1999)** "an integrated model of consumer complaining behavior", paper presented at the 7<sup>th</sup> cross culture consumer and business studies research conference, disponible en: <http://marketing.byu.edu/htmlpages/ccrs/proceedings99/bong-jincho.htm>.
- Folkes, V.S (1984)** "consumer reaction to product failure: an attributional approach", *journal of consumer research*, Vol. 10, No. 4, pp. 398-409.
- Johnstone, R. (1995)** "determinants of service quality satisfied and dissatisfied", *international journal of service industry management*, Vol. 6, No. 5, pp. 53-71.
- Lio, R.R. Keng (1997)** "consumer social values and complaining behavior" in brown, S. and Sodhashan, D.(eds), *knowledge development in marketing*, Vol. 10, American marketing association, Chicago, IL, pp. 279-87.
- OH, D.G. (2006)** "complaining intention and their relationship to complaining behavior of academic library users in south koria" *library management*, Vol. 27, No. 3, pp. 168-89.

**Oliver, R. L. (1997)** satisfaction A: behavioral perspective on the consumer, the McGraw-Hill companies, New York, NK.

**Bodey, K. and Grace, D. (2007)** “contrasting complainers with non-complainers on attitude toward complaining, propensity to complain and key personality characteristics nomological look” psychology and marketing, Vol. 24, No. 7, pp. 179-194.

**Berry, L.L., Parasuraman, A. and Zeithaml, V.A. (1991)** “Improving service quality in America: lessons learned”, Academy of Management Executive, Vol. 8, No. 2, pp. 32-52.

**Colgate, M. and Norris, M. (2001)** “developing a comprehensive picture of service failure”, international journal of service industry management, Vol. 12, No. 3, pp. 215-33.

**Levesque, T.J. and McDougall, G.H.G. (1991)** “service problems and recovery strategies an experiment”, review canadienne sciences de l’ administration, Vol. 17, No. 1, pp. 22-37.

**Yuksel, F. (2006)** “cross national analysis of hotel customer’ attitude toward complaining and their complaining behavior” tourism management, Vol. 27, pp. 11-24.

**Singh, J. (1989)** “determinants of consumers decision to seek third party redress: an empirical study of dissatisfied patients”, journal of consumers affairs, Vol. 23, No. 2, pp. 329-63.

**Folkes, V.S. (1984)** “consumer’s reaction to product failure: an attributional approach”, journal of consumer research, Vol. 10, pp. 398-409.

**Singh, J. and Wilkes, R.E. (1996)** “when consumers complain: a path analysis of the key antecedent of consumer complaint response estimates”, journal of the academy of marketing science, Vol. 24, N. 4, pp. 350-65.