

Post-Purchase Behavior: Consume Complaint Behavior

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ABSTRACT

Consumer complaints are no longer viewed as a negative light to the organization performance. In general, consumer complaints can be used as a benchmark for appraisal of their service quality and an important opportunity for the companies to improve. In other words, complaints play an important indicator to measure the level of service excellent or quality in a product. If there is no complaint from consumers, it is dangerous. It means, consumers do not care at all or they are apathetic towards the services or products offered by the organizations. Hence, consumers should be encouraged to speak up directly to the organization when they experience a service failure as complaints can help companies to be aware of their shortcomings and failures. Therefore, this paper aims to explore the factors affecting consumer complaining behavior as well as to investigate the possible action that consumer will take when they experience a dissatisfaction episode. This study is beneficial for the companies, future researchers and individual consumers as well.

Keywords: complaint behavior, public action, private action, word of mouth, demographic.

INTRODUCTION

Complaints traditionally had been regarded as negative responses from dissatisfied consumers. Most of the companies had tried to prevent and reduce them to the lowest level. However, recent studies in marketing consider negative responses as useful feedback and as indispensable indicators of unsatisfactory performance (Phau and Sari, 2004). In addition, without valuable feedback from consumer complaints, a company is unable to make corresponding improvements and will easily lose its competitiveness in the market (Li, 2010). However, previous studies found that the numbers of consumer who complaints is lower than those who do not complaint (Andreassen, 2001). Most of dissatisfied consumers prefer to change brands, stop patronage the products and tell friends, families and relatives about their bad purchase experience than to voice their dissatisfaction directly to the companies or manufacturer (Day and Ash, 1979). In addition, consumers will not only give up patronage, but they will spread a negative word of mouth that jeopardizes the company's image. Thus, service providers should encourage consumer to complaint if they experience service failures (Chang and Chin, 2011). Complaints may encourage and give an opportunity to the company to improve goods and services (East, 2000). In addition, companies should not view complaints in a negative light as it was indicative of the consumer's expectations of the organization.

Nowadays, consumers have many options to make complaint. Consumer can choose either private or public action (Mattila and Wirtz, 2004). Consumers may complaint directly to the organization, third party or complaint to government and agencies. In Malaysia, Consumer Protection Act 1999 has been released in order to protect consumers. Consumer may engage in different complaint behavior due to different factors. Previous studies found that, there are several factors that influence consumer to complaint. Therefore this paper aims to discuss the determinants of consumer complaint behavior in depth to create better understanding about the factors that influence consumer's complaint behavior. In the next chapter, this paper will discuss about the background of CCB literature as well as the determinants of consumer complaining behavior.

TRENDS OF CONSUMER COMPLAINT IN MALAYSIA

Presently the Malaysians are more educated and generally more aware of their rights as consumers. The right to redress is enhanced through the formulation and enforcement of the Consumer Protection Act (1999) with the formation of The Tribunal for Consumer Claims Malaysia. To date, there are 33 consumer tribunal complaint centers nationwide. In 2004, Federation of Malaysian Consumer Associations (FOMCA) had set up an alternative complaint channel called National Consumer Complaints Centre (NCCC) where the operation is partly funded by the Ministry of Domestic Trade and Co-Operative and Consumerism (MDTCC). According to Malaysia Complaint Report which annually published by NCCC, the

total number of consumer complaints had increased every year. Below are the details of the complaints registered with NCCC from year 2006 to year 2009.

Table 1: Statistics of complaints received by NCCC from 2006 – 2009

Year	Complaint Received
2009	32,369
2008	28,080
2007	24,873
2006	18,345
TOTAL	103,667

Source: National Consumer Complaint Centre (NCCC)

Table 1 shows the numbers of complaints received by NCCC from year 2006 to year 2009. In 2006, 18,345 complaints were received by NCCC. There is an increase of 35.6% in 2007, whereby 24,873 complaints were lodged by consumers at NCCC. In 2008, a total 28,080 complaints were received by NCCC. This represents a 13% increase in the number of complaints registered with NCCC as compared to year 2007. In addition, a total of 32,369 complaints were received in 2009. This represents a 15.3% increase in the number of complaints registered with NCCC.

Table 2: Ethnicity of Complainants

Race	Number of complaints				Percentage (%)			
	2009	2008	2007	2006	2009	2008	2007	2006
Malay	20,135	19,161	16,612	12,402	62.2%	68.2%	67.0%	67.6%
Chinese	9,989	6,739	5,686	4,315	30.8%	24.0%	23.0%	23.5%
Indian	2,097	2,022	2,354	1,459	6.4%	7.2%	9.0%	8.0%
Others	120	140	172	169	0.4%	0.5%	0.7%	0.9%
Tourist	28	28	49	-	0.1%	0.1%	0.2%	-
Total	32,369	28,080	24,873	18,345	100%	100%	100%	100%

Source: Consumer Complaint Reports by National Consumer Complaints Centre (NCCC).

Table 2 portrays the statistics of complainants who lodged complaints with NCCC. Complainants were divided into 5 category of ethnicity. Majority of complainants are Malay, followed by Chinese, Indian, others and foreign tourist. The results remain from year 2006 until year 2009.

Table 3: Statistics of complaints received by The Tribunal of Consumer Claims

Year	Types of Complaints		Total
	Products	Services	
2010 Jan-Nov	2,803	2,304	5,107
2009	3,295	3,196	6,491
2008	3,938	3,502	7,440
2007	4,317	3,784	8,101
2006	4,073	3,537	7,610
2005	3,762	2,344	6,106
2004	2,781	2,295	5,076
2003	2,284	1,866	4,150
2002	1,489	1,160	2,649
2001	821	334	1,155
2000	221	70	291
Total	29784	24392	54176

Source: Ministry of Domestic Trade and Co-Operative and Consumerism (MDTCC).

Table 3 depicts the statistics of complaints received by The Tribunal of Consumer Claims from year 2000 until November 2010. Complaints received were divided into two categories which is products and services. There is an increase in the total of complaints received from 2000 until 2007 and dropped in 2008 and 2009. For the year 2010, 5,107 complaints were received by the tribunal from January to November.

Table 4: Numbers of complaints received by Public Complaint Bureau (2000 – 2010)

No.	Year	Total Complaints
1	2010	14,700
2	2009	12,376
3	2008	8,066
4	2007	2,941
5	2006	3,397
6	2005	2,707
7	2004	2,792
8	2003	4,069
9	2002	4,202
10	2001	2,769
11	2000	3,721
Total		99,560

Source: Public Complaint Bureau

Table 4 exhibits the numbers of complaints registered with the Public Complaint Bureau (PCB) from year 2000 to year 2010 regarding the services provided by the Public Service Departments in Malaysia. Based on the data obtained from PCB, the numbers of complaints received nationwide are dramatically increase from the year 2008 to year 2010. In addition, according

to Aziz Ismail (PCB Director), the most favourite way of making complaints was either by email and filling up complaining form online.

A BACKGROUND ON CCB LITERATURE

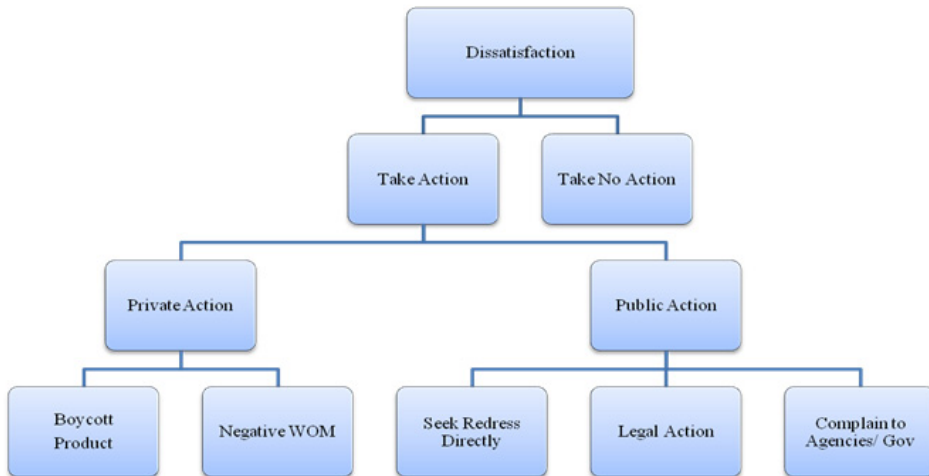
Consumer Complaint Behavior (CCB) can be defined as, an action taken by an individual that involves communicating something negative resulting from a dissatisfaction episode. Dissatisfaction is a negative disconfirmation between expected product and service performance and perceptions of the actual performance rendered (Oliver and Swan, 1989). From the definition, it show that, complaint occurs when a consumer experience a dissatisfaction from a purchase episode. In other words, consumers will feel dissatisfied when they do not receive as what they expected from a product or service offered by the organization.

A study on Consumer Complaint Behavior (CCB) began to appear in the 1970's in the form of conceptual framework that described consumers' response to dissatisfying consumption experience or post purchase behavior (Ro, 2007). There are two influencing conceptual framework that are often discussed as theoretical foundations are Hirschman's (1970) exit, voice and loyalty framework and Day and Landon's (1977) complaining behavior taxonomy. Literature on consumer complaining behavior expanded greatly in the 1980's and many researchers have made an effort to refine and extend CCB concepts through empirical testing in order to examine the factors that contribute to CCB and the action taken by consumers to express their dissatisfaction(Ro, 2007).

DAY AND LANDON'S CONSUMER COMPLAINT BEHAVIOR (CCB) CLASSIFICATION

In 1997, Day and Landon was introduced the two hierarchical classification of CCB known as Taxonomy of Consumer Complaint Behavior. The first stage distinguishes between action and no action, resulting from dissatisfaction, while the second stage distinguishes public actions and private actions. For example, under their taxonomy, dissatisfied consumer would either take some action or take no action. If action was taken, it was labeled as either public (e.g. redress seeking complaint, legal action, third party complaint) or private action (e.g. personal boycott of the brand, negative word of mouth). Conversely, the take no action response is described as forget about the incident and do nothing at all.

Day (1980) suggested another classification schema at the second level of Day and Landon's (1977) taxonomy. Day noted that consumer complain or do not complaint to achieve specific objectives. Day proposed that the purpose of complaining can be used to classify behavioral CCB into three categories. First, with respect to redress seeking, the motive is to seek specific remedy (ies) either directly or indirectly form the seller (e.g. complain t manufacturer, take legal action, etc). Second, with respect to complaining, the motive to communicate dissatisfaction for reasons other than seeking remedy (e.g. to persuade other by



word-of-mouth communication, to affect future behavior). Third, the motive for personal boycott is to discontinue purchase of the offending service (including product, brand, store and or manufacturer). In addition, Day (1980) also suggested that his taxonomy could be combines with that of Day and Landon (1977).

Below is the model proposed by Day and Landon (1977) and Day (1980).

Figure 1:Day and Landon (1977) Classification of Consumer Complaint Behavior
 Source:Adapted from Day and Landon (1977) two-level hierarchical schema on CCB.

THEORIES BEHIND CCB

Disconfirmation of Expectation and Attribution Theory

According to Boote (1998), the most widely accepted theory of consumer dissatisfaction is disconfirmation of expectations. This theory state that, if perceived quality is lower than expectation of consumers, then it will result in negative disconfirmation as the resultant affective state. However, Erevelles and Leavitt (1992) argued that, in all circumstances, this theory may not be enough to cause dissatisfaction. Consumer’s perception of the attribution of product or service failure will moderate feelings of dissatisfaction (Folkes and Kotsos, 1986). This is because, if the cause of the disconfirmation is externally attributed (i.e. not caused by the consumer), then the consumer is justified in feeling dissatisfied. However, if the disconfirmation is internally cause (i.e. the fault of the consumer), then the dissatisfaction not be directed at the retailer or manufacturer. In other words, if negative disconfirmation is externally attributed, a consumer is not justified in engaging in complaint behavior.

Equity Theory

Equity theory is concerned with the balance, and perceived fairness of the inputs and outputs of a particular transaction (Boote, 1998). In addition, from the perspective of either side in this theory, there are three (3) possible outcomes of a given transaction made by consumers as prescribed by equity theory: (1) equity, (2) positive inequity and (3) negative inequity. Boote (1998) explained that, equity is the case where inputs and the outputs of either side are perceived to be of an equal degree. In fact, the inequity exists where one side in the transaction perceived to have gainer the upper hand while, the positive inequity is the case where, from consumer point of view, consumer have gained more from the transaction, either in terms of inputs or outputs, than the other side. In addition, negative inequity is the case where the other side is perceived to have gained more than you. For an equity perspective, consumer dissatisfaction is the result of negative inequity, where the consumer perceived to have gained less from a transaction than the seller. A complaining behavior is, therefore, likely is dissatisfaction is caused by negative inequity.

TYPES OF COMPLAINING BEHAVIOR

As discussed earlier in the theory and frameworks of Hirschman (1970) and Day and Landon (1977), complaint is the response resulting from the consumer dissatisfaction episode. There are many types of consumer complaint behavior that consumer would engage when they are experience dissatisfaction and include among others are, switching patronage, telling friends, warns family and complaining to a third party such Tribunal for Consumer Claims or solicitors. There are consumers who also diverting the complaint to mass media (printed or electronic) instead of complaining by writing a letter directly to a company or manufacturer. According to Day and Landon (1977) this action can be classified into public or private action, depending on the types of complaining behavior taken by consumers.

Public Action

According to Ndubisi and Ling (2007), public action refers to the direct complaint actions to the seller or a third party such as consumer agency or government, which includes, seeking redress directly from the retailer or manufacturer or taking legal action. Heung and Lam (2003) pointed out that, public actions could be taken by consumers includes, verbal complain to retailer or manufacturer, writing a comment card or complaint letters, writing to newspaper or complain to consumer council. Consumers also can take public action by complaining to a third party (Khraim, 2006). Such complaint involve, for example, complaining to media, registering the complaint with a consumer association, or bringing legal action or complaining to internet sites that function as central forum

for consumers (Khraim, 2006). However, only a small percentage of complaints were lodged with third parties.

Private Action

According to Ndubisi and Ling (2007), private action indicates that, complaint is privately through negative word mouth communications to family and friends or the decision not repurchase the products and services again or boycott the store. In fact, private actions generally do not get the direct intention of the seller and thus could have a serious impact on sales and profitability, requiring the company to make greater marketing expenditures to solicit new customer (Khraim, 2006). Private complaint has no effect on the firm's responses, but may reinforce negative attitudes through the process of consensual validation whereby individual seek confirmation of their feeling by selectively exposing themselves to agreeable others (Ndubisi and Ling, 2007)

It is important to know that a consumer may only either involve in one action (the public or private complain) or will involve both public and private complaint (Ndubisi and Ling, 2007). According to Heung and Lam (2003) consumer will engage in private action, if consumers were not satisfied with the complaint handling by the company or service provider. Most consumers are likely to engage in private action complain behaviors such as word of mouth communication and stop patronize the products. In addition, disappointed consumers also may switch to competitors (Gruber, Szmigin and Voss, 2009). Khraim (2006) added that, consumers can take private action by switching brands, stores or suppliers, as well as boycotting the products or services or telling family and friends about their bad experiences. Heung and Lam (2003) found that, most of consumers are likely to engage in private complain behaviors such as word of mouth communication and stop patronizing the product or service.

Generally speaking, a customer would resort to four types of complaint making behavior when feeling dissatisfied (Davidow and Dacin, 1997), namely: silent, exit, negative word of mouth communication, direct complaint and making complaint to a third party. However, among these actions, silent, exit, negative, word of mouth communication and resorting to legal procedure would not only do no good to a company's identification and improvement of the problem, but would also hurt its corporate image.

FACTORS AFFECTING CCB

Consumer Demographics

Consumers' expectations about a product or service performance and their responses to their satisfaction and satisfaction with a product or service are affected by several factors (Day and Landon, 1977). Previous studies showed

that, demographic variables such as age, income and education are found to influence consumer complaint behavior. In addition, demographic factors are perceived to be good indicators of certain complaining behavior (Boote, 1998; Volkov et al., 2002; Heung and Lam, 2003; Ndubisi and Ling, 2005). Most of the previous studies found that complainers were younger in age, with better education and higher in income (Barnes and Kelloway, 1980; Day and Landon, 1977).

Li (2010) stated that, demographic characters mainly refer to personal statistics such as income, gender, social status, place of residency, ethnicity and family size. These variables are always been examined by researchers studying CCB. However, there are few critiques in the previous studies. Age, income and education level are among the common used demographic variables examined in CCB. Deardon and Mason (1984) found that there is a positive relationship between CCB, and education and income. In addition Keng et al., 1995 found that females were more likely to complain than males. This is because, complaint might in particular have negative consequences for women who have been traditionally stereotyped as complainers.

According to Kau et al., (1995), female consumers are more inclined to complaint. Female consumers also will tell others if they are dissatisfied with the complaint handling (Lewis, 1983). Jacoby and Jaccard (1981) found that consumers with higher education were more likely to complaint. Marganosky and Buckley (1986) also found a similar result, whereas education is one of the significant characteristics of complainers. Day and Landon (1977) pointed out that those who publicly complained were younger in age and had a better education and higher income. Broadbrigde and Marshall (1995) found that complainers have been typified as being young with higher than average income and education. In addition, there was a significant relationship between complain behavior and education and income.

Complainers were typically younger and had more income (Robinson and Berl, 1980). Mukhtar (1995) stated that consumers with higher income and higher in education more frequently file complaints. People with higher education file complaints more frequently because better educated people know where and how to complaint (Ngai, Heung and Chan, 2006). Khraim (2006) stated that, there were significant differences in importance of source of complaint due to gender, level of education and level of income. Younger consumers are found to be more inclined to complaint while the elder generations seem to avoid complaining in an assertive manner (Warland, Hermann and Willits, 1975).

Culture

Culture can be defined as the sum total of learned beliefs, values and customs that serve to direct the consumer behavior of members of a particular society (Schiffman, Kanuk and Wisenblit, 2010). Culture upbringing of a consumer has been found to influence complaining behavior (Heung and Lam, 2003; Yuksel

et al., 2006). Besides, it has been found that, there more difference than similarities in complaining behaviors of customers with different culture background (Yuksel et al., 2006). Consumers from different culture backgrounds tend to have different complaint behavior (Liu and McClure, 2001). Furthermore, in particular, researchers have tended to focus on finding out how cultural background affects attitudes towards consumption, and by extension complaining (Richins, 1982; Richins and Verhage, 1985, Zemke and Anderson, 2007). The consumers' reasons and motives of complaint are a large determinants of whether they complaint or not, and motives can often be culturally based. For instance, many consumers (especially those in individualistic cultures) have been raised in the understanding that complaining in every consumer's rights and it is necessary part of the purchase process. On the other consumers, primarily those in collectivist cultures are afraid off complaining, wish to avoid confrontation and will engage only in private actions (Heung and Lam, 2003; Liu and McClure, 2001; Yuksel et al., 2006).

A study of consumer complaining behavior in a cross cultural comparison (Villareal and Camacho, 1983) showed that some concepts in consumer behavior may be culture bound and suggested that people in different culture use different channel of complaint. Previous study has been conducted on the cultural effect on Mexican and other Hispanic country. From this study, the researchers found that, there is a difference between American, Hispanic and Mexican consumers. Hispanic and Mexican consumers have less confidence in their shopping abilities (Villareal and Camacho, 1983). Consumers in Hispanic culture are less likely to use formal complaining channels. As a result, consumers will blame themselves for any product-related problem rather than the retailer or manufacturer, while American are more confident in their shopping abilities, and they tend to use more formal channels to complain and tend to blame retailer or manufacturer for product faults instead of themselves.

According to Olsen and Zhao (2010), cultural plays an important role in complaint behavior. This is because, it is considered that western culture is rather individualistic and eastern culture such as Chinese and Korean are more towards collectivist. In fact, individualist culture values independence and self-sufficiency whereas the members of collectivist culture tend to behave accordingly to social norms and are often designed to maintain social harmony in the group. According to Lin and McClure (2001) they argue that the members of individualistic culture are more likely to engage in voice behavior such as seeking redress and the latter in private behavior such as negative word of mouth. Besides, it is also argued that, consumers whose voice dissatisfaction is less likely to exit and vice versa. In addition, there are a few studies that attempt to examine the cross-culture nature of complaint behavior. According to Heung and Lam (2003), based on their examination of Asian diners found that most Chinese diners do not complaint, but they will engage in negative word of mouth and exit behavior. Besides, the complaint intentions of Chinese diners were also quite low and passive in communication their dissatisfaction. In fact, a customer's complaint behavior is likely to be influence by individualism – collectivism (conceptualized as a

continuum) dimension of their cultural identity (Barnett, 1997).

There is an evidence that consumer in different cultures demonstrate different types of complaint behavior and intentions (Heung and Lam, 2003) Few studies have examined complaint behavior between consumer in different cultures (Foxman et al., 1990), and most of these studies have only compared American consumers with consumers in Japan (Heung et al., 1996). According to Becker (2000), a comparative study of consumer complaint behavior found that American actually enjoys complaining about unsatisfactory products and services. Consumers feel that it is their responsibility to complaint and they believe that complaining will lead to an improvement in quality in the future (Ngai, Heung and Chan, 2007).

Attitude

Attitude can be defined as an individual's overall positive or negative evaluation on performing a behavior and a result of expectancy-value judgments concerning that behavior (Fishein and Ajzen, 1975). When individual determines whether to perform an act, he or she wants to maximize their rewards to be gained by the act and maximize the costs associated with it. In fact, consumers may weigh the costs and benefits gained from the act. Several studies on CCB support the role of attitudes toward complaining as direct positive antecedents of either complaining intention or complaining behavior (Richins, 1982; Day, 1984; Halstead and Droge, 1991). Attitude toward complaining is defined as the overall affect of goodness or badness of complaining to sellers and not specific to a specific episode of dissatisfaction (Singh and Wilkes, 1996). In addition, because an individual's attitude is seen as an overall effect toward an act, it reflects the overall evaluation of the goodness or badness to perform the act after accessing the outcome of behavioral beliefs. Previous study found that, consumers who have favorable attitude toward complaining will be more likely to seek redress directly from the company (Blodgett and Granbois, 1992).

In other words, if an individual possesses a positive attitude toward behavior, he or she may be more likely to engage in such behavior. On the contrary, if an individual possesses a negative attitude act, he or she may be less likely to undertake that behavior. In fact, the vital of attitudes in relation to complaining was well documented by Hirschman (1970) whose theoretical framework for understanding complaint and likelihood of the complaint's success has significant influence on consumer complaint behavior. The attitude toward a certain behavior would influence the propensity to make such a response and the final decision of whether of not to act. In addition, similarly, a customer's attitude towards complaint making itself will affect the tendency to complaint. Such attitudes can be termed the subjective belief in the legitimacy of a dissatisfied customer's obtaining compensation from the company (Richins, 1987). However, some believe that it is sensible to make complaint and consumer tend to hold a more positive attitude toward obtaining compensation through complaining, while other think negatively

and hence are less likely to make a complaint directly to company (Ngai, Heung and Chan, 2007). In fact, several researchers have concluded that, there is a positive relationship between responsiveness and complaining (Keng et al., 1995; Lau and Ng, 2001; Richins and Verhage, 1985).

Attitudes were the major reasons of complaint behavior and thus different consumer will show different responses when they face unsatisfactory situations (Davidow and Dacin, 1997). In general, consumers who complaint are more likely to be self confident, socially responsible (Lau and Ng, 2001) assertive (Deardon and Mason, 1984; Richins, 1982), individualistic and independent (Marganosky and Buckley, 1986), and willing to take risks such as the risk of embarrassment when complaining (Keng et al., 1995). Self-confidence in general, refers to an individual's belief of his or her overall competence (Coopersmith, 1967). In addition, socially responsible people tend to complaint as they believe that others will gain benefits from the complaint (Lau and Ng, 2001). Galassi and Galassi (1997) define assertiveness as behaviors emitted by a person in an interpersonal context which express that person's feelings, attitudes, wishes, options and rights of other persons. Consumers who complain are more assertive and able to stand up for their rights (Fornell and Westbrook, 1979). In addition, assertiveness is not like aggressiveness because, assertiveness does not involve the use of violent actions and maintain rights. However, an assertive person may become aggressive if his or her assertive approach in complaining fails to accomplish the purpose of the complaint (Phau and Sari, 2004). This usually happens when the purpose of the complaint is to rebuild self-image and reputation (Richins, 1983; Krapfel, 1985).

Personality

Consumer's personality traits play an important role in CCB (Donoghue and Klerk, 2006). Consumer might differ in self-confidence and their degree on aggressiveness. In addition, complainers are found to be more assertive and high in self-confidence (Donoghue and Klerk, 2006). According to Crie and Ladwein (2002), individual personality is likely to have an impact on how consumers respond. Daft (2004) defines personality as the set of unseen characteristics and processes that underline a relatively stable pattern of behavior in response to ideas, objects, opinions or people in the environment. Companies that have an understanding of how individual's personalities differ can use this understanding to improve their products and services, when consumers lodge complaint regarding their dissatisfaction episode.

In the study of CCB, personality related variables comprised 48.3% of the reasons for complaint responses (Davidow and Dacin, 1997). It was found that, some consumers may have a higher intention to complaint than others. However, Richins (1982) argued that, assertiveness and self-confidence are important influences on complaint behavior. Dissatisfied consumers, who lack of self-confidence in the effectiveness of making complaints, are more likely to

engage in negative word of mouth (Richins, 1983). According to Landon (1977), those consumers who take responsibility for their own behavior are less likely to complain.

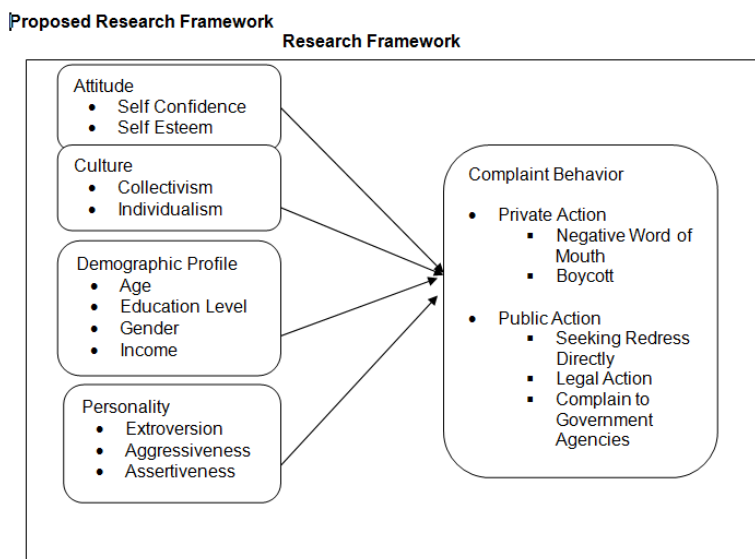


Figure 1: Proposed Research Framework

CONCLUSION

In conclusion, consumer complaints should not be viewed in a negative way. Complaints also would enable immediate rectification and improvements from the organization against service failure. Therefore future research may examine factors affecting consumer complaining behavior in various industries. The findings of this review will stimulate further research on consumer complaining behavior in Malaysia. The most recent research on consumer complaining behavior in Malaysia has been conducted by Ndubisi and Ling (2007) which evaluate gender differences in the complaint behavior of Malaysian consumers. In particular, future research should explore and test the theoretical framework in Figure 1. In addition, this framework would be fruitful to future research as it can be used to provide a useful instrument of consumer complaining behavior in Malaysia. Most of previous studies of CCB have been conducted in the USA (e.g. Dearden and Mason, 1984; Day, 1984; Davidow and Dacin, 1997), Canada (e.g. Barnes and Kelloway, 1980), and European countries such as Norway (e.g. Gronhaug and Arndt; Sto and Glefjell, 1990). The Netherlands (Morel et al., 1997), Germany (Meffert and Bruhn, 1983) and, with respect to advertising in particular, the UK (Crosier et al., 1999; Crosier and Erdogan, 2001). Consumer complaint issues in the Asian Countries are inherently deficient and need to be further explored (Kaynak et al, 1992; Keng et al., 1995; Watkins and Liu, 1996). Therefore, this review would be beneficial to future study in consumer complaining behavior in Malaysia. The study on the factors affecting consumer complaining behavior in Malaysia would

provide several benefits to the consumer as well as the organization. In addition, future research will enhance the knowledge or theory in consumer complaining behavior especially among Malaysian consumers.

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