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Complainants' Justice Perceptions and Post Complaint Behaviours: An Empirical Study on E-Nwom, Exit Intentions and Venting Negative Feelings

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Abstract

Antecedents of complaint behavior and post complaint behavior and its results have widely been studied by researchers. Extant literature supports the relationship between perceived justice and complaint satisfaction. Besides, several studies indicate that complaint satisfaction plays a vital role in terms of influencing customers' intentions of exit and word of mouth. High technological developments enhance the ways that customers express their post complaint behavior. Virtual environments enable customers to reflect their feelings caused by negative purchase or complaint experiences more frequently and effectively. This research examines the relationships among justice perceptions, complaint satisfaction, exit intentions, electronic negative word of mouth intentions (NWOM) and venting negative feelings motive as the underlying reason of exit intentions. Depending on previous studies, we argue that justice dimensions affect complaint satisfaction. In addition, we propose that complaint satisfaction influences the venting negative feelings motive, exit intentions and electronic NWOM intentions. We further argue that venting negative feelings is a motive of exit intentions and exit intentions affect electronic NWOM intentions. Since Turkey is an emerging market for electronic goods because of its extremely high young population, we focused on post complaint behavior of electronic goods customers. In order to determine their justice perceptions, complaint satisfaction and their exit and electronic NWOM intentions, 652 surveys were conducted. To test research hypothesis, Structural Equation Modeling was used and results support our predictions.

Key Words: Complaint Satisfaction, Exit Intentions, Electronic Negative Word of Mouth Intentions, Venting Negative Feelings.

1. Introduction

Along with the development of the technology and spread of the usage of internet, expressions of the consumer behaviour has been changed. This requires marketing managers to be more careful about managing these modifications. Especially for the countries like Turkey where internet usage rates rose 14630% in 13 years above circumstances have a vital importance. Expectations of today's customers are relatively high and customers are more courageous to exhibit post complaint behaviours when they are dissatisfied. The most important underlying reason of this situation can be stated as wide spreading of the online communication platforms. Any dissatisfied customer is now able to exhibit word of mouth communication regardless of his/her personal characteristics. Thus, dissatisfied customers should treated very carefully by marketing managers.

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It is generally accepted that effective complaint management plays a significant role for the success of the firm. Related literature emphasizes the relationship between complainant satisfaction and the customers' justice perceptions (Gelbrich and Roschk, 2011, Mattila and Patterson, 2004, Holloway and Beatty, 2003, Davidow, 2003, Collie, et. al, 2000, Saxby, et. al, 2000, Blodgett and Tax, 1993, Blodgett and Granbois, 1992, Orsingher, et. al, 2010, Santos and Fernandes, 2011, Hess and Ambrose, 2005, Blodgett, et. al, 1997, Collie, et. al, 2000, Maxham and Netemeyer, 2002, Tax, et. al, 1998, Casado, et. al, 2008, Yim et. al, 2003). Previous research demonstrates three dimensions of justice named procedural, interactional, and distributive justice, relating to post complaint satisfaction. Each of these justice dimensions is likely to have direct impacts on complainant satisfaction, repurchase intentions and word of mouth communication (Davidow 2003, Ekiz, et. al, 2005, Gürsoy, et. al, 2007). In other words according to previous literature justice dimensions have a significant effect on complainant satisfaction. Therefore, perceived justice during complaint handling process related with customers' exit intentions and electronic negative word of mouth intentions.

In this study, in addition to justice perceptions of customers the underlying reason, particularly venting negative feelings is searched in terms of exit intentions. Besides, depending on the Hirchman's classification of responses to dissatisfaction (exit, voice, loyalty), justice dimensions (procedural, interactional and distributive), post-complaint behaviour, exit intentions and venting negative feelings are examined in detail.

The main purpose of this research is to examine the relationships between justice dimensions, complaint satisfaction and to determine the effect of venting negative feeling on exit intentions. In line with this purpose structural equation modeling was used to analyze research hypothesis. According to SEM results, each justice dimension has an effect on complaint satisfaction. Complaint satisfaction affects exit intentions, venting negative feelings, and electronic NWOM. In addition, exit intentions influenced directly by venting negative feelings.

2. Conceptual Framework

Customer Complaint Behaviour and Complaint Satisfaction

The concept of customer satisfaction is a function of customer's expectations. If the customer's experiences from a product is higher, then that customer is satisfied, or else dissatisfaction emerges (Schiffman, Kanuk, 2004). In other words, there is a strong relationship between the product performance and customer complaints. There are several reasons for the emergence of dissatisfaction. Pride and Ferrel (1997) expressed these reasons as incomprehension of customer's expectations, wrong customer satisfaction standards, lack of expectation- performance, undelivered commitments. Customers exhibit two major behaviours; responsive and unresponsive. Being unresponsive, the customer acknowledges living with the dissatisfied situation. This behaviour is a function of customer's emphasis on purchasing. Unresponsiveness results in negative attitude towards the firm. When the customer selects to be responsive than s/he can answerback in eight different behaviours as follows (Tolon and Zengin, 2011; Hawkins, et al, 2004, Kitapçı, 2008).

- Complain to the manufacturer or store,
- Stop buying that brand or from that store,
- Complain to government agency,
- Take legal action against the issue,
- Write a letter of complaint to administration,
- Make a verbal complaint to management,
- Leave a note to request box,
- Warn friends; tell about dissatisfaction to family members and friends.

As indicated above the term customer satisfaction is related with the expectations of customers regarding product or brand and when expectations could not be meet adequately dissatisfaction emerges. Among unsatisfied customers, the less problematic ones for marketers are the ones that expressed their

dissatisfaction to the firm either written or verbal. Yim et. al. (2003) report that most complaints are lodged only when customers experience what they perceived to be a serious problem; once these customers have complained they expect action (Yim et al. 2003, Tax and Brown, 1998). At this juncture, there occurs a chance for marketers to turn a negative situation to positive. In other words, complaint handling process of a firm significantly effects whether the customer will be a loyal one or switch to another firm. Similarly Kang, et al. (2009) state customers who expressed their dissatisfaction could be regarded as a chance to improve firm's work and complaints should be taken as presents from customers. They suggest that identifying customer complaint behaviours accurately and managing them effectively will improve the product quality and lead the development of industry. Firms need to understand what customers expect when dissatisfaction occurs and implement effective complaint handling strategies in order to prevent customer defection.

Exit Intentions

Recovery efforts are essentially social exchanges with interaction between service provider and customer being a crucial component of satisfaction (Mattila and Patterson, 2004). Previous researches provide plenty of support for a positive effect of disconfirmation on satisfaction which in turn affects loyalty based behavioural intentions positively (Yim, et. al, 2003). Similarly, Orsingher et al (2010) indicate that complainants who feel satisfied with the way the company has handled their problem are likely to repurchase from that specific company (Orsingher et al, 2010, Spreng et. al, 1995, Maxham, 2001). On the other hand, negative outcomes of customer complaints may result in consumer disappointment, negative word of mouth and switching behaviour (Estelami, 2000). Thus, firms' success in complaint handling process strongly related with customers' exit intention. When they perceive inadequate recovery they expect more incline not to purchase in other words exhibit exit intentions.

H_1: Complaint satisfaction is negatively related with exit intentions.

Venting Negative Feelings

Motives significantly determine consumer behaviour (Thurau and Walsh, 2003), thus post complaint behaviour. In terms of traditional WOM communication literature, Sundaram et al (1998), suggest four motives for negative WOM communication; altruism, anxiety reduction, vengeance and advice seeking. Thurau, et al. (2004), explain venting negative feelings under the homeostase utility function. They indicate that this e-WOM motive can serve to lessen the frustration and reduce the anxiety associated with the dissatisfying experience (Thurau, et al, 2004). Negatively valenced e-WOM is rather self focused motivated by the urge to take revenge and vent negative feelings (Hinz, et. al, 2012, van Doorn et. al, 2010). In this study depending on the above mentioned impacts of venting negative feelings motive, we suggest this motive as a post complaint behaviour motive. Particularly we search for the effect of venting negative feelings on complainants' exit intentions. Also, based on the related literature we propose that complaint satisfaction has an impact on venting negative feelings. Therefore considering these effects below hypothesis are proposed.

H_2: Complaint satisfaction is negatively related with venting negative feelings motive.

H_3: Venting negative feelings is positively related with exit intentions.

WOM, Electronic WOM, Negative e- WOM

In marketing literature WOM communication has been widely studied by researchers. Customers show post-purchase behaviour as they are satisfied, dissatisfied or vacillate between them regarding their experiences. WOM defined by Arndt (1967) as oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non commercial, regarding a brand, a product or a service (Arndt, 1967). Traditional WOM also defined as informal advice between people about goods, services, and social issues (Huang, et al., 2009, East et al., 2007). With the establishment of infrastructure that supports virtual social interaction of various kinds (Balasubramanian and Mahajan, 2001) and technological developments enable customers to show either their satisfaction or dissatisfaction by using various tools. Thurau, et al. (2004), define e-WOM communication as any positive or negative statement made by potential, actual, or former customers about a product or a company, which is made available to a multitude of people and institutions via Internet. According to United Nations ITU 2012 report worldwide internet

usage rates reached almost 33% and 2,26 billion people has been using internet all around the world. Spread of Internet leads spreading e-WOM. For instance according to research done by Nilsen NM Incite in 2011 (Q3), 60% of social media users create reviews of products and services. Thus marketing managers need to provide more sufficient offers to their target market(s) and manage e-WOM activities more efficiently. Huang, et. al (2011), suggests that marketers could have more control over WOM in an online environment than in an offline environment. The internet, in which most of the information is in written format, makes it possible to track, copy and analyze WOM content (Huang, et. al., 2011, Godes and Mayzlin, 2004). Compared with traditional WOM communication, scope of e- WOM is larger in terms of its spread and influence/impact area. While Cheung, et al., (2009) refers this attribution as much larger communication network, Huang, et al., (2011) expressed that as a new form of interpersonal influence e-WOM characterized by many-to-many communication between sources and receivers. The other difference between traditional and electronic WOM is the ability to eliminate restrictions on time and location, and enabling customers to read and compare the reviews of the goods or services they are interested in (Cheung, et al., 2009).

Benny, et al. (2009) also explained some differences between traditional WOM and e-WOM.

"First internet has changed WOM from being a low reach channel to a one-to-many communication channel. Blogs, social networks, web forums, emails, rating sites, user reviews, commentary options, and buyer recommendations affect consumers' opinions and purchase behaviour. Secondly, e- WOM is traditionally lack of ties between the parties involved. Opposite with the traditional WOM, the sender is usually anonymous. Lastly e-WOM only activates when the sender accesses the information in some sort of way, mainly when searching for information (Benny et al. 2009)."

As mentioned above generally satisfaction and dissatisfaction results in WOM communication (either positive or negative). When examined for practice it would be seen that dissatisfied customers are more likely to express their experiences as negative WOM and influence potential customers as well as active ones. Consumer reviews has become an important source of information for consumers, complementing and even substituting other forms of business to consumer communication regarding product and service quality (Benny, et al. 2009, Chevalier and Mazlin, 2006). Nielsen report indicated that 65% of social media users in US learn more about brands/products/services and 50% of them express their concerns/complaints about brands/services (Nielsen, 2012). According to the 2012 report of Turkish Information and Communications Technologies Authority, from 1998 to 2011 growth rate in the number of internet users in Turkey was 14630% while in EU it was 916%. Similarly Turkey ranked as the 7th in world regarding number of Facebook users. Also Turkey ranked as the 11th in world in terms of the number of Twitter users. When these rates considered together with the growth rates of internet users in Turkey, marketing managers need to be much more aware of dissatisfied customer behaviour. Since the consequences of negative WOM are both immeasurable and unpredictable, marketing managers should pay great attention to manage this post purchase behaviour. In addition to these attributes of negative WOM, in online environment degree of immeasurableness and unpredictability would be higher. The rising ratings of internet usage and consumers' review and advice seeking tendencies before purchase decisions are very important for marketing efforts. Especially for electronic goods that characterized with high involvement purchase process understanding the motives for negative e-WOM is crucial. Besides determining these motivations, examining the effects of factors related with complaint handling process that lies under these motivations will enable marketing managers to manage the consequences of customer complaint behaviour. Due to above mentioned reasons this study particularly focuses on negative e-WOM especially regarding electronic goods.

If a firm handles complaints effectively this not only tends to reduce the occurrence of negative word of mouth but also increases the likelihood that customers will recommend the service to friends, relatives and significant others (Orsingher et al, 2010, Blodgett, et al. 1993,1997, Davidow, 2000, Maxham, 2001). Hence, we expect satisfaction with recovery also to be influential on e- NWOM. Additionally when customers have not adequately satisfied with firm's complaint handling process they will more likely to incline to exit. Thus we propose that these customers tend to express their dissatisfaction via e-NWOM.

H_4: Complaint satisfaction is negatively related with e-NWOM intention.

Justice Perceptions

The concept of justice has its foundations in social psychology and several studies indicated that fairness has both psychological (satisfaction, trust, loyalty) and behavioural outcomes (Blodgett, et al, 1997). Justice concept has evolved over time to include not only the perceived fairness of the tangible outcome of a decision (distributive justice) but also the perceived fairness of the procedures used at arriving at that decision (procedural justice)and the quality of the interaction between the parties involved in the conflict (interactional justice) (Blodgett, et al, 1993). Contemporary studies on complaint management have offered substantial evidence on the suitability of the concept of fairness and its dimensions (procedural, interactional and distributive) as a base for understanding the complaining process and its outcomes (Santos and Fernandes, 2011, Blodget, et al, 1997, Goodwin and Ross, 1992, Santos and Rossi, 2002, Smith et al, 1999, Tax, et al, 1998). In an attempt to evaluate an organization's service recovery effort, consumers weigh their inputs (e.g. their time) against outputs offered by an organization (e.g. fixing the problem) and the balance between inputs and outputs allows customers to ascertain the fairness of service recovery (Hoffman and Kelly, 2000, Robertson, et. al, 2011).

Procedural Justice

Davidow (2003), defined procedural justice as the perception of the companies visible policies and procedures those that the customer has direct knowledge or experience of them. Fair procedures are consistent, inbiased and impartial, representative of all parties' interests and are based on accurate information and on ethical standards (Blodgett, et al. 1997). Several studies report a positive effect of procedural justice on complaint satisfaction (Tax, et. al, 1998, Smith et al, 1999). Additionally, studies suggest that if customers believe that policies, procedures and tools used to handle a complaint are fair they are more likely to be satisfied with the solution, involve in positive WOM behaviour and less likely to stop using product (Gürsoy, et al, 2007). In an extensive literature review, Lind and Tyler (1988) conclude that individuals care a great deal about the fairness of procedures (Saxby, et. al, 2000).

H_5: Procedural justice is positively related with complaint satisfaction.

Interactional Justice

Interactional justice refers to the manner in which the customer is treated during the recovery process (Mattila and Patterson, 2004). Interactional factors help explaining why some people might feel unfairly treated even though they would characterize the decision making procedure and outcome as fair (Tax, et al, 1998). Interactional justice concept includes elements of courtesy, honesty, interest in fairness and effort perceived by the complainant (Maxham and Netemeyer, 2002). Customers form their perceptions of interactional justice based on customers' evaluation of organization representative's courtesy, empathy, politeness, concern and neutrality during an interaction (Gürsoy, et al. 2007, Mattila and Patterson, 2004, Smith et al, 1999, Tax, et al. 1998).

H_6: Interactional justice is positively related with complaint satisfaction.

Distributive Justice

Maxham and Netemeyer (2002) define distributive justice as the extent to which customers feel they have been treated fairly with respect to the final recovery outcome. Distributive outcomes include compensation and offers to fix or replace (Robertson, et al. 2012). In a consumer complaint context, distributive justice centers on the perceived fairness of the redress offered to consumers, including refunds, exchanges, repairs, discounts on future purchases, store credits, etc. or some combination thereof, to resolve their complaints (Blodgett, et al. 1997). Recent evidence has shown that distributive justice is a predictor of satisfaction with specific service recovery transactions (Maxham and Netemeyer, 2002). According to the study of Gürsoy et. al (2007), distributive justice have the highest significant positive effect on complainant satisfaction.

H_7: Distributive justice is positively related with complaint satisfaction.

3. Methodology

Sample and Data Collection

In this research e-mail survey method was used to collect data and gather information. The measures of the questionnaire were originally in English and translated into Turkish. As it known pre-testing is required before gathering data (Yücel, 2012, Sekaran and Boguie, 2010). With this respect, developed questionnaire was pre-tested on 50 consumers before conducting the surveys. After the pre-test only the complainants about electronic goods were included in study. In line with this 3 additional questions (11th, 12th, and 13th) were used. Surveys conducted with the association of the firm "sikayetvar.com[*]" that its operations specialize in customer complaints in Turkey. By this way surveys conducted on all over Turkey in June 2012. The firm sent surveys via e-mails to its registered users in its database who had already complain about electronic goods (judgmental sampling methodology). In this sense surveys were applied to 1454 customers. But after the evaluation 652 surveys were found usable to analyze with a response rate of 45 percent.

Measures

Questionnaire form includes 3 different segments. The first segment consists of demographical questions. The second part of the questionnaire was adapted from Gürsoy, Ekiz and Chi (2007). Variables in this part include organizational response dimensions, justice dimensions, complaint satisfaction, exit and negative WOM intentions. The last part consists of 1 motive which have chosen and adapted from the study of Henning-Thurau et.al. (2004). This motive (venting negative feelings) was used because of its potential effect on exit intentions. Dimensions measured in five point Likert scale (1= Strongly agree, 5= Strongly disagree). Table 1 shows demographic characteristics of the 652 participants.

4. Findings

In this study before testing the research hypotheses, the reliability and validity of the scales assessed. For reliability analysis Cronbach's Alpha Coefficient and to determine validity of the scales exploratory factor analyses were used. The results of the reliability and validity analyses are given below in Table 2.

Table 1: Demographic Characteristics of Respondents

Age	N	%	Occupation	N	%
18-24	145	22.2	Student	149	22.4
25-34	311	47.7	Private sector employee	210	32.2
35-44	135	20.7	Merchant/Businessman/Craftsman	82	12.6
45-54	42	6.4	Civil servant	175	26.8
55-64	15	2.3	Retired	19	2.9
65 and over	4	0.6	Housewife	15	2.3
			Other	2	0.3
Total	652	100.0	Total	652	100.0
Income (TL)[4]			**Family Size**		

1000and below	116	17.8	2 person or below		119	18.3
	131	20.1	3 person		171	26.2
1001-2000	159	24.4	4 person		239	36.7
2001-3000	63	9.7	5 person		86	13.2
3001-4000	89	13.7	6 person or above		37	5.7
4001-5000	94	14.4				
5001and above	652	100.0	Total		652	100.0
Total						
Education			**Gender**			
High School and lower	193	29.6	Female		184	28.2
University and over	459	70.4	Male		468	71.8
Total	652	100.0	Total		652	100.0

Table 2: The Results of Reliability and Validity Analyses

Scales	Cronbach's Alpha	Factor Load
Procedural Justice	0.882	
I felt that firm policies allowed for flexibility in taking care of my complaint		0.848
I felt that the guidelines, used by the firm to process my complaint, were fair		0.929
I believe that the firm guidelines for listening to and to handling complaints are fair		0.920
Interactional Justice	0.899	
The firm's employee strived as hard as he/she could to be successful in resolving my complaint		0.862
I felt that the concern shown by the representative was sincere		0.927
I felt like the representative really cared about me		0.947
Distributive Justice	0.931	
I am pretty happy with what the firm gave me		0.922
I thought that the firm solution was definitely acceptable		0.948
I think that the result I got from the firm was appropriate		0.944
Exit Intentions	0.734	
I will probably not purchase from this firm again		0.889
I will probably purchase from another firm in the future		0.889
Complaint Satisfaction	0.952	
My satisfaction with the firm has increased		0.955
My impression of this firm has improved		0.948
I now have a more positive attitude toward this firm		0.963
Venting Negative Feelings	0.821	
I want to take vengeance upon the company		0.792
My contributions help me to shake off frustration about bad buys		0.905

I like to get anger off my chest		0.878
NWOM Intentions	0.861	
While talking about my complaint, I emphasize how well the firm took care of it (R)		0.937
Whenever I talk about my complaint I stress the positive way that the firm reacted (R)		0.937

As Table 2 indicates Cronbach's Alpha scores reflecting the reliability of the measures are above the acceptable lower limits. After reliability analysis, exploratory factor analysis was conducted to determine construct validity of procedural justice, interactional justice, distributive justice, exit intentions, e-NWOM intentions, complaint satisfaction and venting negative feelings measures. As it can be seen from Table 2, the factor loads indicated satisfactory validity scores.

To test the research hypothesis Structural Equation Modeling (SEM) was used because SEM has some advantages. It allows researchers to test at once all the interrelations, direct and indirect path, statistically controlling for all the others and compare empirical data with a theoretical model (Yücel, 2012, Iacobucci and Churchill, 2010). Below Figure 1 shows the relationships among justice dimensions (procedural, interactional, distributive), exit intentions, NWOM intentions, complaint satisfaction and venting negative feelings regarding research model.

Figure 1: Model regarding the Relationships among Justice Dimensions, Exit Intentions, e-NWOM Intentions, Complaint Satisfaction and Venting Negative Feelings
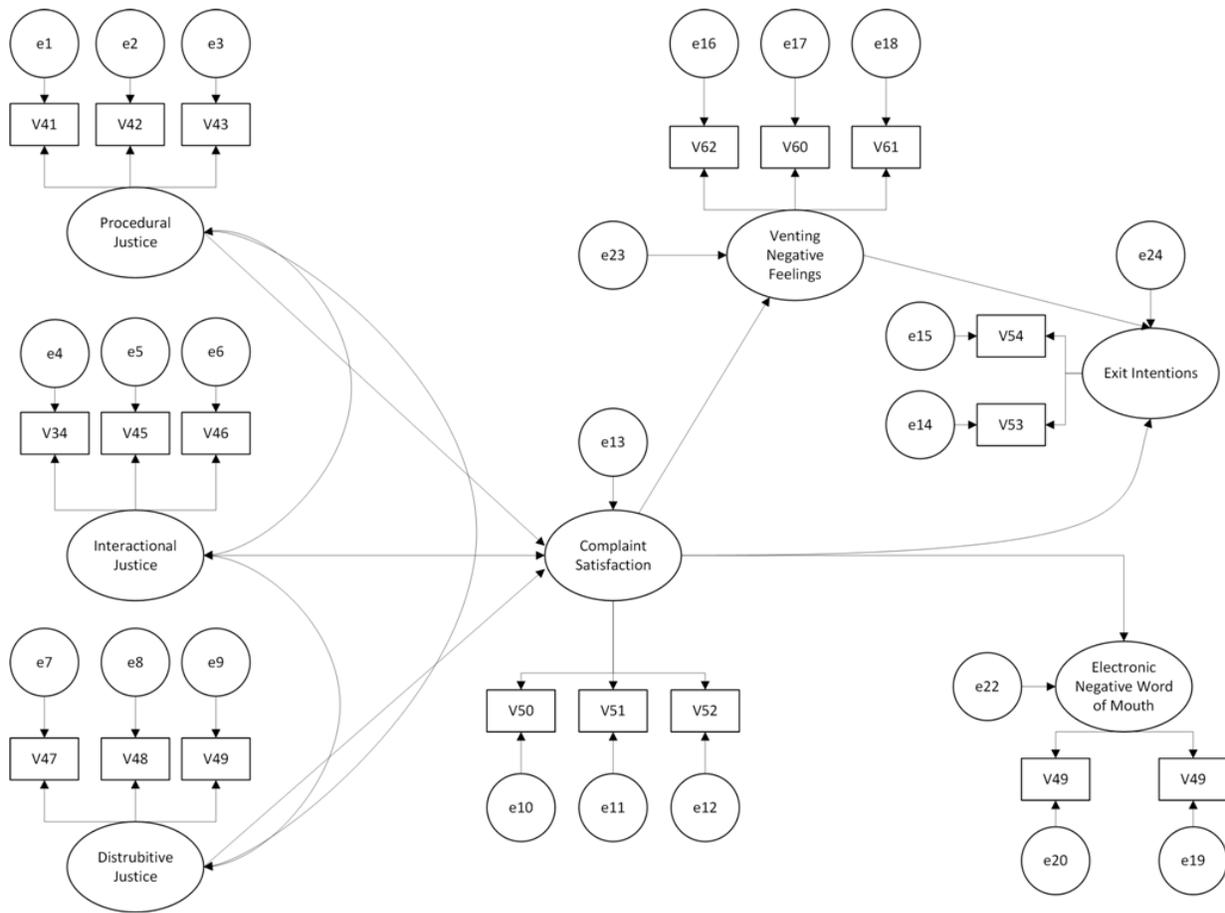
The numbers of total variables used in the model were 49. Among them 19 of them were observed, and 30 were unobserved. Model has 26 exogenous and 23 endogenous variables. The details of overall model fit criteria between the model and the data (goodness of fit criteria) can be seen in Table 3.

Table 3: Fit Measures

Fit Measures	Measurement Model	Ideal Model	Abbreviations
Discrepancy (χ^2)	533.907	0.000	CMIN
Degrees of freedom	142	0	DF
P	0.000		P
Discrepancy / df (χ^2/df)	3.760		CMIN/DF
Goodness of Fit Index	0.923	1.000	GFI
Adjusted GFI	0.897		AGFI
Normed Fit Index	0.953	1.000	NFI
Relative Fit Index	0.943		RFI
Incremental Fit Index	0.965	1.000	IFI
Tucker-Lewis Index	0.958		TLI
Comparative Fit Index	0.965	1.000	CFI
RMSEA	0.065		RMSEA
Hoelter .05 Index	209		HFIVE
Hoelter .01 Index	225		HONE

To evaluate the goodness of fit between the model and data the first measure is the chi-square statistic. This value has a statistical significance (p=0.000). Chi-Square/df is one of the measures to assess the fitness. In this research Chi-Square/df was found 3.760. This ratio has to be close to zero at least must be smaller than five (Kurtuluş, et al., 2005, Yoo et al, 2000; Yoon et al, 2001). Since chi-square is sensitive to sample size, this analysis is not adequate to determine the fit between model and data itself (Baker, et. al, 2002). Thus other fit criteria have to be considered.

To assess the fitness between model and data Goodness of Fit Index (GFI) is another criterion. GFI, Comparative Fit Index (CFI), Normed Fit Index (NFI), Tucker-Lewis Index (TLI), Relative Fit Index (RFI), and Incremental Fit Index (IFI) are considered as fit criteria. These indexes are all take values between "0" and "1", where "1" indicates the perfect fit between the model and data. As seen from the Table 3, GFI took the value of 0.923. Therefore according to high GFI value of this research, it can be suggested that measurement model fits well (almost perfect).

The values of other fit indexes are NFI: 0.953, RFI: 0.943, IFI: 0.965, TLI: 0.958, and CFI: 0.965. These values are all represent the perfect fit between the model and data.

Root Mean Square Error of Approximation (RMSEA) is also used to evaluate the fit between the model and data. Values ≤ 0.08 have been recommended for RMSEA (Maxham and Netemeyer, 2002). RMSEA value of 0.065 represents the well fit in this research.

To assess the required minimum sample size in order to test the research hypotheses at the stated level of confidence interval Hoelter .05 and Hoelter .01 Indexes were used. Hoelter's critical sample size focuses directly on the adequacy of sample size rather than on model fitness (Byrne, 2010, Yücel, 2012). Hoelter .05 and Hoelter .01 Index values are 209 and 225, respectively. Thus sample size of this research (652) is larger than required sample sizes at 95% confidence interval level and 0.05 significance level, and 99% confidence interval level and 0.01 significance level.

Table 4 shows the standardized regression coefficients of procedural justice, interactional justice, distributive justice, exit intention, NWOM intention, complaint satisfaction and venting negative feelings. According to the results shown in Table 4, justice dimensions (procedural, interactional and distributive justice) have a positive effect on complaint satisfaction at the significance level of α= 0.05. Complaint

satisfaction has an influence on venting negative feelings and exit intention. On the other hand the effect is negative at α= 0.05 significance level.

Table 4: Unstandardized Regression Coefficients

			Estimate	S.E.	C.R.	P	Label
Complaint satisfaction	<---	Procedural justice	.272	.062	4.361	***	
Complaint satisfaction	<---	Interactional justice	.159	.055	2.870	.004	
Complaint satisfaction	<---	Distributive justice	.627	.045	13.967	***	
Venting negative feelings	<---	Complaint satisfaction	-.190	.041	-4.645	***	
Exit Intentions	<---	Complaint satisfaction	-.527	.049	-10.836	***	
e-NWOM intentions	<---	Complaint satisfaction	-.767	.034	-22.382	***	
Exit Intentions	<---	Venting negative feelings	.162	.043	3.735	***	
V41	<---	Procedural justice	1.000				
V42	<---	Procedural justice	1.235	.053	23.281	***	
V43	<---	Procedural justice	1.252	.054	23.250	***	
V34	<---	Interactional justice	1.000				
V45	<---	Interactional justice	1.180	.047	25.359	***	
V46	<---	Interactional justice	1.258	.048	26.315	***	
V47	<---	Distributive justice	1.000				
V48	<---	Distributive justice	1.000	.028	36.334	***	
V49	<---	Distributive justice	1.041	.030	35.047	***	
V50	<---	Complaint satisfaction	1.000				
V51	<---	Complaint satisfaction	.989	.024	40.815	***	
V52	<---	Complaint satisfaction	1.011	.021	48.454	***	
V53	<---	Exit Intentions	1.000				
V54	<---	Exit Intentions	1.071	.086	12.409	***	
V62	<---	Venting negative feelings	1.000				
V60	<---	Venting negative feelings	.795	.049	16.334	***	
V61	<---	Venting negative feelings	1.118	.058	19.398	***	
V55	<---	e-NWOM intentions	1.000				
V56	<---	e-NWOM intentions	1.069	.041	26.019	***	

Table 4 indicates that there is a positive relationship between venting negative feelings and exit intention at α= *0.05* Significance level. NWOM intention is negatively affected by complaint satisfaction and exit intention.

Table 5: Standardized Regression Coefficients

			Estimate
Complaint satisfaction	<---	Procedural justice	.210
Complaint satisfaction	<---	Interactional justice	.130
Complaint satisfaction	<---	Distributive justice	.621
Venting negative feelings	<---	Complaint satisfaction	-.197
Exit Intentions	<---	Complaint satisfaction	-.549
e-NWOM intentions	<---	Complaint satisfaction	-.846
Exit Intentions	<---	Venting negative feelings	.162
V41	<---	Procedural justice	.732
V42	<---	Procedural justice	.908
V43	<---	Procedural justice	.907
V34	<---	Interactional justice	.761
V45	<---	Interactional justice	.910
V46	<---	Interactional justice	.944
V47	<---	Distributive justice	.885
V48	<---	Distributive justice	.926
V49	<---	Distributive justice	.911
V50	<---	Complaint satisfaction	.931
V51	<---	Complaint satisfaction	.908
V52	<---	Complaint satisfaction	.954
V53	<---	Exit Intentions	.710
V54	<---	Exit Intentions	.819
V62	<---	Venting negative feelings	.809
V60	<---	Venting negative feelings	.632
V61	<---	Venting negative feelings	.910
V55	<---	e-NWOM intentions	.818
V56	<---	e-NWOM intentions	.926

Standardized regression coefficients used to compare relative effects of independent variables. These coefficients allow researchers to compare directly the relative effect of each independent variable on the dependent variable (Hair et al. 1998). Table 5 shows the standardized regression coefficients. Values ranging from .632 and .954 indicate that variables used to explain procedural, interactional and distributive justice, complaint satisfaction, exit intentions, e-NWOM intentions and venting negative feelings had impact on these dimensions differently. According to the values presented in Table 5 the most influential justice dimension is distributive justice on complaint satisfaction. Complaint satisfaction is the most effective factor that has an impact on exit intentions.

5. Discussion and Managerial Implications

Marketing managers and academicians place emphasis on customer complaint handling and its consequences as well as its underlying reasons. Thus researchers focused on perceived justice and its dimensions and results (e.g. customers' wom intentions; either positive or negative, exit intentions and loyalty). Dissatisfaction occurs when the product performance is below expectations and in this case customer complaints arise (Tolon and Zengin, 2011). Customer complaints should treated carefully in order not to face with customer defection. Thus customers' justice perceptions during complaint handling process become crucial. Because if they perceive unfairness they intent to express their negative feelings either face to face or in virtual platform. This research particularly interest to figure out the relationships among justice

perceptions, complaint satisfaction, exit intentions, electronic negative word of mouth intentions and venting negative feelings motive as the underlying reason of exit intentions.

Results indicate that complaint satisfaction affects the motive venting negative feelings (H_2). H_3 supported by SEM results thus we conclude that venting negative feelings affect customer's exit intentions. This situation describes the need of customer oriented complaint management planning for firms. While Turkish customers' satisfaction of complaints reduces, they are more inclined to vent their negative feelings in order to abreact. It is more crucial that while customers' motivated by venting negative feelings they tend to exhibit exit behaviour. When considering the immeasurable costs, customer defection has a vital importance. Research results display that complaint satisfaction is negatively related with exit intentions (H_1). Therefore, while Turkish customers decide whether they exit or not, they consider firm's complaint handling process regarding unsatisfied purchase experiences. We propose that complaint satisfaction is negatively related with e-NWOM intentions (H_4). The path was significant. This result also indicates that Turkish customers exhibit e-NWOM communication to the extent their satisfaction level of complaint. In line with these results we can state that Turkish customers' post complaint behaviour significantly influenced by complaint satisfaction. Their desire to relief motivated basically by their complaint satisfaction as a result of their perceived justice. The underlying reason of their exit intention is venting negative feelings.

According to the results, each justice dimension has an influence on complaint satisfaction (H_5, H_6, and H7). The most influential dimension on complaint satisfaction is distributive justice. Procedural justice and interactional justice followed distributive justice in terms of their influence on complaint satisfaction. These results represent that Turkish customers focus more on the results during the complaint handling process. Complainants determine their satisfaction level through the solutions that firm provide them. Thus, acting in line with the customers' expected solutions (as long as they are in acceptable limits) will increase the satisfaction of complainants. Accordingly, firms which operate in Turkey or plan to operate in should organize practices like refunds, exchanges, repairs and discounts in future purchases effectively. This will be vital step for firms in order to achieve customer loyalty. Procedural justice is the 2nd important dimension that affects complaint satisfaction. Hence we can conclude that Turkish customers pay less attention on formal applications. On the other hand, sufficiency of complaint handling procedures with respect to meet customer complaints affects complaint satisfaction. Consistency, impartiality, serving for all parties' interests, providing rapid solutions and depending on ethical standards on procedures will result in more effective complaint handling procedures. Interactional justice has the least influence on complaint satisfaction. This result indicates that when Turkish customers face with a negative purchase experience they generally do not attach so much importance to representatives' attitude during complaint handling process.

According to our research results the reason of post complaint behaviours are to lessen the anxiety caused by negative experience in terms of unsatisfactory or unfair complaint handling process. We argue that Turkish people, whose culture is Mediterranean, act more likely depending on their feelings describes Turkish Customer's relying on reduce their frustrations while they intent to stop buying from that store or brand. When we consider the concept of purchase decision process of electronic goods where expectations are higher these results are getting more comprehensible.

6. Theoretical Contribution and Future Research

This study has several theoretical contributions. Most of the related previous research hypothesized and have a model including justice dimensions, complaint satisfaction and post complaint behaviour in terms of exit intentions and WOM. The first contribution of this study is to attach electronic negative word of mouth in research model directly, instead of using WOM communication. This will provide researchers to figure out the relationships among complaint satisfaction, exit intentions and e-NWOM in today's high tech environment. Besides, this study brings together the literature regarding justice dimensions, complaint satisfaction, and traditional WOM and e-WOM communication. While existing study treated venting negative feelings as a motive for e-WOM, we propose that, this motive affects customers' exit intentions as well as its influenced by complaint satisfaction. One of the important finding of this research is to include

'venting negative feelings' as a motive of exit intentions. In addition, this study mainly focused on the post complaint behaviours of complainants' regarding electronic goods where Turkey has a big market potential. In this sense, research results will be highlighting for future studies concerning other countries that have similar market characteristics.

While this research focuses on electronic goods further research may study on other product groups. This study examines only the Turkish customers' complaint behaviour. So cross cultural studies that determine post complaint behaviours of different cultures would be useful for firms while they organize their complaint handling processes. Additionally, besides exerting the differences between countries, it may be interesting to examine the complaint behaviour of online platform users' regarding different product groups by using nethnographic research. Future research may search for other possible motives of customers' post purchase behaviours.

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