

## Abstract

This research is about the customer complaining behavior (CCB). It has only been 3 decades that researchers have started investigating in this area of study. The research of this nature had been done extensively in US and UK, but very few researches were found done in the Asian context. The current research becomes important as it attempted to study complaint behavior in an Asian setting – Thailand. CCB always starts from customer dissatisfaction. According to Day and Landon's model of CCB, which is also the base model of this study, the customer has 2 basic options to do when they are dissatisfied. They are: either they complain or they don't complain. This gives rise to the concept of propensity-to-complain. Propensity-to-complain was measured in a continuum. Past studies conducted by various researchers have attempted to investigate how several factors, e.g. demography of customers; type of product/service; CCB factors, etc affect what option the customers choose after being dissatisfied.

The research problem can hence be stated as (1) what is the effect of customer characteristics on AIS customers' propensity-to-complain? (2) what is the effect of service significance on AIS customers' propensity-to-complain? (3) and what is the effect of customer complaining behavior on AIS customers' propensity-to-complain? Therefore, the research objectives encompass the following: (1) to study the difference in propensity-to-complain among different customer characteristics (2) to study the relationship between service significance and AIS customers' propensity-to-complain (3) to study the relationship between customer complaint behavior and AIS customers' propensity-to-complain.

The data required for the analysis for the current study was done by survey method, in which the researcher distributed self-administered questionnaire as a research instrument. The sample of 400 respondents, whose responses were all valid were encoded and analyzed by SPSS 11.5 program. Since the objective of this research is to find difference for some factors and relationship for other factors, the researcher used Kruskal-Wallis test for education level, income level and age at the 0.05 significance level under 2-tailed test. Similarly, for gender the researcher used Mann-Whitney U test at 0.05 significance level under 2-tailed test. For the rest of the factors the researcher used Spearman's Rank Order Correlation test at 0.05 significance level under 2-tailed test, because the objective of the research was to find out the relationship of these factors with propensity-to-complain. These factors are: importance of service, price of service, complexity of service, benefit from complaining, difficulty in seeking redress, complexity in process of complaining, awareness of specific redress schemes, cost of complaining and past experience. All the above mentioned tests are non-parametric, because the normality of the data obtained was unknown to the researcher.

It was found out that the result of the research is not consistent with previous researches and more importantly, in fact, whole process of CCB has never been proven. But still, the researcher found out that there is a relationship between service significance factors and propensity-to-complain of AIS customers, except the factor "importance of service", which was found out to be unassociated with the propensity-to-complain of AIS customers. Similarly, the results indicated that there is relationship between customer complaining behaviors and propensity-to-complain of AIS customers. The strength of the relationship for all the factors were however low in magnitude. For the test of difference part, the researcher found out that there is a difference in male and female AIS customers about propensity-to-complain. Similarly, for education level and age of AIS customers there is a difference

among groups. However, for income level it was found out that there is no difference among income level groups and propensity-to-complain of AIS customers.

Hundreds of papers on CCB are published every year, however, most studies on CCB have focused on only a part of CCB, such as the types, the determinants, and the results of CCB, reporting quite different results from different studies. Gronhaug's (1977) and Blodgett et al.'s (1992, 1993, 1995) studies are therefore devoted to integrating all these fragmentary studies and to provide theoretical fundamentals to give researchers a better understanding of all CCB processes. The researcher therefore realizes that the current study would serve as one such study done in the area of CCB.

