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ABSTRACT

Customer complaining behavior is an expression of dissatisfaction with a product and services. Finding that how people complaining through different ways. Therefore, this study aimed at empirically investigation how customer complaint through the Perceived value of complaining and Complain to third party. For this purpose we are using different techniques including correlation, regression, cronbach Alpha. The data was collected through questionnaires from a sample of 50 respondents of Bahawalpur Pakistan to check the complaining behavior of the customer in Bahawalpur Area, through this we find that there is a positive relation between the customer complaining behavior with the Perceived value of complaining and Complain to third party.

KEY WORDS: Complaining behavior, Perceived value of complaining, Complain to third party.

Introduction

In recent times, tourism industry and researchers are more having the attention engaged in customer complaints and customer complaint behaviors which offer advantages 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). On the other hand, while the happening of customer complaints is inevitable, customer satisfaction carries a vital role in sustaining the existence of hotel enterprises in today's competitive environment (Emir, 4 June, 2011) (Ngai et al., 2007)

The purpose of this paper is to gain a better understanding of the forms of consumer complaint behavior (CCB) in Pakistan and to suggest a framework that have the variable of Consumer Complaining behavior, Perceived value of complaining, Complain to third party

As a defensive marketing tool, the practical use of customer complaint management has been attached great importance among academics in the field of marketing research. Considerable previous findings are centered around questions such as: how customer disposed to act when dissatisfied; what factors change act options are subject to; what type of customers tend to choose a fixed type of response; why customer complains; what the complaint is aiming at; what factors to give to customer complaint; how it would help to manage customer complaint, etc. Generally speaking, a customer would apply to four types of complaint-making behavior when feeling dissatisfied (Jin, 2010) (Davidow and NBRI 1,1 88 Dacin, 1997).

Customer complaint behaviour (CCB) is one area that has received great agreement of concentration from practitioners and scholars in the marketing literature. Many preceding studies have found that CCB is much caused by customer satisfaction/dissatisfaction, and that dissatisfied customers are more likely to complain than satisfied customers (Mensah, 2012) (Heung & Lam, 2003; Maute & Forrester, 1993; Mowen, 1993).

The objectives of the study are two fold:

1. To test customer satisfaction/dissatisfaction among complainers and non-complaints in Tigo Ghana and MTN Ghana mobile telephony companies.
2. To analyze the channels through which customer complaint responses are expressed in Tigo Ghana and MTN Ghana mobile telephony companies.

The paper continues with detailed review of existing literature on CCB. It follows with the methodology of the empirical investigation after which the results of the study are presented

and discussed. The theoretical, strategic and policy implications are discussed for management.

LITERATURE REVIEW

Dependent variable:

Consumer complaint behavior (CCB) can be defined as the responses cause to happen by perceived dissatisfaction which is neither psychologically accepted nor quickly forgotten with consumption of a product or service” (Timothy M. Daly,;Julie Anne Lee,;Geoffrey N. Soutar, 2009) (Phau and Sari, 2004, p. 407).

Independent variable

Perceived value of complaint:

Perceived value has its base in equity theory, which considers the ratio of the consumer’s conclusion/input to that of the service provider’s conclusion/input (Zhilin Yang,;Robin T. Peterson, 2004) (Oliver & DeSarbo, 1988).

Link between CCB & perceived value of complaint:

Perceived value of the faithfulness program and how this perceived value affects customer loyalty. They find involvement to be a moderator in the effect of the loyalty program on customer loyalty (Sunny BOSE,;Venu Gopal RAO, 2011) (Yi and Jeon, 2003).

Blodgett et al. (1993) suggest that customer’s tendency to complain straightly to a company is basically subject to the attitudes toward complaint, consisting of perceived value of complaint, chance of a successful outcome and willpower, and hence exit arise only when a customer suffers from failing direct complaint and is left no choice. (Jin, Determinants of customers' complaint intention: Empirical study in the context of China's retail industry, 2010) Zeithaml (1988, p. 4) (W. Glynn Mangold,;Fred Miller,;Gary R. Brockway, 1999) who suggested that “perceived value is the customer’s overall evaluation of the utility of a product located on perceptions of what is received and what is given.” Therefore, communications that include elements of both quality and price were placed in the value category.

Ursic (1985) holds that a customer who complains more frequently is likely to hold stronger faith and higher perceived value, as well as higher chance of success than customers who complain less. (Jin, Determinants of customers' complaint intention: Empirical study in the context of China's retail industry, 2010)

Complain to third party:

(Day et al., 1981). (Emir, Customer complaints and complaint behaviours in Turkish hotel restaurants: An application in Lara and Kundu areas of Antalya, 2011) Jacoby and Jaccard (1981) define customer complaint behaviors as an individual activity, which covers sending negative perceptions to the enterprise or to the third parties.

A third-party complaint implies that customers shift to external agencies to lodge their complaints. (Min Gyung Kim,;Chenya Wang,;Anna S. Mattila, 2010)McAlister and Erffmeyer’s (2003

Link between CCB & Complain to third party

Spreading negative word of mouth in public forums and taking action external of the service relationship is growing in importance as consumers have become empowered with new tools to cost effectively communicate with a broader audience and potentially inform others or loss a brand (Graham Ferguson,;Ian Phau, 2012) (Blodgett et al., 2006; Ward and Ostrom, 2006; Gre goiret et al., 2009; Sparks and Browning, 2010)

A relatively small percentage of dissatisfied consumers exploit thirty-party agencies, the problems being correct to those agencies tend to be serious and highly damaging for companies (TARP, 1985), potentially leading to large financial risk (Min Gyung Kim,;Chenya Wang,;Anna S. Mattila, 2010) (Fisher et al., 1999)

The level of dissatisfaction has a positive relationship with consumer aim towards change behavior, negative word of mouth comments and complaining either to the supplier of the





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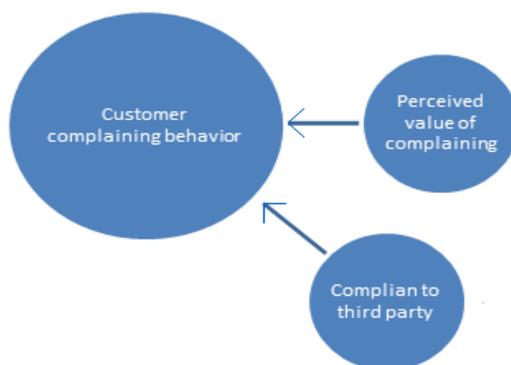
product or service or to third parties. There is also empirical proof that the importance of the situation and the possibility of success with the complaint have an effect on complaining behavior. The contributions end that the number of dissatisfied consumers who complain increases with the perceived importance of the situation, as does the number of consumers who leave the company when the complaint has not been solved (Beatriz Moliner Velázquez,;María Fuentes Blasco,;Irene Gil Saura,;Gloria Berenguer Contrí, 2010) (Levesque and MacDougall, 1996; Stephens and Gwinner, 1998; Oh, 2006

Content analysis suggests that not proper sales and marketing strategies are the major drivers for customers to engage in third-party complaints. Third-party complaints are important since they perform a higher-order action than other coping strategies (Min Gyung Kim,;Chenya Wang,;Anna S. Mattila, 2010) (Feick, 1987)

Third party responses cover claiming valid rights and bringing the case to the consumer rights offices (Kim and Chen, 2010; Donoghue and Klerk, 2006). Third party response is a behavior form, which is out of the social environment (friends) of the customer and does not have a direct effect on the rise of dissatisfaction (Yüksel et al., 2006

Complaints to third parties come from consumers who have not found a solution with the provider or who perceive the problem to be more strict, considering that their dissatisfaction is not an unique case and may involve other consumers (Beatriz Moliner Velázquez,;María Fuentes Blasco,; Irene Gil Saura,;Gloria Berenguer Contrí, 2010) (Hogarthe et al., 2001)

MODEL



Research Methodology

Research is basically descriptive in its nature. Descriptive research refers to research studies that have as their main objective the proper description of the characteristics of persons, situations or groups (Polit & Hungler 2004:716)

Samples of 50 respondents were asked to participate in self-administered questionnaire. This studies based on non-probability sampling technique which is simple as convenience sampling. From the total of 50 respondents, 28 (56.0%) are females and 22 (44.0%) male and in the age group between 20-30 years (84.0%) and respondents salary below 15000 (84.0%). Majority of respondents were bachelor (70.0%). Majority respondent were Retailers (54.0%). Majority of respondent were students (80.0%).

Papers of questionnaires were given to the students of the Islamia University of Bahawalpur and many other field of area, and the sampling group is Bahawalpur customer from Islamia University of Bahawalpur and from the market of Bahawalpur The target population of the study consists of students, employees and teachers,.

Instruments

The respondents were requested to indicate the extent to which they agree or disagree, by checking the appropriate response to the questionnaire items regarding the key constructs of the study. For each item, five-point Likert scales anchored by 1st strongly disagree, 2nd agree, 3rd neutral (neither agree nor disagree) as the midpoint were utilized, 4th is disagree and 5th strongly agree. Section based on the past literature and already used questionnaire. The scales, which are used in study, are adopted from the previous literature and published studies.

The questionnaire of our study contain on two sections. First section consists on the respondent personal and demographic variable. It contains the respondent's information about



gender, age, Salary, Education, job sector and status. The second session contains the independent variables that are important to understand the dependent variable “Consumer complaint behavior (CCB)”. The independent variable is “Perceived value of complaint” and “complain to third party”. This section based on the past literature and already used questionnaire.

The customer complaining behavior having (Cronbacha 0.253), Perceived value of complaint having (Cronbacha 0.465) and complain to third party having (Cronbacha 0.619)

We use 3 different scales in questionnaire, first one is customer complaining behavior it has three items in which one of them is e.g. “I find bit embarrassing to complain” and the second scale is Perceived value of complaint it has 4 items in which one of them is e.g. “The company offers attractive product/service costs, (Zhilin Yang,;Robin T. Peterson, 2004) (Levesque & McDougall, 1996) and third scale is complain to third party it has three items in which one of them is e.g. “I would write a letter to a local newspaper describing my bad experience. (Beatriz Moliner Velázquez,;María Fuentes Blasco,;Irene Gil Saura,;Gloria Berenguer Contrí, 2010) Liu and McClure (2001, p. 72)

Results and findings

The results reflect that customer complaining behavior had direct positive relationship between perceived value of complain having ($\beta = 0.525$) and also positive relationship with complain to third party ($\beta = 0.052$) and (adj $R^2 = .271$). if increases the number of scales the value of Adj R^2 also increases.

As it clear from the table, each and every factor is significantly and insignificantly related to “Customer complaining behavior”. Under the standardized coefficients it is evident that: “Perceived value of complaint” and “complain to third party” are the two majors and most important factor causing customer complaining behavior of Bahawalpur Pakistan with a standardize coefficient of ($\beta = 0.525$) and ($\beta = 0.052$) The first important variable “Perceived value of complaint” with a standardize coefficient with positive impact of ($\beta = 0.525$) respectively in order of importance second important variable is “complain to third party” with a standardize coefficient of ($\beta = 0.052$). Hence there are the main two factors that are responsible in order for customer complaining behavior in region of Bahawalpur Pakistan. As the table shows positive values and sub factors are significant at value=0.05 and insignificant when value>.05 it is concluded that the entire list of hypothesis is not endorsed but some hypothesis are accepted.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.549 ^a	.301	.271	.60125

a. Predictors: (Constant), average. TP, average. PVC

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.901	.339		2.661	.011
	Average.PVC	.549	.140	.525	3.915	.000
	Average. TP	.041	.108	.052	.385	.702

a. Dependent Variable: average. CCB

Table: scales of study



Sr No.	Constructs	Items	Reference
1	customer complaining behavior	1. I find bit embarrassing to complain. 2. Complaining about an unsatisfactory product is my duty. 3. The more frequently I have to use the product the more likely I am to complained it is faulty.	
2	Perceived value of complaining	1. The company offers attractive product/service costs 2. The company charges me fairly for similar products/services 3 The company provides more free services 4. Comparing what I pay to what I might get from other competitive companies, I think the company provided me with good value	Levesque & McDougall, 1996)
3	Complain to third party	1. I would write a letter to a local newspaper describing my bad experience 2. I would tell a consumer protection body of my problem 3. I would take legal action against the company/insitution	Liu and McClure (2001, p. 72

Statistical analysis:

The results of questionnaire by applying Spss are followings:

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	22	44.0	44.0	44.0
Valid Female	28	56.0	56.0	100.0
Total	50	100.0	100.0	



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Age

	Frequency	Percent	Valid Percent	Cumulative Percent
20-30 years	42	84.0	84.0	84.0
30-40 years	5	10.0	10.0	94.0
Valid 40-50 years	1	2.0	2.0	96.0
Above 60 years	2	4.0	4.0	100.0
Total	50	100.0	100.0	

Salary

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 15000	31	62.0	62.0	62.0
15000-25000	5	10.0	10.0	72.0
Valid 35000-45000	3	6.0	6.0	78.0
45000-55000	5	10.0	10.0	88.0
above 50000	6	12.0	12.0	100.0
Total	50	100.0	100.0	

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Matriculation	1	2.0	2.0	2.0
Inter	2	4.0	4.0	6.0
Bachelor	35	70.0	70.0	76.0
Valid Master	6	12.0	12.0	88.0
Ms./M.Phil.	4	8.0	8.0	96.0
PHD	2	4.0	4.0	100.0
Total	50	100.0	100.0	



Job sector

	Frequency	Percent	Valid Percent	Cumulative Percent
Education	19	38.0	38.0	38.0
Banking	1	2.0	2.0	40.0
Restaurants	1	2.0	2.0	42.0
Telecom	2	4.0	4.0	46.0
Retailing	27	54.0	54.0	100.0
Total	50	100.0	100.0	

Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	40	80.0	80.0	80.0
Employed	8	16.0	16.0	96.0
Unemployed	1	2.0	2.0	98.0
Housewife	1	2.0	2.0	100.0
Total	50	100.0	100.0	

CONCLUSION

This study aimed at empirically investigation how customer complaint directly or indirectly through Perceived value of complaining and Complain to third party. There is a high significant level between customer complaining and the Perceived value of complaining, due to this we find that many customer using Perceived value of complaining for complaining about product and services, we handle the actual product and perceived product if we can't do this the value of customer complaining will increasing and then customer more using Perceived value of complaining. And in other one there is a non-significant level between customers complaining and complain to third party so that customers don't using complaint to third party. Companies get control on the Perceived value of complaining if they want to maximizing its success, because Perceived value of complaining have high significant level.

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