

ABSTRACT

This study aims to identify how complainants respond to the Hypermarkets complaint handling. The study examined the effects of complainant feelings and beliefs on responsive behavior focusing on the shoppers of Hypermarkets in Bangkok. In addition, the objective is to determine the appropriate model of complaining behavior process at Hypermarkets in Bangkok. Based on the result, it will make recommendations for Hypermarkets as a guideline for complaint handling's managerial implications.

In this study, the researcher uses the survey method and 240 sets of questionnaires are employed as the instrument in primary data collection. The target populations in this research are consumers who have shopped, purchased and dissatisfied product purchased from Big C, Carrefour and Lotus in Bangkok. For data analysis, frequency distribution is used. Inferential statistics will be used in hypothesis testing. The method to be applied is Analysis of Covariance (ANCOVA).

The results indicate that on experiencing dissatisfaction with product purchased from Hypermarkets in Bangkok, complainants can respond in a variety of ways which are depend on their feelings and belief. The major factors that effect on complainant responsive behavior are their feelings and belief. Complainant feelings consist of distributive justice and interactional justice. Complainant belief consists of stability.

Finally, the recommendations are based on the results of this research and the theoretical of complaining behavior. Hypermarkets in Bangkok should explicitly train their employees how to interact with dissatisfied customer. Employees should be taught to respond in a very reassuring and empathic manner, and to give the customer an opportunity to explain any relevant evident to the problem. Hypermarkets and other service providers also should assure customers that they will always stand behind their products (or services), and will always respond to any complaints with courtesy and respect. . All product or service providers should establish the customer service counter and train their customer service personnel in order to response to customer effectively and to be the center of information in term of customer database. This will be very useful for the business in the long term to make close relationship with customer.