Consumer Complaining Intentions: An Antecedent to Consumerism

Venu Thyagarajan and Ali Khatibi

KEY WORDS Consumer Dissatisfaction. Consumerism. CCB.

ABSTRACT The postpurchase evaluation process of consumers can produce satisfaction or dissatisfaction as outcomes. The presence of dissatisfaction has many implications in marketing strategies and it further gives rise to consumerism as a movement. Consumer Complain Intention was identified as a catalyst for consumerism. Many organizations started investing huge amounts to handle this consumer complain in an effective way. The return in handling complaints or inquiries will produce high rate of return. There are some factors that hinder the consumers for complaining to the organizations. Firstly, it is difficult because of one’s culture does not encourage being a whiner. Secondly, employees do not encourage it because they consider it as a personal attack on their self esteem. The present paper critically analyse the concept of consumer complain behaviour (CCB) and also it tries to operationalise the issues of CCB.

Authors' Addresses: Venu Thyagarajan, Faculty of Management, Multimedia University, 63100, Cyberjaya, Selangor DE, Malaysia
E-mail: venuthyagarajan@mmu.edu.my
Ali Khatibi, Associate Dean, Faculty of Management, Multimedia University, 63100, Cyberjaya, Selangor DE, Malaysia
Fax: +603 - 8312 5590
E-mail: alikhatibi@mmu.edu.my