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Consumers' motives for complaint behavioural intentions following in-store service failures in the clothing retail context

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M Consumer Science: Clothing Retail Management

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by

Francisca Arabelle Treurnicht

Dissertation submitted in partial fulfilment of the requirements for a Master's degree in
Consumer Science: Clothing and Retail Management

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Department of Consumer and Food Sciences

UNIVERSITY OF PRETORIA

Supervisor: Dr. Lizette Diedericks

Co-supervisor: Dr. Suné Donoghue

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**Verbruikers se motiewe met betrekking tot klagtes as gevolg van ongustige
dienslewering in die kledingkleinhandelverband**

deur

Francisca Arabelle Treurnicht

Verhandeling voorgelê ter vervulling van die vereistes van die graad

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Oktober 2020

Declaration

I, **Francisca Arabelle Treurnicht**, declare that this dissertation, which I hereby submit for the degree of **Master in Consumer Science: Clothing Retail Management** at the University of Pretoria, is my own work and has not previously been submitted at this university or any other university or tertiary institution. I also declare that this is my own work in design and execution and that all reference material included in the dissertation has been duly acknowledged.

Francisca Arabelle Treurnicht

October 2020

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- The Lord who assures me that I can do all things through Him who strengthens me (Phil 4:13).

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Globalisation, together with increased competition amongst retailers, has applied immense pressure on retailers to become more consumer-orientated. Retailers are, consequently, trying to differentiate their offerings by providing improved services to their consumers to obtain a competitive advantage. Service failure is, however, inevitable. An unfavourable service encounter (service failure) mostly leads to dissatisfaction. A consumer's response to dissatisfaction is referred to as "consumer complaint behaviour". Consumers' complaint action can be categorised into three response behaviours namely: private action, public action and taking no action. Behind each complaint action lies specific motivations. Motivation research attempts to find the underlying *why* of an individuals' behaviour. Marketers need to understand consumer motives as it provides them with the opportunity to anticipate and understand consumer complaint behaviour within the South African marketplace. Studies on the motives driving consumers' complaint behaviour following an in-store service failure in the South African clothing retail context is lacking. This is surprising given the fact that an understanding of consumer complaint motives is critical in recovering service failures and handling complaints. An understanding of the motives for consumer complaint behaviour could help clothing retailers to understand the value of paying attention to and dealing with consumer complaints, specifically in a South African context. This research study, therefore, primarily focused on exploring and describing South African consumers non-complaint motives and complaint motives following an in-store service failure.

The study used an explorative, quantitative research approach. A survey was conducted in South Africa which included consumers 19 years and older who reside in major urban areas across South Africa. Respondents completed an online self-administered questionnaire which included adapted versions of established scales. Lastly, the data was captured and coded and then analysed by statisticians of the University of Pretoria by making use of descriptive and inferential statistics.

The findings of this study indicated that the respondents were motivated to take action following an in-store service failure, rather than deciding to take no-action. Respondents would also rather partake in private action as opposed to public action. The EFA on the non complaint motives indicated that three factors are the underlying driving forces that keep consumers from taking action. These include protecting the self and convenience, the fact that it is not worth complaining, and willingness and ability to handle CCB. Through the descriptive statistical analysis, as well as the inferential statistical analysis (EFA), it became evident that the most important motive for deciding to partake in action, either private or public, were altruistic motives. Anger and the intention to harm the retailer appeared to be the least important motives for deciding to take action. From this study, it is recommended that clothing retailers and marketers in South Africa pay specific attention to use these motives, specifically altruism, to encourage customers to partake in public complaint behaviour. Apart from the useful considerations this study elicited for the industry, it also makes a valuable contribution towards the literature.

Keywords: Consumer complaint behaviour; consumer dissatisfaction, motives; in-store service failure

**Verbruikers se motiewe met betrekking tot klagtes as gevolg van ongunstige
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deur

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Graad: M Verbruikerswetenskap: Kledingbestuur

Globalisering, tesame met groter mededinging onder kleinhandelaars, het groot druk op kleinhandelaars uitgeoefen om meer verbruikersgerig te wees. Kleinhandelaars probeer gevolglik hul aanbod onderskei deur verbeterde dienste aan hul verbruikers te lewer om 'n mededingende voordeel te verkry. Diensmislukking is egter onvermydelik. 'n Ongunstige diensontmoeting (diensmislukking) lei tot ontevredenheid. 'n Verbruiker se reaksie op ontevredenheid word verwys na "verbruikers klagtegedrag". Verbruikers se klagoptrede kan in die volgende reaksiegedrag kategorieë verdeel word, naamlik: private optrede, openbare optrede en geen optrede. Agter elke klagoptrede lê 'n spesifieke motivering. Motiveringsnavorsing poog om die onderliggende "*waarom*" van 'n individu se gedrag te ondersoek. Dit is vir bemerkers belangrik om verbruikersmotiewe te verstaan, aangesien dit hulle die geleentheid bied om klagtegedrag binne die Suid-Afrikaanse mark te antisipeer en te begryp. Daar is geen studies oor die motiewe wat verbruikers lei daartoe om "deel te neem" in klagtegedrag na 'n diensmislukking in die Suid-Afrikaanse klerekleinhandelkonteks nie. Dit is verbasend, gegewe die feit dat 'n begrip van motiewe vir verbruikersklagtes van kritieke belang is in die herstel van diensfoute en die hantering van klagtes. Die begrip van die motiewe vir die gedrag van verbruikersklagtes kan klerehandelaars help om die waarde van aandag aan en hantering van verbruikersklagtes te verstaan, spesifiek in 'n Suid-Afrikaanse konteks. Hierdie navorsingstudie het derhalwe hoofsaaklik gefokus op die ondersoek en beskrywing van Suid-Afrikaanse verbruikers se nie-klagte-motiewe en klagte-motiewe na 'n diensmislukking in die winkel plaasgevind het.

Die studie het 'n ondersoekende, kwantitatiewe navorsingsbenadering gebruik. In Suid-Afrika is 'n opname gedoen wat verbruikers van 19 jaar en ouer wat in groot stedelike gebiede regoor Suid-Afrika woon, ingesluit. Respondente het 'n aanlyn vraelys voltooi, wat aangepaste weergawes van gevestigde skale bevat het. Laastens is die data vasgelê en gekodeer en dan deur statistici van die Universiteit van Pretoria geanaliseer deur gebruik te maak van beskrywende en afleidende statistieke.

Die bevindinge van hierdie studie het aangedui dat die respondente gemotiveerd was om tot aksie oor te gaan na 'n versuim in die winkel, eerder as om te besluit om nie aksie te neem nie. Respondente neem ook eerder deel aan privaat optrede teenoor openbare optrede. Die EFA van die nie-klagte moetiewe het drie faktore uitgelig wat onderliggend die verbruikers verhoed om aksie te neem. Hierdie sluit in beskerming van die self en gerief, die feit dat dit nie die moeite werd is om te kla nie, en die verbruiker se bereidwilligheid vermoë om te klae. Deur middel van die beskrywende en afleidende statistiese analises het dit geblyk dat die belangrikste motief om aan privaat of publieke optrede deel te neem was altruïstiese motiewe. Woede en die bedoeling om die handelaar skade te berokken, blyk om die minste belangrike motief te wees om te besluit om tot aksie oor te gaan. Uit hierdie studie word aanbeveel dat klerekleinhandelaars en bemarkers in Suid-Afrika aandag gee aan hierdie moetiewe, spesifiek altruïsme, om verbruikers aan te moedig om aan openbare klagtegedrag te neem. Bo en behalwe die waardevolle kennisname vir die industrie, maak hierdie studie ook 'n waardevolle bydrae tot die bestaande literatuur.

Sleutelwoorde: Verbruikersklagtes; verbruikers ontevredenheid; motiewe; diensmislukkig

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Chapter 1: *The study in perspective*

This chapter provides a general introduction and the background to the study and introduces the research problem. It also briefly explains the aim of the study, research methodology, data analysis, the quality of the data, and ethical issues of the study. The structure of the dissertation is also presented.

1.1 INTRODUCTION AND BACKGROUND

The South African retail industry reached a net value of 7,502 million dollars in 2017, indicating a growth percentage of 4.8% (MarketLine, 2018). Furthermore, it is predicted that the South African retail industry will have a value of 9,577 million dollars in 2022, indicating an increase of 27.7% since 2017. One, therefore, realises the South African retail industry's growth potential (MarketLine, 2018). Covid-19 has greatly influenced economies around the globe and one has to realise the influence of the pandemic on the net value and growth percentage of the South African retail industry in the years to come. The market's growth has, as a result, attracted large international clothing retailers such as Zara and H&M (MarketLine, 2018). The arrival of these new retailers has increased the competition amongst domestic and international companies alike as consumers now have an increased variety of options to choose from (MarketLine, 2018; Petzer, Mostert & Fourie, 2014). Retailers have consequently improved their service offerings in an attempt to create a competitive advantage (Petzer *et al.*, 2014). When retailers fail to meet the consumer's expectation, consumers will be left dissatisfied (Li, Li, Fan & Chen, 2020; Petzer *et al.*, 2014; Mueller, Palmer, Mack & McMullan, 2003). Unfortunately, due to the unpredictability of services, service failure is inevitable (Hwang & Mattila, 2020; Li *et al.*, 2020). Dissatisfaction could lead to consumer complaints that could result in consumers taking specific *actions* such as switching to other retailers or engaging in negative word-of-mouth communication. Alternatively, consumers can also decide to take *no action*, but as a result, remain dissatisfied and even angry (Hwang & Mattila, 2020; Donoghue, De Klerk & Isaac, 2012).

Consumers are no longer willing to accept poor service offerings (Mat, Ali, Bahry, Kori & Munir, 2018). Therefore, the number of complaints across the globe is steadily rising. Businesses of the 21st century are becoming more consumer-oriented with the focus on delivering excellent consumer experience to establish a profitable long-term relationship with the consumer (Setiawan & Setyohadi, 2018; Cook, 2012:11; Nimako & Mensah, 2012). Consumers have specific expectations about clothing retailers' in-store service delivery, including the physical environment, physical goods, service, and personnel (Diamond, Diamond & Litt, 2015:129,130,176; Terblanche & Boshoff, 2003). Service failures arise when perceptions of performance are lower than expectations, resulting in dissatisfaction (Li *et al.*, 2020; Setiawan & Setyohadi, 2018; Tronvoll, 2007a). Consumers may react to their dissatisfaction by engaging in consumer complaint behaviour, including behavioural and non-behavioural responses (Singh, 1988:94). Behavioural responses may be directed at retailers, significant others and third parties, including newspapers and consumer protection organisations (Day & Landon, 1977). Formal complaints to clothing retailers are to their benefit as they receive the opportunity to resolve service quality problems. However, private complaint behaviour, including negative word-of-mouth to family and friends, switching between retailers, and public negative electronic word-of-mouth via the internet, is very damaging to the retailers' reputation and business (Dyussebayeva, Viglia, Nieto-Garcia & Invernizzi, 2020; Chan, Ha, Lee, Yung & Ling, 2016; Yilmaz, 2016). Some consumers may choose not to voice their dissatisfaction (non-behavioural responses), implying that retailers are unaware of service shortcomings and prevents retailers from improving service quality, and retaining consumers effectively (Dyussebayeva *et al.*, 2020; Li *et al.*, 2020; Heung & Lam, 2003). Although non-complainers appear apathetic, their attitude toward the retailer or brand is likely to be less positive than before. Consumer complaints, as a source of customer feedback, are the most valuable and useful source of information to improve consumer satisfaction (Mei, Bagaas & Relling, 2019; Setiawan & Setyohadi, 2018; Sanes, 1993).

Previous research in different service quality context has shown that the main reasons for engaging in specific complaint behaviours include warning other people, seeking solace, calming down, venting anger and frustration, getting revenge, punishing or damaging the company, seeking advice from others who have similar problems, and seeking empathy (Nimako & Mensah, 2012; Heung & Lam, 2003). Motives that drive consumers to engage in specific complaint behaviour include altruism, reciprocity, taking vengeance against the retailer to blame for the

dissatisfaction, egoistic reasons such as venting anger, anxiety reduction, advice seeking, and sharing bad experiences with others to get some understanding in return (Yılmaz, 2016; Loo, Boo & Khoo-Lattimore, 2013). Reasons, why dissatisfied consumers do not complain include consumers' perceptions that complaining would not be worth their time and effort, the emotional difficulties that individuals encounter when complaining, and the cultural inappropriateness of doing so (Heung & Lam, 2003; Kim, Kim, Im & Shin, 2003).

The development of the internet has enabled consumers to purchase products and services via virtual routes. It has also altered the perceived balance of power between the consumer and the retailer (Ryke, 2019). The Internet empowers consumers to overcome the information inequalities of traditional markets and, as a result, enable consumers to attain higher levels of market power (Mat *et al.*, 2018; Rezabakhsh, Bornemann, Hansen & Schrader, 2006; Pitt, Berthon, Watson & Zinkhan, 2002). Furthermore, the Internet as an interactive medium also provides the consumer with a quick and readily accessible way to publish their feelings, thoughts and viewpoints regarding products and services on social media platforms (Mei, Bagaas & Relling, 2020). Dissatisfied consumers can, therefore, express their negative experiences with their purchase online at their convenience and meagre costs (Lee & Cude, 2012). Complaints expressed on social media are especially damaging to retailers due to the viral and high-speed manner at which news is spread (Mei, Bagaas & Relling, 2020).

Many retailers, however, do not welcome complaints or encourage their employees to see complaints as opportunities for improvement (Cook, 2012:11). It is of importance that businesses consider consumer complaint behaviour (CCB) to develop effective business strategies and tactics aimed towards effective consumer relationship management, consumer loyalty and consumer satisfaction (Mat *et al.*, 2018; Nimako & Mensah, 2012). If CCB is not recognised, and if consumer complaints are not handled properly, the consequences may be far-reaching (Mei *et al.*, 2020; Cook, 2012:11; Singh, 1988). Dissatisfied consumers are likely to spread negative messages that could jeopardise the retailer's image (Dyussebayeva *et al.*, 2020; Lewis, 1983).

As service failures are inevitable and consumers are bound to complain, an understanding of **how** and **why** clothing consumers complain following in-store service failure is essential to correct service failures. In addition, it is essential to handle consumer complaints more effectively to

ensure consumer satisfaction, to enhance consumer loyalty for re-purchase, to encourage positive word-of-mouth, and to generate profit (Setiawan & Setyohadi, 2018).

1.2 PROBLEM STATEMENT

Consumer complaint behaviour (CCB) is an essential phenomenon for managers to consider. Consumer complaints are significant as they form part of the consumer's overall experience (Blöndal, 2017). In today's competitive marketplace, retailers must obtain a competitive advantage (Setiawan & Setyohadi, 2018). Complaint handling as a post-purchase management strategy should be used to obtain the sought-after competitive advantage (Ellyawati, 2017). Knowledge about consumer complaint behaviour provides retailers with valuable insights into many areas, including improving service design and delivery, identifying service deviations, aiding strategic planning, and understanding consumers' perceived service quality (Jean Harrison-Walker, 2001; Edvardsson, 1992). Therefore, CCB can be seen as an opportunity as retailers are, in a way, awarded a second chance to increase consumer satisfaction (Blöndal, 2017). Positive or negative consumer complaints provide retailers with valuable information that they should use to improve the overall quality of the service delivery (Blöndal, 2017). Thus, attaining knowledge regarding consumers' complaint behaviour is essential to help businesses serve consumers properly and to ultimately prevent unfavourable shopping experiences.

Complaint handling has become very important as service failure is inevitable. By complaining, retailers become aware of the content of consumers' complaints and their specific demands. Such information can be used to develop an effective service recovery strategy (Ellyawati, 2017). Proper complaint handling procedures can reverse consumers' impressions from negative to positive. Many clothing retailer businesses, however, do not know how to deal with complaints effectively (N'Goala, 2007; Harris, Mohr & Bernhardt, 2006). N'Goala (2007) found that proper solutions to complaint handling have profound effects on consumers loyalty and ultimately prevent consumers from switching retailers. Sufficient complaint handling strategies positively influence consumer satisfaction and consumer retention; it also reduces damages caused by negative word-of-mouth (Morrison & Huppertz, 2010). Retailers who do not have effective complaint handling procedures in place could lose profitable customer relationships (Singh, Jain & Choraria, 2016).

In the clothing retail environment, retailers must understand clothing consumers' complaint intention and complaint motives to develop sufficient complaint handling methods. Clothing retailers can use consumer complaints to promote consumer satisfaction (Setiawan & Setyohadi, 2018; Chuang, Cheng, Chang & Yang, 2012) and to improve the quality of products and services offered (Jahandideh, Golmohammadi, Meng, O'Gorman & Taheri, 2014). According to a study conducted by Chuang (2012), consumers will be more satisfied with the service provider if the service provider knows how to compensate for their loss and if they can adequately handle the consumer's complaint.

Many studies have been conducted that focussed on CCB. Previous research predominately focused on the hotel (Siddiqi, Sun & Akhtar, 2020; Hu & Kim, 2018; Fine, Gironda & Petrescu, 2017; Istanbuluoglu, Leek & Szmigin Isabelle, 2017; Yu, 2015; Sparks & Browning, 2010), restaurant (Jeong & Jang, 2011; Yuksel, Kilinc & Yuksel, 2006; Gursoy, McCleary & Lepsito, 2003; Heung & Lam, 2003) and telecommunication (Almossawi, 2012; Nimako & Mensah, 2012; Edvardsson & Roos, 2003) industries. Clothing consumers' needs and wants, require immediate attention from retailers as sufficient complaint handling policies cannot be developed if different consumers' complaint motives are not explored and understood. On a much deeper level, it is crucial to understand the driving force behind consumers' complaint behavioural intentions. The objective of this study will, therefore, be to describe and explore consumers' motives for complaint behavioural intentions, specifically in the in-store clothing retail context within South Africa.

1.3 JUSTIFICATION

Although studies have been conducted in the South African context about consumers' perceptions of clothing quality (Du Preez, Dreyer, Botha, van der Colff, Coelho & Pretorius, 2018; De Klerk & Lubbe, 2008) and of service quality in clothing retail stores (Terblanche & Boshoff, 2003), studies on the motives driving consumers' complaint behaviour following an in-store service failure in the South African clothing retail context are lacking. This is surprising given the fact that an understanding of consumer complaint motives is critical in recovering service failures and handling complaints. An understanding of the motives underlying consumer complaint behaviour could help clothing retailers to understand the value of paying attention to and dealing with consumer complaints, specifically in the South African context.

This study could make theoretical and managerial contributions. On the theoretical level, various studies have stated that there is a definite need for research aimed at consumer complaint motives (Loo *et al.*, 2013; Nimako & Mensah, 2012; Heung & Lam, 2003). Nimako and Mensah (2012) have expressed the need of research for consumers' motives for complaint behavioural intentions as it will provide scholars with the empirical knowledge to develop theories and models to explain the relationship between consumer characteristics and their complaint behavioural intentions. Although there have been some studies which focused on CCB and the motives of consumer complaints (Loo *et al.*, 2013; Nimako & Mensah, 2012; Heung & Lam, 2003), there has not been much research done in terms of consumers' motives for complaint behavioural intentions within a South African context, especially from a clothing retailers' perspective. Research previously conducted on CCB primarily focused on European, Asian, and American consumers (Chan *et al.*, 2016; Bunker & Bradley, 2007; Lerman, 2006; Heung & Lam, 2003; Liu & McClure, 2001; Huefner & Hunt, 2000; Johnston, 1998; Stephens & Gwinner, 1998). In addition, in the South African context, studies have focussed on consumers dissatisfaction and CCB with specific product categories and services, including major household appliances (Donoghue, 2008) and small custom-made clothing businesses (Makopo, De Klerk & Donoghue, 2016). This study, therefore, aims to aid researchers in such a manner through the exploration of consumers' motives driving complaint behavioural intentions in a South African context, providing perspectives from a multicultural society.

The study of consumers' motives for complaint behavioural intentions could aid retailers and marketing practitioners in the development of strategies for effective complaint management, consumer relationship forming and service recovery (Nimako & Mensah, 2012). Retailers benefit from effective complaint management when the process prevents consumers' from switching between retailers (Rosenmayer, McQuilken, Robertson & Ogden, 2018), provides dissatisfied consumers' with the opportunity to voice their unhappiness (Kowalski, 1996; Kolodinsky & Aleong, 1990; Richins, 1983), and guides service recovery (Chan *et al.*, 2016). An understanding of consumers' motives prior to engaging in complaint actions is necessary to enable retailers to convince consumers to engage in public voicing of their dissatisfaction. Effective complaint management also prevents negative word-of-mouth communication about the retailer to friends, family and other consumers (Donoghue, 2013). Some consumers refrain from complaining after experiencing an in-store service failure. To encourage these consumers to complain, the retail should indeed realise the importance of customer complaints and make certain that they resolve

problems as far as possible. In today's interactive society, it is vital that manufacturers and retailers have a platform in place where consumers can lodge their complaints online as it is more convenient for consumers to complain online than to go back to the store, especially since consumers of today are more concerned with convenience and less time consuming activities. If retailers can effectively persuade consumers to complain directly to them either in-store or online it could provide retailers with a second chance to rectify the problem and to enhance consumer satisfaction. It is critical for clothing retail businesses to effectively recuperate dissatisfied consumers in an attempt to retain them and to minimise financial and reputational loss to the company (Lii, Chien, Pant & Lee, 2013; Kuo, Yen & Chen, 2011). Ultimately, knowledge about consumers' motives that drive complaint behavioural intentions will enable retailers, specifically clothing retailers, to take appropriate actions for sufficient complaint handling management. This alone stress how valuable the knowledge obtained from this study can be as it influences retailers on a managerial level.

1.4 RESEARCH AIM AND OBJECTIVES

1.4.1 Aim

This study aims to ***explore and describe consumers' motives for complaint behavioural intention following an in-store service failure, explicitly focusing on clothing retailing in the South African context.***

1.4.2 Objectives

Research objectives explain in more detail the specific research topics or issues the project plans to investigate, building on the central theme stated in the research aim (Thomas & Hodges, 2010).

The objectives of this research study are:

1. To explore and describe the types of consumer complaint behavioural intentions.
 - 1.1 To explore and describe the intention to take ***no action*** following an in-store service failure.

- 1.2 To explore and describe the intention to take private action following an in-store service failure.
- 1.3 To explore and describe the intention to take public action following an in-store service failure.

2. To explore and describe consumers' motives for complaint behavioural intentions.
 - 2.1 To explore and describe consumers' motives for no action.
 - 2.2 To explore and describe consumers' motives for private action.
 - 2.3 To explore and describe consumers' motives for public action.

1.5 RESEARCH DESIGN AND METHODOLOGY

This study formed part of a bigger study which focussed on various aspects which influences CCB following an in-store and/or online service failure and/or a product failure. Since the research already conducted in South Africa on this topic is extremely limited, this study was exploratory and descriptive. A survey research design was deemed most appropriate due to the nature of the study as well as the time and monetary constraints. A structured self-administered questionnaire was used to collect quantifiable data that could be analysed numerically. After a pre-test, data was collected from July 2019 to September 2019 in a cross-sectional manner.

1.5.1 Sample and sampling technique

The unit of analysis was consumers residing in South Africa that were 19 years or older at the time of data gathering. Respondents were recruited using non-probability techniques, i.e. convenience, snowball, and quota sampling. Fieldworkers distributed a link to the questionnaire using WhatsApp, e-mail and other social media platforms. The study employed 35 trained fieldworkers in the data collection process. Fieldworkers included 30 final year (2019) undergraduate and five master's students in the field of Consumer Science (Clothing Retail Management) at the University of Pretoria. The fieldworkers were from various provinces which allowed for the participation of respondents from across the different provinces of South Africa. As the questionnaire was an online questionnaire, distributed as a link using various social media platforms, the fieldworkers could also easily reach consumers from multiple provinces. In addition, the wide distribution allowed for the participation of consumers from a broad socioeconomic

spectrum who are exposed to numerous retail formats and who are not notably constrained in terms of shopping opportunities. Ultimately, the nature of the questionnaire increased the convenience to reach multiple consumers at reduced costs.

This study formed part of a bigger study which focussed on various aspects which influences CCB following an in-store and/or online service failure and/or a product failure. The total number of questionnaires collected for the bigger study was 1656 This study specifically focussed on consumers' motives for complaint behavioural intention following an in-store service failure, explicitly focusing on clothing retailing in the South African context. From the bigger study, this study utilised a subset of the data with 768 workable questionnaires.

1.5.2 Measuring instrument

As already explained, this study formed part of a bigger study which focussed on various aspects which influences CCB following an in-store and/or online service failure and/or a product failure. The questionnaire of the bigger study comprised of seven sections as can be seen in Addendum A. The measuring instrument is extensively explained in Chapter 3. Most of the sections within the questionnaire were based on existing scales used in previous studies and adapted to address the specific objectives of this study to ensure construct validity. This study, however, only used five of the seven sections, which comprised of the following sections:

Section A included two questions. The first question was a multiple-choice question which asked the respondent if they prefer to buy their clothing either in-store or online. The second question was an open-ended question which required the participants to provide their preferred retailer from which they purchase most of their clothing.

Section B expected from the respondent to evaluate service failure based on a given scenario by choosing three of the given criteria related to service failure.

Section D measured consumer complaint intention for the different types of failures. This study only utilised the section that focused on consumer complaint intention following an in-store service failure using a 5-point Likert-type scale which ranged from "Extremely unlikely" to "Extremely likely". The questions used for this section were adapted from Frassetto, Ieva and Ziliani (2019),

Chan *et al.* (2016), Yilmaz (2016), Balaji, Jha and Royne (2015), Clark (2013), Mattila and Wirtz (2004), and Day and Landon's (1977) CCB scale.

Section E measured consumers' motives for complaint intention. The questions within this section were based on the studies of Yilmaz (2016), Loo, Boo and Khoo-Lattimore (2013), Heung and Lam (2003) and of Sundaram, Mitra and Webster (1998). This section used a 5-point Likert-type agreement scale which ranged from "Strongly disagree" to "Strongly agree".

Section G measured the respondents' demographic characteristics.

1.5.3 Data gathering

A pre-test was conducted with the assistance of 35 fieldworkers to test for possible ambiguity within the questionnaire and also, to improve the flow of questions asked in the questionnaire (Kumar, 2019:237; Babin & Zikmund, 2016:327; Neuman, 2014:213). The feedback gained from the pre-test was used to identify any shortcomings or potential pitfalls, which includes spelling and grammatical errors, and confusing or ambiguous questions. After all the errors were corrected, and the appropriate changes were made, the questionnaire was distributed via social media platforms in the form of an online link to potential respondents within South Africa for completion. Qualtrics, an online subscription software, was used to collect the data.

1.5.4 Data analysis

Data obtained from the electronic self-administered questionnaire was captured and coded by the online subscription software, Qualtrics, in real-time. The coded data were also exported to Microsoft Excel to clean the data further to ensure that all the incomplete questionnaires were eliminated. A statistician at the University of Pretoria assisted with the analysis of the data. Data analysis involved descriptive and inferential statistics. The descriptive analysis involved the calculation of frequencies and percentages. Inferential statistics, specifically exploratory factor analysis (EFA), were used to group the motives into meaningful dimensions. The EFA was conducted by means of Principle Axis Factoring, using Oblimin rotation with Kaiser Normalisation and is discussed in Chapter 3 Section 3.3.1.1.

1.6 VALIDITY AND RELIABILITY

To assess the quality of this quantitative research study, the validity and reliability of the data are of importance.

Validity determines whether the research indeed measured what it is supposed to measure (Malhotra, Nunan & Birks, 2017:361). There are several types of validity, including face validity, content validity, criterion validity, and construct validity (Kumar, 2019:214; Malhotra *et al.*, 2017:362). A thorough literature review of the relevant concepts of the study was conducted. The measuring instrument was compiled with the help of knowledgeable and experienced supervisors from the Department of Consumer and Food Sciences at the University of Pretoria. Existing scales were adapted to measure the relevant constructs. A pre-test was conducted to ensure that the participants clearly understood the questions and accurately assigned their response (Wiid & Diggins, 2015:174; Zikmund & Babin, 2012:302).

Reliability investigates the degree to which the measuring instrument is stable and consistent over time (Kumar, 2019:215). The most important aspect of reliability is the internal consistency of the measuring instrument (Malhotra *et al.*, 2017:359). The questionnaire was kept as simple, short and concise as possible to achieve internal consistency. The use of established scales enhanced the reliability of the data. A pre-test was conducted to avoid any errors or confusion concerning the questionnaire. The Cronbach's Alpha values of the factors resulting from the EFA were interpreted to determine the internal reliability of scale items, with Cronbach's Alpha > 0,7 indicating acceptable reliability of the measurement scale (Malhotra *et al.*, 2017:360; Babin & Zikmund, 2016:280). A consent form accompanied the questionnaire with clear instructions. Lastly, all incomplete questionnaires were discarded, therefore excluding missing values from the data.

1.7 ETHICS

This study attempted to ensure that all ethical aspects were adhered to throughout the entire research process. The term ethics implies inclinations which influence behaviour in human relations as to conform to the rules of conduct, code of principles, standards of conduct within a

given profession and to the responsibilities of the researchers (Walliman, 2005:148). In other words, ethics can be defined as a set of principles of professional behaviour and appropriate conduct. The Ethics committee of the Faculty of Natural and Agricultural Science of the University of Pretoria approved the research proposal (Approval number: NAS169/2019) (See Addendum B). The consent form stated the objectives of the study. All respondents took part voluntarily and could withdraw from the study at any given time (Leedy & Ormrod, 2020:138; Creswell & Creswell, 2018:176). The fieldworkers received training on the distribution and administration of the questionnaire. The respondents anonymity was assured as respondents were not required to state their personal information other than their age, gender, monthly income, level of education, and the province in which they reside. Therefore, the researcher could not link any of the questionnaires to any of the respondents.

All literature used in the dissertation was referenced according to the referencing regulations determined by the Department of Consumer and Food Sciences. Any form of plagiarism was discouraged, and the researcher adhered to ethical conduct through the research process. (Kumar, 2019:362; Quinlan, Babin, Carr, Griffin & Zikmund, 2019:44; Hofstee, 2013:211-212).

1.8 PRESENTATION AND STRUCTURE OF THE RESEARCH

The dissertation is structured in five chapters, as outlined in the paragraphs below.

Chapter 1 has provided the background to the study by elaborating on consumer complaint behaviour, service failure, and the impact of consumer motives on their complaint intention. Chapter 1 further introduced the research problem and the justification for the research. The aim and objectives and research design and methodology of the study were briefly discussed, and the structure of the dissertation was explained.

Chapter 2 offers an overview of the literature of consumer satisfaction, service failure, consumer complaint behaviour (CCB) and consumer motivation to support the objectives and analysis of the study. This chapter also presents the conceptual framework and states the objectives of the study.

Chapter 3 provides a detailed description of the research design and methodology used for the study. Sample, sampling techniques, development of the measuring instrument, data collection, data analysis, and statistical methods used to analysis the data are discussed and explained. Chapter 3 also attends to the quality of the research and ethical concerns.

Chapter 4 presents the demographic characteristics of the sample, followed by data analysis and interpretation of the results in accordance with the specific objectives of the study. The demographic characteristics of the sample are summarised and explained according to the numerical summaries, which included frequencies and percentages to present the results. The results are discussed according to the descriptive and inferential statistics specifically means, percentages and exploratory factor analysis.

Chapter 5 presents the conclusions derived from the main findings of the study. Also, the industry implications, the theoretical contributions, limitations of the study, and recommendations for future research are highlighted.

Chapter 2: *Literature review*

This chapter explores and describes the current knowledge pertaining to consumer satisfaction, service failure, consumer complaint behaviour (CCB) and consumer motivation to support the objectives and analysis of the study. This chapter also presents the conceptual framework and states the objectives of the study.

2.1 INTRODUCTION

This chapter explains the different constructs that are associated with Consumer Complaint Behaviour (CBB), and more specifically, the motives underlying consumer complaint intention following an in-store service failure. The first section explains the expectancy disconfirmation paradigm. The second section discusses the type of in-store service failures that can be associated with customer dissatisfaction. In the third section, consumer complaint behaviour is firstly conceptualised, after which the different models of consumer complaint are discussed. In section four, motivation is discussed in terms of the motivational process, existing motivational theories, and the motives which drive consumers' intentions to engage in non-complaint and complaint intentions. The last section, the conceptual framework is explained, and the aim and the objectives of the study are stated.

2.2 THE EXPECTANCY DISCONFIRMATION PARADIGM

The expectancy disconfirmation paradigm is extensively used to explain the discrepancies between consumers' expectations and their perceptions of actual performance, leading to satisfaction or dissatisfaction (Siddiqi *et al.*, 2020; Kardes, Cline & Cronley, 2011:92; Sattari, 2007; Churchill & Surprenant, 1982). The expectancy disconfirmation paradigm encompasses four constructs, namely, (1) consumer expectations, (2) product performance, (3) confirmation/disconfirmation and (4) consumer satisfaction/dissatisfaction (Siddiqi *et al.*, 2020; Churchill & Surprenant, 1982)

Expectations are the beliefs held by the individual about a product or service's perceived level of performance (Gocek & Beceren, 2012; Sattari, 2007). Consumers form expectations about the performance of a product and/or service before purchasing the product and/or service (Makopo *et al.*, 2016; Donoghue & De Klerk, 2015; Sattari, 2007), and purchase products and/or services which they hope will match their performance expectations (Makopo *et al.*, 2016).

The expectancy/disconfirmation paradigm suggests that consumers enter a consumption experience with predetermined cognitive expectations of consumption. These expectations serve as a standard of comparison against which actual performance perceptions are judged. If a discrepancy exists between expectations and perceived performance, positive or negative disconfirmation arises which leads to satisfaction or dissatisfaction (Siddiqi *et al.*, 2020; Makopo *et al.*, 2016; Tronvoll, 2007b; Giese & Cote, 2000; Blodgett & Granbois, 1992; Day, 1984; Woodruff, Cadotte & Jenkins, 1983; Churchill & Surprenant, 1982; Swan & Combs, 1976). In other words, when a consumer's expectations of service delivery are not met, a gap exists which leads to dissatisfaction. In contrast, when the consumer's expectations are surpassed the result is satisfaction (Hoyer *et al.*, 2018:260; Kardes *et al.*, 2011:92; Sattari, 2007; Holloway & Beatty, 2003; Dubrovski, 2001). Figure 2.1 shows a visual representation of the expectancy/disconfirmation paradigm.

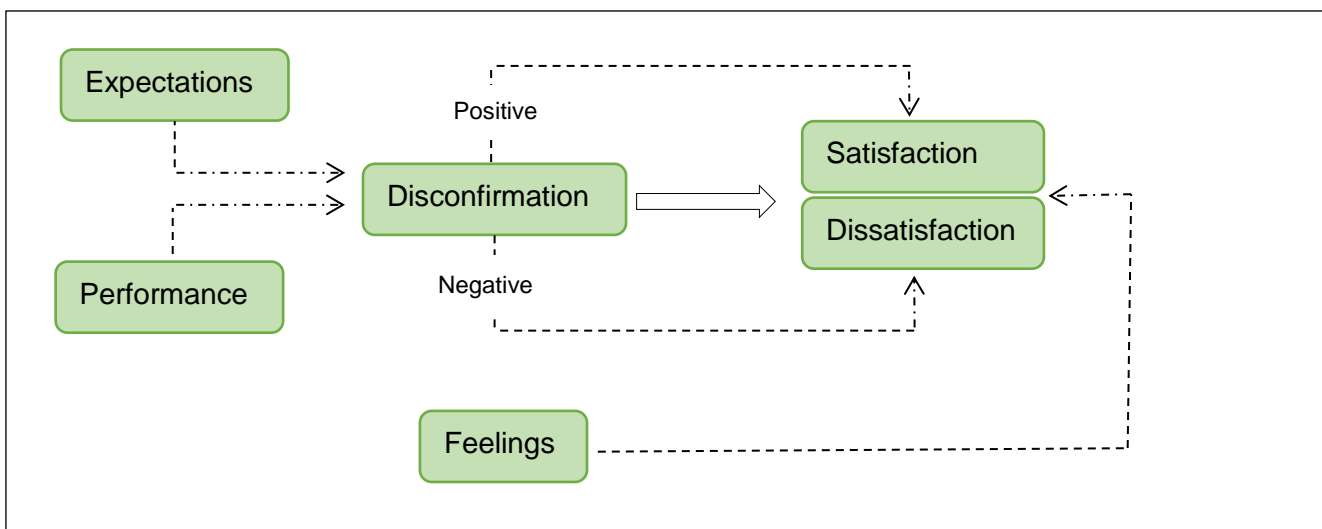


FIGURE 2.1 THE EXPECTANCY DISCONFIRMATION PARADIGM (Hoyer *et al.*, 2018:262)

The expectancy disconfirmation paradigm, therefore, implies that consumer satisfaction/dissatisfaction is the result of a comparison process (Donoghue, 2013; Desmeules, 2002; Giese & Cote, 2000; Chen-Yu, Williams & Kincade, 1999; Woodruff *et al.*, 1983). The paradigm has extensively been used to explain how consumers reach decisions regarding their satisfaction/dissatisfaction (Churchill & Surprenant, 1982).

Consumer satisfaction is an important concept as it is used as a means to measure a firm's success (Fonseca, 2009). A consumer's level of satisfaction is argued to influence the consumer's attitude and word-of-mouth (WOM) communications and drives consumers' key behaviours such as repeat purchases (Ellyawati, Dharmmesta, Purwanto & Herk, 2013; Nadeem, 2007; Sivadas & Baker-Prewitt, 2000). Satisfaction can, therefore, be described as an antecedent of consumer loyalty and trust (De Matos, Henrique & Alberto Vargas Rossi, 2007; Kau & Wan-Yiun Loh, 2006). In a retail context, consumers perceive an emotional imbalance when their expectations are either exceeded (satisfaction) or not met (dissatisfaction). Consumers might strive to restore homeostasis by engaging in post-purchase behavioural activities (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004).

Previous research provides empirical evidence of the significant impact of satisfaction on WOM (Wangenheim & Bayón, 2007). Dissatisfaction with products and services are regarded as the primary antecedent of consumer complaint intention (Voorhees & Brady, 2005; Thøgersen, Juhl & Poulsen, 2003). Retailers recognise the fact that consumer satisfaction plays a vital role in the success of any business (Gomez, McLaughlin & Wittink, 2004). Management should, as a result, understand what drives customer satisfaction (Martínez-Ruiz, Jiménez-Zarco & Izquierdo-Yusta, 2010).

Both product and service failure can lead to dissatisfaction. As this study focusses on service failure, it is discussed in the following section.

2.3 IN-STORE SERVICE FAILURE

Service failure occurs when the delivered service fails to meet the consumer's expectations (Li *et al.*, 2020; Petzer *et al.*, 2014; Mueller *et al.*, 2003). An unfavourable service encounter, where the consumer's perceived expectation of service delivery is higher than the actual service delivered, leads to dissatisfaction which could lead to consumer complaints (Li *et al.*, 2020; Hoffman & Bateson, 2010:352). Service failures vary in severity and are perceived as either minor irritations or as serious problems which could affect consumer complaint behavioural intentions (McQuilken & Robertson, 2011).

Service failure presents severe problems to retailers as it leads to dissatisfaction, anger, resentment, negative word-of-mouth communication and consumer switching behaviour (Li *et al.*, 2020; Tsarenko & Roosliani Tojib, 2011:382; Hoffman & Bateson, 2010:352). Retailers should, therefore, consider service recovery processes of importance to try and salvage their relationship with their consumers and ensure consumer satisfaction.

Several studies, including Beneke, Hayworth, Hobson and Mia (2012), Long and McMellon (2004); Sweeney, Soutar and Johnson (1997), and Dabholkar, Thorpe and Rentz (1996) have investigated the critical dimensions of service quality within the retail environment. Several service quality dimensions, including physical aspects, personal interaction, reliability, problem solving and policy can be used to measure service failure (Beneke *et al.*, 2012; Huang, 2009; Vazquez, Rodríguez-Del Bosque, Díaz & Ruiz, 2001).

2.3.1 Physical aspects

Physical aspects refer to the environment in which the service is delivered, including all the tangible elements supporting the service (Botha, 2019:259; Jordaan & Samuels, 2015:131). The physical aspects of a store are concerned with the convenience offered to the consumers which are influenced by the layout of the physical facilities, i.e., cleanliness of the store, general

appearance of the store, ease of finding merchandise within the store and comfort of moving amongst rails (Fine *et al.*, 2017; Loo *et al.*, 2013; Huang, 2009; Dabholkar *et al.*, 1996).

Store appearance provides the consumer with tangible clues about service quality and is primarily described as a consumer's perception of the physical attributes of the service delivery system and is also said to be an important factor influencing a consumer's shopping experience (Botha, 2019:259-260; Bitner, Booms & Tetreault, 1990). Clean, appealing and convenient public areas (i.e., fitting rooms), queues, modern equipment, and design are examples of items which form part of the store appearance (Abu, 2004). Unclean and untidy waiting areas within a retail store are likely to lead to a negative emotional response, whereas, tidy and clean waiting areas believed to lessen the consumer's negative response towards waiting (Van Riel, Semeijn, Ribbink & Bomert-Peters, 2012).

Store layout refers to the design of a store's floor space and the placement of items within the store (Heap, 2014). Vasquez and Bruce (2001) argue that a store's layout is used to make in-store shopping enjoyable. Poor store layouts cause consumers to switch to competing retailers as they are unable to find the products which they are searching for even when the specific products are stocked within the store (Fisher, Krishnan & Netessine, 2020). Well-designed layouts improve service reliability, increases processing efficiency, decreases consumer's search time for products and facilitate consumer positioning within the service delivery system (Botha, 2019:262; Chase & Hayes, 1991).

Store atmosphere refers to the physical characteristics of a retail store used to attract consumers and to create a specific image (Waters, 2019). Store atmosphere determines store patronage decisions (Spies, Hesse & Loesch, 1997). A store's physical environment can provoke physiological responses within individuals which influences their state of comfort or discomfort. This state of comfort or discomfort is directly affected by the store atmosphere (Bustamante & Rubio, 2017). Store atmosphere, therefore, has a direct influence on consumers store patronage and retailers should consequently provide attention to the atmosphere of their retail space.

2.3.2 Personal Interaction

Personal interaction refers to the communication between the sales assistants of a store and the consumer (Chan *et al.*, 2016; Beneke *et al.*, 2012). Sales assistants play an essential role in a service situation as the service provided by the sales assistants is rated as the most visible attribution of the service encounter (Chan *et al.*, 2016; Beneke *et al.*, 2012; Gounaris, 2008). Dimensions of personal interaction include friendly, helpful and competent staff (Loo *et al.*, 2013). Sales assistants should know about new products, prices, and other store offerings. They should also aid consumers in navigating store aisles, assist in selecting complimentary items and treat consumers with respect (Botha, 2019:266-267; Fine *et al.*, 2017; Beneke *et al.*, 2012; Jamal & Adelowore, 2008; Hennig-Thurau, 2004; Darian, Tucci & Wiman, 2001; Sweeney *et al.*, 1997). Negative dimensions related to service failure, therefore, include unfriendly, unhelpful and incompetent staff which could result in consumer dissatisfaction.

2.3.3 Reliability

Reliability is defined as a measure of a store's ability to deliver the expected service to consumers without any errors (Fine *et al.*, 2017; Huang, 2009; Vazquez *et al.*, 2001). A reliable retail store will keep its promises, encourage staff to do everything right the first time, maintain error-free sales transactions and records, and will aspire to deliver the expected service (Huang, 2009). Reliability is concerned with aspects such as stock availability, inaccurate pricing information and missing price tags (Beneke *et al.*, 2012; Abu, 2004; Newman, 2001). Within the retail environment, limited availability of stock signal a lack of retailer reliability (Beneke *et al.*, 2012). A stock outage leads to detrimental effects such as the consumer deciding to leave the store in search of the item at a competing retailer. Continual stock outages could lead to future implications such as negative word of mouth communication and lower consumer patronage (Grant & Fernie, 2008). Correct information includes clear and visible product pricing, along with accurate and precise information concerning the product (Beneke *et al.*, 2012). Missing or inaccurate price tags lead to consumer dissatisfaction which could possibly result in consumer complaints or consumers deciding to switch retailers (Beneke *et al.*, 2012). The reliability of a store is of importance as it could positively influence the service quality and store image of the retailer (Koernig, 2003).

2.3.4 Customer service

Customer service encompasses all the activities directed towards enhancing consumer experience (Harris, 2000). Customer service consists of elements which describe the retailer's responsiveness to the consumer's needs (Fine *et al.*, 2017; Dabholkar *et al.*, 1996). The elements include shop operations such as return or exchange of purchases, payment options and systems which deal with consumer complaints (Chan *et al.*, 2016; Terblanche & Boshoff, 2001). Negative dimensions related to service failure include an unfair or unclear return/exchange policies; refund and paying difficulties and long waiting time in queues.

In a study conducted by Rosenmayer *et al.* (2018), 11% of respondents complained due to poor customer service provided. Consumers frequently assess retailers based on the credit and charge account policies of the store and the ease with which they can return or exchange merchandise (Ramayah & Yeap, 2017). When consumers perceive the retailer's return/exchange policy as unfair, the post-return spending at the specific retailer decreases by 75%-100% (Minnema, Bijmolt, Petersen & Shulman, 2018). Grewal, Baker, Levy and Voss (2003) argue that lengthy waiting queues for the cash register result in consumer dissatisfaction which negatively affects consumer patronage.

Failure to meet the consumer's expectations as a result of service failure in any of the categories as mentioned earlier could possibly lead to consumer dissatisfaction triggering consumer complaints and/or lead to consumer's switching to other retailers.

2.4 CONSUMER COMPLAINT BEHAVIOUR

Consumer responses to dissatisfaction are generally referred to as "consumer complaint behaviour" (CCB) (Yilmaz, 2016; Petzer *et al.*, 2014; Singh, 1988:94). Consumers who experience dissatisfaction are likely to engage in behavioural and non-behavioural actions to try to resolve their dissatisfaction (Miquel-Romero, Frasquet & Molla-Descals, 2020; Frasquet *et al.*, 2019; Istanbuluoglu *et al.*, 2017).

2.4.1 Conceptualising consumer complaint behaviour

Intention describes an individual's expectation of future behaviour (Swan & Trawick, 1981). The intent to complain suggests that dissatisfied consumers are conducting themselves in a way that results in manifesting their grievance to the company (retailer) (Lervik-Olsen, Andreassen & Streukens, 2016). Consumer intent to complain directly correlates with Consumer Complaint Behaviour (CCB). The seminal author, Singh (1988:94) defines CCB as "a set of multiple (behavioural and non-behavioural) responses, some or all of which are triggered by perceived dissatisfaction with a purchase episode". Consumer complaint behaviour is triggered by an adverse incident, such as an unfavourable service experience (Tronvoll, 2012). Consumer complaints are, therefore, described as an antecedent to consumer dissatisfaction (Von der Heyde Fernandes & dos Santos, 2007; Singh & Pandya, 1991). Critical to CCB are the (1) sources of dissatisfaction, the (2) dissatisfaction and the (3) action type (Istanbulluoglu *et al.*, 2017). To create a definition of CCB which encompasses all three of these components, one must first examine each of the components individually.

(1) Sources of dissatisfaction

The central cause of dissatisfaction may not be directed towards the product or service itself but may instead be related to the retailer, salesperson, manufacturer, delivery or advertisement (Day & Landon, 1977). Dissatisfaction can be caused by negative feelings towards specific attributes of a consumption experience or towards the company itself (Istanbulluoglu *et al.*, 2017). External forces, i.e., consumers inability to adequately use a product can also lead to consumer dissatisfaction. It is crucial to notice that any part of the consumption process can lead to consumer dissatisfaction.

(2) Dissatisfaction

Post decision dissonance occurs when consumers are not fully satisfied with their acquisition, consumption, or disposal decision (Hoyer *et al.*, 2018:260). It is, therefore, of importance to note that consumer experience does not end after the acquisition phase of a product or service. If the consumer's evaluation of the overall consumption experience is at least at the same level as the consumer's initial expectations, then the consumer should be satisfied. If, however, the consumer's expectations are not met, then the consumer might feel dissatisfied, which could, in turn, lead to consumer complaints (Blodgett, Granbois & Walters, 1993; Bearden & Teel, 1983).

(3) Action types

Complaining actions can be both behavioural and non-behavioural activities (Singh, 1988). Any complaint action expressing dissatisfaction towards friends and family, the company (retailer) itself or third-parties is defined as a behavioural response (Yilmaz, 2016; Singh, 1988). In contrast, non-behavioural responses occur when consumers who experience dissatisfaction decide not to engage in any activity (Crie, 2003; Mulcahy & Tritter, 1998; Day, Grabicke, Schaetzle & Staubach, 1981). Dissatisfied consumers must exploit both cognitive and physical effort to complain, and this affects whether consumers will be prepared to complain (Huppertz & Mower, 2014). Several factors, such as a consumer's attitude towards complaining, the criticality of the service failure, and the consumers emotional bond with the company differentiate behavioural and non-behavioural complaints (Ro, 2014).

Consumer complaint behaviour is, therefore, defined as a dynamic process (Tronvoll, 2012; Crie, 2003), which consists out of more than one actions in response to consumer dissatisfaction regarding any part of the consumption experience; the response can be behavioural or non-behavioural.

2.4.2 Models of consumer complaint behaviour

The seminal authors, Hirschman (1970), Day & Landon (1977) and Singh (1988) developed valid and useful models to examine consumer complaint behaviour (CCB).

2.4.1 Hirschman's exit, voice and loyalty typology

Hirschman's (1970) three-dimensional model includes exit, voice, and loyalty as consumers' responses to dissatisfaction. Exit occurs when people "disassociate themselves from the object of their dissatisfaction and manifests itself in buyer-retailer relationships when consumers switch brands or service providers, reduce their consumption or refuse to make further purchases of a product" (Donoghue, 2008). Consumers who decide to exit in response to dissatisfaction cause damage to a firm as the company does not receive any feedback from the dissatisfied consumer (Istanbulluoglu *et al.*, 2017). Consumers who decide to verbally/or electronically communicate

their dissatisfaction to friends, retailers, manufacturers and consumer organisations in any given way is said to voice their discontent (Frasquet *et al.*, 2019; Mei *et al.*, 2019). Consumers who express their dissatisfaction are believed to be loyal consumers who decide to stay supportive of the company (Istanbulluoglu *et al.*, 2017). Lastly, consumers can choose to not act on their dissatisfaction at all and continue to purchase at the retailer and are, therefore, regarded as loyal consumers. Loyal consumers who do not engage in any behavioural action do so as they do not feel it is worth their time and effort, they could also feel that they have always received satisfactory service and would not complain if they received poor service quality only once, or because they do not know how or where to complain (Istanbulluoglu *et al.*, 2017).

2.4.2.2 Day and Landon's taxonomy of consumer complaint behaviour

Day and Landon's (1977) taxonomy of CCB describes a two level-hierarchical classification process of complaint action, as shown in Figure 2.2.

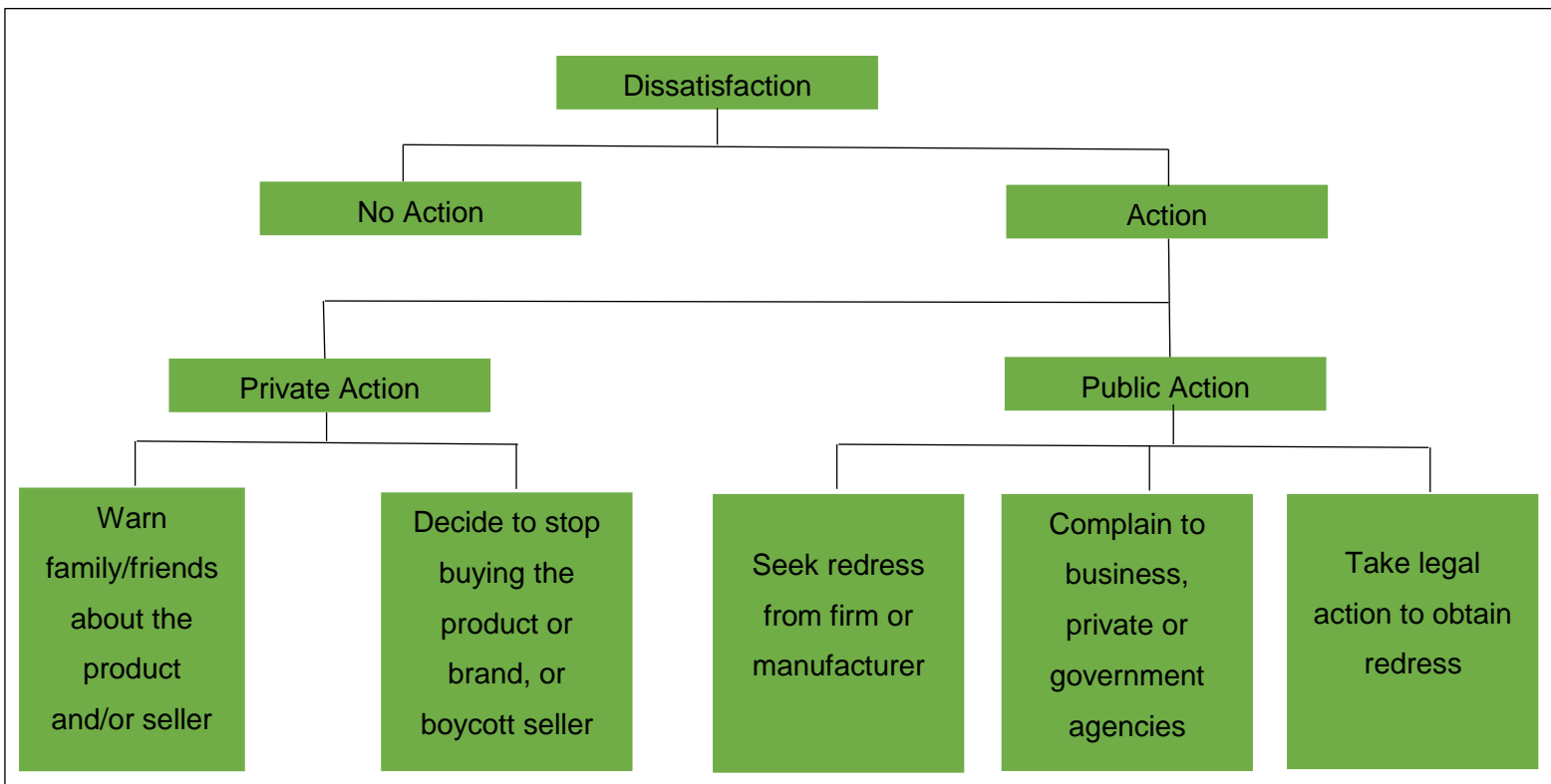


Figure 2.2 A TAXONOMY OF CONSUMER COMPLAINT BEHAVIOUR (Day & Landon (1977:432))

The first level of Day and Landon's (1977) taxonomy distinguishes action from no-action (Day & Landon, 1977). The second level proposes that consumers can either engage in private actions and/or public actions. For this study, Day and Landon's taxonomy serves as the model to investigate consumer's complaint behavioural intentions in response to dissatisfaction. There are various complaint channels as can be seen in Figure 2.2. Different consumer complaint channels are identified in Day and Landon's (1977) taxonomy of CCB namely: (1) No action, (2) Private action, and (3) Public action.

(1) No action

No action describes consumers who are dissatisfied but who do not actively express their dissatisfaction through a complaint action. These consumers, therefore, do not provide information to the retailer regarding their dissatisfaction (Hwang & Mattila, 2020). Consumers who decide not to complain usually perceive the costs of complaining to exceed the potential benefits (Li *et al.*, 2020; Mousavi & Esfidani, 2013; Heung & Lam, 2003). As a result, valuable feedback from the dissatisfied consumers are lost (Hwang & Mattila, 2020; Li *et al.*, 2020; Day *et al.*, 1981). No action is an extremely damaging type of response to any company/retailer (Istanbulluoglu *et al.*, 2017).

(2) Private action

Private action includes boycotting the retailer/product/manufacture, switching brands, or complaining to friends and family (Setiawan & Setyohadi, 2018; De Klerk & Lubbe, 2008). Private complaint actions will not be visible to the retailer, and as a result, the retailer remains unaware of the consumer's dissatisfaction. It is said that more than 90% of dissatisfied consumers do not voice their complaints directly to the service provider (Boden, 2015). Still, dissatisfied consumers do, however, share their dissatisfaction with at least seven other consumers (Boden, 2015). Uncommunicated complaints are the most significant drawback for retailers (Frasquet *et al.*, 2019; Mei *et al.*, 2019; Sanes, 1993). It is, therefore, of importance to encourage consumers to complain to enable retailers to rectify the existing problems effectively and to implement sufficient complaint handling strategies to restore consumer satisfaction.

(3) Public action

Public action refers to complaints directed at the parties directly involved in the transaction, including manufacturers, distributors, retailers, and complaints directed at third parties such as consumer protection organisations, legal organisations or the media (Moliner Velázquez, Fuentes Blasco, Gil Saura & Berenguer Contrí, 2010). Public complaining to the retailer involves consumers complaining directly to the retailer. Traditionally it involves consumers directing their complaints through retailer-owned or retailer-managed one-to-one communications (Istanbulluoglu *et al.*, 2017). The primary purpose of communicating with the company (retailer) is to obtain their attention as to receive an apology or compensation (Tronvoll, 2012). The internet has enabled consumers to voice their dissatisfaction on several channels for communicating complaints directly to the retailer, i.e., the retailer's official website, social media channels, or e-mails. When consumers decide to complain online, i.e., the retailer's official Facebook page, the retailer will have to take immediate reactive action. Although online complaints are seen as a significant problem to businesses, they are also valuable and visible forms of complaints as retailers become aware of their service shortcomings and can, consequently, rectify the problem (Istanbulluoglu *et al.*, 2017).

Traditionally, consumers would express third-party complaints through written letters to a specific third party. Nowadays, consumers can also write reviews on a specific third party's website. The third party usually negotiates a resolution between the dissatisfied consumer and the company, which may involve legal jurisdiction (Istanbulluoglu *et al.*, 2017). The number of consumers who take third-party action is said to be relatively small and could be due to the extensive legal actions involved (Mousavi & Esfidani, 2013). Companies should actively observe their complaint channels as well as the channel of third-parties to enable them to attain useful information which can be used to resolve consumer dissatisfaction (Istanbulluoglu *et al.*, 2017).

2.4.2.3 Singh's taxonomy of consumer complaint responses

Singh (1988) classified complaint responses into three broad types, namely voice responses, private responses and third-party responses based on the object at which the response is directed. Singh (1988) argues that voice responses are directed at objects which are external to the consumer's social circle and which are, therefore, directly directed towards the dissatisfying experience (retailers and manufacturers). Consumers who voice their complaints directly to

retailers allows retailers the opportunity to correct the problem. Therefore, public responses are the least harmful of all type of complaint responses. Service providers should, therefore, encourage consumers to directly complain to them to allow them the opportunity to attain feedback and to improve on the said service failures ultimately (Singh *et al.*, 2016; Robertson, 2012). If consumers are however unable to reach service providers through public action, consumers could engage in negative word of mouth communication (Halstead, 2002) and/or complaining to third parties (Mei *et al.*, 2019; Blodgett & Granbois, 1992).

Private responses include the objects that are internal to the consumer's social circle and not directly involved in the dissatisfying experience (Donoghue, 2008). Thus, private action suggests negative word of mouth communications to friends and family. Negative word of mouth (NWOM) has detrimental effects on the service provider's image as the information could influence the opinions of several other potential consumers negatively, and the retailer typically remains unaware of the said dissatisfaction (Singh *et al.*, 2016). Third-party responses include the objects that are external to the consumers but which are not directly involved in the dissatisfactory transaction and include, for example, consumer agencies and newspapers (Donoghue, 2008). The involvement of a third party could have negative implications for the retailers. Unfortunately, since private actions are not directly voiced to the retailers, they do not have the opportunity for possible corrections and remedial actions. Retailers should view private complaints and complaint to third parties as alarming (Singh *et al.*, 2016).

2.4.3 The influence of technology on consumer complaint behaviour

'Word-of-click' is becoming more powerful than the traditional 'word-of-mouth' (Frasquet *et al.*, 2019; Cook, 2012). It has been recorded that at December 2018, there were 4.1 billion internet users in the world (Stevens, 2018). This rate is increasingly growing as at mid-2018 internet users worldwide were recorded at 3.7 billion (Stevens, 2018). The internet has, therefore, become an important channel where consumers seek redress or vent frustration about service and/or product failure in general (Tripp & Gregoire, 2011). Complaining via social media is convenient, more direct and more effective when compared to complaining directly to the service provider. Lee and Cude (2012) state that consumers can complain online: "at extremely low cost and independent from distance and time." With the availability of the internet consumers' complaint behaviour

changed (Frasquet *et al.*, 2019), changing the dynamics of communication between service providers and consumers, and transforming how consumers complain (Frasquet *et al.*, 2019; Balaji *et al.*, 2015). In addition, the emergence of the internet changed the traditional balance of power between the consumer and the retailer (Lee & Cude, 2012). The internet provides consumers with the opportunity to use “many-to-many” communications to publicly voice their reactions, opinions and real thoughts about a product. Consumers, as a result, realise that they can exercise their potential consumer power through these “many-to-many” channels which the internet provides (Rezabakhsh *et al.*, 2006; Pitt *et al.*, 2002).

Word-of-Mouth (WOM) communication forms part of private complaint action and is defined as informal advice and information about products and or services that are exchanged amongst consumers (Ekiz & Au, 2011). When WOM communications are negative in nature, it is defined as negative WOM. Negative WOM encompasses communication that denigrates a product, service or a retailer, and is usually the result of an unpleasant experience (Istanbulluoglu *et al.*, 2017). Consumers can complain to their immediate family and friends through private communication channels, i.e., face-to-face communication, telephonic conversations or through online discussions (WhatsApp). These complaints are not visible to the public or the company, and the company is, as a result, unaware of the consumer’s dissatisfaction (Istanbulluoglu *et al.*, 2017). Negative WOM can also be directed towards a consumer’s extended social circle, which encompasses not only close family and friends but also acquaintances. Therefore, **private action**. Social networking sites have enabled consumers to maintain relationships with several people which allowed harmful WOM communications to be spread widely. Online discussions also increase the speed with which negative WOM communications are spread, i.e., posting a status on Facebook regarding an unsatisfactory service experience (Istanbulluoglu *et al.*, 2017). If the consumer or the agency’s social media page is set on private the public as well as the retailer does not have access to these social media channels, only the friends and acquaintances of the consumer have access to these specific social media channels. Social media channels as consumer complaint channels are, in some cases, labelled as private negative WOM complaint activities (Istanbulluoglu *et al.*, 2017). Negative WOM provides an outlet to dissatisfied consumers to vent their negative emotions (Zeelenberg & Pieters, 2004). Consumers can, therefore, express their reasons for their dissatisfaction to their immediate friends and family and their extended social circle through private offline or online communications. Negative WOM communications combined with consumers’ choice to stop buying from the retailer or switching to another retailer

are detrimental to any business (Istanbulluoglu *et al.*, 2017). No action and negative WOM are the CCB channel types which seem to appear most frequently (Mousavi & Esfidani, 2013).

Consumer complaints via social media channels indicate both opportunities and challenges for companies (Litvin, Goldsmith & Pan, 2008). A possibility could be lowered costs for exchanging and accessing information, where a problem could be anonymity in complaints (Mei *et al.*, 2019; Litvin *et al.*, 2008). Consumers who complain online may have different motives than consumers who choose traditional CCB channels to voice their dissatisfaction (Sparks & Browning, 2010). These consumers are said to express their displeasure to warn other consumers (Mei *et al.*, 2019; Sparks & Browning, 2010). Another motive for a consumer deciding to complain online is when the consumer's initial complaint was not resolved, which results in double deviation. Double deviation occurs when a company fails to manage CCB sufficiently (Mei *et al.*, 2019). Double deviation is an inappropriate or inadequate response to a service failure within the service delivery system (Mei *et al.*, 2019). Consumers, as a result, choose social media channels to express their dissatisfaction further. A large number of complaints voiced on social media is said to be due to the occurrence of double deviation (Balaji *et al.*, 2015; Tripp & Gregoire, 2011). A failed complaint recovery is harmful to any company as the service process has been unable to rectify the service failure for a second time (Istanbulluoglu *et al.*, 2017; Fisk, Patricio, Edvardsson, Tronvoll & Höykinpuro, 2011).

Therefore, one can see the vital role of the internet in today's consumer complaint channel choice. Today's consumers depend heavily on eWOM to reduce uncertainty about products (Siddiqi *et al.*, 2020). With online complaints being more convenient, time-efficient, and cost-effective than traditional consumer complaint channels, it signals the need to explore and understand online consumer complaint behaviour. Due to the increasing influence of the internet on complaint behaviour traditional CCB taxonomies, such as Hirschman's exit, voice and loyalty typology (1970), Day and Landon's (1977) taxonomy, and Singh's taxonomy of consumer complaint responses (1988), must be adapted to include online and social media complaint channels. Internet-based social networks such as Facebook, Instagram and Twitter are providing consumers with a new, more convenient and time-efficient method to spread bad and good news at just the click of a button. This study, therefore, adapted Day and Landon's (1977) taxonomy by including online complaint channels adapted from the studies of Frasquet *et al.* (2019), Chan *et al.* (2016), Yilmaz (2016), Balaji *et al.* (2015), Clark (2013), and Mattila and Wirtz (2004) to address consumer complaint behaviour in the 21st century.

2.5 MOTIVATION

Motivation research attempts to find the underlying **why** of an individuals' behaviour; it seeks to identify the motives that influence individuals' purchase behaviour, including their post-purchase behaviour (Botha, 2019:27; Joubert, 2013:65; De Mooij, 2011:157). A thorough understanding of *consumer's motives* is, therefore, of importance to understand and even anticipate human behaviour within the clothing retail environment. Hoyer *et al.* (2018:45) define motivation as: "An inner state of arousal that provides the energy needed to achieve a goal." Also, motivation can be defined as the process that causes people to behave the way they do, it occurs when a need is aroused that the consumer wishes to satisfy (Roberts-Lombard & Parumasur, 2017:168; Parumasur & Roberts-Lombard, 2014:182; Joubert, 2013:66).

Section 2.5 examines the motivational process, secondly, describe existing motivational theories, and lastly discuss the motives which drive consumers' intentions to engage in non complaint and complaint intentions.

2.5.1 The motivational process

The word motive is derived from the Latin word "*movere*" which translates as "*to move*" (Hoyer, 2018:45). The seminal author Williams (1982) asserts that human behaviour begins with a need. An individual's decision-making process is initiated by a perceived need which leads to motivation (Joubert, 2013:66; Williams, 1982). Furthermore, motivation acts as a force which moves individuals to seek need-satisfying goals (Botha, 2019:28; Joubert, 2013:66; Williams, 1982).

Researchers concur that motivation is a process that starts with a physiological or psychological deficiency or need that activates a behaviour or a drive that is aimed at a goal or incentive (Jansson-Boyd, 2010:115). A model of the motivational process is depicted in Figure 2.3 below.

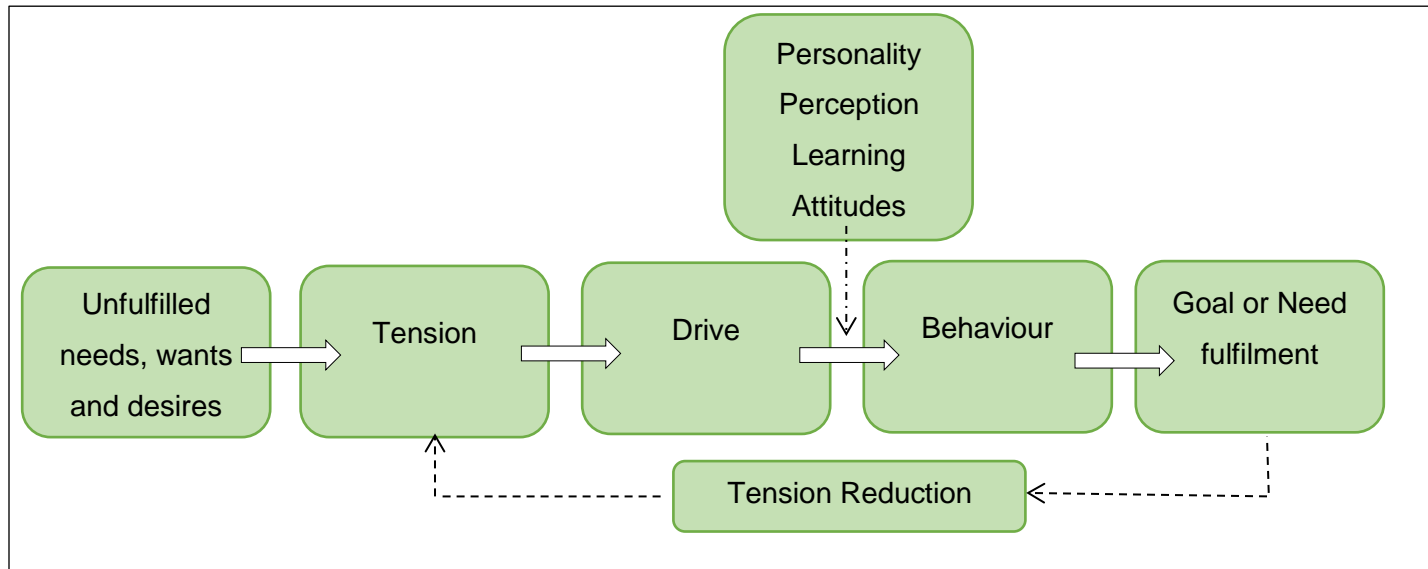


FIGURE 2.3 MODEL OF THE MOTIVATIONAL PROCESS (Schiffman & Wisenblit, 2015:56)

Figure 2.3 shows that the motivational process starts with unmet needs, wants and desires. When a need is unfulfilled, individuals experience a state of tension which compels them to act. Individuals strive to reduce this state of tension both consciously and subconsciously by selecting specific behaviours aimed at reaching specific goals, which they reason could fulfil their unmet needs and therefore, reduce the state of tension (Kardes *et al.*, 2011:181; Schiffman & Kanuk, 2010:107). Within this process, various aspects influence how one would react, such as personality, perceptions, learnings from previous experiences and attitudes (Schiffman & Wisenblit, 2015:55).

Needs are the triggering factor, motivation is the drive to engage in a certain amount of effort, and goals are what the individual is trying to achieve. One, therefore, realises the interdependent relationship amongst *needs*, *drives* and *goals* (Roberts-Lombard & Parumasur, 2017:168; Joubert, 2013:66; Jansson-Boyd, 2010:116).

2.5.1.1 Needs

The term “need” is defined as an emotional or physical requirement (Roberts-Lombard & Parumasur, 2017:168; Parumasur & Roberts-Lombard, 2014:182). A need refers to something that is essential to an individual (Joubert, 2013:66). Williams (1982) explains that a need is a state

of tension which the individual attempts to reduce in order to return to a state of satisfaction. In other words, unfulfilled needs and wants result in tension that a consumer needs to eliminate or reduce to reach a state of psychological equilibrium; i.e. homeostasis. Schiffman and Wisenblit (2015:54) define needs as: “circumstances or things that are wanted or required, and they direct motivational forces.” Also, needs are either innate (biogenic) or acquired (learnt in response to our environment and culture) (Roberts-Lombard & Parumasur, 2017:169; Joubert, 2013:66; Jansson-Boyd, 2010:116; Schiffman & Kanuk, 2010:106). Innate needs include the need for food, air, water, shelter, sex and clothing that are essential to preserving biological life and can thus be classified as primary needs or motives (Roberts-Lombard & Parumasur, 2017:169; Joubert, 2013:66; Jansson-Boyd, 2010:116; Schiffman & Kanuk, 2010:106). Acquired needs include needs for self-esteem, affection, prestige, power and learning; these needs are psychological and can thus be classified as secondary needs or motives (Roberts-Lombard & Parumasur, 2017:169; Joubert, 2013:66; Jansson-Boyd, 2010:116; Schiffman & Kanuk, 2010:106). If a consumer has a need, they must also possess the drive to do something about the need. Needs are, therefore, the basic source of consumer complaint behaviour and have to be stimulated before the consumer is driven to take action (Roberts-Lombard & Parumasur, 2017:168).

2.5.1.2 Drives

As soon as an individual experience a drive state, the individual is motivated to engage in goal-directed behaviour. In other words, the individual might act in a specific manner as to relieve their need state (Roberts-Lombard & Parumasur, 2017:171; Parumasur & Roberts-Lombard, 2014:185-186; Jansson-Boyd, 2010:117). Therefore, motivation is regarded as a driving force that spurs the individual to take a specific action (Roberts-Lombard & Parumasur, 2017:171; De Mooij, 2011:158; Jansson-Boyd, 2010:115; Schiffman & Kanuk, 2010:106).

2.5.1.3 Behaviour

Hoyer, MacInnes and Pieters (2018:45) explain that one of the outcomes of motivation is behaviour that requires considerable effort. Motivation does not only lead to behaviour but also takes the consumer’s willingness to spend the time and energy needed to perform the specific behaviour into consideration (Hoyer *et al.*, 2018:45; Hoyer, MacInnis & Pieters, 2013:45). For

example, a person who is highly motivated to complain might be willing to stand in a long queue to lodge their complaint. Consumers could, however, match their anticipated and actual behaviour; thus, a consumer might not be willing to stand in the queue or drive to the store to complain if they feel that their anticipated effort will be too much. In such an instance, a consumer could, for example, complain on an online site as it requires less time and energy.

Motivation does, however, not always result in action; it depends on the consumer's ability to process information, make decisions and/or engage in behaviour (Hoyer *et al.*, 2013:60). Motivations are influenced by two directions, namely, approach and avoidance (Kardes *et al.*, 2011:182). Within Day and Landon's (1977:432) taxonomy of consumer complaint behaviour, consumers can decide to either take action (approach) or to take no action (avoidance). Consumers who regard complaining to have a positive outcome (positive goal) could be more likely to complain about their dissatisfaction as complaining could lead to compensation, redress etc. At the same time, consumers who regard complaining as an unpleasant process (negative goal) could be more likely to ignore their dissatisfaction and refrain from complaining (Kardes *et al.*, 2011:182). For example, consumers who believe that complaining would not lead to a positive outcome would probably feel that it is not worth the effort to complain.

2.5.1.4 Goals

A goal can be defined as: "an outcome that we would like to achieve" (Hoyer, MacInnis and Pieters, 2013:53). Goals have an important influence on motivation and are more concrete and precise than needs (Hoyer *et al.*, 2018:52-53). Furthermore, goals are the object or aim of an action (Jansson-Boyd, 2010:117). After a consumer sets a specific goal, he/she might be motivated to form a goal intention, to devise a plan of action, to implement the action plan and to lastly evaluate the success of the plan in attaining the specific goal (Hoyer *et al.*, 2018:53).

Numerous relevant goals can fulfil consumer needs. A consumer's internal beliefs, previous experiences, personal values and societal norms affect the specific goal the consumer wishes to pursue. Goals can be the result of either intrinsic or extrinsic motivation (Botha, 2019:39; Jansson-Boyd, 2010:118). For example, in this study intrinsic motivation occurs when a consumer engages

in complaint behaviour due to personal reasons, i.e., to receive an apology as opposed to extrinsic motivation where consumers would complain to obtain some sort of reward, i.e., a refund.

Schiffman and Kanuk (2010:107) argue that goals and needs are interdependent; however, they also say that individuals are more aware of their goals than their needs. For example, a consumer may not be aware of their need to voice their dissatisfaction but may tell all their friends about the poor in-store service delivery which they received. The need creates a state of tension that drives the consumer to attempt to reduce or eliminate it (Parumasur & Roberts-Lombard, 2014:182).

Consumers who are highly motivated to achieve a specific goal (for example, to attain redress or venting anger) might be willing to pay attention to the service failure, spend the time to think about the failure, attempt to understand the failure and to evaluate the specific failure. In contrast, consumers who experience low motivation levels could be less willing to spend the time and effort to process information and to make decisions or to engage in post-purchase behaviour (Botha, 2019:40; Hoyer *et al.*, 2018:47). The ability of the consumer is therefore essential and is influenced by five resources namely: cognitive resources, physical resources, emotional resources, financial resources as well as social and cultural resources (Hoyer *et al.*, 2018:61-62). A consumer's opportunity to engage in a specific behaviour also influences whether motivation could lead to action, or not and includes influences such as a lack of time, the complexity of information, and distraction (Hoyer *et al.*, 2018:63). Individuals all possess underlying similarities which clarify and explain their consumption behaviour.

2.5.2 Motivational theories

Over the years, several theories of motivation have been developed (Jansson-Boyd, 2010:118). To understand consumer motivation, the most commonly used motivational theories, including Maslow's hierarchy of needs, McClelland's need categories, McGuire's psychological motives system, the economic and emotional classification, and theories focused on expectations are discussed (Joubert, 2013:66-74; O'Shaughnessy, 2013; De Mooij, 2011; Jansson-Boyd, 2010).

2.5.2.1 Maslow's hierarchy of needs

Maslow (1943) wanted to understand what motivates people. He believed that individuals possess motives that are unrelated to desires and rewards (McLeod, 2007; Maslow, 1943). Maslow's hierarchy of needs is based on the presumption that individuals are born with specific needs, and that it is these needs that motivates us to engage in a particular behaviour (Botha, 2019:28; Joubert, 2013:69).

Maslow's hierarchy of needs is grounded on three fundamental assumptions namely: (1) individuals accept motives through social interaction, and genetic endowment, (2) some motives appear to be more straightforward than others and (3) basic motives need to be fulfilled before more complex motives can be met (Roberts-Lombard & Parumasur, 2017:172; Maslow, 1943). Based on these assumptions, Maslow created a hierarchical approach to measure the complexity of needs (Joubert, 2013:69). Within the hierarchical pyramid of needs, one level of needs must be attained before the next level higher level of needs can be achieved (Roberts-Lombard & Parumasur, 2017; Joubert, 2013:69; Pincus, 2004). Figure 2.4 below portrays a visual representation of Maslow's hierarchy of needs.

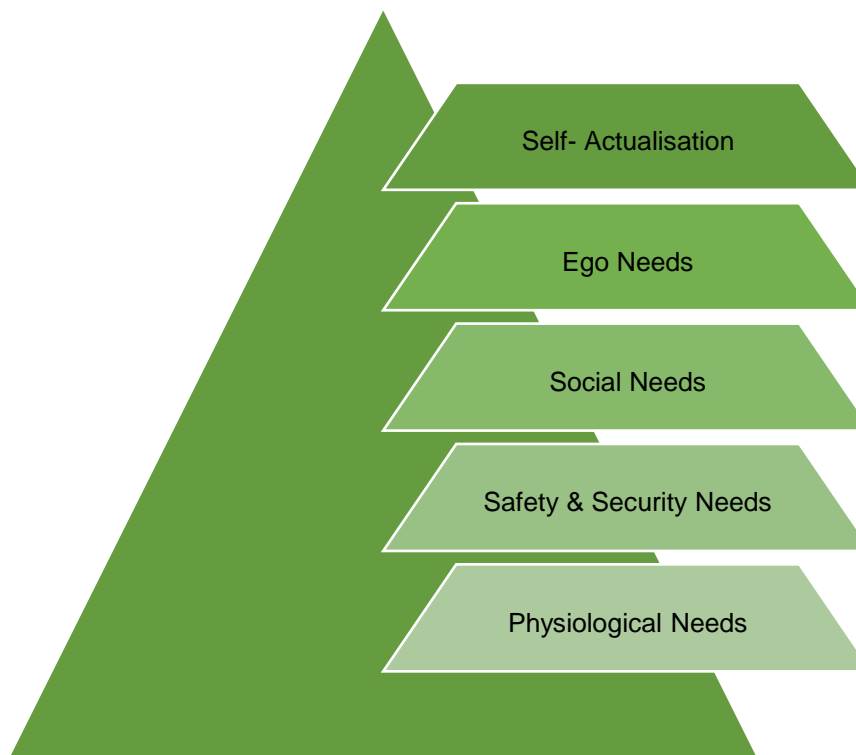


FIGURE 2.4 MASLOW'S HIERARCHY OF NEEDS (Schiffman & Wisenblit, 2015:62)

Physiological needs are described as the first and most basic needs, according to Maslow's hierarchy. These primary needs, include, water, food, shelter, sex, clothing and air (Roberts-Lombard & Parumasur, 2017; Schiffman & Wisenblit, 2015:62; O'Shaughnessy, 2013:404). **Safety and Security needs** are concerned with physical safety, law and order, stability, familiarity, routine and control (Schiffman & Wisenblit, 2015:62; Jansson-Boyd, 2010:120). Consumers can, therefore, be compelled to satisfy their need for safety and security following an in-store service failure by standing up for their rights as a consumer, contacting a consumer protection organisation, and by seeking legal advice. **Social needs** include the needs for love, affection, acceptance and belonging (Botha, 2019:28; Roberts-Lombard & Parumasur, 2017:173; Joubert, 2013:70). Consumers can, as a result, be driven to not engage in complaint behaviour as they do not want to be perceived as a nuisance by the retailer. **Egoistic needs** can either be inwardly directed or outwardly directed. Internally directed ego needs include an individual's need for self-acceptance, confidence, success, personal satisfaction, independence and self-esteem (Botha, 2019:29). Outwardly directed ego needs include an individual's need for reputation, status, prestige and recognition (Schiffman & Wisenblit, 2015:62; O'Shaughnessy, 2013:404; Jansson-Boyd, 2010:120). For example, when a consumer experiences disrespect from sales personnel in a clothing retail store, they can be provoked by anger to seek vengeance. The need for **self-actualisation** refers to an individual's desire to fulfil their potential (Botha, 2019:29; Schiffman & Wisenblit, 2015:62; Jansson-Boyd, 2010:120). The need for self-actualisation could be connected to a consumer's altruistic motives to engage in consumer complaint behaviour, for example to prevent other consumers from experiencing the same problem in order to gain a sense of fulfilment (Singh & Kumar, 2013).

Maslow's hierarchy of needs guides marketers to segment the market effectively as well as to effectively position a product within the market (Roberts-Lombard & Parumasur, 2017:174). Maslow's theory is, however, of limited use as research indicates that consumers are not always motivated by a specific type of need and not necessarily in the order which Maslow proposed (Botha, 2019:29; Jansson-Boyd, 2010:120). Another criticism involves that the operational meaning of 'being satisfied' is not very clear. Therefore the hierarchy of motives does not necessarily present an accurate representation of needs as lower-level needs can still prove to be highly motivating to some individuals. Human action is also said to be directed by beliefs, and beliefs can change the priority of Maslow's hierarchy (O'Shaughnessy, 2013:405).

2.5.2.2 McClelland need categories

In later years McClelland introduced a different motivational theory which distinguishes between three specific needs: power, affiliation, and achievement. McClelland's theory is also referred to as **The Trio of Needs** (Botha, 2019:30; Kardes *et al.*, 2011:184). The need for power describes an individual's desire for control and is closely related to Maslow's ego need; as an individual's self-esteem is increased when they exercise power over people or objects. The need for affiliation implies that behaviour is directed by the desire for acceptance, belonging and friendships. The need for achievement relates to personal accomplishment and is defined as the desire to do things better (Schiffman & Wisenblit, 2015:62; De Mooij, 2011:160; Kardes *et al.*, 2011:184).

2.5.2.3 McGuire's Motive Classification System

McGuire's Motive Classification System is based on Maslow's hierarchy of needs but is more specific (Joubert, 2013:72). This classification system can be divided into two categories, namely, internal motives and external motives (Parumasur & Roberts-Lombard, 2014:190). Table 2.1 was developed by incorporating CCB examples into the classification system where possible. It distinguishes between internal and external motivations.

TABLE 2.1 MCGUIRE'S INTERNAL AND EXTERNAL MOTIVES (Self-developed based on Botha (2019:175-176); Joubert (2013:72-73))

Category	Motive	Conceptualisation	Example
<u>Internal motives</u>	Consistency	An individual's need to have all parts or facets of oneself consistent with each other.	If a consumer is dissatisfied their equilibrium is disturbed and they are motivated to complain as to recover the balance.
	Causation	An individual's need to determine what or who cause things to happen.	Consumers can decide to complain directly to the retailer to better understand the reason for the failure.
	Categorisation	An individual's need to categories large amounts of information.	Not applicable in a clothing retail context
	Cues	An individual's need for observable symbols which allows them to infer what is felt and known.	Not applicable in a clothing retail context
	Independence	An individual's need for self-governance and control.	Consumers can decide to take private complaint action as they feel that the retailer would not be able to rectify the problem.
	Novelty	An individual's need for variety and individuality.	Consumer can decide to complain online as it is a new complaint channel as to explore the channel and to see if it works.
<u>External motives</u>	Self-expression	An individual's need to express their identity .	Consumers can decide to complain online to attract attention.
	Ego-defense	An individual's need to protect their identity.	A consumer would decide to complain anonomously to protect their identity.
	Assertion	An individual's need to engage in activities that increase their self-esteem.	Consumers can warn their family and/or friends after experiencing a service failure to gain a sence of fulfilment .
	Reinforcement	An individual's need to act in a specific manner that will be rewarded by others.	Consumers can decide to complain directly to the retailer to obtain redress.
	Modelling	An individual's need or desire to be like others.	Not applicable in a clothing retail context
	Affiliation	An individual's need to develop relationships with others which are mutually satisfying.	Consumers can tell their family and/or friends about the service failure to ultimately ask for their advice. They can also complain online to form part of an online community.

2.5.2.4 The economic and emotional classification system

The economic and emotional classification system argues that individuals are not always motivated by physiological motives, but rather by economic and/or emotional motives (Joubert, 2013:74). Economic motives are rational and are often expressed in quantifiable terms, i.e. quality, suitability, economy (price), and performance (Roberts-Lombard & Parumasur, 2017:176; Parumasur & Roberts-Lombard, 2014:192-193). Consumers can, for example, decide to not engage in consumer complaint behaviour as they do not feel it is worth their time and effort to complain. Consumers can also feel that the service failure was not a big deal or that the retailer is unreliable and might not be able to fix their problem. The importance of these aspects differs from one person to another, from one complaint situation to another, and from one product to another.

Emotional motives habitually influence individuals' behaviour and include aspects of all the social and ego motives of McGuire and Maslow (Roberts-Lombard & Parumasur, 2017:177; Parumasur & Roberts-Lombard, 2014:192-193; Joubert, 2013:74). It is almost impossible for consumers to decide on a purely rational basis; emotional motives habitually influence a consumer's decision (Joubert, 2013:74). For example, following an in-store service failure, consumers could be motivated to complain to vent their anger to feel less dissatisfied.

2.5.2.5 Balance Theory

The balance theory is defined as a cognitive consistency theory which assesses the influence of inconsistent attitudes on consumer motives (Jansson-Boyd, 2010:123). The theory explains that individuals have certain attitudes towards other people, objects, ideas and events and evaluates the consistency amongst these three elements, i.e., the consumer (people), the in-store service provided by the retailer (event) and the apparel item (object). Balance exists when there is a positive relationship amongst these elements (Kardes *et al.*, 2011:188). If the relationship between these variables is not balanced an individual may become tense and could, as a result, be motivated to reduce the experienced tension (Jansson-Boyd, 2010:123; Pincus, 2004).

2.5.2.6 Theories focused on expectations

Theories of expectations include self-efficacy theories, expectancy-value theories, expectancy-value model and incentive theories. The self-efficacy theory focusses on expectancies for success and is described as an individual's ability to solve a problem with a specific course of action (Botha, 2019:34; Jansson-Boyd, 2010:121). The expectancy-value model explains that consumers choose a goal based on how desirable the goal appears to be (Jansson-Boyd, 2010:121). Consequently, consumers who perceive a high probability of success would probably be more likely to voice their complaint (Botha, 2019:34). By contrast, consumers who believe that they could be unsuccessful would probably be more likely to stop buying from the retailer or engage in negative word-of-mouth (Pincus, 2004; Blodgett & Granbois, 1992). The use of incentives can motivate consumers to pursue specific action. Consumers are attracted to positive incentives and might avoid negative or undesirable outcomes. Incentives can be tangible or intangible (Jansson-Boyd, 2010:121-123). For example, seeking redress can be regarded as an incentive to complain as the consumer could receive a refund, compensation and/or return.

Other theories such as the drive reduction and arousal theory are not discussed or applied in this study as there is little support for these theories in recent times. Also, these theories do not provide a thorough understanding of what motivates individuals (Jansson-Boyd, 2010:120,124).

2.5.3 Complaint intention motives

Consumer researchers and psychologists argue that although individuals experience the same needs and motives, it is how they express the underlying motives that differentiate them from one another (Schiffman & Kanuk, 2010). It is, therefore, important for marketers and retailers to understand consumer motives as it provides them with the opportunity to anticipate and understand consumer behaviour and especially CCB within the marketplace.

As explained in Section 2.4.2.2 regarding Day and Landon's (1977) taxonomy of CCB, consumer complaint behavioural intentions manifest in the intention to take no action or to take action. Since this study particularly focusses on the motivation underlying consumers' complaint behavioural

intentions, the focus is on the motives underlying non-complaint intentions, and the motives underlying complaint intentions.

2.5.3.1 Non-complaint intention motives

A general response to consumer dissatisfaction is to “do nothing”; therefore, consumers may decide not to take action (Donoghue, 2008). Many non-complaint motives have been identified. These motives can be categorised as follows: utilitarian motives, motives to protect the self, and loyalty motives.

- **Utilitarian motives**

The most prominent reason for consumers’ decision not to take action relates to cognitions that taking action is not worth the time and effort (Chan *et al.*, 2016; Donoghue, 2008; Heung & Lam, 2003). Consumers, therefore, evaluate whether the time and costs involved in complaining exceed the benefits of the process. Consumers who anticipate that complaining might not be beneficial, are more likely to remain silent and to choose not to act (Donoghue, 2008; Heung & Lam, 2003). In a study conducted by Holloway and Beatty (2008), 41% of the respondents indicated that complaining is too much effort. Nimako and Mensah (2012) also state that consumers do not take action as consumers feel that nothing might be done even if they do complain. Consumers are also likely to refrain from complaining when they perceive the exchange/refund/return policy of the retailer to be unfair and inflexible (Chan *et al.*, 2016). Other factors which also contribute to no action include the late realisation of the failure and lack of time to complain (Voorhees, Brady & Horowitz, 2006). Previous studies have shown that consumers believe that incompetent complaint handling staff might not be able to fix the problem or deal with the complaint properly (Chan *et al.*, 2016; Balaji *et al.*, 2015; Holloway & Beatty, 2003). Consumers also refrain from taking action when they feel that the failure is insignificant or not severe enough (Holloway & Beatty, 2003). Lastly, consumers may even decide to not take action due to a lack of understanding as they do not know where and how to complain (Nimako & Mensah, 2012; Donoghue, 2008).

- **Motives to protect the self**

Consumers who perceive post-purchase decisions as highly complex are more likely to either engage in complaint actions that they have previously participated in or to take no action, i.e. remain silent, to protect themselves (Donoghue, 2008). Other reasons for the no action response include: feeling too shy to complain (Donoghue, 2008; Voorhees *et al.*, 2006) and that consumers do not want to be perceived as a nuisance or troublemaker (Balaji *et al.*, 2015). Erasmus, Donoghue and Dobbelstein (2014) research indicated significant differences across certain demographic groups' based on their perception of the complexity of selected household purchase decisions. This finding confirms the vulnerability of specific demographic segments within South Africa's diverse population and signals the need for retailers to communicate appropriately to enhance informed post-purchase decision making.

- **Loyalty motives**

Consumers may also decide not to take action due to consumer loyalty and the firm's reputation as a quality service/product provider (Voorhees *et al.*, 2006). Such consumers could probably try to protect the firm. Consumers are also more likely to refrain from complaining when they associate positive service delivery experiences with the retailer. As a result, these consumers do not experience high levels of anger when a failure occurs (Holloway & Beatty, 2003).

2.5.3.2 Complaint motives

Complaint motives are still underexplored, especially the motives underlying private action and public action. For this study, complaint motives are categorised into six main categories (See Table 2.2 below).

TABLE 2.2: CATEGORISATION OF COMPLAINT MOTIVES (Self-developed)

Category	Indicators	Type of action
Vengeance	To hurt/harm the retailer	Private action
	To harm the brand name	Private action
	Visible complaints (website/newspaper) are damaging to the retailer	Public action
	To harm the retailer's reputation	Public action
Altruism	To prevent others from experiencing the same problem	Private action Public action
	To warn them against the retailer	Private action Public action
	To ensure that the company is aware of the problem	Public action
	To help the retailer in preventing future problems/failures	Public action
Ego	To express emotions (anger, frustration)	Private action Public action
	To feel less dissatisfied	Private action Public action
	To seek empathy	Private action Public action
	To stand up for my rights as a consumer	Private action Public action
Redress attainment	Seek exchange/refund/voucher	Public action
	Seek apology/explanation	Public action
	To resolve the problem	Public action
Advice seeking	To seek others' advice	Private action
Utility	Do not consider the brand name reliable anymore	Private action
	Complaining via email/phone/website is more convenient than complaining in store	Private action Public action
	Complaints on the retailer's website/social media pages are handled more effectively than instore	Public action
	Complaints on a retailer's social media pages are resolved faster than when complaining in the store	Public action

- **Vengeance motives**

An underlying reason for consumers decision to engage in consumer complaint behaviour after experiencing dissatisfaction could be to seek vengeance. Such consumers may want to harm/damage the retailer (Yilmaz, 2016; Sundaram, Mitra & Webster, 1998). By sharing their dissatisfaction, consumers may harm the retailer's reputation and consequently motivate other consumers to stop their support of the retailer (Balaji *et al.*, 2015). In Sundaram *et al.* (1998) study, 36.5% of consumers engaged in NWOM communication to retaliate against the company associated with the negative consumption or complaint handling experience. Consumers also tend to seek vengeance when their initial direct complaint was not resolved as expected (Crie, 2003).

- **Altruistic motives**

Altruism refers to the act of doing something for others without expecting a reward in return (Siddiqi *et al.*, 2020; Ažić & Bačić, 2020; Sundaram *et al.*, 1998). Altruism also refers to a selfless concern for others to both help and warn them (Yap, Soetarto & Sweeney, 2013). Previous studies revealed that consumers are more likely to be motivated by altruistic reasons when they want to warn their family, friends and close associates about a product/service failure (Siddiqi *et al.*, 2020; Stukas & Clary, 2012).

Following an unfavourable product or service encounter, consumers may want to prevent others from experiencing a similar negative experience (Siddiqi *et al.*, 2020). In approximately 28.7% of positive word-of-mouth (PWOM) conversations, altruistic motives appeared to guide consumers in sharing consumption experiences with others; to aid these consumers in making better purchasing decisions (Sundaram *et al.*, 1998). Sparks and Browning (2010), found that consumers motives for complaining online were out of concern for other potential consumers' welfare. Similarly, several other studies affirm that consumers' post-product or service reviews help others and warn them against potential risks (Siddiqi *et al.*, 2020; Magno, Cassia, Bonfanti & Vigolo, 2018). Consumers are, therefore, motivated to engage in NWOM communication to help others by warning them about an undesirable consumption experience (Mei *et al.*, 2019). Consequently, consumers could contact their family and/or friends after experiencing an in-store service failure to warn them. Consumers can also be motivated to contact the retailer out of concern for the retailer; to ensure that the retailer is aware of the problem to prevent similar service failures to recur.

- **Ego motives**

Consumers may decide to engage in consumer complaint behaviour due to egoistic reasons such as venting their emotions and dissatisfaction, to reduce their anxiety, and to share their bad experiences with others to receive empathy in return (Yılmaz, 2016). Sparks and Browning (2010) found that consumers motives for complaining online were to express their overall dissatisfaction due to the unjust handling of their initial complaints. Some consumers purely complain to express their emotional anger towards the specific type of failure (Lovelock & Wirtz, 2007). Consumers engage in NWOM to vent frustration and anger, and to reduce their anxiety. Many consumers complain out of frustration as a result of double service deviation, which occurs when the already unhappy consumer voices his/her dissatisfaction and the retailer fails to resolve the situation. This implies that the retailer has failed the customer twice (Grégoire, Salle & Tripp, 2014). Half of the respondents (50.2%) in Loo *et al.* (2013) study which focused on service failure and consumer online complaint motives suggested that expressing emotional anger is a prominent complaint motive. Consumers may also decide to complain to stand up for their rights as a consumer (Donoghue, 2008).

- **Redress attainment motives**

In general, consumers seeking redress, complain as they want to know what actions management could take to address the specific failure (Lewis & Booms, 1983). Consumers who complain to seek redress (corrective action) expect of management (retailers) to take corrective action to prevent the same failure from occurring in the future (Lovelock & Wirtz, 2007). The category “redress attainment” can be divided into three sub-categories (seek exchange/refund/voucher, seek apology/explanation, and resolve the problem) as can be seen in Table 2.2.

Within Nimako and Mensah (2012) study on consumers’ motivation for complaint and non-complaint behaviour towards mobile telecommunication services, the highest-ranked complaint motive was to seek corrective action. Similarly, Heung and Lam (2003) also noted that seeking corrective action is one of the most prominent complaint motives. Ellyawati (2017) also found that the majority of respondents (64.16%) expect corrective action from companies. However, contradictory findings exist. In a study conducted by Loo *et al.* (2013) most respondents did not demand compensation. Only 0.7% of the respondents insisted on compensation, contradicting previous research conducted by Dutta, Venkatesh and Parsa (2007) and Lewis and Booms (1983), who argued that consumers preferred reimbursement. These studies involved different

product categories as well as a different unit of analysis, which probably explains part of the contradiction.

Heung and Lam (2003) explained that some consumers complain because they want to know why specific failures occurred. Again, contradictory findings exist. Loo *et al.* (2013) found that only a small percentage (0.2%) of respondents who complained were seeking an apology. In addition, the consumers stated that it was already too late for any apologies. The study also revealed that apologies from companies are necessary, but are not sufficient to recover a consumer's dissatisfaction (Loo *et al.*, 2013). Other studies also indicated that an apology alone is not an effective recovery action (Sundaram & Webster, 2000; Hoffman, Kelley & Rotalsky, 1995).

Nimako and Mensah (2012) argue that consumers might expect an apology from the company for all the inconvenience caused in a situation where they have already voiced their dissatisfaction without any suitable service recovery action. Researchers argue that an appropriate explanation from the company can reduce consumers feelings of anger and resentment. Therefore, consumers' dissatisfaction is reduced when the company accepts responsibility (Conlon & Murray, 1996). Boo, Ismal and Saad (2008) suggested that a detailed explanation accompanied with an apology would enhance the dissatisfied consumer's evaluation on an appropriate recovery action. They further noted that consumers would be satisfied with a detailed explanation, even without an apology (Boo *et al.*, 2008). In another study conducted by Ellyawati (2017), half of the respondents expected companies to provide them with a possible explanation for the product/service failure.

Advice seeking motives

Consumers can also decide to engage in private complaint actions such as telling family and friends about their dissatisfaction to obtain their advice on how to resolve their problem (Yılmaz, 2016; Sundaram *et al.*, 1998).

- **Utility motives**

A typical response to a service failure is to contact the retailer directly to resolve the problem. As complaint channels evolve in the 21st century, consumers can use the internet and social media

platforms such as Facebook and Twitter to address their dissatisfaction (Frasquet *et al.*, 2019; Istanbulluoglu *et al.*, 2017; Balaji *et al.*, 2015; Grégoire *et al.*, 2014). Complaining online is more convenient than traditional complaint channels, such as visiting the retailer to directly complain to the customer support personnel (Balaji *et al.*, 2015; Grégoire *et al.*, 2014). Research has shown that online complaints are handled more effectively and faster than complaints made at the physical store (Ažić & Bačić, 2020; Grégoire *et al.*, 2014). When consumers believe that the retailer or brand name is not reliable anymore, they experience that the retailer would not be able to rectify the problem (Balaji *et al.*, 2015; Holloway & Beatty, 2003).

2.6 CONCEPTUAL FRAMEWORK

The conceptual framework (Figure 2.5) presents a visual representation of how the overall aim of the study is distinguished in terms of the research objectives to address the research problem.

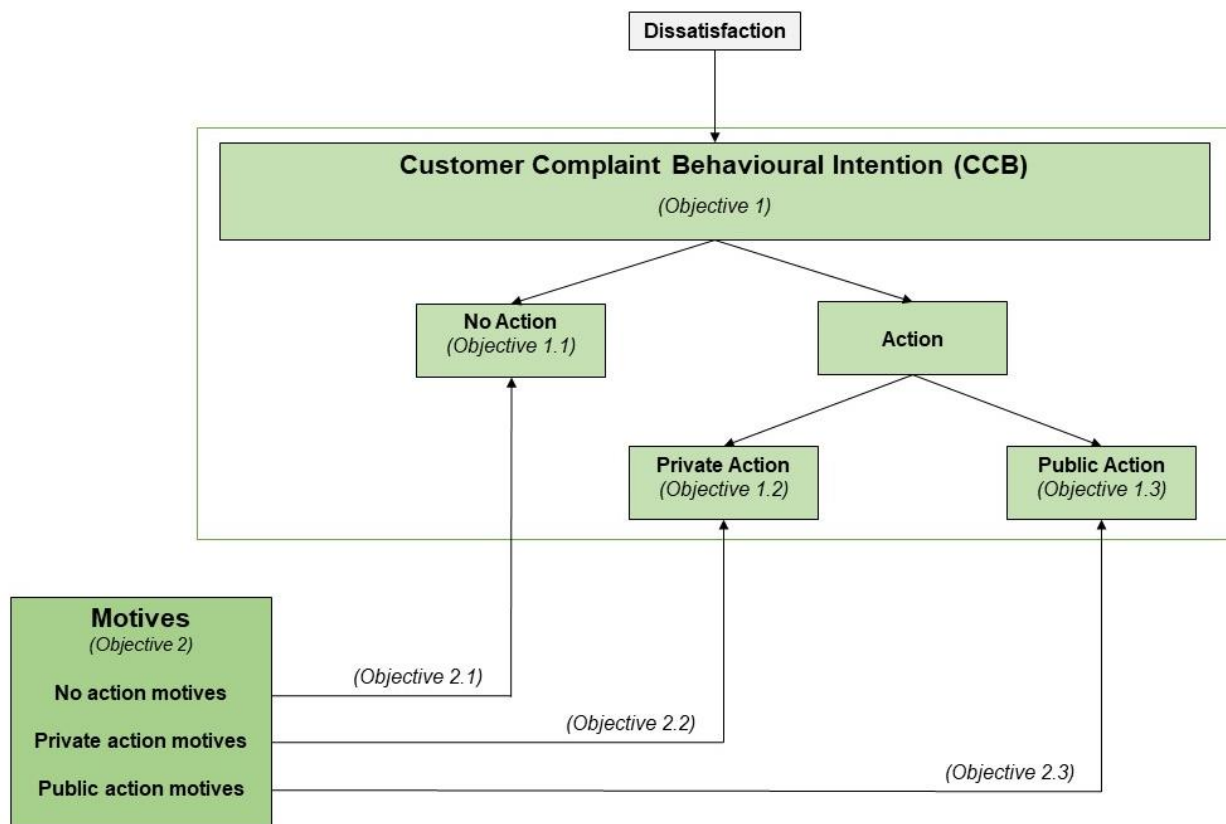


FIGURE 2.5: CONCEPTUAL FRAMEWORK

Figure 2.5 indicates that dissatisfaction occurs after an in-store service failure, triggering consumer complaint behavioural intention. The first objective focuses on the consumer's intention to either take no action (objective 1.1), private action (objective 1.2), or public action (objective 1.3). The second objective furthermore focuses on the underlying motives that drive consumers' complaint behavioural intentions; specifically, the motives underlying no action (objective 2.1), private action (objective 2.2), as well as public action (objective 2.3).

2.7 AIM & OBJECTIVES

2.7.1 Aim

Based on the theoretical background and the conceptual framework above the aim of the study is to ***explore and describe consumers' motives for complaint behavioural intention following an in-store service failure, explicitly focusing on clothing retailing in the South African context.***

2.7.2 Objectives

Research objectives explain in more detail the specific research topics or issues the project plans to investigate, building on the central theme stated in the research aim (Thomas & Hodges, 2010).

The research objectives are:

1. To explore and describe the types of consumer complaint behavioural intentions.
 - 1.1 To explore and describe the intention to take no action following an in-store service failure.
 - 1.2 To explore and describe the intention to take private action following an in-store service failure.
 - 1.3 To explore and describe the intention to take public action following an in-store service failure.

2. To explore and describe consumers' motives for complaint behavioural intentions.

2.1 To explore and describe consumers' motives for no action.

2.2 To explore and describe consumers' motives for private action.

2.3 To explore and describe consumers' motives for public action.

2.8 CONCLUSION

To conclude, consumers hold certain expectations of a specific service encounter that they compare against the actual performance (service delivery) (Makopo *et al.*, 2016; Donoghue & De Klerk, 2015; Sattari, 2007). When the consumer's expectations are met or exceeded, the consumer could, in turn, be satisfied. If the actual service provided is, however, lower than the perceived service performance the consumer could be dissatisfied (Hoyer *et al.*, 2018:260; Kardes *et al.*, 2011:92; Sattari, 2007; Holloway & Beatty, 2003; Dubrovski, 2001). In-store service failure is a result of poor service delivery in areas such as the physical aspects, reliability, personal interaction and customer service (Beneke *et al.*, 2012; Huang, 2009; Vazquez *et al.*, 2001). Consumer Complaint Behaviour (CCB) is a result of consumer dissatisfaction (Marquis & Filiatrault, 2002). When consumers are dissatisfied, they can choose to either voice their discontent or to do nothing at all. Consumers can express their dissatisfaction through various complaint channels (Miquel-Romero *et al.*, 2020; Mattila & Wirtz, 2004). Complaint channels include complaining to friends and family, to the company itself or third parties. Complaints can, therefore, be either public or private. Consumer motivation describes the process that leads people to behave as they do (Hoyer *et al.*, 2018:45). Motivation is triggered by a need, such as dissatisfaction, which leads to the consumer taking specific actions to try and reduce their tension (Paramusar and Roberts-Lombard, 2014:182). It is essential to understand why consumers decide to take action or to take no action following their dissatisfaction. Different motivations underly consumers' decision to take action, including vengeance, altruism, ego defence, redress attainment, advice seeking and utility attainment. Consumers can also decide to take no action as they do not feel it is worth the time and effort to complain (Donoghue, 2008). As service failures are inevitable, and consumers are bound to complain, an understanding of how and why clothing consumers complain following an in-store service failure is vital to facilitate clothing retailers to correct service failures and to handle consumer complaints more effectively (Miquel-Romero *et al.*, 2020; Fine *et al.*, 2017; Fisk *et al.*, 2011; Donoghue, 2008). Ultimately, effective complaining handling could ensure consumer satisfaction, enhance consumer loyalty for re-purchase,

encourage positive word-of-mouth, and generate profits (Setiawan & Setyohadi, 2018). On a much deeper level, it is crucial to understand the driving force behind consumers' complaint behavioural intentions as specific motives may drive specific consumer complaint behaviours in the clothing retail context. Knowledge about consumer complaint motives would enable service employees to employ appropriate complaint handling strategies.

Chapter 3:

Research design and methodology

This chapter explains how the research design was applied in addressing the research problem. The methodology section describes the sampling plan in terms of the population, sample and sampling procedures, the development of the measuring instrument, pre-testing and operationalisation. Also, the data collection procedure and data analysis are discussed, followed by measures to enhance the quality of the study, as well as ethical considerations.

3.1 RESEARCH DESIGN

Research design is described as the blueprint of the methods and procedures used to collect and interpret the data gathered for a research project to draw conclusions (Leedy & Ormrod, 2020:24). The purpose of this study was to explore and describe consumers' motives for their complaint behavioural intentions following an in-store service failure in the clothing retailing context. Exploratory research enables researchers to gain a more comprehensive understanding of the topic under investigation, to clarify central concepts and constructs, and to develop methods to be used within the study (Neuman, 2014:38; Kumar, 2014:38). Descriptive research is used to determine and report the frequency with which a specific variable occurs within the sample (Babin & Zikmund, 2016:54; Neuman, 2014:38). A descriptive study systematically describes a problem, situation, or a phenomenon (Kumar, 2019:15). Although research has been conducted in recent years about consumers' complaint behaviour in the South African context (Molise, 2017; De Klerk, 2016; Van Oordt, 2015), research about consumers' specific motives underlying their complaint intention of in-store service failures in the clothing retailing context is still underexplored. Given the limited information regarding this phenomenon, exploratory research was used to provide a thorough understanding of the phenomena under investigation.

This study implemented a survey research design by using a self-administered structured questionnaire as a measuring instrument to collect primary data. Survey research provides a quantitative, numeric description of certain aspects under investigation, such as consumers'

behavioural intention, through the study of a sample of the population (Leedy & Ormrod, 2020:181; Malhotra *et al.*, 2017:108-109; Babin & Zikmund, 2016:168). Survey research provides a quick, inexpensive, efficient and accurate approach to gain information about a population (Babin & Zikmund, 2016:168). The quantitative research approach involves specific methods of sampling, data collection methods, and methods of data analysis which are dependent on the research objectives, the nature of the study and the underlying theory or expectations of the researcher (Creswell & Creswell, 2018:229; Neuman, 2014:176). Therefore, this study used a quantitative methodological research approach.

A cross-sectional design examines a study's sample at a single point in time, creating an overall picture as it stands at the time of the study (Kumar, 2019:172; Neuman, 2014:44). Cross-sectional research is beneficial as it is relatively inexpensive and quick to conduct. This study, as a result, employed a cross-sectional design to collect primary data, due to the time and budgetary constraints.

3.2 METHODOLOGY

3.2.1 Unit of analysis, sampling technique and sample size

The unit of analysis was consumers who were 19 years or older and who resided in South Africa who buy most of their clothing in-store. This allowed for the participation of consumers from a broad socioeconomic spectrum who are exposed to numerous retail formats and who are therefore not notably constrained in terms of shopping opportunities.

Sampling is the process of selecting a subset from a large group to obtain information on the phenomena under investigation (Quinlan *et al.*, 2019:173; Babin & Zikmund, 2016:337; Salkind, 2012:33). Sampling is conducted either through probability or non-probability sampling techniques. This study relied on non-probability sampling techniques, namely, convenience sampling, quota sampling and snowball sampling due to time and monetary constraints. Convenience sampling involves respondents who are readily and easily accessible to the fieldworker (Leedy & Ormrod, 2020:205; Babin & Zikmund, 2016:348; Walliman, 2011:188). The disadvantage of using convenience sampling is, however, that the results obtained are not

generalisable due to the narrow focus related to the technique (Malhotra *et al.*, 2017:421). Three non-random sampling techniques were employed to avoid the study from being bias. By using quota sampling, one can guarantee the inclusion of the type of respondents required for the study (Quinlan *et al.*, 2019:184; Kumar, 2019:306; Neuman, 2014:285). For this study, quota sampling was used in an effort to include a diverse group of people. The trained fieldworkers who included 30 final year undergraduate and five Masters students in the field of Consumer Science were asked to distribute the link to the online questionnaire whilst adhering to strict quota guidelines. As the questionnaire was of an online nature fieldworkers had little control over the type of respondents who completed the questionnaire as a result of snowball sampling. The study did however attempt to include a diverse group of people. To further recruit respondents, snowball sampling was employed by asking the initial respondents who agreed to participate in distributing additional questionnaires to suitable and willing candidates within their social circles. Snowball sampling refers to the process where respondents provide the fieldworker with contact information of other respondents within the same unit of analysis (Quinlan *et al.*, 2019:184; Babin & Zikmund, 2016:350). As explained in Chapter 1, Section 1.5, this study formed part of a bigger study. Therefore, the data analysis was performed on a subset of the sample. The sample of the bigger study was relatively large, consisting of 1656 respondents. A total of 2399 respondents completed the consent form and started with the questionnaire, resulting in a completion rate of 69,02%. This study utilised a subset of 768 workable questionnaires.

The study employed 35 trained fieldworkers in the data collection process. Fieldworkers included 30 final year undergraduate and five Masters students in the field of Consumer Science (Clothing Retail Management) at the University of Pretoria. The fieldworkers distributed an invitation with the link to the online questionnaire to the respondents using WhatsApp and other social media platforms.

3.2.2 Measuring Instrument

The measuring instrument of a study is of utmost importance since it has a direct influence on the quality of the study (Babin & Zikmund, 2016:269). The measuring instrument for this study was a self-administered structured online questionnaire (included in Addendum A) which was administered through Qualtrics software.

The self-administered questionnaire included both open-ended as well as closed-ended questions to examine the objectives of this study. However, to keep the questionnaire as short as possible and to minimise complexity within the data-analysis stage, open-ended questions were kept to a minimum. Closed-ended questions are preferred in quantitative research studies since it enables more significant statistical analysis and also decreases the possibility of biased responses (Malhotra *et al.*, 2017:387). Most questions for this research were, therefore, closed-ended questions. Questionnaire items were structured in such a manner as to avoid confusion and ambiguousness. For example, double-barrelled questions were avoided to measure only a single idea/issue at a time (Leedy & Ormrod, 2020:189; Quinlan *et al.*, 2019:285; Babin & Zikmund, 2016:314-315). The wording and structure of the questionnaire were kept simple, with the use of layman terms and easy, understandable language to enhance the accuracy of the results (Babin & Zikmund, 2016:311). Some of the items were self-developed, and some were adapted from existing scales to suit the context of the study better.

The questionnaire used for this study was constructed using Qualtrics marketing research software. The use of an online interactive questionnaire is advantageous to the researcher. For example, the “forced response” option provided by Qualtrics eliminates the occurrence of “missing values” as respondents are unable to proceed to the next question before completing the current question. Display logic is another particularly useful feature when specific questions or response options apply only to individual respondents (Babin & Zikmund, 2016:320; Berndt & Petzer, 2011:144). Also, with the use of validation, i.e. if the question asks of the respondent to select a number of response options, the respondent will not be able to select more or less response options than stated in the question. Online questionnaires also offer the use of the variable piping function, which, for instance, allows researchers to manipulate questions by inserting the previous answer into unfolding questions (Babin & Zikmund, 2016:326).

The questionnaire of the bigger study comprised of seven sections (See Addendum A). This study, however, only used five of the seven sections. Most of the sections were adapted from existing scales to address the specific objectives of this study to ensure construct validity. Figure 3.1 below illustrates the survey flow of the entire questionnaire of the bigger study. The five sections used in this study are indicated in green and discussed in full.

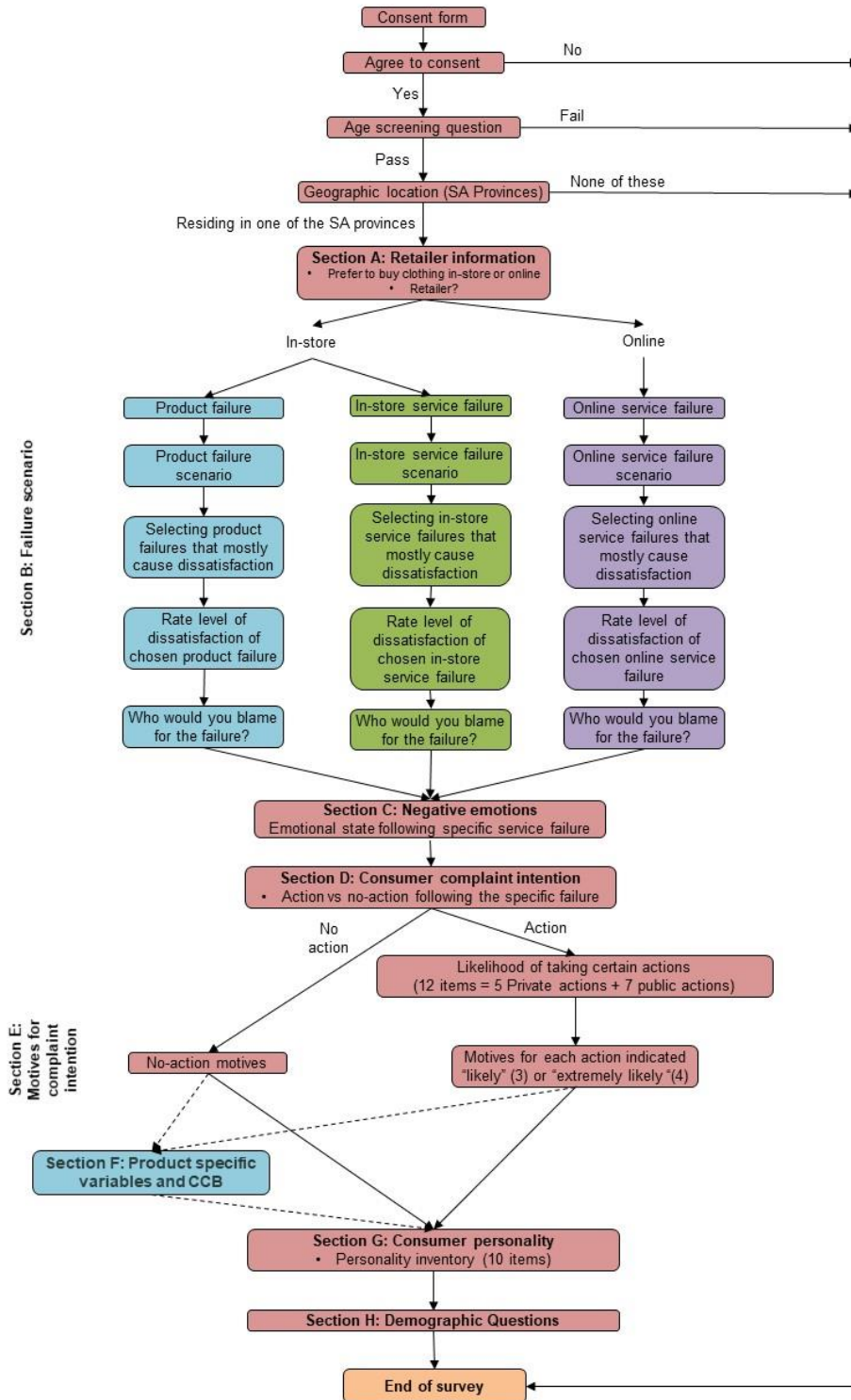


FIGURE 3.1: VISUAL REPRESENTATION OF THE SURVEY FLOW OF THE BIGGER STUDY

The consent form that accompanied the questionnaire indicated the nature and purpose of the research project and the criteria for inclusion in the study. The consent form also stated that the survey would take only 10 minutes to complete, that participation was voluntary, and that respondents may withdraw at any point of time. Furthermore, the consent form assured respondents that their response would remain anonymous and confidential, and that the researcher will readily assist them if they required additional information about the project. After reading the consent form, the respondent could choose to either agree or disagree with the terms and conditions stated. Respondents who selected “*Yes, I agree*”, continued to the two screening questions. The first screening question was an open-ended question which requested of the respondent to enter their age. The open-ended question related to age included validation to ensure that respondent’s type in their age in numbers to ensure that only respondents aged 19 years and older complete the questionnaire. The second screening question was related to geographical location and asked the respondent to select the province in which reside from a drop-down menu. Respondents who met the screening criteria moved on to the questionnaire. The respondent who selected “*No, I do not agree*” or *who did not meet the screening criteria were* automatically navigated to a “thank you” screen at the end of the survey and subsequently excluded from the study.

Section A included two questions. The first question was a multiple-choice question which asked the respondents to indicate whether they prefer to buy their clothing in-store or online. Although this study only focussed on in-store service failure, the bigger study also focussed on product failure and online service failure. The second question was an open-ended question which required the participants to provide the name of their preferred retailer from which they purchase most of their clothing. With the help of display logic, respondents who selected the in-store option in Section A, Question 1 were equally routed to complete the survey on either in-store service failure or product failure. The respondents who selected the online option in Section A, Question 1 were routed to complete the survey questions based on online service failures.

Section B expected from the respondent to evaluate service failure based on a given scenario. To create a purchase episode with possible dissatisfaction, a scenario was given to the respondent to evoke some emotions and elicit underlying motivations. The retailer that the respondent identified in Section A: Question 2 was piped into the wording of the scenario. For example, if the respondent indicated that he/she mostly shops at H&M, then the question would

have been: *“Imagine that you are shopping for clothing for yourself at H&M. During your shopping experience, you realise that you are not completely satisfied with the in-store service delivery.”* After the scenario, four questions followed.

- The first question asked: *“Select **three** in-store service failures that will cause you to be the **most dissatisfied**.”* This was a multiple-choice question with 16 in-store service failure options to choose from. The 16 in-store service failure options were derived from a previous study conducted by Terblanche and Boshoff (2003). Validation was used to ensure that the respondent chooses three options. The respondent would not have been able to proceed to the next question if they selected more or less than three in-store service failures.
- The second question was also a multiple-choice question which asked: *“Which **one** of the three in-store service failures listed below would cause you to be the **most dissatisfied**?”* With the use of built-in logic, **only** the three in-store service failures selected in the previous question were displayed as options to choose from in this question. The respondent could only select one in-store service failure.
- The third question was a four-point category scale question which ranged from slightly dissatisfied to extremely dissatisfied, which asked: *“Rate your **level of dissatisfaction** for this in-store service failure”.* The service failure that the respondent selected in the previous question was piped into the wording of the question. For example, if the respondent selected *“Unfriendly staff”* as the option which would cause them the most dissatisfaction the question would have been: *“Rate your **level of dissatisfaction** for this in-store service failure (Unfriendly staff)”.*
- The fourth question tested the severity of the in-store service failure but did not form part of this study.

Section C focussed on negative emotions following a specific failure and did not form part of this study.

Section D measured consumer complaint intention for the different types of failures. This study only utilised the segment that focused on consumer complaint intention following an in-store service failure. The first question in Section D was a close-ended question which asked consumers if they would take action following an in-store service failure (Yes/No). Consumers who indicated that they would take action were directed to the follow-up questions about the

different type of complaint intention. Twelve different consumer complaint intentions were included in this questionnaire. Each of the twelve consumer complaint intention items was measured on a 4-point likelihood category scale ranging from “Not at all likely (1)” to “Extremely likely (4)” based on Frassetto *et al.* (2019), Chan *et al.* (2016), Yilmaz (2016), Balaji *et al.* (2015), Clark (2013), Mattila and Wirtz (2004), and Day and Landon’s (1977) CCB scale. Respondents who indicated that would not take action were directed to the follow-up question about motives for non-complaint intentions in Section E.

Section E measured consumers' motives for the different consumer complaint intentions. The questions, within this section, were based on the studies of Yilmaz (2016), Loo, Boo and Khoo-Lattimore (2013), Heung and Lam (2003) and of Sundaram, Mitra and Webster (1998). This section used a 5-point Likert-type agreement scale which ranged from "Strongly disagree (1)" to "Strongly agree (4)". Respondents who indicated that they were “highly likely (3)” or “extremely likely (4)” to take specific compliant actions, (Section D) had to indicate their complaint motives for those intentions in follow-up question in Section E. Possible motives for each one of the twelve consumer complaining intentions were identified through a thorough review of the studies indicated above. A total of 25 motives were identified and included in this study. Table 3.1 indicates the corresponding motives to each of the twelve consumer complaint intentions. A motive can be the driving force for different consumer complaining intentions. For example, as can be seen in Table 3.1 (highlighted in green), respondents who stated that they were highly or extremely likely to “*Switch to another brand name*”, had to indicate their agreement with specific complaint motives, including “I do not consider the brand name reliable any more”, “*to get rid of my anger*”, “*to harm the brand name*”, and/or “*to feel less dissatisfied*”.

TABLE 3.1: COMPLAINT MOTIVES PER COMPLAINT INTENTION

		Consumer Complaint Intentions											
		1. Tell your family and friends about the problem/ failure in person or by phoning them	2. Text your family and friends about the problem/ failure	3. Post your experience on your Facebook/ Instagram profile for your friends to see	4. Switch to another brand name	5. Stop buying at the retailer	6. Complain to the retailer in person	7. Complain to the retailer by phone	8. Complain to the retailer by e-mail	9. Complain on the retailer's website	10. Post negative comments on the retailer's social media pages for anyone to see	11. Complain to a consumer protection organisation	12. Write/post a complaint to the press or a consumer complaint website
Consumer Complaint Motives	To warn them against the retailer	x	x	x								x	x
	To prevent other consumers from experiencing the same problem	x	x	x			x	x	x	x	x		x
	To feel less dissatisfied	x	x	x	x	x	x	x	x	x	x	x	x
	To get rid of my anger	x	x	x	x	x	x	x	x	x	x	x	x
	To seek their advice	x	x	x									
	To harm the retailer	x	x	x		x					x		
	To seek empathy	x	x	x									
	To stand up for my rights as a consumer	x	x	x			x	x	x	x	x	x	x
	I do not consider the brand name reliable anymore				x	x							
	To harm the brand name				x								
	To obtain redress						x	x	x	x			
	To resolve the problem						x	x	x	x			
	To better understand the reason for the failure						x	x	x	x			
	To ensure that the company is aware of the problem						x	x	x	x	x		
	To get an apology from the retailer						x	x	x	x	x		
	To help the retailer in preventing future problems/ failures						x	x	x	x	x		
	Complaining by phone requires less hassle than visiting the retailer in person								x	x			
	Complaining on the retailer's website is more convenient than at the retailer in person										x		
	Complaints on the retailer's website are handled more effectively than in the store										x		
	To get the problem resolved faster than when complaining in the store										x	x	x
	As complaints are visible to the public, it can be damaging to the retailer										x		x
	To prevent others from shopping at the retailer										x		
	To seek assistance in resolving the problem as the retailer is unable to resolve the problem											X	x
	By complaining, problems will be addressed that will be to the benefit of other consumers												x
To seek other people's advice												x	

Section F focussed on the product-specific variables that influence CCB and did not form part of this study. The dashed lines in Figure 3.1 indicate the flow to and from section F, which only formed part of the product failure part of the bigger study. Section G focussed on consumer personality and the influence of personality on consumers' complaint behaviour which did not form part of this study.

Section H measured the respondents' demographics. This section included closed-ended questions related to ethnicity, gender, level of income, and level of education. Since geographical location formed part of the screening questions, these questions were not again repeated in Section G. However, the data of these two screening questions were analysed with the data of Section G during the data analysis.

3.2.2.1 Pre-testing the measuring instrument

The field workers were required to each complete a questionnaire to identify any possible ambiguity or incorrect wording. After the identified mistakes were corrected, the questionnaire was pre-tested on thirty final year B Con Sci: Clothing retail management students and five masters students who had similar characteristics to the target population of the study; to determine whether they understood all the questions asked within the questionnaire and to determine the time needed to complete the questionnaire. Pre-testing of an electronic questionnaire with build in logic and display validation is of utmost importance to ensure that the survey flow and display are correct. In addition, pre-testing enhances the validity and reliability of the findings (Kumar, 2019:237; Babin & Zikmund, 2016:327; Neuman, 2014:213). Once the questionnaire was pre-tested, and all mistakes were rectified; the questionnaire was distributed to possible potential respondents who met the selection criteria as stated by the study.

3.2.3 Data Collection

Online data collection is convenient, less expensive, more time-efficient, and offers excellent participant anonymity (Kumar, 2019:226). Trained fieldworkers were responsible for the distribution of an invitation with the link to the online questionnaire to potential respondents, both male and female, aged 19 years and older who reside within South Africa. The invitation was distributed via e-mail, WhatsApp, LinkedIn and Facebook. Willing respondents, who complied

with the sampling criteria, completed the online questionnaire. In order to be allowed to complete the questionnaire, the respondents had to provide informed consent to participate in the study. Data was collected between July and August 2019. A total of 768 questionnaires were useful for the study at hand.

3.3 DATA ANALYSIS

Upon the completion of the data collection process, the data was converted into manageable formats which enable the researcher to analyse it in a meaningful manner according to the objectives and to be able to formulate a conclusion regarding the research problem. Zikmund and Babin (2012:59) define data analysis as “the application of reasoning to understand the data that have been gathered”. It involves the process of identifying consistent patterns and then summarising the relevant details discovered within the study (Leedy & Ormrod, 2020:337). Quantitative data analysis refers to the analysis of numerical data using statistical methods. Within conducting quantitative data analysis, the researcher measures manipulates and/or controls variables to obtain different outcomes (Quinlan *et al.*, 2019:323).

To analyse data, professionals use a five-step approach. The steps include validating and editing responses, coding, converting information into useable data, revising the data and lastly statistical analysis (McDaniel, Gates & Sivaramakrishnan, 2008). The study used the five-step approach to analyse the gathered data accurately. The use of an online questionnaire has many benefits such as capturing data in real-time (data is automatically coded and can also be exported at any time), this eliminates the chance of human error which might influence the data (Richter & Bokelmann, 2018; Berndt & Petzer, 2011). Coding is a process aimed at transforming data into numerical values to aid the data analysis process (Kumar, 2019:378; Neuman, 2014:393). After data collection, the coded data were exported into Microsoft Excel and cleaned. The process of “cleaning the data” by the statistician contributed to the accuracy, validity, and reliability of the data collected (Berndt & Petzer, 2011:34). Data cleaning entailed the elimination of all incomplete questionnaires, and the questionnaire respondents that did not meet the screening criteria. Descriptive statistics, such as frequencies, percentages and means, were used to analyse the data and present it in a table to form an understandable description of the various variables (Leedy & Ormrod, 2020:349; Salkind, 2012:161-171). Inferential statistics are used to draw conclusions

or inferences from the data (Leedy & Ormrod, 2020:344). This study made use of exploratory factor analysis (EFA).

3.3.1.1 Exploratory factor analysis

Factor analysis examines potential interrelationships amongst various variables and evaluates the underlying reason for these relationships (Malhotra *et al.*, 2017:707; Hair, Black, Babin & Anderson, 2014:92). EFA enables researchers to reduce large sets of variables based on a shared variance of the original variables and is seen as a “data reduction” technique (Malhotra *et al.*, 2017:709; Babin & Zikmund, 2016; Leedy & Ormrod, 2015:259; Yong & Pearce, 2013; Fricker Jr, Kulzy & Appleget, 2012; Palant, 2011:181). EFA is used to reveal intricate patterns by exploring the data set and by testing predictions and variables identified within the study (Malhotra *et al.*, 2017:709; Leedy & Ormrod, 2015:259; Yong & Pearce, 2013; Fricker Jr *et al.*, 2012). Where these variables are related to one another, it results in fewer factors to explain all the variables identified within the study (Yong & Pearce, 2013; Fricker Jr *et al.*, 2012). To reduce the large number of variables obtained in the study, and to identify underlying patterns within the data, EFA was performed.

For this study, EFA was deemed suitable as the large data set comprised of several factors (i.e. variables) (Malhotra *et al.*, 2017:709-710; Yong & Pearce, 2013). SPSS software was used to perform the EFA, using Oblimin rotation with Kaiser Normalisation as the extraction method. In addition, SPSS was also used to perform two specific statistical measures namely the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and the Bartlett's Test of Sphericity (BTS) to assess the factorability of the data. In order to identify the dimensions of consumer complaint motives, EFAs were performed on the relevant data sets of each motive for no-action (V11.1-V11.8), private action (V12.1-V16.4), and public action (V17.1-V23.11). Outcomes of the factors that were identified were based on the respective Scree plots and an Eigenvalue of >1 (Babin & Zikmund, 2016:557; Hair *et al.*, 2014:107). For the factor analysis to be considered appropriate, the KMO value should be 0.5 or greater and the p-value of the BTS should be 0.5 or smaller (Malhotra *et al.*, 2017:712; Palant, 2011:192). Variables which load high on a specific factor show that they are representative of that specific factor. Generally, variables must have a factor loading of ≥ 0.33 to meet the minimum level of practical significance (Yong & Pearce, 2013; Fricker Jr *et*

al., 2012). The higher the factor loading of the variable, the more representative it is of the specific factor (Babin & Zikmund, 2016:558).

3.4 OPERATIONALISATION

Table 3.2, presents the conceptualisation and operationalisation table, which summarises the essential constructs of the study and provides an overview of the measuring instrument and chosen procedures for data analysis for each objective and sub-objective.

TABLE 3.2 CONCEPTUALISATION AND OPERATIONALISATION OF OBJECTIVES

Objective 1: To explore and describe the types of consumer complaint behavioural intentions.					
SUB-OBJECTIVE	DIMENSIONS	INDICATORS	MEASUREMENT OF SCALE ITEMS	QUENSTIONS (V=VARIABLE)	STATISTICAL PROCEDURES
<u>Sub-objective 1.1</u> To explore and describe the intention to take <i>no action</i> following an in-store service failure.	No-action	Following the in-store failure would you take action	(Chan <i>et al.</i> , 2016; Day & Landon, 1977)	VS68	<u>Descriptive statistics:</u> <ul style="list-style-type: none"> • Frequencies • Percentages
<u>Sub-objective 1.2</u> To explore and describe the intention to take <i>private action</i> following an in-store service failure.	Private action	Tell your family and friends about the problem/failure in person or by phoning them?	(Chan <i>et al.</i> , 2016; Day & Landon, 1977)	VS10.1	<u>Descriptive statistics:</u> <ul style="list-style-type: none"> • Frequencies • Percentages
		Text your family and friends about the problem/failure	(Chan <i>et al.</i> , 2016)	VS10.2	
		Post your experience on your Facebook/Instagram profile for your friends to see	(Chan <i>et al.</i> , 2016; Balaji <i>et al.</i> , 2015)	VS10.3	
		Switch to another brand name	(Chan <i>et al.</i> , 2016; Day & Landon, 1977)	VS10.4	
		Stop buying at the retailer	(Chan <i>et al.</i> , 2016; Day & Landon, 1977)	VS10.5	
<u>Sub-objective 1.3</u> To explore and describe the intention to take <i>public action</i> following an in-store service failure	Public action	Complain to the retailer in person	(Frasquet <i>et al.</i> , 2019; Chan <i>et al.</i> , 2016; Mattila & Wirtz, 2004; Clark, 2013; Day & Landon, 1977)	VS10.6	<u>Descriptive statistics:</u> <ul style="list-style-type: none"> • Frequencies • Percentages
		Complain to the retailer by phone	(Frasquet <i>et al.</i> , 2019; Mattila & Wirtz, 2004; Day & Landon, 1977)	VS10.7	
		Complain to the retailer by e-mail	(Clark, 2013; Mattila & Wirtz, 2004)	VS10.8	
		Complain on the retailer's website	(Frasquet <i>et al.</i> , 2019; Chan <i>et al.</i> , 2016; Yilmaz, 2016; Clark, 2013)	VS10.9	
		Post negative comments on the retailer's Twitter/Facebook/Instagram pages for anyone to see	(Frasquet <i>et al.</i> , 2019; Yilmaz, 2016; Balaji <i>et al.</i> , 2015; Clark, 2013)	VS10.10	
		Complain to a consumer protection organisation	(Chan <i>et al.</i> , 2016; Day & Landon, 1977)	VS10.11	
		Write/post a complaint to the press (newspaper, magazine etc.) or a consumer complaint website (e.g. hellopeter.com)	(Chan <i>et al.</i> , 2016; Clark, 2013)	VS10.12	

Objective 2: To explore and describe consumers' motives for complaint behavioural intentions.					
SUB-OBJECTIVE	DIMENSIONS	INDICATORS	MEASUREMENT OF SCALE ITEMS	QUESTIONS (V=VARIABLE)	STATISTICAL PROCEDURES
<u>Sub-objective 2.1</u> To explore and describe consumers' motives for <i>no action</i> .	Utility	Complaining is too much effort	(Heung & Lam, 2003)	V11.1	<u>Descriptive statistics:</u> <ul style="list-style-type: none"> • Frequencies • Percentages <u>Inferential statistics:</u> <ul style="list-style-type: none"> • EFA
		The complaint process is a waste of time	(Heung & Lam, 2003)	V11.2	
		The retailer has an unfair return/exchange/refund policy	(Heung & Lam, 2003)	V11.8	
	Protecting the self	I do not want to be perceived as a nuisance or troublemaker	(Heung & Lam, 2003)	V11.7	
		I am too shy to complain	(Heung & Lam, 2003)	V11.6	
	Loyalty	I had purchased from the retailer many times before without problems and therefore will not be especially angered when the failure occurs	(Heung & Lam, 2003)	V11.5	
The problem/failure experienced is no big deal		(Heung & Lam, 2003)	V11.4		
<u>Sub-objective 2.2</u> To explore and describe consumers' motives for <i>private action</i> .	Altruism	To warn them against the retailer	(Yilmaz, 2016; Heung & Lam, 2003; Sundaram <i>et al.</i> , 1998)	V12.1, V13.1, V14.1	<u>Descriptive statistics:</u> <ul style="list-style-type: none"> • Frequencies • Percentages <u>Inferential statistics:</u> <ul style="list-style-type: none"> • EFA
		To prevent them from experiencing the same problem	(Yilmaz, 2016; Sundaram <i>et al.</i> , 1998)	V12.2, V13.2, V14.2	
	Vengeance	To hurt/harm the retailer	(Yilmaz, 2016; Sundaram <i>et al.</i> , 1998)	V12.6, V13.6, V14.6, V16.3	
		To harm the brand name	(Yilmaz, 2016; Sundaram <i>et al.</i> , 1998)	V15.3	
	Ego	To express emotions (anger, frustration)	(Yilmaz, 2016; Loo <i>et al.</i> , 2013; Heung & Lam, 2003)	V12.4, V13.4, V14.4, V15.2, V16.2	
		To feel less dissatisfied	(Yilmaz, 2016; Heung & Lam, 2003)	V12.3, V13.3, V14.3, V15.4, V16.4	
		To seek empathy	(Yilmaz, 2016)	V12.7, V13.7, V14.7	
		To stand up for my rights as a consumer	(Yilmaz, 2016; Heung & Lam, 2003)	V12.8, V13.8, V14.8	
	Advice seeking	To seek their advice	(Yilmaz, 2016)	V12.5, V13.5, V14.5	
	Utility	Do not consider the brand name reliable anymore	(Heung & Lam, 2003)	V15.1, V16.1	
	<u>Sub-objective 2.3</u> To explore and describe consumers' motives for <i>public action</i> .	Altruism	To ensure that the company is aware of the problem	(Sundaram <i>et al.</i> , 1998)	
To help the retailer in preventing future problems/failures			(Sundaram <i>et al.</i> , 1998)	V17.9, V18.9, V19.9, V20.9, V21.6	
To prevent other consumers from experiencing the same problem			(Yilmaz, 2016; Sundaram <i>et al.</i> , 1998)	V17.4, V18.4, V19.4, V20.4, V21.1, V23.9	
To warn consumers against the retailer			(Yilmaz, 2016; Sundaram <i>et al.</i> , 1998)	V22.5, V23.4, V23.5	
To prevent other consumers from shopping at the retailer			(Yilmaz, 2016; Sundaram <i>et al.</i> , 1998)	V21.11	

Objective 2: To explore and describe consumers' motives for complaint behavioural intentions (continued)					
SUB-OBJECTIVE	DIMENSIONS	INDICATORS	MEASUREMENT OF SCALE ITEMS	QUESTIONS (V=VARIABLE)	STATISTICAL PROCEDURES
Sub-objective 2.3 To explore and describe consumers' motives for public action. (continue)	Vengeance	Visible complaints (website/newspaper) are damaging to the retailer	(Yilmaz, 2016)	V21.9, V23.7	<u>Descriptive statistics:</u> <ul style="list-style-type: none"> • Frequencies • Percentages <u>Inferential statistics:</u> EFA
		To harm the retailer's reputation	(Yilmaz, 2016; Sundaram <i>et al.</i> , 1998)	V21.10, V23.8,	
	Ego	To express emotions (anger, frustration)	(Yilmaz, 2016; Heung & Lam, 2003; Sundaram <i>et al.</i> , 1998)	V17.5, V18.5, V19.5, V20.5, V21.2, V22.3, V23.3	
		To feel less dissatisfied	(Yilmaz, 2016; Heung & Lam, 2003)	V17.6, V18.6, V19.6, V20.6, V21.3, V22.4, V23.10	
		To stand up for my rights as a consumer	(Yilmaz, 2016)	V17.10, V18.10, V19.10, V20.10, V21.7, V22.2, V23.2	
	Redress attainment	Seek exchange/refund/voucher	(Loo <i>et al.</i> , 2013; Heung & Lam, 2003)	V17.1, V18.1, V19.1, V20.1	
		Seek apology/explanation	(Loo <i>et al.</i> , 2013; Heung & Lam, 2003)	V17.3, V17.8, V18.3, V18.8, V19.2, V19.8, V20.2, V20.8, V21.5	
		To resolve the problem	(Yilmaz, 2016; Loo <i>et al.</i> , 2013; Heung & Lam, 2003)	V17.2, V18.2, V19.2, V20.2, V21.8, V22.1, V23.6	
	Advice seeking	To seek other people/organisation's advice	(Yilmaz, 2016; Sundaram <i>et al.</i> , 1998)	V22.1, V23.1, V23.11	
	Utility	Complaining via e-mail/phone/website is more convenient than complaining in store	(Yilmaz, 2016)	V18.11, V19.11, V20.11	
		Complaints on the retailer's website/social media pages are handled more effectively than instore	(Yilmaz, 2016)	V20.12	
		Complaints on a retailer's social media pages/consumer complaint website are resolved faster than when complaining in the store	(Yilmaz, 2016)	V21.8, V23.6	

3.5 QUALITY OF THE STUDY

To ensure the quality of the study, a special effort was made to eliminate any error by enhancing the validity and reliability of the results.

3.5.1 Validity

The concept of accuracy and aptness as applied to a research study is called validity (Kumar, 2019:270). Validity refers to the extent to which a score accurately represents a concept (Babin & Zikmund, 2016:281). Internal validity refers to whether the research method or design will answer the research question correctly, while external validity focuses on the ability to generalise the findings from a specific sample to a larger population (Wiid & Diggins, 2015:64). There are various types of validity, namely theoretical validity, face validity, content validity and construct validity (Malhotra *et al.*, 2017:362).

Theoretical validity is ensured by conducting a thorough review of literature (Leedy & Ormrod, 2020:128). For this study, an analysis of literature was done on service failure within the (apparel) retail context, consumer complaint behaviour (CCB), and on consumers' motives for CCB as a result of service and/or product failures in the in-store and/or online retail environment. The questionnaire items were designed to elicit responses based on empirical evidence about in-store service failures, consumer complaint behaviour and motives for complaint and non complaint intentions.

Measurement validity refers to the extent with which the measuring instrument accurately represents the measurement it is claiming to represent (Kumar, 2019:272; Quinlan *et al.*, 2019:282). Measurement validity encompasses four types of measurement, namely: face, content, construct and criterion validity.

Face validity shows on face value whether the questionnaire will measure what it intends to measure (Quinlan *et al.*, 2019:282; Babin & Zikmund, 2016:282). It is of importance that all the questions and items cover all the aspects of the research objectives of the study (Kumar, 2019:272). To ensure that the scope of the study is covered adequately, the questions should

address the different aspects equally. The study's questionnaire included indicators that were structured explicitly so that they appeared to be relevant measurements for the variables.

Content validity refers to the extent to which the research study adequately represents the overall viewpoints of the sample (Leedy & Ormrod, 2020:128; Delport & Roestenburg, 2011:173). A pre-test was employed to ensure that the participants clearly understood the questions and were able to accurately assign their relevant outcome (Wiid & Diggines, 2015:174; Zikmund & Babin, 2012:302). This process ensured the validity of the data as the data collection would provide an accurate representation of the desired outcome.

Construct validity refers to the ability of the measuring instrument to measure what it is intended to measure accurately (Leedy & Ormrod, 2020:128; Babin & Zikmund, 2016:283). It is determined by establishing the contribution of each construct to the total variance observed within the study (Kumar, 2019:272). To ensure that the questions indeed measure what they intended to measure, a thorough literature review was conducted to select appropriate scales and to delineate the relevant constructs accurately.

Criterion validity requires that the measuring tool acts as an accurate predictor of the theoretical construct being measured (Leedy & Ormrod, 2020:129; Quinlan *et al.*, 2019:282; Babin & Zikmund, 2016:282). To ensure criterion validity, there should be a correlation between the test and the criterion variables held representative of the construct (Babin & Zikmund, 2016:283). Criterion validity can be established with multiple measurements (such as the motivation section of this study), such as comparing the scores on the questionnaire with an established external criterion that measures the same concept. To achieve a high degree of criterion validity, existing and tested scales were adopted to measure the objectives of the study (Leedy & Ormrod, 2020:129).

3.5.2 Reliability

If the research tool used for the study is predictable and accurate, it is said to be reliable; a scale is therefore reliable to the degree to which repeated measurements made by the scale under constant conditions provide the same results (Leedy & Ormrod, 2020:131; Babin & Zikmund,

2016:284; Salkind, 2012:115). Reliability, therefore, refers to the research method's ability to produce consistent results, if the research was to be taken at a different point in time using the same research method (Quinlan *et al.*, 2019:282; Creswell & Creswell, 2018:456). To enhance the reliability of the data, this study used adapted versions of established scales (Frasquet *et al.*, 2019; Chan *et al.*, 2016; Yilmaz, 2016; Balaji *et al.*, 2015; Loo *et al.*, 2013; Clark, 2013; Mattila & Wirtz, 2004; Heung & Lam, 2003; Sundaram *et al.*, 1998; Day & Landon, 1977) that have proven to be reliable. A pre-test was conducted to eliminate any errors or confusion concerning the questionnaire. Several indicators and dimensions were identified and used in different questions to ensure that all the objectives of the study are met. The Cronbach's Alpha values of the factors resulting from the EFA were interpreted to determine the internal reliability of scale items, with Cronbach's Alpha > 0,7 indicating acceptable reliability of the measurement scale (Malhotra *et al.*, 2017:360; Babin & Zikmund, 2016:280). The questionnaire was accompanied by a consent form with clear instructions. Incomplete questionnaires were discarded and were not included in the final results as it could influence the reliability of the results.

3.6 ETHICS

All professions are guided by a code of ethics, which provides guidelines to ensure that the research is conducted correctly and rightfully (Leedy & Ormrod, 2020:135; Kumar, 2019:356; Quinlan *et al.*, 2019:41). Researchers should ensure that research is done in a manner that adheres to the code of conduct during the research process. The ethics committee of the Natural and Agricultural Science Faculty of the University of Pretoria approved the research and the questionnaire used for this study (included in **Addendum B**).

Informed consent requires participants to formally agree to take part in the research study and to demonstrate that they understand the implications of providing data (Malhotra *et al.*, 2017:898). Before potential respondents completed the online questionnaire, they were requested to provide informed consent to participate in the study. The consent form explained the research purpose and the research procedure, provided an estimate of the duration of the questionnaire, and disclosed the researcher's contact details if respondents needed additional information about the study. The respondents had to agree with the terms and conditions stated in the consent form to provide informed consent. The consent form clearly stated that participation in this study was voluntary. The respondents were informed that they could withdraw from the study at any point in

time. Respondents who refused to complete the questionnaire were not negatively affected in any way. This research study ensured both the privacy and confidentiality of the respondents as they were not required to provide their name or contact information to complete the questionnaire. By being anonymous within a research study, no one can match the responses to any specific respondent (Leedy & Ormrod, 2020:138; Creswell & Creswell, 2018:176). Confidentiality means that the information involved in a study will not be shared with others (Kumar, 2019:360; Quinlan *et al.*, 2019:47). As stated in the consent form, all the data obtained from this study was solely used for the purpose of this research project.

Walliman (2011:253) states that: "Ethical research is aimed at causing no harm, and if possible, producing some gain, not only in the wider field but for the participants in the project." The questionnaire was, therefore, developed in such a way that it did not cause the respondents any emotional or physical discomfort (Quinlan *et al.*, 2019:43). It is important to note that the research team strived to protect any person who decided to participate in this project.

Deception involves misleading participants, deliberately misrepresenting facts, and concealing information from participants (Creswell & Creswell, 2018:174; Struwig & Stead, 2001:69). The role of researchers and fieldworkers are to ensure that the questionnaire and the information provided in the survey is presented in an understandable manner and that there is no room for confusion. All questions set forth to the respondents in the online questionnaire were compiled clearly to ensure that respondents were not deceived in any way.

Results and findings of a research study should always be truthful (Malhotra *et al.*, 2017:896). The researchers did their utmost best to ensure that the data collection and interpretation were done correctly and professionally.

Any form of plagiarism is discouraged and was, therefore, avoided during all phases of this research study (Kumar, 2019:362; Quinlan *et al.*, 2019:44; Hofstee, 2013:211-212). Attention was paid to ensure that literature used within this dissertation were correctly referenced according to the referencing regulations as set out by the Department of Consumer and Food Sciences. A plagiarism declaration of the University of Pretoria was completed and can be found in **Addendum C**.

3.7 Conclusion

The research design and methodology of this research study were carefully considered to ensure that the best possible research methods were used with the resources available. The study followed a quantitative research approach employing a survey research design with self-administered questionnaires. The unit of analysis was consumer aged 19 years and older who resided in South Africa. The data collection and data analysis were conducted in a manner to ensure quality results. The data collection process was done cautiously to collect useful data and to not disregard the privacy of any respondent. Throughout the study, the concepts of validity and reliability were carefully considered to enhance the quality of the data. Ethics also played a vital role throughout the study. The study was executed with the aim to publish the findings in a scientific accredited journal; therefore, immense effort was made to ensure the overall quality of the study.

Chapter 4: Results and discussions

This chapter provides an overview of the results, which also includes the demographic characteristics of the sample. Results are presented in line with the study's objectives. Findings are interpreted and discussed in accordance with existing literature.

4.1 INTRODUCTION

Descriptive and inferential statistics were employed to describe and summarise the quantitative data gathered through the interactive structured questionnaire. The descriptive statistics are summarised and presented in tables with numerical summaries of the frequencies and percentages of the data. Inferential statistics were employed to investigate the underlying patterns which appeared within the data.

4.2 DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

The target population for this study was South African consumers, both male and female, of all population groups, residing in any of the nine provinces of South Africa, who were 19 years or older at the time of data collection. The pre-requisites of this study were, therefore, age and geographic location.

The data collection process generated a total of **768** useful questionnaires through convenience, quota and snowball sampling methods, as explained in Chapter 3. Demographics are essential in a research study as demographic information is necessary to see whether the individuals that partook in the survey are indicative of the population (Stam, 2010). Section H of the questionnaire measured the demographics of the respondents who partook in the survey. Table 4.1 summarised the demographic profile of the sample. It is important to note that there are no “missing values” for the demographic questions. As explained in Chapter 3, in the electronic questionnaire, forced

response validation was included that prohibited the respondents from leaving questions unanswered.

TABLE 4.1: DEMOGRAPHIC PROFILE OF THE SAMPLE (N = 768)

Sample variables	Frequency (n)	Percentages (%)
Gender (N=768)		
Male	195	25.4
Female	573	74.6
Age (N=768)		
Emerging Millennials	162	21.1
Young Millennials	146	19.0
Older Millennials	113	14.7
Middle-aged	252	32.8
Mature consumers	95	12.4
Highest level of education (N=768)		
Lower than Grade 10	8	1.1
Grade 10 or Grade 11	7	0.9
Grade 12	166	21.6
Degree/Diploma	391	50.9
Postgraduate	196	25.5
Monthly household income (N=768)		
Less than R10 000	115	15.0
R10 001 – R19 999	132	17.2
R20 000 – R29 999	127	16.5
R30 000 – R49 999	142	18.5
R50 000 or more	252	32.8
Population group (N=768)		
White	562	73.2
Black	102	13.3
Indian	56	7.3
Coloured	26	3.4
Other	22	2.8

4.2.1 Gender

Respondents were selected by employing non-probability sampling techniques through voluntary participation. The fieldworkers were encouraged to ensure an equal distribution of both genders, but most of the respondents (n = 573; 74.6%) were female. This could indicate that female consumers are more willing to complete questionnaires, compared to men, as also stated in prior research (Sharma & Uniyal, 2017; Curtin, Presser & Singer, 2000). According to the last census taken in South Africa in 2016, the demographic representation is 51% female and 49% male (Stats, 2016), indicating that the data collected for this research is not fully representative of the population at large. Still, due to the large sample size, the data is acceptable to produce useful findings.

4.2.2 Age

The minimum requirement for participation in the survey was that the respondent had to be 19 years of age or older. Every respondent indicated their exact age in an open-ended question in the questionnaire. Ages varied between 19 years and 80 years of age. The fieldworkers were instructed to gather data from diverse age groups across different geographic areas in South Africa. The data was simplified for the analysis process into five main age categories: *emerging Millennials*, between the ages of 19 and 25 years old, (n = 162), *young Millennials*, between the ages of 26 and 32 years old, (n = 146), *older Millennials*, between 33 and 39 years old, (n = 113), *middle aged* between 40 and 54 years old, (n = 252) and *mature consumers*, older than 55 years (n = 95). Most of the respondents were middle aged consumers (n = 252; 32.8%). Mature consumers (n = 95; 12.4%) formed the smallest part of the sample represented within this study. The total Millennial respondents were n = 421 (55%). The preceding result is, however, not unordinary as research indicates that millennials are considered to buy clothing more frequently than the older age groups (Moreno, Lafuente, Carreón & Moreno, 2017). The data collected for this specific question is a good representation of the population at large as equal distribution of all five age categories were present in the data, as seen in Table 4.1.

4.2.3 Level of education

Most of the respondents of this study possessed some form of tertiary education (n = 587; 76.4%); mostly a degree or diploma (n = 391; 50.9%). Furthermore, 21.6% (n = 166) of respondents possessed a secondary school certificate up to Grade 12 and only 1.9% (n = 15) of respondents did not finish high school. The low representation of unschooled respondents could be attributed to the digital nature of the questionnaire, which required respondents to have a device with an Internet connection. This representation was regarded as adequate to draw useful statistical conclusions.

4.2.4 Monthly household income

Monthly household income influences consumers' spending power (Diamond *et al.*, 2015:62). The questionnaire distinguished five income categories to aim for a sizeable representation in each

category. The categories are distinguished as follow: <10 000 (n = 115; 15%), ≥10 001 to ≤19 999 (n = 132; 17.2%), ≥20 000 to ≤29 999 (n = 127; 16.5%), ≥30 000 to ≤49 999 (n = 142; 18.5%) and >50 000 (n = 252; 32.8%). A substantial number of respondents were in the category of >50 000 (32.8%), this could be attributed to the fact that respondents had to use a web-enabled device with an Internet connection to complete the questionnaire. Respondents who earn >50 000 are more likely to own a web-enabled device with an Internet connection (Malhotra *et al.*, 2017:281; Berndt & Petzer, 2011:145)

4.2.5 Population group

Respondents indicated which population group they belonged to for descriptive purposes. Five broad population categories were distinguished, namely: White (n = 562; 73.2%), Black (n = 102; 13.3%), Indian (n = 56; 7.3%), Coloured (n = 26; 3.4%) and Other (n = 22; 2.9%). According to Statistics South Africa, as recorded in 2016, the White population group within South Africa are recorded at 4.5 million (0.08%) and the Black population group at 44.8 million (80.66%) (Stats, 2016). The data of this study, according to population group is therefore not representative of the entire population of South Africa; amidst quota sampling efforts.

4.3 IN-STORE SERVICE FAILURE

In-store service failure doesn't pertain to the objectives of the study; however, it serves as a background for the findings of this study. The motives of consumers' intention to not engage in CCB or to participate in private and/or public complaint action following an **in-store service failure** were described and explored within this study. It, therefore, signals the need to provide some background to in-store service failures. Table 4.2 presents the results of question VS5 of the questionnaire (Addendum A), which asked respondents to select the in-store service failure, which would cause them the **most** dissatisfaction.

TABLE 4.2: IN-STORE SERVICE FAILURE (N = 768)

In-store service failures	Frequency (n)	Percentage (%)
Incompetent staff	124	16.1
Unpleasant atmosphere	106	13.8
Unfriendly staff	90	11.7
Stock availability issues (e.g. out of stock)	77	10.0
Unhelpful staff	71	9.2
Long waiting time in queues	69	9.0
Inaccurate information	46	6.0
Untidy store areas (e.g. fitting rooms, till points, etc.)	42	5.5
Poor customer service support	36	4.7
Unorganised store layout	35	4.6
Missing price tags	33	4.3
Difficulties while paying	15	2.0
Unfair return/exchange policy	13	1.6
Refund problems	5	0.7
Unclear return/exchange policy	4	0.5
Poor communication with customers	2	0.3

According to Table 4.2, most of the respondents suggested that "incompetent staff" (n = 124; 16.1%) would cause them to be the most dissatisfied. A study that focused on fashion chain stores stated that the service quality of the staff is an essential aspect in a fashion chain store's business and that the most frequent reason for consumer dissatisfaction is, however, poor service quality from staff (Chan *et al.*, 2016). Other in-store service failures which appeared to be likely to cause dissatisfaction amongst clothing consumers are: "unpleasant atmosphere" (n = 106; 13.8%), "unfriendly staff" (n = 90; 11.7%), "stock availability issues" (n = 77; 10.0%), and "unhelpful staff" (n = 71; 9.2%). It is evident from Table 4.2 that respondents will not be particularly dissatisfied if the following in-store service failures occurred: "refund problems" (n = 5; 0.7%), "unclear return/exchange policy" (n = 4; 0.5%), and "poor communication with customer" (n = 2; 0.3%). South African consumers, within a clothing retail context, would, as a result, be most likely to complain due to incompetent staff.

4.4 RESULTS, DISCUSSIONS AND INTERPRETATIONS

The results of this study are based on data captured in Sections A, B, D and E of the questionnaire, which were designed to address the research objectives of this study.

Descriptive statistics were used to describe the data through frequencies and percentages. Thereafter inferential statistics namely, exploratory factor analysis (EFA) was used to reduce data by identifying correlations between a set of variables (Malhotra, 2017:709; Pallant, 2011:181). Exploratory factor analysis was performed on each motive which drives the different complaint actions, i.e., no-action, private action and public action. The questionnaire used for this study was an interactive questionnaire in which respondents only provided their motives for their intent to engage in the specific action which they selected in Section D. As a result, some of the complaint actions had very few responses. Consequently, EFA could not be performed on all of the motives which drive the different complaint actions as a minimum of 150 respondents are required to perform EFA (Palant, 2011:183). To ensure that the data was suitable for factor analysis, the sample size was suggested to be at minimum a hundred and fifty respondents (Palant, 2011:183). For this study, the data of only six specific actions' motives were considered appropriate for factor analysis.

As explained in Chapter 3, for all six of the EFAs in this study, the factor extraction employed Principal Axis Factoring⁴ using an Oblimin rotation with Kaiser Normalisation. To determine the number of factors to use, several procedures were taken. The study first employed the Kaiser's criterion/ eigenvalue rule which states that only factors with an eigenvalue of 1.0 or more should be retained for further investigation (Malhotra *et al.*, 2017:717; Palant, 2011:184,192). In addition, the scree plot of the eigenvalues (Catell's scree test) was analysed to determine the number of factors to use. Furthermore, the percentage of variance extracted by the factors were considered, taking into account that the cumulative variance explained should be at least 60% (Malhotra, 2017:718). Taking this into consideration, all of the EFAs produced either two or three factors. The correlation of the items in each factor was carefully analysed and a meaningful label was given to each factor.

4.4.1 Results of objective 1

Objective 1: To explore and describe the types of consumer complaint behavioural intentions.

Sub-objective 1.1: To explore and describe no action as a consumer complaint behavioural intention.

Sub-objective 1.2: To explore and describe private action as a consumer complaint behavioural intention.

Sub-objective 1.3: To explore and describe public action as a consumer complaint behavioural intention

The study firstly aimed to explore and describe the types of consumer complaint behavioural intentions (Objective 1). As per Day and Landon (1977), consumer complaint behavioural responses are divided into action and no-action and then further subdivides action into private and public action. Respondents were first asked if they would take action following an in-store service failure (Yes/No). Those respondents who indicated that they would take action were directed to the questions related to different action intentions. The respondents who chose that they would not take action were directed to **Section E** regarding motives for non-complaint intentions. See Chapter 3 Figure 3.1 for the survey flow.

TABLE 4.3: NO ACTION VS ACTION AS COMPLAINT BEHAVIOURAL RESPONSE (N = 768)

Question		Frequency (n)	Percentage (%)
VSS10: Following the in-store service failure, would you take action?	Yes	599	78.0
	No	169	22.0

Table 4.3 presents the results concerning whether respondents would decide not to take action (no-action) or to take action (action) following an in-store service failure.

4.4.1.1 No-action as a complaint response

Table 4.3 reveals that a mere total of 22% (n = 169) of respondents indicated that they would not take any action following an in-store service failure. This result is supported by another study

which focused on consumer complaint behaviour concerning performance failure of major electrical household appliances (product failure) which found that only 19.91% of respondents stated to take no action, whilst 80.09% respondents stated that they would take action (Donoghue, 2008).

4.4.1.2. Action as a complaint response

It is evident from Table 4.3 that 78% (n = 599) of respondents are inclined to take action following an in-store service failure. As already explained, action is subdivided into private and public action. The questionnaire included four response categories, i.e., not at all likely (1), not likely (2), likely (3), and extremely likely (4). In Table 4.4 and 4.5, these four response categories are regrouped; consequently, the similarities and differences between the results are more distinctive. The discussion of each table will focus on two response categories, i.e., not likely, and likely.

Private action

TABLE 4.4: PRIVATE COMPLAINING ACTIONS (n = 599)

Question	Not at all likely		Not likely		Likely		Extremely likely	
	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)
VS10.1: Tell your family and/or friends about the problem/failure in person (face-to-face) or by phoning them	25	4.2	56	9.3	340	56.8	178	29.7
	n = 81; 13.5%				n = 518; 86.5%			
VS10.2: Text your family and/or friends about the problem/failure (e.g. using WhatsApp)	103	17.2	207	34.6	205	34.2	84	14.0
	n = 310; 51.8%				n = 289; 48.2%			
VS10.3: Post your experience on your Facebook/Instagram profile for your friends to see	249	41.6	236	39.4	90	15.0	24	4.0
	n = 485; 81.0%				n = 114; 19.0%			
VS10.4: Switch to another brand name	34	5.7	149	24.9	325	54.2	91	15.2
	n = 183; 30.6%				n = 416; 69.4%			
VS10.5: Stop buying at the retailer	33	5.5	194	32.4	270	45.1	102	17.0
	n = 227; 37.9%				n = 372; 62.1%			

As indicated in Table 4.4, the majority of the respondents were inclined to tell their family and/or friends (n = 518; 86.5%) about the service failure either face-to-face or by phoning them. A study

which focused on consumer satisfaction and complaint behaviour directed at small custom-made clothing businesses in South Africa also stated that majority of consumers contacted family, friends and/or acquaintances to tell them about the bad experience (Makopo *et al.*, 2016). The second-ranked complaining action is to "switch to another brand name" (n = 416; 69.5%), followed by the intention to "stop buying at the retailer" (n = 372; 62.1%). Almost half of the respondents (n = 289; 48.2%) indicated that they would text their family and/or friends about the service failure. Respondents suggested that they are the least inclined to post their negative experience on their Facebook/Instagram profile for their friends to see (n = 144; 19%) following an in-store service failure. This contradicts with Chan *et al.*, (2016) study based on complaint behaviour towards fashion chain stores in Hong Kong where consumers were likely to post their experiences on social media platforms, it could be due to the demographic differences between Chinese and South African consumers.

Public action

TABLE 4.5: PUBLIC COMPLAINING ACTIONS (n = 599)

Question	Not at all likely		Not likely		Likely		Extremely likely	
	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)
VS10.6: Complain to the retailer in person (face-to-face)	49	8.2	120	20.0	287	47.9	143	23.9
	n = 169; 28.2%				n = 430; 71.8%			
VS10.7: Complain to the retailer by phone	137	22.9	257	42.9	154	25.7	51	8.5
	n = 394; 65.8%				n = 205; 34.2%			
VS10.8: Complain to the retailer by e-mail	118	19.7	201	33.6	197	32.9	83	13.8
	n = 319; 53.3%				n = 280; 46.7%			
VS10.9: Complain on the retailer's website	117	19.5	231	38.6	187	31.2	64	10.7
	n = 348; 58.1%				n = 251; 41.9%			
VS10.10: Post negative comments on the retailer's Twitter/Facebook/Instagram pages for anyone to see	263	43.9	241	40.2	75	12.5	20	3.4
	n = 504; 84.1%				n = 95; 15.9%			
VS10.11: Complain to a consumer protection organisations (e.g. the National Consumer Commission)	265	44.2	249	41.6	70	11.7	15	2.5
	n = 514; 85.8%				n = 85; 14.2%			
VS10.12: Write/post a complaint to the press (newspaper, magazine etc.) or a consumer complaint website	298	49.7	239	39.9	46	7.7	16	2.7
	n = 537; 89.6%				n = 62; 10.4%			

According to Table 4.5 majority of the respondents suggested that they were likely to complain to the retailer in person (n = 430; 71.8%) when engaging in public complaining actions. Almost half of the respondents suggested that they were likely to complain to the retailer by e-mail (n = 280; 46.8%) and many have indicated that they will complain on the retailer's website (n = 251; 41.9%). The fourth-ranked complaint action is to complain to the retailer by phone (n = 205; 34.2%). Less than 20% of the respondents suggested that they are likely to post negative comments on the retailer's Twitter/Facebook/Instagram pages for anyone to see (n = 95, 15.8%). Only a few respondents were inclined to contact a consumer protection organisation (n = 85; 14.2%) or to write and/or post a complaint to the press or a consumer complaint website (n = 62, 10.4%).

It is evident from Table 4.4 and Table 4.5 that respondents tend to be more likely to engage in private action, e.g. tell friends/or family about the in-store service failure. Respondents who stated that they are likely/ extremely likely to engage in public action would instead contact the retailer to complain than to take more formal public action such contacting a consumer protection organisation, and/or writing and/or posting a complaint to the press or a consumer complaint website. In a study conducted by Donoghue (2008) on consumer complaint behaviour concerning performance failure of major electrical household appliances, similar results were obtained.

4.4.2 Results of objective 2

Objective 2: To explore and describe consumers' motives for complaint behavioural intentions.

Sub-objective 2.1: To explore and describe consumers' motives for no action.

Sub-objective 2.2: To explore and describe consumers' motives for private action.

Sub-objective 2.3: To explore and describe consumers' motives for public action.

The study, furthermore, aimed to explore and describe the consumers' motives for complaint behavioural intentions (Objective 2). The motives for both complaint intentions and non-complaint intentions were measured using a 5-point Likert-type scale which ranged from "strongly disagree" to "strongly agree". The questionnaire included five response categories, i.e., strongly disagree, disagree, neutral, agree, and strongly agree. To discuss the results of objective two, the five response categories are regrouped; consequently, the similarities and differences between the

results are more distinctive. The discussion of each table focusses on the three response categories, i.e., disagree, neutral, and agree. In the instances where EFA was possible to perform, the EFA results are discussed following the descriptive statistics.

The questionnaire used for this study was constructed using Qualtrics marketing research software. The use of an online interactive questionnaire is advantageous to the researcher. For example, the "forced response" option provided by Qualtrics eliminates the occurrence of "missing values" as respondents are unable to proceed to the next question before completing the current question. Display logic enabled the researcher to modify the questionnaire in areas where a specific question or response options apply only to individual respondents. In Section E, the respondents only completed the motive questions based on the intentions which they indicated in the preceding section (Section D).

4.4.2.1 Results of consumers' motives for taking no action

TABLE 4.6: CONSUMERS' MOTIVES FOR TAKING NO ACTION (n = 169)

Non-complaint motives	Strongly Disagree		Disagree		Neither agree nor disagree		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
VS11.1: Complaining is too much effort	7	4.2	31	18.3	26	15.4	86	50.9	19	11.2
	n = 38; 22.5%				n = 26;15.4%		n = 105; 62.1%			
VS11.2: The complaint process is a waste of time	8	4.7	22	13.0	31	18.4	88	52.1	20	11.8
	n = 30; 17.7%				n = 31;18.4%		n = 108; 63.9%			
VS11.3: The retailer would not be able to fix the problem	29	17.3	57	33.7	32	18.9	43	25.4	8	4.7
	n = 86; 51.0%				n = 32;18.9%		n = 51; 30.1%			
VS11.4: The problem/failure experienced is no big deal	13	7.7	65	38.5	49	29.0	37	21.9	5	3.0
	n = 78; 46.2%				n = 49;29.0%		n = 42; 24.9%			
VS11.5: I had purchased from the retailer many times before without problems and therefore will not be especially angered when the failure occurs	6	3.6	22	13.0	38	22.5	84	49.7	19	11.2
	n = 28; 16.6%				n = 38;22.5%		n = 103; 60.9%			
VS11.6: I am too shy to complain	35	20.7	45	26.6	30	17.8	47	27.8	12	7.1
	n = 80; 47.3%				n = 30;17.8%		n = 59; 34.9%			
VS11.7: I do not want to be perceived as a nuisance or troublemaker	17	10.0	47	27.8	29	17.2	65	38.5	11	6.5
	n = 64; 37.8%				n = 29;17.2%		n = 76; 45.0%			
VS11.8: The retailer has an unfair return/exchange/refund policy	29	17.1	62	36.7	66	39.1	9	5.3	3	1.8
	n = 91; 53.8%				n = 66;39.1%		n = 12; 7.1%			

When analysing Table 4.6 it is evident that the three prominent motives for the intention not to take action are that they feel the complaint process is a waste of time (n = 108, 63.9%), they feel the complaining is too much effort (n = 105; 62.1%) and that they purchased from the retailer many times before without problems and, therefore, will not be especially angered when the failure occurs (n = 103, 60.9%). This is supported by the study of Nimako and Menash (2012), one of the prominent motivations within their research for consumers decision to not take action was that consumers feel that nothing would be done about the failure even if they do complain. This relates to consumers perception that the complaint process is a waste of time. The fourth most important non-complaint motive is that consumers do not want to be perceived as a nuisance or troublemaker (n = 76, 45%).

About half of the respondents indicated that their belief that "the retailer would not be able to fix the problem" (n = 86, 50.9%) and that "the retailer has an unfair return/exchange/refund policy" (n = 91, 53.9%) are not prominent motives driving their non-complaining behaviour. Previous literature indicates that possible reasons why consumers do not complain include for example late realisation of the failure, consumer loyalty to the retailer, the retailer's quality reputation and social factors such as being too busy to complain (Nimako & Mensah, 2012; Voorhees *et al.*, 2006). Consumers may also feel that complaining is not worth their effort as nothing will be done even if they do complain (Donoghue, 2013; Nimako & Mensah, 2012).

The EFA for this question provided a three-factor extraction as can be seen in Table 4.7. The eigenvalues of all three these factors are greater than one and the total variance explained is 57,985% which is satisfactory, since a total variance explained of 60% or more is envisaged (Malhotra, 2017:718). The factors were labelled following their content, namely:

TABLE 4.7: CONSUMERS' MOTIVES FOR TAKING NO ACTION (n = 169)

	FACTOR 1	FACTOR 2	FACTOR 3
V11.6. I am too shy to complain	0.815	0.015	-0.224
V11.7. I do not want to be perceived as a nuisance or troublemaker	0.708	-0.298	-0.156
V11.1. Complaining is too much effort	0.630	0.004	0.262
V11.2. The complaint process is a waste of time	0.477	0.355	0.434
V11.4. The problem/failure experienced is no big deal	-0.018	-0.830	0.060
V11.5. I had purchased from the retailer many times before without problems and therefore will not be especially angered when the failure occurs	0.123	-0.735	0.086
V11.3. The retailer would not be able to fix the problem	-0.100	-0.015	0.728
V11.8. The retailer has an unfair return/exchange/refund policy	-0.007	-0.113	0.690
Mean	3.195	3.130	2.525
Standard deviation	1.110	1.001	1.031
% Variance explained	24.492	19.152	14.341
Cronbach's Alpha	0.600	0.501	0.277

Note: Response options 1-5

Factor 1: Protecting the self/ Convenience (4 items)

Factor 2: Not worth complaining (2 items)

Factor 3: Willingness and ability to handle CCB (2 items)

Factor 1 consists of four items (V11.6, V11.7, V11.1, V11.2) with a meaningful correlation. One of these items relate to protecting the self since it entails being perceived as a nuisance/troublemaker. When consumers perceive post-purchase decisions to be highly complex and challenging, the consumer will try to protect themselves by choosing a post-purchase decision with which they are comfortable with or even decide to avoid taking any action (remain silent) (Donoghue, 2008). The remaining three items lean more towards convenience. The respondents have indicated that they do not take any actions, since it is too much effort, that the complaint process is a waste of time, and that they want to protect themselves. Therefore, this factor has been labelled, protecting the self and convenience. These results are similar in previous

studies. In a South African study, it has been found that when consumers perceive the complaint process to be too complicated and challenging, consumers tend to avoid taking any action (Erasmus *et al.*, 2014). The Cronbach's Alpha for this factor is 0.600, which is the minimum value for internal consistency (Malhotra, 2017:360). The mean of Factor 1 is 3,195 which indicates that this factor is not particularly strong in motivating the decision not to take any action ($M_{ax} = 5$), however, compared to the means of Factor 2 ($M = 3,130$) and Factor 3 ($M = 2,525$), this is the strongest motivating factor of the three factors.

Factor 2 retained two items (V11.4. V11.2); these two items share a strong commonality. Item V11.4 suggests that a consumer would not complain as they purchased from the retailer many times before without problems and would, therefore, not be especially angered which suggests that the consumer feels that it is not worth complaining. The second item entails that consumers would not complain as the problem experienced is not a big deal which also suggests that the failure is not worth complaining. Consumers who have a history of positive service delivery from a retailer is likely to refrain from complaining (Holloway & Beatty 2003). According to Table 4.7, consumers' most prominent motive for deciding to not do anything about the in-store service, failure is that consumers feel that it is not worth complaining ($M = 3.13$). The Cronbach's Alpha is 0,501, which is lower than the 0,600 thresholds for internal consistency; however, the exploratory nature of this study contributes to this low coefficient. According to Table 4.7, "not worth complaining" is the second-ranked complaint motive ($M = 3.130$) when deciding not to do anything about the in-store service failure.

Factor 3 contained two items (V11.3, V11.8) which share a commonality. Both of these items relate to utilitarian motivation since it includes the belief that the retailer would not be able to fix the problem, and that the retailer has an unfair return/exchange/refund policy. The items indicate that consumers evaluate whether the time and costs to be spent on a complaint exceed the benefits of a complaint, if it does not exceed the benefits of a complaint the consumer is likely to remain silent and to take no action (Chan *et al.*, 2016; Donoghue, 2008; Heung & Lam, 2003). According to Table 4.7 consumers are less likely to refrain from complaining due to utilitarian reasons such as willingness and ability to handle CCB ($M = 2.86$), than protecting the self/ and convenience ($M = 3.195$), or that it is not worth complaining ($M = 3.13$). Contradicting findings exist. In a clothing-related study conducted by Chan *et al.*, (2016) consumers were most likely to refrain from complaining when they perceived the exchange/refund/return policy of the retailer to

be unfair and inflexible. However, their study focused on Asian consumers and was conducted in Hong Kong in an Asian context, as opposed to this study that focused on consumers in general in the South African context.

4.4.2.2 Results of consumers' motives for taking private action

TABLE 4.8: CONSUMERS' MOTIVES FOR TELLING THEIR FAMILY AND/OR FRIENDS ABOUT THE FAILURE IN PERSON OR BY PHONING THEM (n = 518)

VS10.1: Tell your family and/or friends about the problem/failure in person (face-to-face) or by phoning them										
Motives	Strongly Disagree		Disagree		Neither agree nor disagree		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
V12.1: To warn them against the retailer	21	4.0	33	6.4	78	15.1	311	60.0	75	14.5
	n = 54; 10.4%				n = 78;15.1%		n = 386; 74.5%			
V12.2: To prevent them from experiencing the same problem	6	1.2	14	2.7	39	7.5	324	62.5	135	26.1
	n = 20; 3.9%				n = 39;7.5%		n = 459; 88.6%			
V12.3: To feel less dissatisfied	52	10.1	103	19.9	146	28.2	195	37.6	22	4.2
	n = 155; 30.0%				n = 146;28.2%		n = 217; 41.8%			
V12.4: To get rid of my anger	71	13.6	91	17.6	90	17.4	217	41.9	49	9.5
	n = 162; 31.2				n = 90;17.4%		n = 266; 51.4%			
V12.5: To seek their advice	50	9.7	110	21.2	146	28.2	186	35.9	26	5.0
	n = 160; 30.9%				n = 146;28.2%		n = 212; 40.9%			
V12.6: To harm the retailer	141	27.2	196	37.8	134	25.9	40	7.7	7	1.4
	n = 337; 65.0%				n = 134;25.9%		n = 47; 9.1%			
V12.7: To seek empathy	129	24.8	160	30.9	105	20.3	106	20.5	18	3.5
	n = 289; 55.7%				n = 105;20.3%		n = 124; 24.0%			
V12.8: To stand up for my rights as a consumer	24	4.6	57	11.0	109	21.0	250	48.3	78	15.1
	n = 81; 15.6%				n = 109;21.0%		n = 328; 63.4%			

According to Table 4.8, the majority of the respondents suggested that "preventing family and/or friends from experiencing the same problem" (n = 459, 88.6%) and "warning family and/or friends against the retailer" (n = 368, 74.5%) are significant reasons to share their dissatisfaction with their friends and/or family in person or by phoning them. This result shows that altruistic reasons such as to prevent others from experiencing the same problem appear to be noteworthy motives which drive consumers to engage in private complaint actions. A study based on the motivations for sharing negative experiences through online review sites among different generations also acknowledges altruism as a fundamental CCB motivation (Ažić & Bačić, 2020). The third most important complaint motive is that consumers want to stand up for their rights as a consumer (n = 328, 63.4%). To get rid of anger (n = 266, 51.4%), to feel less dissatisfied (n = 217, 41.8%), and to seek advice (n = 212, 40.9%) appear to be less important complaint motives. This finding

contrast with Loo, Boo and Khoo-Lattimore's (2012) study based on service failure and consumer online complaint motives. Within their study, anger was the most prominent complaint motive. The least important complaint motives are to seek empathy (n = 124, 24%) and to harm the retailer (n = 47, 9.1%). Therefore, in terms of in-store service failure, most South African consumers would rather prevent their family and/or friends from experiencing the same problem which they experienced or warn them against the retailer than to seek their empathy or to harm the retailer.

Exploratory factor analysis (EFA) was also conducted for the motivations behind this action which produced a three-factor extraction, but item number V12.6 produced a cross-loading, consequently, another EFA was performed without item number V12.6 as displayed in Table 4.9. The Cronbach Alpha's of Factor 1 and of Factor 2 remained the same in the first and second EFA, but the Cronbach Alpha's of Factor 2 was 0.495 in the first EFA and increased to 0.554 in the second EFA. In the second EFA the total variance explained was 63.490% which is acceptable since it is higher than the minimum cumulative variance explained value of 60% (Malhotra, 2017:718).

TABLE 4.9: CONSUMERS' MOTIVES FOR TELLING THEIR FAMILY AND/OR FRIENDS ABOUT THE FAILURE IN PERSON OR BY PHONING THEM (n = 518)

	FACTOR 1	FACTOR 2	FACTOR 3
V12.4. To get rid of my anger	0.798	0.009	-0.123
V12.3. To feel less dissatisfied	0.755	-0.005	0.044
V12.7. To seek empathy	0.748	0.036	0.083
V12.1. To warn them against the retailer	0.097	0.842	-0.011
V12.2. To prevent them from experiencing the same problem	-0.052	0.815	0.014
V12.5. To seek their advice	0.141	-0.134	0.810
V12.8. To stand up for my rights as a consumer	-0.135	0.158	0.728
Mean	2.897	3.925	3.315
Standard deviation	1.154	0.829	1.049
% Variance explained	26.205	21.839	15.446
Cronbach's Alpha	0.657	0.554	0.335

Note: Response options 1-5

Factor 1: Venting (3 items)

Factor 2: Altruistic punishment (2 items)

Factor 3: Ego and advice seeking (2 items)

Factor 1 retained three items (V12.4, V12.7, V12.3) with meaningful correlation. All three of the items share a commonality in the sense that it relates to venting since it entails getting rid of anger, seeking empathy, and feeling less dissatisfied. The mean ($M = 2.897$) indicates that this factor is not a significant motivation to tell family and/or friends about the failure in person or by phoning them ($M_{max} = 5$). The Cronbach's Alpha is 0.657, which meets the threshold criteria for internal consistency.

Factor 2 consists of three items, i.e., to warn others against the retailer, to prevent others from experiencing the same problem, and to harm the retailer. All three of the items share a

commonality, and the factor was, consequently, labelled altruistic punishment. A study focused on altruistic punishment following a service failure suggested that consumers would reject any form of redress and would rather express a desire for retaliation and to punish the company (altruistic punishment) (Silva, Broilo, Espartel & Basso, 2017). The mean of Factor 2 is 3.925, which indicated that this factor is not exceptionally strong in motivating the decision to tell family and/or friends about the failure in person or by phoning them. However, compared to the means of Factor 1 ($M = 2.897$) and Factor 3 ($M = 3.315$), altruistic punishment is the strongest motivating factor amongst the three factors.

Factor 3, namely ego and advice-seeking, retained two items, namely seeking advice and standing up for my rights as a consumer (V12.5, V12.8). The two factors relates to advice-seeking and ego motives irrespectively. According to Table 4.9, ego and advice-seeking is the second-ranked complaint motive ($M = 3.315$) when deciding to tell family and/or friends about the service failure in person or by phone. The Cronbach's Alpha is 0.335, which is below the 0.600 threshold for internal consistency. The study is, however, explorative which contributes to the low coefficient.

TABLE 4.10: CONSUMERS' MOTIVES FOR TEXTING THEIR FAMILY AND/OR FRIENDS ABOUT THE FAILURE (n = 479)

VS10.2: Text your family and/or friends about the problem/failure (e.g. using WhatsApp)										
Motives	Strongly Disagree		Disagree		Neither agree nor disagree		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
V13.1: To warn them against the retailer	6	2.1	22	7.6	37	12.8	177	61.2	47	16.3
	n = 28; 9.7%				n = 37; 12.8%		n = 224; 77.5%			
V13.2: To prevent them from experiencing the same problem	2	0.6	12	4.2	23	8.0	190	65.7	62	21.5
	n = 14; 4.8%				n = 23; 8.0%		n = 252; 87.2%			
V13.3: To feel less dissatisfied	24	8.2	60	20.8	73	25.3	113	39.1	19	6.6
	n = 84; 29.0%				n = 73; 25.3%		n = 132; 45.7%			
V13.4: To get rid of my anger	33	11.4	60	20.8	59	20.4	106	36.7	31	10.7
	n = 93; 32.2%				n = 59; 20.4%		n = 137; 47.4%			
V13.5: To seek their advice	13	4.6	55	19.0	72	24.9	131	45.3	18	6.2
	n = 68; 23.6%				n = 72; 24.9%		n = 149; 51.5%			
V13.6: To harm the retailer	69	23.8	119	41.2	72	24.9	25	8.7	4	1.4
	n = 188; 65.0%				n = 72; 24.9%		n = 29; 10.1%			
V13.7: To seek empathy	60	20.7	80	27.7	76	26.3	63	21.8	10	3.5
	n = 140; 48.4%				n = 76; 26.3%		n = 73; 25.3%			
V13.8: To stand up for my rights as a consumer	17	5.8	40	13.8	66	22.8	131	45.3	35	12.1
	n = 57; 19.6%				n = 66; 22.8%		n = 166; 57.4%			

Table 4.10 indicates that most of the respondents suggested that "preventing family and/or friends from experiencing the same problem" (n = 252, 87.2%) and "warning family and/or friends against the retailer" (n = 224, 77.5%) are significant reasons to share their dissatisfaction with their friends and/or family via a text message. Similar to the underlying motives of the previous action (Tell your family and/or friends about the problem/failure in person (face-to-face) or by phoning them), altruistic reasons appear to be noteworthy motives which drive consumers to engage in private complaint actions. This result coincides with Mei *et al.*, (2019) and Yilmaz (2016), which also suggests that consumers complain to warn and help other consumers. The third most important complaint motive is that consumers want to stand up for their rights as a consumer (n = 166, 57.4%). To seek advice (n = 149; 51.5%), to get rid of anger (n = 137; 47.4%) and to feel less dissatisfied (n = 132; 45.7%) appear to be less important complaint motives. The least important complaint motives are to seek empathy (n = 73; 25.3%) and to harm the retailer (n = 29; 10.1%). In a study conducted by Yilmaz (2016), the complaint motive "seeking empathy" was rated as one of the least important driving complaint behaviours, which is similar to the results shown in Table 4.10. Most South African consumers when faced with an in-store service failure would rather prevent their family and/or friends from experiencing the same problem which they experienced or warn them against the retailer than to seek their empathy or to harm the retailer.

With EFA, two factors emerged of which the first factor was labelled emotional vengeance (4 items) and the second was labelled altruistic judgement (4 items) as can be seen in Table 4.11. The eigenvalues of the two factors are greater than one, and when analysing the scree plots, two factors are situated above the change (elbow) in the plot. The total variance explained was 49.531.

TABLE 4.11: CONSUMERS' MOTIVES FOR TEXTING THEIR FAMILY AND/OR FRIENDS ABOUT THE FAILURE (n = 479)

	FACTOR 1	FACTOR 2
V13.4. To get rid of my anger	0.823	-0.098
V13.7. To seek empathy	0.786	-0.158
V13.3. To feel less dissatisfied	0.754	0.066
V13.6. To harm the retailer	0.364	0.059
V13.2. To prevent them from experiencing the same problem	-0.026	0.766
V13.1. To warn them against the retailer	-0.093	0.757
V13.8. To stand up for my rights as a consumer	-0.017	0.635
V13.5. To seek their advice	0.375	0.476
Mean	2.780	3.648
Standard deviation	1.096	0.912
% Variance explained	28.029	21.502
Cronbach's Alpha	0.666	0.585

Note: Response options 1-5

Factor 1 consists of four items (V,13.4, V13.7, V13.3, V13.6). Three of the four items relate to venting, namely getting rid of anger, seeking empathy, and to feel less dissatisfied. The remaining item, i.e., to harm the retailer leans more towards vengeance. The items indicate consumers' need to express their emotions and to seek vengeance after experiencing an in-store service failure, hence the name emotional vengeance. This factor indicates that consumers are less likely to text their family and/or friends about the in-store service failure to express their emotions and to harm the retailer ($M = 2.780$). The Cronbach's Alpha was 0.666, which indicates internal consistency.

Factor 2, namely altruistic judgement, retained four items (V13.2, V13.1, V13.8, V13.5) with a meaningful correlation. Consumers who engage in communication with others with altruistic motives are said to do so to help other consumers to make the right purchase decision (Ažić & Bačić, 2020; Yap *et al.*, 2013). According to Table 4.11, consumers' most prominent motive for

texting family and/or friends about the problem/failure is due to altruistic reasons ($M = 3.65$). The Cronbach's Alpha for Factor 2 was 0.585, which is just below the minimum value for internal consistency of 0.600 (Malhotra, 2017:360).

TABLE 4.12: CONSUMERS' MOTIVES FOR POSTING THEIR EXPERIENCE ON THEIR FACEBOOK/INSTAGRAM PROFILE FOR THEIR FRIENDS TO SEE (n = 114)

VS10.3: Post your experience on your Facebook/Instagram profile for your friends to see										
Motives	Strongly Disagree		Disagree		Neither agree nor disagree		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
V14.1: To warn them against the retailer	6	5.3	6	5.3	21	18.4	61	53.5	20	17.5
	n = 12; 10.6%				n = 21; 18.4%		n = 81; 71.0%			
V14.2: To prevent them from experiencing the same problem	1	0.9	7	6.1	10	8.8	65	57.0	31	27.2
	n = 8; 7.0%				n = 10; 8.8%		n = 96; 84.2%			
V14.3: To feel less dissatisfied	17	14.9	22	19.3	29	25.4	40	35.1	6	5.3
	n = 39; 34.2%				n = 29; 25.4%		n = 46; 40.4%			
V14.4: To get rid of my anger	16	14.0	24	21.1	26	22.8	34	29.8	14	12.3
	n = 40; 35.1%				n = 26; 22.8%		n = 48; 42.1%			
V14.5: To seek their advice	14	12.3	21	18.4	36	31.6	38	33.3	5	4.4
	n = 35; 30.7%				n = 36; 31.6%		n = 43; 37.7%			
V14.6: To harm the retailer	23	20.3	33	28.9	34	29.8	16	14.0	8	7.0
	n = 56; 49.2%				n = 34; 29.8%		n = 24; 21.0%			
V14.7: To seek empathy	30	26.3	29	25.4	28	24.6	25	21.9	2	1.8
	n = 59; 51.7%				n = 28; 24.6%		n = 27; 23.7%			
V14.8: To stand up for my rights as a consumer	5	4.5	7	6.1	20	17.5	57	50.0	25	21.9
	n = 12; 10.6%				n = 20; 17.5%		n = 82; 71.9%			

As seen in Table 4.12, the majority of the respondents suggested that "preventing family and/or friends from experiencing the same problem" (n = 96; 84.2%), "to stand up for my rights as a consumer" (n = 82; 71.9%), and to "warning family and/or friends against the retailer" (n = 81; 71.0%) are significant reasons to share their dissatisfaction on their Facebook/Instagram profiles for their friends to see. To get rid of anger (n = 48; 42.1%), to feel less dissatisfied (n = 46; 40.4%), and to seek advice (n = 43; 37.7%) appear to be less important complaint motives. In contrast, Loo, Boo and Khoo-Lattimore's (2012) study based on service failure and consumer online complaint motives in the case of single failure and double deviation, found anger to be the most prominent complaint motive. The least important complaint motives are to seek empathy (n = 27; 23.7%) and to harm the retailer (n = 24; 21.0%). In a study conduct by Yilmaz (2016), the complaint motive "seeking empathy" was rated as one of the least important driving complaint behaviour, which is similar to the results shown in Table 4.12.

Only n=144 respondents indicated that they would post their **experience on their Facebook/Instagram profile for their friends to see** following a service failure. Consequently, EFA could not be performed to determine the motives for the action of posting experiences on Facebook/Instagram profile for friends to see, as the sample for this specific action is <150 (Palant, 2011:183).

TABLE 4.13: CONSUMERS' MOTIVES FOR SWITCHING TO ANOTHER BRAND NAME (n = 416)

VS10.4: Switch to another brand name										
Motives	Strongly Disagree		Disagree		Neither agree nor disagree		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
V15.1: I do not consider the brand name reliable anymore	17	4.1	62	14.9	104	25.0	193	46.4	40	9.6
	n = 79; 19.0%				n = 104; 25.0%		n = 233; 56.0%			
V15.2: To get rid of my anger	69	16.6	121	29.1	101	24.3	112	26.9	13	3.1
	n = 190; 45.7%				n = 101; 24.3%		n = 125; 30.0%			
V15.3: To harm the brand name	87	30.0	171	41.1	110	26.4	40	9.6	8	1.9
	n = 258; 62.1%				n = 110; 26.4%		n = 48; 11.5%			
V15.4: To feel less dissatisfied	27	6.4	67	16.1	71	17.1	17	52.2	34	8.2
	n = 94; 22.5%				n = 71; 17.1%		n = 251; 60.4%			

When analysing Table 4.13, it is evident that the majority of the respondents suggested that "to feel less dissatisfied" (n = 251; 60.4%), and "I do not consider the brand name reliable anymore" (n = 233; 56%) are significant reasons to switch to another brand name after experiencing an in-store service failure. To get rid of anger (n = 125; 30%) appear to be a less important complaint motive, while "to harm the brand name" (n = 48; 11.5%) seems to be the least essential complaint motive. When switching to another brand name, after experiencing an in-store service failure, it is apparent that most South African consumers of the clothing retail industry would do so to feel less dissatisfied and since they do not consider the brand name reliable any more than to harm the brand name.

The EFA of this question provided a one-factor extraction for the first attempt, thereafter we decided to run a second attempt and to leave out V15.1 “I do not consider the brand name reliable anymore”. The second attempt also provided a one-factor extraction, consequently, it was not deemed worthwhile to report on the EFA results.

CONSUMERS' MOTIVES TO STOP BUYING FROM THE RETAILER

The Qualtrics questionnaire *inter alia* determined respondents' intentions to take specific complaint actions. A total of 62% (n = 372) of the respondents indicated that they would stop buying from the retailer following an in-store service failure. Respondents then had to indicate their motives for the particular action in a follow-up question. Due to an oversight, there was a problem with the display logic of this question; subsequently no responses were recorded for the specific question. In the questionnaire, it is Section E question 59 (Addendum A). Since it is important to understand why some consumers might have the intention to stop buying from the retailer, a qualitative focus group discussion was held to elicit the motivations. The decision to engage in a qualitative focus group discussion was made after careful evaluation of alternative remedial actions. The purpose of the focus group was to shed more light on the missing response for this question.

Qualitative approaches to research provide in-depth value to people's subjective experiences and their meaning-making process (Leavy, 2017:124). A focus group is a qualitative research technique where a group of people are informally interviewed in an open-ended discussion type setting (Leavy, 2017:139; Neuman, 2014:471). The study employed a focus group to gather data for the specific question as it allows for an in-depth investigation of consumers' motives with a small group of participants. A focus group allows for a natural setting where individuals can freely express their opinions and ideas (Neuman, 2014:472). The focus group interview was conducted online via Blackboard Collaborate, which allows the researcher to interview participants which the researcher might not have been able to reach in person due to geographical restrictions (Leavy, 2017:142).

The procedure for executing the qualitative research was relatively simple. Firstly, the researcher contacted the focus group participants with an invitation to participate in the research study as soon as additional ethical clearance was obtained from The Ethics committee of the Faculty of Natural and Agricultural Science of the University of Pretoria (Approval number: NAS169/2019). The unit of analysis for the focus group was exactly the same as the quantitative phase and was consumers who were 19 years or older that resided in South Africa. This allowed for the participation of participants from a broad socioeconomic spectrum who are exposed to numerous retail formats and who are therefore not notably constrained in terms of shopping opportunities. Participants were obtained through convenience sampling by both the researcher and the supervisors due to the time and monetary constraints related to this study. Eight participants formed part of the focus group; however, only six participants truly contributed to the focus group. The participants also participated in the original quantitative study. With regards to demographic variables, the focus group sample consisted out of participants from various age groups, educational levels and income levels. Six of the eight participants were white, and two participants were black. Six participants were female, and two participants were male consumers. The invitation provided the participants with an overview of the purpose of the study, a description of how their involvement would contribute to the study, and general procedure arrangements and time requirements. Due to the Covid-19 restrictions, the focus group interview took place on Blackboard Collaborate, and a link to the online platform was sent to the participants upon confirmation of participants regarding a convenient time and date. The participants were asked to give their written consent prior to the focus group.

The consent form that accompanied the invitation to the study indicated the nature and purpose of the research project and the criteria for inclusion in the study. The consent form also indicated that the focus group discussion would take only 50 minutes to complete, that participation was voluntary, and participants may withdraw at any point of time. The consent form assured participants that their response would remain confidential. In addition, it furthermore ensured the participants that the researcher would readily assist them if they required additional information about the project.

Interviews were recorded with the permission of the participants to ensure that the data was optimally captured (Greef, 2009:298). The Otter's application was used to automatically transcribe the interview session after which the transcription was exported to Microsoft Word for analysis.

The researcher ensured that the Otter application correctly transcribed the interview by reviewing the Microsoft Word analysis while listening to the recording of the focus group session. At the beginning of the interview, the interviewer explained the purpose of the study to the participants and explained the interview process briefly. Each participant’s interview transcription was coded with a “P” and a number that ranged between 1 and 6 to distinguish between the participants’ transcriptions. Participants’ identities were, therefore, not disclosed, and they were simply referred to as P1, P2, up to P6.

TABLE 4.14: INDICATORS FROM THE QUESTIONNAIRE FOR ITEM VS10.5 “STOP BUYING AT THE RETAILER”

<i>VS10.5 Stop buying at the retailer</i>	
Motives	
I do not consider the retailer reliable anymore	
To get rid of my anger	
To harm the retailer	
To feel less dissatisfied	

Table 4.14 indicates the possible motives, obtained from literature (Yılmaz, 2016; Loo *et al.*, 2013; Heung & Lam, 2003; Sundaram *et al.*, 1998), for consumers deciding to stop buying at the retailer after experiencing an in-store service failure. As explained, these motives were supposed to be used in Section E of the study’s questionnaire to measure consumers’ motives for complaint intention by means of a 5-point Likert-type agreement scale. These motives were used to guide the interviewer during the focus group interviews. The interviewer used probing techniques to clarify ambiguous answers, to complete an incomplete answer, and or to obtain a relevant response (Neuman, 2014:353).

The participants were firstly asked to discuss an in-store service failure which will cause them to be the most dissatisfied. Thereafter participants were asked to imagine that this specific in-store service failure occurred, resulting in the decision to stop buying from the retailer. The participants were then asked what their motivation (their underlying reason) would be, for choosing to stop buying from the retailer. Most of the participants (3 out of 6) indicated that their main motivation to stop buying at the retailer would be that the retailer is not reliable anymore. Participants used many different expressions related to the concept that the retailer is not reliable anymore. For

example, they have expressed that they will not spend their money where it is not valued. In addition, in the case where a retailer does not adhere to its policies, the participants would also perceive the retailer as unreliable.

“... my main motivation would not necessarily be a silent protest... I will spend my money where it is wanted [and] where it is valued. And [where] I myself as a customer, I'm seen and valued for the service and money [which] I (bring into) [provide to] the company” (P1).

Interviewer: “...[so] you (did) [do] not consider the retailer reliable anymore?”

“Not necessarily the retailer (because remember with) [as] retailers [with] my understanding (is to) have (the) different (stores) [branches] ... another (area) [branch of the specific retailer] (store) would [maybe] service me better.”

Interviewer: “Okay, so that specific store, you would consider not reliable [anymore] and maybe then move to a different store.

“... if I've bought something and got all the reason to take it back and I still have refund problems, then that will make me decide I will not return to that shop. Because you know, sometimes I would buy something (that) [which] is nice, (but) I will still go back even (though) [if] the people were unfair, because I'm desperate to get the product. But if it is a place that won't give me a refund, I might feel (now) [that] I'm not going to get my money back so I'm rather [not] gonna go (never) back (again) to that [specific retailer again] (one then)” (P3).

*Interviewer: “Ja, so to me it feels that it's almost like you consider the store not to be, well the store meaning the specific place that you went to buy the clothes, (is) **not reliable**.”*

“Yes ...” (P3).

“... I also want to say that (it's almost certainly) the reason I don't shop at certain shops is because of (the) refund problems (we have). And I also want to just mention that it depends also on the price class, (that) how much I pay for certain clothing. So at a higher-end retail shop I do expect a certain, better service (then say now) [than at] a shop (that I know is) [known] for cheaper clothing (available). So definitely that, and then also, it happens with me with clothing, if I wash (it) [a garment] and the quality (you can see just) goes to zero (almost)

not being able to go to the shop and ask them for certain policies to refund or exchange it, (That) is (also) [another] reason I will never go back to certain store” (P4).

In a study conducted by Loo, Boo and Khoo-Lattimore (2013) on service failure and customer online complaint motive, majority of the respondents' complaint motives was to express their emotional anger. In contrast, this study only had one participant who stated that their complaint motive was to get rid of their anger.

“... I agree with P1 in the sense that I also want to feel valued and I want to spend my money at a retailer where they sort of appreciate the fact that I came to their store. (And) If the staff is incompetent, if they don't want to help me, if they don't know where things are located, (or) if they are (maybe) not doing their jobs, (or if they are,) if I'm standing at the till and I want to pay and they keep on talking to each other, and [if] they don't want to help me, (then yeah), it frustrates me and (I'll just) I'll leave and I'll stop buying [from that specific retailer] (there)” (P2).

Interviewer: “(P2) what do you think is the underlying reason why you would stop buying there? Do you think you're going to hurt the retailer, that they are not worthy of getting your money if they don't service you well?”

“I think that is definitely part of the reason ... They were (like), negligent in training their staff properly, so I'll (sort of) spite them by not buying there again because of that” (P2).

*Interviewer: “Yes, and in the process, don't you think it will make you feel **less dissatisfied**?”*

“Yes” (P2).

Interviewer: “Yes, so it will lessen your dissatisfaction. And what about anger? Not necessarily (P2), in general. Does someone think that sometimes they decide they're not going to buy from a specific clothing retailer anymore due to anger?”

“Personally, I feel that way” (P2).

It also became evident that consumers may choose to stop buying at the retailer in order to harm the retailer. Although the participants expressed that they will switch to another retailer, it came across as if they would do so in order to harm the retailer by moving their business elsewhere.

*“I think I’d be **angry** at the moment, but my decision not to go back to that store will not be driven by anger, (and) it will rather be driven by the competition between retailers. I will rather (then) just move my business to another store and another retailer to be honest ...” (P5).*

When analysing consumers’ motives for deciding to stop buying at the retailer after experiencing an in-store service failure, it is apparent that consumers’ feel that the retailer is not reliable anymore. In a study conducted by Balaji *et al.*, (2015) on consumer’s e-complaining behaviours using social media, respondents indicated that when they perceive the retailer not be reliable, they inherently believe the retailer would not be able to rectify the problem and reveals the significance of the specific indicator. In a study conducted by Chan *et al.*, (2016) on complaint behaviour toward fashion chain stores in Hong Kong, consumer’s who perceived that the service and/or product quality could not reach their expectations, would complain to express their anger. It is interesting to note that similar results were obtained within this study as one of the participants stated that they would decide to stop buying at the retailer to express their anger after a dissatisfying service encounter.

4.4.2.3 Conclusion of the motivation to take private action

In conclusion, it appears that consumers’ most prominent motives for engaging in private complaint actions are to prevent family and/or friends from experiencing the same problem, to warn family and/or friends against the retailer and to stand up for their rights as a consumer. This result indicates that consumers are mainly driven by altruistic reasons to engage in private complaint actions. Several other research studies had similar results (Ažić & Bačić, 2020; Mei *et al.*, 2019; Yilmaz, 2016; Heung & Lam, 2003). When consumers decide to switch to another brand name consumers suggested that they are driven to do so as switching to another brand name will make them feel less dissatisfied and that they do not consider the brand name to be reliable anymore. Consumers are, however, not driven to engage in private complaint actions to seek their family and/or friends’ empathy or to harm the retailer.

4.4.2.4 Results of consumers' motives for taking public action

TABLE 4.15: CONSUMERS' MOTIVES FOR COMPLAINING TO THE RETAILER IN PERSON (n = 430)

VS10.6: Complain to the retailer in person										
Motives	Strongly Disagree		Disagree		Neither agree nor disagree		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
V17.1: To obtain redress (get a refund/voucher or return/exchange the product)	61	14.1	94	21.9	95	22.1	140	32.6	40	9.3
	n = 155; 36.0%				n = 95;22.1%		n = 180; 41.9%			
V17.2: To resolve the problem	3	0.6	5	1.2	14	3.3	248	57.7	160	37.2
	n = 8; 1.8%				n = 14;3.3%		n = 408; 94.9%			
V17.3: To better understand the reason for the failure	16	3.8	25	5.8	53	12.3	256	59.5	80	18.6
	n = 41; 9.6%				n = 53;12.3%		n = 336; 78.1%			
V17.4: To prevent other consumers from experiencing the same problem	9	2.2	10	2.3	25	5.8	259	60.2	127	29.5
	n = 19; 4.5%				n = 25;5.8%		n = 386; 89.7%			
V17.5: To get rid of my anger	68	15.8	112	26.0	101	23.5	125	29.1	24	5.6
	n = 180; 41.8%				n=101;23.5%		n = 149; 34.7%			
V17.6: To feel less dissatisfied	32	7.4	79	18.4	82	19.1	209	48.6	28	6.5
	n = 111; 25.8%				n = 82;19.1%		n = 237; 55.1%			
V17.7: To ensure that the company is aware of the problem	1	0.3	4	0.9	10	2.3	216	50.2	199	46.3
	n = 5; 1.2%				n = 10;2.3%		n = 415; 96.5%			
V17.8: To get an apology from the retailer	33	7.8	78	18.1	127	29.5	154	35.8	38	8.8
	n = 111; 25.9%				n=127;29.5%		n = 192; 44.6%			
V17.9: To help the retailer in preventing future problems/failures	1	0.2	8	1.9	12	2.8	242	56.3	167	38.8
	n = 9; 2.1%				n = 12;2.8%		n = 409; 95.1%			
V17.10: To stand up for my rights as a consumer	21	4.9	32	7.4	56	13.0	239	55.6	82	19.1
	n = 53; 12.3%				n = 56;13.0%		n = 321; 74.7%			

When analysing Table 4.15, most of the respondents suggested that the following motives "to ensure that the company is aware of the problem" (n = 415; 96.5%), "to help the retailer in preventing future problem/failures" (n = 409; 95.1%), "to resolve the problem" (n = 408; 94.9%), and "to prevent other consumers from experiencing the same problem" (n = 386; 89.7%) are significant reasons to complain to the retailer in person. This result shows that altruistic motives are prominent in driving complaint behaviour. A study which aimed to examine the effects of ulterior motives in peer and expert supplementary online hotel reviews confirmed that altruism is a fundamental motivation which is influenced by dissatisfaction (Siddiqi *et al.*, 2020). The fifth most important motive is "to better understand the reason for the failure" (n = 336; 78.1%), followed by "to stand up for my rights as a consumer" (n = 321; 74.7%). "to feel less dissatisfied" (n = 237; 55.1%), "to get an apology from the retailer" (n = 192; 44.6%), and "to obtain redress" (n = 41.9%) appear to be less important complaint motives. The least important motive for

complaining to the retailer in person was "to get rid of my anger" (n = 149; 41.9%). This result contradicts with the findings of Yilmaz (2016) and Loo, Boo and Khoo-Lattimore (2012) where getting rid of anger was a prominent motive to complain. When complaining to the retailer in person after experiencing an in-store service failure, it is apparent that most South African consumers would do so to ensure that the company is aware of the problem, to help the retailer in preventing future failures, to resolve the problem, and to prevent other consumers from experiencing the same problem than to reduce their anger after experiencing an in-store service failure.

The initial EFA of this question provided a two-factor extraction as can be with a cross-loading, consequently, a second EFA was completed without item number V17.3 which had a cross-loading. The Cronbach Alpha's of Factor 1 was 0.709 in the first attempt and increased to 0.767 in the second attempt. Factor 2 Cronbach Alpha's remained the same in both attempts. The total variance explained was 53.185%. The results of the second EFA attempt can be seen in Table 4.16. The factors were labelled following their content, namely:

TABLE 4.16: CONSUMERS' MOTIVES FOR COMPLAINING TO THE RETAILER IN PERSON

	FACTOR 1	FACTOR 2
V17.9. To help the retailer in preventing future problems/failures	0.815	-0.110
V17.7. To ensure that the retailer is aware of the problem	0.808	-0.031
V17.2. To resolve the problem	0.801	-0.005
V17.4. To prevent other consumers from experiencing the same problem	0.654	0.160
V17.8. To get an apology from the retailer	0.025	0.778
V17.5. To get rid of my anger	-0.141	0.745
V17.6. To feel less dissatisfied	-0.109	0.712
V17.1. To obtain redress (get a refund/voucher or return/exchange the product)	0.067	0.584
V17.10. To stand up for my rights as a consumer	0.178	0.543
Mean	4.072	3.223
Standard deviation	0.754	1.117
% Variance explained	29.523	23.662
Cronbach's Alpha	0.767	0.702

Note: Response options 1-5

Factor 1: Altruism and information seeking (5 items)

Factor 2: Venting and redress attainment (4 items)

Five items (V17.9, V17.7, V17.2, V17.4, V17.8) loaded onto the first factor that was labelled “altruism and information seeking”. The items achieved a Cronbach’s Alpha of 0.754, confirming consistent responses to the items. The following three items namely to help the retailer in preventing future problems, to ensure the retailer is aware of the problem, and to prevent other consumers from experiencing the same problem, all relate to altruism. To resolve the problem, and to get an apology, leans more towards information seeking. The mean for altruism and

information seeking was 4.072, which indicates that this factor is particularly strong ($M = 1-5$) in motivating the decision to complain to the retailer in person following an in-store service failure.

Four items (V17.5, V17.6, V17.1, V17.10) achieved acceptable factor loadings for Factor 2 “venting and redress attainment”. The following three items: getting rid of anger, to feel less dissatisfied, and to stand up for my rights as a consumer relate to ego. While to obtain redress lean more towards redress attainment. The mean of Factor 2 was 3.223 which indicates that this item is the least motivating factor in the decision to complain to the retailer in person compared to the mean of Factor 1 ($M = 4.072$). Consumers are, therefore, more likely to complain to the retailer in person following an in-store service failure as to ensure the retailer is aware of the problem ($M = 4.072$) than to vent their emotions and to seek redress ($M = 3.223$).

TABLE 4.17: CONSUMERS' MOTIVES FOR COMPLAINING TO THE RETAILER BY PHONE (n = 205)

V10.7: Complain to the retailer by phone										
Motives	Strongly Disagree		Disagree		Neither agree nor disagree		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
V18.1: To obtain redress (get a refund/voucher or return/exchange the product)	19	9.3	49	23.9	46	22.4	74	36.1	17	8.3
	n = 68; 33.2%				n = 46;22.4%		n = 91; 44.4%			
V18.2: To resolve the problem	2	1.0	1	0.5	10	4.9	122	59.5	70	34.1
	n = 3; 1.5%				n=10;4.9%		n = 192; 93.6%			
V18.3: To better understand the reason for the failure	4	1.9	15	7.3	28	13.7	118	57.6	40	19.5
	n = 19; 9.2%				n = 28;13.7%		n = 158; 77.1%			
V18.4: To prevent other consumers from experiencing the same problem	2	1.0	1	0.5	6	2.9	132	64.4	64	31.2
	n = 3; 1.5%				n = 6;2.9%		n = 196; 95.6%			
V18.5: To get rid of my anger	32	15.6	57	27.8	46	22.4	58	28.3	12	5.9
	n = 89; 43.4%				n = 46;22.4%		n = 70; 34.2%			
V18.6: To feel less dissatisfied	18	8.8	33	16.1	50	24.4	88	42.9	16	7.8
	n = 51; 24.9%				n = 50;24.4%		n = 104; 50.7%			
V18.7: To ensure that the retailer is aware of the problem	1	0.5	1	0.5	8	3.9	103	50.2	92	44.9
	n = 2; 1%				n = 8;3.9%		n = 195; 95.1%			
V18.8: To get an apology from the retailer	15	7.3	39	19.0	60	29.3	77	37.6	14	6.8
	n = 54; 26.3%				n = 60;29.3%		n = 91; 44.4%			
V18.9: To help the retailer in preventing future problems/failures	0	0.0	1	0.6	13	6.3	120	58.5	71	34.6
	n = 1; 0.6%				n = 13;6.3%		n = 191; 93.1%			
V18.10: To stand up for my rights as a consumer	2	1.1	16	7.8	30	14.6	116	56.6	41	20.0
	n = 18; 8.9%				n = 30;14.6%		n = 157; 76.6%			
V18.11: Complaining by phone requires less hassle than visiting the retailer in person	7	3.4	27	13.2	57	27.8	88	42.9	26	12.7
	n = 34; 16.6%				n = 57;27.8%		n = 114; 55.6%			

When analysing Table 4.17, it appears that consumers' motives for complaining to the retailer by phone are similar to consumers' motives for complaining to the retailer in person. Most of the respondents suggested that the following motives "to prevent other consumers from experiencing the same problem" (n = 196; 95.6%), "to ensure that the retailer is aware of the problem" (n = 195; 95.1%), "to resolve the problem" (n = 192; 93.6%), and "to help the retailer in preventing future problems/failures" (n = 191; 93.1%) are significant reasons to complain to the retailer by phone. Again, this result shows that altruistic motivations, and corrective actions, appear to be noteworthy motives which drive consumers to engage in private complaint actions. In the study of Mei *et al.* (2019), it was affirmed that altruism is a prominent complaint motive.

The fifth most prominent motive is "to better understand the reason for the failure" (n = 158; 77.1%), followed by "to stand up for my rights as a consumer" (n = 157; 76.6%). "Complaining by phone requires less hassle than visiting the retailer in person" (n = 144; 55.6%), "to feel less

dissatisfied” (n = 104; 50.7%), “to obtain redress” (n = 91; 44.4%), and “to get an apology from the retailer” (n = 91; 44.4%), appear to be less important complaint motives. The least important motive for complaining to the retailer by phone is "to get rid of my anger" (n = 70; 34.2%). As already explained, this contradicts with previous studies (Yilmaz 2016 & Loo Boo 2012).

To provide the EFA displayed Table 4.18 the data was subjected to three rounds of EFA. In the first round all nine of the items were included, three factors were extracted. Thereafter, item number V18.11 was excluded from the EFA and in the third round items V18.11 and V18.10 were excluded. The third round of EFA extracted two factors. The total variance explained is for the third round was 50,720%. The factors were labelled in accordance with their content, namely:

TABLE 4.18: CONSUMERS' MOTIVES FOR COMPLAINING TO THE RETAILER BY PHONE (n = 205)

	FACTOR 1	FACTOR 2
V18.9. To help the retailer in preventing future problems/failures	0.797	-0.082
V18.4. To prevent other consumers from experiencing the same problem	0.764	0.034
V18.7. To ensure that the retailer is aware of the problem	0.748	-0.077
V18.2. To resolve the problem	0.662	-0.037
<u>V18.3. To better understand the reason for the failure</u>	<u>0.386</u>	<u>0.374</u>
V18.8. To get an apology from the retailer	0.030	0.800
V18.6. To feel less dissatisfied	-0.112	0.760
V18.5. To get rid of my anger	-0.158	0.681
V18.1. To obtain redress (get a refund/voucher or return/exchange the product)	0.065	0.571
Mean	4.200	3.085
Standard deviation	0.681	1.116
% Variance explained	26.789	23.931
Cronbach’s Alpha	0.746	0.654

Note: Response options 1-5

Factor 1 consists of five items (V18.4, V18.9, V18.7, V18.2, V18.3) with a meaningful correlation. Three of the four items share a commonality in the sense that it relates to altruism since it entails preventing other consumers from experiencing the same problem, to help the retailer in preventing future problems, and to ensure that the retailer is aware of the problem. To resolve the problem and to better understand the reason for the failure leans more towards problem solving. Therefore, this factor was labelled as altruism and problem solving. These results are consistent with several other research studies where altruism proved to be a prominent reason for consumers deciding to engage in complaint behaviour (Ažić & Bačić, 2020; Siddiqi *et al.*, 2020; Mei *et al.*, 2019; Yilmaz, 2016; Loo *et al.*, 2013; Nimako & Mensah, 2012; Heung & Lam, 2003). Although item number V18.3 had a cross-loading, it was decided to retain the item as the study is explorative. The Cronbach Alpha's of Factor 1 was 0.746 which indicates internal consistency. The mean of Factor 1 is 4.200, which indicates that this factor is strong in motivating the decision to complain to the retailer by phone after experiencing an in-store service failure. Compared to the means of Factor 2 ($M = 3.085$) Factor 1 is the strongest motivating factor of the two.

Factor 2, extracted four items (V18.5, V18.6, V18.1, v18.8). Two of the four items relate to the venting, these items include: to get rid of anger, and to feel less dissatisfied. The other two items lean more towards redress attainment, which entails to get an apology from the retailer and to obtain redress. Factor 2 was, consequently, labelled as venting and redress attainment. Factor 2 has a Cronbach Alpha's of 0.654 which is higher than the minimum threshold of 0.600. The mean of Factor 2 is 3.407, which is not particularly strong in motivating the decision to complain to the retailer by phone.

TABLE 4.19: CONSUMERS' MOTIVES FOR COMPLAINING TO THE RETAILER BY E-MAIL
(n = 280)

V10.8: Complain to the retailer by e-mail										
Motives	Strongly Disagree		Disagree		Neither agree nor disagree		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
V19.1: To obtain redress (get a refund/voucher or return/exchange the product)	34	12.2	55	19.6	63	22.5	100	35.7	28	10.0
	n = 89; 31.8%				n = 63;22.5%		n = 128; 45.7%			
V19.2: To resolve the problem	2	0.7	3	1.1	12	4.3	165	58.9	98	35.0
	n = 5; 1.8%				n = 12;4.3%		n = 263; 93.9%			
V19.3: To better understand the reason for the failure	9	3.3	13	4.6	31	11.1	165	58.9	62	22.1
	n = 22; 7.9%				n = 31;11.1%		n = 227; 81.0%			
V19.4: To prevent other consumers from experiencing the same problem	1	0.4	6	2.1	11	3.9	162	57.9	100	35.7
	n = 7; 2.5%				n = 11;3.9%		n = 262; 93.6%			
V19.5: To get rid of my anger	48	17.2	70	25.0	63	22.5	79	28.2	20	7.1
	n = 118; 42.2%				n = 63;22.5%		n = 99; 35.3%			
V19.6: To feel less dissatisfied	27	9.6	54	19.3	58	20.7	120	42.9	21	7.5
	n = 81; 28.9%				n = 58;20.7%		n = 141; 50.4%			
V19.7: To ensure that the retailer is aware of the problem	1	0.1	3	1.1	5	1.8	158	56.4	113	40.4
	n = 4; 1.4%				n = 5;1.8%		n = 271; 96.8%			
V19.8: To get an apology from the retailer	23	8.2	60	21.4	68	24.3	107	38.2	22	7.9
	n = 83; 29.6%				n = 68;24.3%		n = 129; 46.1%			
V19.9: To help the retailer in preventing future problems/failures	2	0.7	5	1.8	13	4.6	154	55.0	106	37.9
	n = 7; 2.5%				n = 13;4.6%		n = 260; 92.9%			
V19.10: To stand up for my rights as a consumer	11	3.9	16	5.7	34	12.1	162	57.9	57	20.4
	n = 27; 9.6%				n = 34;12.1%		n = 219; 78.3%			
V19.11: Complaining by email requires less hassle than visiting the retailer in person	8	2.9	18	6.4	45	16.1	146	52.1	63	22.5
	n = 26; 9.3%				n = 45;16.1%		n = 209; 74.6%			

As can be seen in Table 4.19, it appears that consumers' motives for complaining to the retailer by e-mail are similar to consumers' motives for complaining to the retailer in person and by phone. Majority of the respondents suggested that the following motives "to ensure that the retailer is aware of the problem" (n = 271; 96.8%), "to resolve the problem" (n = 263; 93.9%), "to prevent other consumers from experiencing the same problem" (n = 262; 93.6%), and "to help the retailer in preventing future problems/failures" (n = 260; 92.9%) are significant reasons to complain to the retailer by e-mail. The fifth most prominent motive is "to better understand the reason for the failure" (n = 227; 81%), followed by "to stand up for my rights as a consumer" (n = 219; 78.3%). A less prominent motive for complaining to the retailer by e-mail is "complaining by e-mail requires less hassle than visiting the retailer in person" (n = 209; 74.6%). "to feel less dissatisfied" (n = 141; 50.4%), "to get an apology from the retailer" (n = 129; 46.1%), and "to obtain redress" (n =

128; 45.7%) appear to be less important complaint motives. The least important motive for complaining to the retailer by phone is "to get rid of my anger" (n = 99; 35.3%).

To determine the relationship between the motives for complaining to the retailer by phone three rounds of EFA was peromed. In the first round all items were included in the EFA, in the second round item number V19.10 was excluded from the analysis and in the third round items number V19.10 and V19.11 were excluded from the analysis. The final round of EFA stressed two factors in motivating the decision to complain to the retailer by e-mail. The Cronbach Alpha's of Factor 1 increased from 0.764 to 0.794 and of Factor 2 from 0.718 to 0.726. The total variance explained for the third round of EFA was 57.762. The factors were labelled in accordance with their content, namely:

**TABLE 4.20: CONSUMERS' MOTIVES FOR COMPLAINING TO THE RETAILER BY E-MAIL
(n = 280)**

	FACTOR 1	FACTOR 2
V19.7. To ensure that the retailer is aware of the problem	0.833	-0.109
V19.9. To help the retailer in preventing future problems/failures	0.820	-0.117
V19.2. To resolve the problem	0.791	0.010
V19.4. To prevent other consumers from experiencing the same problem	0.762	-0.002
V19.3. To better understand the reason for the failure	0.549	0.302
V19.5. To get rid of my anger	-0.098	0.809
V19.8. To get an apology from the retailer	-0.018	0.803
V19.6. To feel less dissatisfied	-0.004	0.793
V19.1. To obtain redress (get a refund/voucher or return/exchange the product)	0.043	0.528
Mean	4.214	3.075
Standard deviation	0.724	1.162
% Variance explained	29.622	21.615
Cronbach's Alpha	0.794	0.726

Note: Response options 1-5

Factor 1: Altruism and problem prevention (5 items)

Factor 2: Venting and redress attainment (4 items)

Factor 1 consisted out of five items (V19.7, V19.9, V19.2, V19.4, V19.3). Only one of the five items leaned toward altruism and included to ensure that the retailer is aware of the problem. Four of the five items which included to help the retailer in preventing future problems, to resolve the problem, to better understand the reason for the failure, and to prevent other consumers from experiencing the same problem all relate to prevention. Therefore, factor 1 was labelled as altruism and problem prevention. The Cronbach's alpha of factor 1 is 0.794, indicating internal consistency in response to the items. When analysing Table 4.20, it is evident that consumers' are mainly driven by altruistic and problem prevention ($M = 4.212$), rather than venting and redress attainment ($M = 3.075$) when deciding to complain to the retail by e-mail.

Factor 2 retained four items (V19.8, V19.5, V19.6, V19.1) with a meaningful correlation. To get rid of my anger, and to feel less dissatisfied relates to venting. The remaining two items lean more towards redress attainment, which includes to get an apology from the retailer and to obtain redress. Consequently, factor 2 was labelled as venting and redress attainment. The items indicate consumers need to express their overall dissatisfaction (Grégoire *et al.*, 2014; Sparks & Browning, 2010) and are expecting of management to take the appropriate action to solve the specific failure to ensure that the occurrence of the same type of failure is avoided in the future (Wirtz & Lovelock, 2016). The Cronbach's Alpha for this factor is 0.726, which indicates internal consistency of this factor. The mean of Factor 2 is 3.075 which is just above the mid-point of 3.00 indicates that Factor 2 is not particularly strong in motivating the decision to complain to the retailer by e-mail following an in-store service failure. Contradicting findings exist. In a study conducted by Loo, Boo and Khoo-Lattimore (2013), it became evident that the majority of respondents complained to express their emotional anger. In the same study, 0.7% of consumers, demanded compensation which is consistent with the results obtained in Table 4.20.

TABLE 4.21: CONSUMERS' MOTIVES FOR COMPLAINING ON THE RETAILER'S WEBSITE

V10.9: Complain on the retailer's website (n = 251)										
Motives	Strongly Disagree		Disagree		Neither agree nor disagree		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
V20.1: To obtain redress (get a refund/voucher or return/exchange the product)	32	12.7	46	18.3	67	26.7	85	33.9	21	8.4
	n = 78; 31.0%				n=67;26.7%		n = 106; 42.3%			
V20.2: To resolve the problem	3	1.1	4	1.6	15	6.0	22	60.6	7	30.7
	n = 7; 2.7%				n=15;6.0%		n = 229; 91.3%			
V20.3: To better understand the reason for the failure	8	3.2	15	6.0	35	13.9	50	59.8	4	17.1
	n = 23; 9.2%				n=35;13.9%		n = 229; 76.9%			
V20.4: To prevent other consumers from experiencing the same problem	4	1.5	1	0.4	7	6.8	50	59.8	7	31.5
	n = 5; 1.9%				n=17;6.8%		n = 229; 91.3%			
V20.5: To get rid of my anger	41	16.3	59	23.5	66	26.3	67	26.7	1	7.2
	n = 100; 39.8%				n=66;26.3%		n = 85; 33.9%			
V20.6: To feel less dissatisfied	23	9.2	38	15.1	62	24.7	55	41.8	2	9.2
	n = 61; 24.3%				n=62;24.7%		n = 128; 51.0%			
V20.7: To ensure that the retailer is aware of the problem	3	1.1	3	1.2	7	2.8	9	59.4	8	35.5
	n = 6; 2.3%				n=7;2.8%		n = 238; 94.9%			
V20.8: To get an apology from the retailer	25	9.9	32	12.7	76	30.3	93	37.1	2	10.0
	n = 57; 22.6%				n=76;30.3%		n = 118; 47.1%			
V20.9: To help the retailer in preventing future problems/failures	4	1.5	2	0.8	14	5.6	48	59.0	8	33.1
	n = 6; 2.3%				n=14;5.6%		n = 231; 92.1%			
V20.10: To stand up for my rights as a consumer	10	4.2	15	6.0	36	14.3	55	53.8	5	21.9
	n = 25; 10.2%				n=36;14.3%		n = 190; 75.5%			
V20.11: Complaining on the retailer's website is more convenient than at the retailer in person	7	2.8	26	10.4	58	23.1	71	46.6	4	17.1
	n = 33; 13.2%				n =58;23.1%		n = 160; 63.7%			
V20.12: Complaints on the retailer's website are handled more effectively than in the store	9	3.7	34	13.5	64	25.5	66	38.2	4	19.1
	n = 43; 17.2%				n=64;25.5%		n = 144; 57.3%			

It is interesting to note that the results of Table 4.21 (consumers' motives for complaining on the retailer's *website*) appear similar to the results of consumers' motives for complaining to the

retailer in *person*, by *phone* and by *e-mail*. Majority of the respondents suggested that "to ensure that the retailer is aware of the problem" (n = 238; 94.9%), "to help the retailer in preventing future problems/failures" (n = 231; 92.1%), "to resolve the problem" (n = 229; 91.3%), and "to prevent other consumers from experiencing the same problem" (n = 229; 91.3%), are significant drivers to complain on the retailer's website. As previously explained, these items relate to altruism. Similarly, in a study which focused on the psychological aspects of dissatisfied tourists and their inner motivations to share negative online reviews altruism appeared to be a prominent motive driving consumers intent on sharing negative online reviews (Ažić & Bačić, 2020). The fifth most important motive is "to better understand the reason for the failure" (n = 229; 76.9%), followed by "to stand up for my rights as a consumer" (n = 190; 75.5%). The seventh most prominent motive for complaining on the retailer's website is "complaining on the retailer's website is more convenient than at the retailer in person" (n = 160; 63.7%). "to feel less dissatisfied" (n = 128; 51%), "to get an apology from the retailer" (n = 118; 47.1%), and "to obtain redress" (n = 106; 42.3%) appear to be less prominent complaint motives. The least important motive for complaining to the retailer by phone is "to get rid of my anger" (n = 85; 33.9%).

It was deemed possible to perform EFA which provided a three-factor analysis. Three rounds of EFA were performed on the specific complaint action. The first round of EFA included all of the items and extracted only two factors, in the second round item number V20.3 was excluded from the analysis. In the third round of EFA items number V20.3 and V20.10 were excluded from the analysis. The Cronbach Alpha's of Factor 1 increased from 0.764 to 0.872. The total variance explained is 67.820% which is satisfactory, since a total variance explained of 60% or more is envisaged (Malhotra, 2017:718). The factors were labelled in accordance with their content, namely:

**TABLE 4.22: CONSUMERS' MOTIVES FOR COMPLAINING ON THE RETAILER'S WEBSITE
(n=251)**

	FACTOR 1	FACTOR 2	FACTOR 3
V20.7. To ensure that the retailer is aware of the problem	0.891	0.018	-0.066
V20.2. To resolve the problem	0.847	-0.013	0.027
V20.9. To help the retailer in preventing future problems/failures	0.844	0.068	0.004
V20.4. To prevent other consumers from experiencing the same problem	0.777	-0.069	0.136
V20.8. To get an apology from the retailer	0.157	0.852	-0.153
V20.6. To feel less dissatisfied	-0.026	0.771	0.018
V20.5. To get rid of my anger	-0.110	0.729	0.155
V20.1. To obtain redress (get a refund/voucher or return/exchange)	-0.007	0.677	0.033
V20.12. Complaints on the retailer's website are handled more effectively than in the store	0.045	-0.043	0.867
V20.11. Complaining on the retailer's website is more convenient than at the retailer in person	0.050	0.103	0.799
Mean	4.213	3.108	3.605
Standard deviation	0.708	1.147	1.016
% Variance explained	36.737	20.838	10.246
Cronbach's Alpha	0.872	0.759	0.666

Note: Response options 1-5

Factor 1: Prevention and problem solving (4 items)

Factor 2: Venting and redress attainment (4 items)

Factor 3: Utility (2 items)

Factor 1 consisted out of five items (V20.7, V20.2, V20.9, V20.4) with a meaningful correlation. Three of the items it relate to prevention since it entails to ensure that the retailer is aware of the

problem, to help the retailer prevent future problems, and to prevent other consumers from experiencing the same problem. The remaining item leans more towards problem-solving. Therefore, this factor has been labelled as prevention and problem-solving. The Cronbach's Alpha of this factor is 0.872, indicating internal consistency. The mean of prevention and problem solving was calculated as 4.213, which is well above the mid-point of 3.00, consequently, indicating that Factor 1 is strong in motivating the decision to complain on the retailer's website.

Factor 2, namely venting and redress attainment retained four items (V20.8, V20.6, V20.5, V20.1). To get rid of anger, and to feel less dissatisfied relate to venting. The remaining two items, i.e., to get an apology from the retailer, and to obtain redress lean more towards redress attainment. The mean of Factor 2 is 3.108 when compared to the mean of Factor 1 ($M = 4.213$) and of Factor 3 ($M = 3.605$) it is evident that Factor 2 is the least prominent motivating factor of the three factors.

Factor 3 retained two items (V20.12, V20.11) with a meaningful correlation. Complaining on the retailer's website is more convenient, and complaints are handled more effectively than when complaining at the retailer in person share a commonality as they both relate to utility. The Cronbach's Alpha for this factor is 0.666, which is close to the minimum value for internal consistency (Malhotra, 2017:360). When analysing Table 4.22, it is evident that utilitarian motives ($M = 3.605$) are not as significant complaint motive such as problem solving and prevention ($M = 4.213$) when consumers decide to complain on the retailer's website following an in-store service failure.

TABLE 4.23: CONSUMERS' MOTIVES FOR COMPLAINING ON THE RETAILER'S SOCIAL MEDIA PAGES (n = 95)

V10.10: Retailer's social media pages										
Motives	Strongly Disagree		Disagree		Neither agree nor disagree		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
V21.1: To prevent other consumers from experiencing the same problem	5	5.3	2	2.1	6	6.3	54	56.8	28	29.5
	n = 7; 7.4%				n = 6;6.3%		n = 82; 86.3%			
V21.2: To get rid of my anger	16	16.8	19	20.0	21	22.1	30	31.6	9	9.5
	n = 35; 36.8%				n = 21;22.1%		n = 39; 41.1%			
V21.3: To feel less dissatisfied	13	13.6	11	11.6	19	20.0	41	43.2	11	11.6
	n = 24; 25.2%				n = 19;20.0%		n = 52; 54.8%			
V21.4: To ensure that the retailer is aware of the problem	4	4.2	2	2.1	4	4.2	49	51.6	36	37.9
	n = 6; 6.3%				n = 4;4.2%		n = 85; 89.5%			
V21.5: To get an apology from the retailer	12	12.6	13	13.7	24	25.3	33	34.7	13	13.7
	n = 25; 26.3%				n = 24;25.3%		n = 46; 48.4%			
V21.6: To help the retailer in preventing future problems/failures	5	5.2	1	1.1	6	6.3	51	53.7	32	33.7
	n = 6; 6.3%				n = 6;6.3%		n = 83; 87.4%			
V21.7: To stand up for my rights as a consumer	8	8.5	8	8.4	14	14.7	40	42.1	25	26.3
	n = 16; 16.9%				n = 14;14.7%		n = 65; 68.4%			
V21.8: To get the problem resolved faster than when complaining in the store	6	6.3	1	1.1	11	11.6	48	50.5	29	30.5
	n = 7; 7.4%				n = 11;11.6%		n = 77; 81.0%			
V21.9: As complaints are visible to the public, it can be damaging to the retailer	7	7.3	10	10.5	22	23.2	41	43.2	15	15.8
	n = 17; 17.8%				n = 22;23.2%		n = 56; 59.0%			
V21.10: Sharing my dissatisfaction may harm the retailer's reputation	10	10.6	16	16.8	23	24.2	35	36.8	11	11.6
	n = 26; 27.4%				n = 23;24.2%		n = 46; 48.4%			
V21.11: To prevent others from shopping at the retailer	9	9.5	19	20.0	28	29.5	31	32.6	8	8.4
	n = 28; 29.5%				n = 28;29.5%		n = 39;41.0 %			

Consumer's motives for complaining on the retailer's social media pages are similar to the motives for complaining to retailer in person, by phone, by e-mail and on their website particularly "to ensure that the retailer is aware of the problem" (n = 85; 89.5%), "To help the retailer in preventing future problems/failures" (n = 83; 87.4%), and "to prevent other consumers from experiencing the same problem" (n = 229; 91.3%). However, the results for complaining on the retailer's social media pages also indicate another apparent motive which is "to get the problem resolved faster than when complaining in the store" (n = 77; 81%). This result coincides with the findings of Lee and Cude (2012) that indicated that consumers decide to complain online as it is faster and more convenient than complaining in-store. The fifth most crucial motive is "to stand up for my rights as a consumer" (n = 65; 68.4), followed by "as complaints are visible to the public, it can be damaging

to the retailer" (n = 56; 59%). The seventh most important motive for complaining on the retailer's website is "to feel less dissatisfied" (n = 52; 54.8%). Almost half of the respondents stated that "sharing my dissatisfaction may harm the retailer's reputation" (n = 46; 48.4%), and "to get an apology from the retailer (n = 46; 48.4%) are prominent motives which drive them to post a complaint on the retailer's social media pages. The least important motives for complaining on the retailer's social media pages is "to get rid of my anger" (n = 39; 41.1%) and "to prevent others from shopping at the retailer" (n = 39; 41%). Similar to many of the actions explained and described until this point, this result contradicts with the findings of Yilmaz (2016) and Loo, Boo and Khoo-Lattimore (2012) where getting rid of anger was a prominent motive to complain.

The number of respondents (n = 95) who completed the question pertaining to consumers' motives for complaining on the retailer's social media pages where less than hundred and fifty respondents (Palant, 2011:183). Consequently, EFA could not be performed on this specific question.

TABLE 4.24: CONSUMERS' MOTIVES FOR COMPLAINING TO A CONSUMER PROTECTION ORGANISATION (n = 85)

VS10.11: Consumer protection organisation										
Motives	Strongly Disagree		Disagree		Neither agree nor disagree		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
V22.1: To seek assistance in resolving the problem as the retailer is unable to resolve the problem	1	1.1	2	2.4	6	7.1	50	58.8	26	30.6
	n = 3; 3.5%				n = 6;7.1%		n = 76; 89.4%			
V22.2: To stand up for my rights as a consumer	2	2.4	3	3.5	7	8.2	50	58.8	23	27.1
	n = 5; 5.9%				n = 7;8.2%		n = 73; 85.9%			
V22.3: To get rid of my anger	18	21.1	18	21.2	21	24.7	22	25.9	6	7.1
	n = 36; 42.3%				n = 21;24.7%		n = 28; 33.0%			
V22.4: To feel less dissatisfied	7	8.3	15	17.6	14	16.5	42	49.4	7	8.2
	n = 22; 25.9%				n = 14;16.5%		n = 49; 57.6%			
V22.5: To aid in warning other people against the retailer	2	2.4	11	12.9	12	14.1	42	49.4	18	21.2
	n = 13; 15.3%				n = 12;14.1%		n = 60; 70.6%			

Prominent motives, as can be seen in Table 4.24, for complaining to a consumer protection organisation include "to seek assistance in resolving the problem as the retailer is unable to resolve the problem" (n = 76; 89.4%), and "to stand up for my rights as a consumer" (n = 73; 85.9%). The third-ranked motive is "to aid in warning other people against the retailer" (n = 60; 70.6%). "To feel less dissatisfied" (n = 49; 57.6%) appears to be a less critical motive, whereas

"to get rid of my anger" (n = 28, 33%) seems to be the least essential motive which drives consumers to complain to a consumer protection organisation.

The number of respondents (n = 85) who completed the question pertaining to consumers' motives for complaining to a consumer protection organisation where yet again less than hundred and fifty respondents (Palant, 2011:183). Thus, EFA could no be performed on this specific question.

TABLE 4.25: CONSUMERS' MOTIVES FOR COMPLAINING TO NEWSPAPER (n = 62)

VS10.12: Complain to newspaper										
Motives	Strongly Disagree		Disagree		Neither agree nor disagree		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
V23.1: To seek assistance in resolving the problem as the retailer is unable to resolve the problem	2	3.3	1	1.6	6	9.7	34	54.8	19	30.6
	n = 3; 4.9%				n = 6;9.7%		n = 53; 85.4%			
V23.2: To stand up for my rights as a consumer	4	6.4	5	8.1	6	9.7	28	45.2	19	30.6
	n = 9; 14.5%				n = 6;9.7%		n = 47; 75.8%			
V23.3: To get rid of my anger	13	20.8	18	29.0	11	17.7	15	24.4	5	8.1
	n = 31; 49.8%				n = 11;17.7%		n = 20; 32.5%			
V23.4: To aid in warning other people against the retailer	5	8.0	2	3.2	4	6.5	35	56.5	16	25.8
	n = 7; 11.2%				n = 4;6.5%		n = 51; 82.3%			
V23.5: By complaining, problems will be addressed that will be to the benefit of other consumers	1	1.5	1	1.6	5	8.1	35	56.5	20	32.3
	n = 2; 3.1%				n = 5;8.1%		n = 55; 88.8%			
V23.6: To get the problem resolved faster than when complaining in the store	2	3.2	6	9.7	9	14.5	25	40.3	20	32.3
	n = 8; 12.9%				n = 9;14.5%		n = 45; 72.6%			
V23.7: As complaints are visible to the public, it can be damaging to the retailer	4	6.4	6	9.7	17	27.4	30	48.4	5	8.1
	n = 10; 16.1%				n = 17;27.4%		n = 35; 56.5%			
V23.8: Sharing my dissatisfaction may harm the retailer's reputation	2	3.2	10	16.1	22	35.5	21	33.9	7	11.3
	n = 12; 19.3%				n = 22;35.5%		n = 28; 45.2%			
V23.9: To prevent other consumers from experiencing the same problem	1	1.7	1	1.6	3	4.8	40	64.5	17	27.4
	n = 2; 3.3%				n = 3;4.8%		n = 57; 91.9%			
V23.10: To feel less dissatisfied	7	11.3	12	19.4	11	17.7	27	43.5	5	8.1
	n = 19; 30.7%				n = 11;17.7%		n = 32; 51.6%			
V23.11: To seek other people's advice	6	9.7	12	19.4	16	25.8	21	33.9	7	11.3
	n = 18; 29.0%				n = 16;25.8%		n = 28; 45.2%			

Most of the consumers are driven to complain to a newspaper by the following motives "to prevent other consumers from experiencing the same problem" (n = 57; 91.9%), "by complaining, problems will be addressed that will be to the benefit of other consumers" (n = 55; 88.8%), "to seek assistance in resolving the problem as the retailer is unable to resolve the problem" (n = 53; 85.4%), and "to aid in warning other people against the retailer" (n = 51; 82.3%). This result shows

that altruistic reasons such as to prevent others from experiencing the same problem and seeking redress such as to resolve the problem appear to be noteworthy motives which drive consumers to engage in private complaint actions. The fifth most crucial motive is "to stand up for my rights as a consumer" (n = 47; 75.8%), followed by "To get the problem resolved faster than when complaining in the store" (n = 45; 72.6%). Half of the respondents suggested that they are driven to complain to a newspaper "as complaints are visible to the public it can be damaging to the retailer" (n=35; 56.5%), and "to feel less dissatisfied" (n = 32; 51.6%). "sharing my dissatisfaction may harm the retailer's reputation" (n = 28; 45.2%), and "to seek other people's advice" (n = 28; 45.2%) appear to be less critical complaint motives. The least essential motivation for complaining to a newspaper is "to get rid of my anger" (n = 20; 32.5%).

Only sixty-two respondents answered the question pertaining to consumers' motives for complaining to a newspaper, which is again less than a hundred and fifty respondents (Palant, 2011:183). Consequently, EFA could not be performed on this specific question.

4.4.2.5 Conclusion of consumer's motives to engage in public complaint actions

To conclude, consumers appear to be driven to engage in public complaint actions to ensure that the retailer is aware of the problem, to help the retailer in preventing future failures, to resolve the problem and to prevent other consumers from experiencing the same problem. It is also apparent that when consumers decide to complain on the retailer's social media pages that they are motivated to do so as they feel that the problem will get resolved faster than when complaining in the store. When consumers decide to complain to third parties such as consumer protection organisations and newspapers it is mainly because they are seeking assistance in resolving the problem as the retailer is unable to resolve the problem, and also to stand up for their rights as consumers. Throughout the results, it was evident that consumers are, however, not driven by anger when engaging in public complaint actions.

4.4.2.6 Conclusion of Objective 2

In conclusion, after studying and analysing the motives for both private and public complaint actions, it is apparent that consumers are mainly driven by altruistic motives to engage in complaint behaviour. Several other research studies had similar results (Ažić & Bačić, 2020; Siddiqi *et al.*, 2020; Mei *et al.*, 2019; Yılmaz, 2016; Heung & Lam, 2003). Anger and the intention

to harm the retailer appear to be the least essential motive which drives consumers to complain. This result contradicts with the findings of Yilmaz (2016) and Loo, Boo and Khoo-Lattimore (2012) where getting rid of anger was a prominent motive to complain.

4.5 SUMMARY

The respondents were distinguished in terms of gender, with 74.6% female respondents and 25.4% male respondents, and also in terms of five age categories, with 21.1% emerging Millennials (19-25), 19% young Millennials (26-32), 14.7% older Millennials (33-39), 32.8% middle aged (40-54), and 12.4% mature consumers (55+). The sample's level of education was categorised into five categories which included 25.5% with a postgraduate degree or diploma, 50.9% with a degree or diploma, 21.6% with a grade 12 certificate, 0.9% with education up to grade 10 or grade 11, and only 1.0% with grade 9 and lower. The majority of the sample was White (73.2%), and the rest Black (13.3%), Indian (7.3%), Coloured (3.4%) or Other (2.9%). It was unfortunate to have such a low representation of Black, Indian, Coloured and other population groups, but the time and financial constraints of this study made it difficult to recruit a more representative sample. The study's sample was furthermore distinguished in terms of monthly household income. Majority of the respondents had a monthly income of R50 000 or more (32.8%), 18.5% had an income of between R30 000 and R50 000, 16.5% had an income of between R20 000 and R30 000. Only 17.2% of respondents had a monthly household income between R10 000 and R20 000, and just 15% had an income of R10 000 or less.

In the first section of the questionnaire, respondents were asked to select the in-store service failure, which would cause them the most dissatisfaction. This study confirms/supports the findings of Chan, Ha, Lee, Yung and Ling (2016) which affirmed that the service quality of the staff is an essential aspect in a fashion chain store's business and which is the most frequent reason for consumer dissatisfaction.

The **first objective** of this study aimed to explore and describe the types of consumer complaint behavioural intentions. Day and Landon (1977) divided consumer complaint behavioural responses into action and no-action. Action is additionally divided into private and public action.

When analysing sub-objective 1.1, it was evident that majority of the respondents indicated that they would take action following an in-store service failure (78.0%), and only 22.0% of the respondents suggested that they would not take any action following an in-store service failure. A study which focused on consumer complaint behaviour concerning performance failure of major electrical household in South Africa had similar results (Donoghue, 2008). Consumers were more likely to engage in private action (sub-objective 1.2) than in public action (sub-objective 1.3). Respondents who were inclined to engage in private action were most likely to tell their family and/or friends about the problem/failure in person or by phoning them (86.5%). Whereas, respondents who were inclined to engage in public action were most likely to complain to the retailer in person (71.8%).

To determine consumers' motives for complaint behavioural intentions (**Objective 2**), a questionnaire was developed by acquiring and adapting scale items from the studies of Loo, Boo and Khoo-Lattimore (2013), Matilla and Wirtz (2004), Heung and Lam (2003), Sundaram *et al.*, (1998), and Day and Landon (1977). This study found that consumers most prominent motive for engaging in non-complaint behaviour (sub-objective 2.1) is loyalty ($M = 3.13$; $Max = 5$). Consumers who have a history of positive service delivery from a retailer is said to refrain from complaining after experiencing unsatisfactory service delivery (Holloway & Beatty 2003). With regards to sub-objective 2.2 and subjective 2.3, which explored and described consumers' motives for engaging in private and public complaint action, the descriptive and inferential analysis of this study confirms that consumers are mostly motivated by altruistic reasons when engaging in consumer complaint behaviour. Various other research studies also noted that altruistic motives appear to be significant drivers of consumer complaint behaviour (Ažić & Bačić, 2020; Siddiqi *et al.*, 2020; Mei *et al.*, 2019; Yilmaz, 2016; Heung & Lam, 2003). Anger and the intention to harm the retailer appear to be the least essential motive which drives consumers to complain. This result contradicts with the findings of Yilmaz (2016) and Loo, Boo and Khoo-Lattimore (2012) where getting rid of anger was a prominent motive to complain. This study identified altruistic motivations to be the main driving force of South African clothing retailers consumers' intention to complain.

Chapter 5: Conclusion

This chapter presents a brief overview followed by the conclusions of the study in accordance with the research objectives, the practical and theoretical implications, limitations of the study, and recommendations for future research.

5.1 OVERVIEW OF THE STUDY

The South African apparel industry reached a net value of 7,502 million dollars in 2017 (MarketLine, 2018). Globalisation, together with increased competition amongst retailers, has applied immense pressure on South African clothing retailers to become more consumer-orientated (Petzer *et al.*, 2014). Retailers are consequently trying to differentiate their offerings by providing improved services to their consumers to obtain a competitive advantage (Petzer *et al.*, 2014). Service failure is, however, inevitable (Hwang & Mattila, 2020; Li *et al.*, 2020). An unfavourable service encounter (service failure) leads to dissatisfaction which might have detrimental consequences for the retailer if not handled correctly (Li *et al.*, 2020; Hoffman & Bateson, 2010:352).

A consumer's response to dissatisfaction is referred to as "consumer complaint behaviour" (Yilmaz, 2016; Petzer *et al.*, 2014; Singh, 1988:94). Consumers' complaint action can be categorised into three response behaviours namely: private action, public action, and taking no action (Yilmaz, 2016; Petzer *et al.*, 2014; Crie, 2003; Day, 1984). Behind each complaint, action lies specific motivations. Motivation can be defined as the driving force that leads people to behave as they do, it occurs when a need is aroused that the consumer wishes to satisfy (Roberts-Lombard & Parumasur, 2017:168; Parumasur & Roberts-Lombard, 2014:182; Joubert, 2013:66). Motivations related to taking no action, also referred to as non complaint motives, include predominantly three categories, namely utilitarian, protecting the self, and loyalty (discussed in detail in Chapter 2 Section 2.5.3.1). Complaint motives are, however, still underexplored, especially the specific motives behind private action complaints and public action complaints. This study has categorized complaint motives into four main categories, namely, vengeance, altruism,

ego, redress attainment, advice seeking, and utility motivations (discussed in detail in Chapter 2 Section 2.3.3.2). Motivation research attempts to find the underlying *why* of an individuals' behaviour; it aims to identify the motives that drive individuals' purchase behaviour as well as their post-purchase behaviour (REF). A thorough understanding of *consumer's motives* is, therefore, of importance to understand and even anticipate human behaviour within the clothing retail environment. Subsequently, it is important for marketers to understand consumer motives as it provides them with the opportunity to anticipate and understand consumer behaviour and especially CCB within the marketplace. Empirical evidence has to date mainly investigated consumers complaint motives in developed economies, which is not necessarily relevant in emerging economies such as South Africa. Of the limited amount of South African studies, the emphasis has been predominantly on CCB related to major household appliances (Donoghue, 2008), retail banking (Petzer, De Meyer-Heydenrych & Svensson, 2017), and fast food industry (Terblanche, 2006). This research study, therefore, primarily focused on exploring and describing South African consumers non-complaint motives and complaint motives following an in-store service failure specifically within a clothing retail context.

In order to explore and describe consumers' non-complaint and complaint motives, a quantitative research approach was used, with a cross-sectional survey design. This research study included consumers 19 years and older who reside across South Africa, to include the participation of consumers from a broad socioeconomic spectrum who are exposed to numerous retail formats. The data collected from the research sample was analysed according to the objectives of the study through descriptive and inferential statistics. This study used an adapted version of Frasquet *et al.* (2019), Chan *et al.* (2016), Yilmaz (2016), Balaji *et al.* (2015), Clark (2013), Mattila and Wirtz (2004), and Day and Landon's (1977) CCB scale to explore the types of consumer behavioural intentions and an adapted version of Yilmaz (2016), Loo *et al.* (2013), Heung and Lam (2003) and of Sundaram *et al.* (1998) scales to examine consumers' motives for complaint behavioural intentions. The findings obtained from the results of this research study is discussed below as part of the summary of the findings.

5.2 SUMMARY OF THE FINDINGS

The focus of this research study was to explore and describe consumers' motives for complaint behavioural intention following an in-store service failure, explicitly focusing on in-store service

failure in the South African clothing retailing sector. Regarding the demographic results, the respondents who participated in this research study were both males and females, 19 years and older who resided in South Africa, whilst most of the respondents were female. Majority of the respondents were white and had a minimum education level of a degree or diploma.

As a first step in the data analysis, the data sets of service failure, consumer complaint action intentions, and consumers motives for engaging in non-complaint and complaint behavioural intentions were subjected to descriptive statistics, specifically means and percentages. Secondly, the data sets pertaining to consumers motives for engaging in non-complaint and complaint behavioural intentions were subjected to exploratory factor analysis (EFA). The findings are discussed in accordance with the objectives of this research study.

5.2.1 Objective 1: To explore and describe the types of consumer complaint behavioural intentions

Consumer complaint behavioural responses are divided into action and no-action. Action is further divided into private and public action (Day & Landon, 1977). The findings obtained from the descriptive analysis relates to CCB intentions to engage in no action (Objective 1.1), private action (Objective 1.2), and public action (Objective 1.3).

5.2.1.1 To explore and describe the intention to take no action following an in-store service failure

It is unlikely that respondents will decide not to take any action following a product or service failure (Kitapci, Yetkin Özbük, Sakarya & Sarıyıldız, 2019). The findings of this study concur with Donoghue (2008) study focused on product failure since a mere 22% (n = 169) of all respondents had indicated that they would refrain from taking any action after experiencing an in-store service failure.

5.2.1.2 To explore and describe the intention to take private action following an in-store service failure

Private complaint actions are not visible to the retailer; consequently, the retailer remains unaware of the consumer's dissatisfaction and can, therefore, not resolve the dissatisfaction. There are different private actions such as switching brands, boycotting the retailer/product/manufacture or complaining to friends and family (Setiawan & Setyohadi, 2018; De Klerk & Lubbe, 2008). However, the findings of this study have indicated that respondents are mostly inclined to tell their family and/or friends about the service failure either face-to-face or by telephone. From the responses received, they are more likely to switch to another brand name or to stop buying from the retailer following an in-store service failure. However, respondents are not likely to post their unsatisfactory experience on their Facebook/Instagram profile for their friends to see.

5.2.1.3 To explore and describe the intention to take public action following an in-store service failure

Public action refers to complaints directed at the parties directly involved in the transaction, including manufacturers, distributors, retailers, and complaints directed at third parties such as consumer protection organisations, legal organisations or the media (Miquel-Romero *et al.*, 2020). It appears that respondents are more likely to complain to the retailer in person, by phone, via e-mail or on the retailer's website, than to post negative comments on the retailer's social media pages. Respondents are less likely to contact a consumer protection organisation and to write/post a complaint to the press or a consumer complaint website following an in-store service failure.

5.2.2 Objective 2: To explore and describe consumers' motives for complaint behavioural intentions

The data pertaining to consumers' motives for complaint behavioural intentions were analysed with both descriptive statistical analysis (frequencies and percentages) as well as inferential statistical analysis (EFA). Descriptive statistical analysis was used to distinguish consumers' motives for engaging in non complaint actions (Objective 2.1), private complaint actions (Objective 2.2), and public complaint actions (Objective 2.3), and where possible, EFA identified commonalities between the different motivations.

5.2.2.1 To explore and describe consumers' motives for no action

The EFA procedure provided three factors to group consumers' motives for no-action. The factors that were extracted were: (1) Protecting the self/ convenience, (2) not worth complaining, and (3) willingness and ability to handle CCB. The respective factor extraction procedure is presented in Table 4.7 in Chapter 4 and discussed thereafter.

Based on the analysis of the factor means, the predominant consumer motive for engaging in no action following an in-store service failure is **protecting the self/ convenience**. The results of the current study show that respondents do not want to complain as they might have a history of positive service delivery from the specific retailer and are likely to refrain from complaining or they may even be too shy to complain. Respondents might also refrain from complaining as they do not want to be perceived as a troublemaker or might feel that it is not worth their time and effort to complain.

The least prevalent consumer motive for engaging in no action is their **willingness and ability to handle CCB**, meaning that respondents would likely not refrain from complaining if they feel that the retailer would not be able to fix the problem and that the retailer has an unfair return/exchange/refund policy. However, contradicting findings exist. In Chan *et al.*, (2016) clothing-related study respondents were motivated to complain when they perceived the exchange/refund/return policy of the retailer to be unfair and inflexible.

5.2.2.2 To explore and describe consumers' motives for private action

Not all the motives for taking private action were subjected to EFA as a minimum of 150 respondents are required to perform EFA (Palant, 2011:183). The findings of the motives to engage in each one of the different private actions namely: tell your family and/or friends about the problem/failure in person (face-to-face) or by phoning them, text your family and/or friends about the problem/failure (e.g. using WhatsApp), post your experience on your Facebook/Instagram profile for your friends to see, switch to another brand name, and stop buying from the retailer will be summarised below.

The EFA procedure produced three factors to group consumers' motives to tell their family and/or friends about the service failure. The extracted factors were: (1) Venting, (2) Altruistic punishment, (3) Ego and advice seeking. The predominant motive for respondents deciding to tell their family and/or friends about the in-store service failure in person or by phoning them, based on the analysis of the factor means, is **altruistic punishment**. This indicates that respondents tell their family and/or friends about the failure in person or by phoning them to warn them against the retailer and/or to prevent them from experiencing the same problem. By preventing and warning their family and/or friends against the retailer may be damaging to the retailer's reputation. The results of the study are consistent with the results of several other studies (Mei *et al.*, 2019; Yilmaz, 2016; Heung & Lam, 2003). The least important motive for respondents deciding to tell their family and/or friends about the failure in person or by phoning them is **venting**. Respondents would, therefore, not likely contact or tell their family and/or friends about their service failure to get rid of their anger, to seek empathy, to feel less dissatisfied, or to harm the retailer. South African consumers would subsequently rather complain to their family and/or friends in person or by phoning them due to altruistic motives than to vent.

The EFA procedure extracted two factors, namely: (1) Emotional vengeance, and (2) Altruistic judgement to group consumers' motives to text their family and/or friends about the failure. The most prevalent factor for respondents texting their family and/or friends about the failure are **altruistic judgement**. Respondents consequently text their family and/or friends about the failure to help others to make an informed purchase decision (Ažić & Bačić, 2020). Emotional vengeance, according to the analysis of the factor means are not a significant drive towards respondents deciding to text their family and/or friends about the failure.

According to the descriptive results portrayed in Table 4.12 in Chapter 4, respondents would likely post their unfavourable service experience on their social media pages for their friends to see to prevent them from experiencing the same problem, to warn them, and to stand up for their rights as a consumer. Respondents would, however, not be likely to post their unfavourable service experience on their social media pages for their friends to see to harm the retailer and to seek empathy. The results of the research study are supported by a study conducted by Yilmaz (2016), where the complaint motive "seeking empathy" was also one of the least important complaint motives.

Respondents are anticipated to switch to another brand name following an in-store service to feel less dissatisfied and as they do not consider the specific brand name reliable anymore. It was also apparent when analysing the descriptive results that respondents would not be motivated to harm the brand name when deciding to switch to another brand name after experiencing an in-store service failure. According to the focus group results, the predominant motive for respondents deciding to stop buying from the specific retailer after experiencing an in-store service failure is that respondents do not feel that the brand name is reliable anymore. In a study conducted by Balaji *et al.*, (2015) on consumer's e-complaining behaviours using social media, respondents indicated that when they perceive the retailer not be reliable, they inherently believe the retailer would not be able to rectify the problem and reveals the significance of the specific indicator.

Table 5.1 provides a visual representation of the key motivations related to each private complaint action. The dark green coloured motivations are the most important motivations for that specific action (80+%), the light green coloured motivations are second-ranked motivations which influences the specific action (70-80%), and the light yellow motivations are the least important motive which drives the specific action (<50%).

TABLE 5.1: SUMMARY OF COMPLAINT MOTIVES PER PRIVATE COMPLAINT INTENTION

		Consumer Complaint Intentions				
		1. Tell your family and friends about the problem/ failure in person or by phoning them	2. Text your family and friends about the problem/ failure	3. Post your experience on your Facebook/ Instagram profile for your friends to see	4. Switch to another brand name	5. Stop buying at the retailer
Consumer Complaint Motives	To warn them against the retailer	x	x	x		
	To prevent other consumers from experiencing the same problem	x	x	x		
	To feel less dissatisfied	x	x	x	x	x
	To get rid of my anger	x	x	x	x	x
	To seek their advice	x	x	x		
	To harm the retailer	x	x	x		x
	To seek empathy	x	x	x		
	To stand up for my rights as a consumer	x	x	x		
	I do not consider the brand name reliable anymore				x	x
	To harm the brand name				x	
	To obtain redress					
	To resolve the problem					
	To better understand the reason for the failure					
	To ensure that the company is aware of the problem					
	To get an apology from the retailer					
	To help the retailer in preventing future problems/ failures					
	Complaining by phone requires less hassle than visiting the retailer in person					
	Complaining on the retailer's website is more convenient than at the retailer in person					
	Complaints on the retailer's website are handled more effectively than in the store					
	To get the problem resolved faster than when complaining in the store					
	As complaints are visible to the public, it can be damaging to the retailer					
	To prevent others from shopping at the retailer					
	To seek assistance in resolving the problem as the retailer is unable to resolve the problem					
	By complaining, problems will be addressed that will be to the benefit of other consumers					
	To seek other people's advice					

When summarising the motives for engaging in private complaint actions, it is prevalent (as can be seen in Table 5.1 indicated by the dark green colour) that respondents are mainly driven by altruistic reasons to engage in complaint actions. Respondents are the least motivated to engage

in private complaint actions to seek empathy by others and to harm the retailer (as can be seen in Table 5.1 indicated by the light yellow colour).

5.2.2.3 To explore and describe consumers' motives for public action

Not all the motives for taking public action were subjected to EFA as a minimum of 150 respondents are required to perform EFA (Palant, 2011:183). The findings of the motives to engage in each one of the different public actions namely: complain to the retailer in person (face-to-face), complain to the retailer by phone, complain to the retailer by e-mail, complain on the retailer's website, post negative comments on the retailer's Twitter/Facebook/Instagram pages for anyone to see, complain to a consumer protection organisations (e.g. the National Consumer Commission) and write/post a complaint to the press (newspaper, magazine etc.) or a consumer complaint website will be summarised in the section below.

Two factors were extracted to group the motives for complaining to the retailer in person. The extracted factors were: (1) altruism and information seeking, and (2) venting and redress attainment. According to the analysis of the factor means the most prominent motive for complaining to the retailer in person is **altruism and information seeking**. Respondents, therefore, physically complain to the retailer out of concern to both help and warn the retailer to prevent similar service failures to occur in the future. The least prevalent motive for complaining to the retailer in person is **venting and redress attainment**, meaning that respondents are not motivated to complain to get an apology from the retailer, to get rid of their anger, to feel less dissatisfied, to obtain redress, and to stand up for their rights as a consumer. Contradicting studies exist which found that getting rid of anger is a prominent reason to complain (Yilmaz, 2016; Loo *et al.*, 2013). Loo *et al.*, (2013) study focused on foodservice chains which might be a reason for the contradicting results.

As per the factor analysis, the motives for complaining to the retailer by phone can also be grouped into two factors namely: (1) altruism and problem solving, and (2) Venting and redress attainment. **Altruism and problem solving** appears to be the most important motive for complaining to the retailer by phone. The results of this study are consistent with several other research studies where altruism proved to be a prominent reason for respondents deciding to engage in complaint behaviour (Ažić & Bačić, 2020; Siddiqi *et al.*, 2020; Mei *et al.*, 2019; Yilmaz,

2016; Loo *et al.*, 2013; Nimako & Mensah, 2012; Heung & Lam, 2003). The least prominent motive for complaining to the retailer by phone is **venting and redress attainment**. Consequently, respondents do not complain to the retailer by phone to get rid of their anger and to feel less dissatisfied.

The motives for complaining to the retailer by e-mail can be group into two factors, namely: (1) Altruism and problem solving, and (2) Venting and redress attainment. According to the analysis of the factor means **altruism and problem solving** is the most prominent motive for complaining to the retailer by e-mail. Subsequently, **venting and redress attainment** is the least prominent motive for respondents to complain to the retailer by e-mail. Contradicting findings exist. In a study conducted by Loo, Boo and Khoo-Lattimore (2013) majority of respondents complained to express their emotional anger. In the same study, 0.7% of respondents demanded compensation.

The EFA procedure produced three factors to group consumers' motives for complaining on the retailer's website about the in-store service failure. The extracted factors were: (1) Prevention and problem solving, (2) Venting and redress attainment, and (3) Utility. **Prevention and problem solving** appears to be the most prominent reason for respondents deciding to complain on the retailer's website. Respondents, therefore, complain to ensure that the retailer is aware of the problem, to help the retailer in preventing future failures, and to prevent other respondents from experiencing the same problem. The least prominent motive for complaining on the retailer's website is **venting and redress attainment**.

The descriptive analysis implies that respondents complain on a retailer's social media pages to ensure that the retailer is aware of the problem, to help the retailer in preventing future failures, and to prevent other respondents from experiencing the same problem. All of these are altruistic motives and to get the problem resolved faster than when complaining in the store. Respondents are, however, not motivated to complain on the retailer's social media pages to get rid of their anger.

According to descriptive analysis, respondents are driven to complain to a consumer protection organisation when they are seeking assistance in resolving the problem as they feel that the retailer is unable to resolve the problem and to stand up for their rights as a consumer.

Respondents would, however, not complain to consumer protection to get rid of their anger. Altruistic motives such as to prevent other consumers from experiencing the same problem motivate respondents to complain to a newspaper. Additionally, anger did not significantly motivate respondents to complain to a newspaper.

Table 5.2 provides a visual representation of the key motivations related to each public complaint action. The dark green coloured motivations are the most important motivations for that specific action (80+%), the light green coloured motivations are second-ranked motivations which influences the specific action (70-80%), and the light yellow motivations are the least important motive which drives the specific action (<50%).

TABLE 5.2: SUMMARY OF COMPLAINT MOTIVES PER PUBLIC COMPLAINT INTENTION

		Consumer Complaint Intentions						
		6. Complain to the retailer in person	7. Complain to the retailer by phone	8. Complain to the retailer by e-mail	9. Complain on the retailer's website	10. Post negative comments on the retailer's social media pages for anyone to see	11. Complain to a consumer protection organisation	12. Write/post a complaint to the press or a consumer complaint website
Consumer Complaint Motives	To warn them against the retailer						x	x
	To prevent other consumers from experiencing the same problem	x	x	x	x	x		x
	To feel less dissatisfied	x	x	x	x	x	x	x
	To get rid of my anger	x	x	x	x	x	x	x
	To seek their advice							
	To harm the retailer					x		
	To seek empathy							
	To stand up for my rights as a consumer	x	x	x	x	x	x	x
	I do not consider the brand name reliable anymore							
	To harm the brand name							
	To obtain redress	x	x	x	x			
	To resolve the problem	x	x	x	x			
	To better understand the reason for the failure	x	x	x	x			
	To ensure that the company is aware of the problem	x	x	x	x	x		
	To get an apology from the retailer	x	x	x	x	x		
	To help the retailer in preventing future problems/ failures	x	x	x	x	x		
	Complaining by phone requires less hassle than visiting the retailer in person		x	x	x			
	Complaining on the retailer's website is more convenient than at the retailer in person				x			
	Complaints on the retailer's website are handled more effectively than in the store				x			
	To get the problem resolved faster than when complaining in the store				x	x		x
	As complaints are visible to the public, it can be damaging to the retailer					x		x
	To prevent others from shopping at the retailer					x		
	To seek assistance in resolving the problem as the retailer is unable to resolve the problem						X	x
By complaining, problems will be addressed that will be to the benefit of other consumers							x	
To seek other people's advice							x	

When analysing the individual public complaint actions in Table 5.2, it becomes clear which motives influence respondents to complain and which motives would not influence respondents to complain following an in-store service failure. What is very important to note is that even though respondents received different questions based on their earlier answers, the results are

consistent. Respondents appear to be driven to engage in public complaint actions to ensure that the retailer is aware of the problem, to help the retailer in preventing future failures, to resolve the problem, and to prevent other respondents from experiencing the same problem (**altruism**). The EFA results (where possible) also indicated that respondents decide to complain publicly due to altruistic motivations. It is also apparent that when respondents decide to complain on the retailer's social media pages that they are motivated to do so as they feel that the problem will get resolved faster than when complaining in the store. When respondents decide to complain to third parties such as consumer protection organisations and newspapers, it is suggested that they do so to seek assistance in resolving the problem as the retailer is unable to resolve the problem and to stand up for their rights as a consumer. Respondents are not driven to engage in public complaint actions to get rid of their anger.

5.3 PRACTICAL IMPLICATIONS

This study has practical implications for retailers and marketers. From the retailer's perspective, they can only address dissatisfaction and try to reduce future dissatisfaction if they are aware of the problem. The ultimate goal is to get the consumer to engage in public action. An understanding of consumers' motives prior to engaging in complaint actions is necessary to enable retailers to convince consumers to engage in public voicing of their dissatisfaction and to prevent the spreading of negative word-of-mouth communications. Consumers view word-of-mouth and e-word-of-mouth communication to be more accessible and in a sense, more credible.

Some consumers refrain from complaining after experiencing an in-store service failure. This study has shown that they do so because of loyalty towards the specific retailer and also because they feel that nothing will be done to rectify the problem. To encourage these consumers to complain, the retail should indeed realise the importance of customer complaints and make certain that they resolve problems as far as possible. It can furthermore be beneficial to make the consumer aware that they have indeed fixed it, for instance, by sending the consumer an e-mail to explain what has been done. For instance, if the consumer complained about waiting in a long queue at the pay point, the email can communicate: "Thank you for helping us improve our service. We have relooked our shifts to ensure that all pay points are open during peak hours to reduce the time spent in queues."

Upon analysing the motivations underlying private complaint behavioural actions, altruism was very prominent. Retailers and marketing managers can use this to try and change the consumers' private action into public action. The findings of the public action were similar, again, altruism were the main motivational driver. Altruism can be used to improve consumer complaint behaviour. For instance, through in-store signage as well as on the website, it can be stressed that complaining at the retailer can prevent other customers from experiencing the same problem. For example: "Help us to improve our service. Your feedback assists us in enhancing the service for you and for others."

Although retailers have complaint policies and strategies in place, many members of their staff do not have the necessary skills to manage complaints effectively. Staff members should, therefore, be informed about the complaint and return policies and should be trained to handle complaints effectively. Retailers should ensure that customers are provided with the necessary information concerning return policies to ensure that customers know where to complain following a service failure. In today's interactive society, it is vital that manufacturers and retailers have a platform in place where consumers can lodge their complaints online as it is more convenient for consumers to complain online than to go back to the store, especially since consumers of today are more concerned with convenience and less time consuming activities. If retailers can effectively persuade consumers to complain directly to them either in-store or online it could provide retailers with a second chance to rectify the problem and to enhance consumer satisfaction; to prevent negative word-of-mouth communications and to prevent consumers from switching to another retailer.

Retailers should not see complaints as damaging and should rather encourage consumers to complain as complaints provide them with valuable feedback to improve their service offerings. An understanding of the motives for engaging in complaint behaviour could help retailers to develop effective complaint handling strategies, and it could help them to retain consumers and prevent them from switching to the competition and could prevent the spread of negative word-of-mouth communication.

5.4 THEORETICAL IMPLICATIONS

Apart from this study's valuable implications for the industry, it also made a sizeable theoretical contribution. Although it adds to the body of CCB knowledge and literature, it specifically shed additional insight into the motivational constructs underlying consumers' engagement in non-complaint and complaint behavioural intentions. To date, these motivational constructs have not been extensively explored and could contribute to the understanding of why consumers do not complain or complain following an in-store service failure.

In addition to the above, research previously conducted on CCB primarily focused on European, Asian and American consumers (Ažić & Bačić, 2020; Loo *et al.*, 2013; Bunker & Bradley, 2007; Lerman, 2006; Heung & Lam, 2003; Liu & McClure, 2001; Huefner & Hunt, 2000; Johnston, 1998; Stephens & Gwinner, 1998). Although it is extremely valuable in understanding CCB, the behaviour of consumers from emerging economies, such as South Africa, differs from that of consumers from developed countries. In the South African context, studies have focused on consumers dissatisfaction and CCB with specific product categories and services, including major household appliances (Donoghue, 2008) and small custom-made clothing businesses (Makopo *et al.*, 2016). Extending these studies, this study provided an exploration of consumers' motives driving complaint behavioural intentions in a South African clothing retailing context. The scale items that were used in this research study were adapted from existing scales to develop an understanding of the motives which drive South African consumers to refrain from complaining or to engage in either private or public complaint actions. The scale items developed for this specific study may prove to be of value for future researchers who want to explore the motives which drive consumers to engage in non-complaint and complaint behavioural intention.

5.5 LIMITATIONS AND RECOMMENDATIONS

Although in research limitations are inevitable, it is important to reflect and provide recommendations for future studies. The first limitation relates to sampling. The respondents were recruited by means of convenience, quota and snowball sampling which are all non-probability sampling techniques. Immense effort was made to purposefully target consumers with specific demographic characteristics to accurately portray the demographic representation of South Africa

as closely as possible by providing the fieldworkers with certain quotas per demographic variable. Although online questionnaires have many advantages, it must be mentioned that quota sampling is very difficult to achieve when distributing a link to an online questionnaire. Even though the invitation to partake in the study together with the link was sent to a wide variety of possible respondents, it was not possible to ensure that these potential respondents actually complete the questionnaire. In the final sample of this study, the majority of the respondents were female (n = 573; 74.6%) and most of the respondents were White (n = 562; 73.2%). Subsets of the sample were, however, large enough to merit statistical analysis.

The measuring instrument itself also possessed a few minor limitations. This study made use of an online interactive questionnaire to gather data regarding consumers' complaint channel choice and to explore consumers' motives for engaging in non-complaint and complaint behavioural intentions. Many South African consumers do, however, not have access to the internet and could, as a result, not participate in this study. This study formed part of a bigger study and the questionnaire used for the bigger study included eight sections. Even though the questionnaire might seem very long and complex, all of the respondents did not answer all the questions. The questionnaire was planned in such a manner that depending on the respondent's response to a particular question, they were routed to another section so as to ensure that they only answer questions that were relevant to them. The different routes which respondents could follow can be seen in the survey flow Figure 3.1. However, consumers motives for engaging in non-complaint and complaint behaviour was only measured in Section E of the questionnaire. As explained in Chapter 4 section 4.4.2.2 the motives for engaging in the action: "Stop buying at the retailer" were not measured in the online questionnaire. Fortunately, it was possible to still explore the underlying motivation that drives consumers to stop buying at the retailer with a qualitative focus group session.

It should be noted that it might have been possible that some respondents provided certain answers as to look better to others and to feel good about themselves which might have been intentionally or unintentionally. This might have had a slight effect on the high level of altruism in the data analysis, since most consumers indicated that they would engage in certain complaint behavioural actions specifically to help or warn others (altruistic motivations). In addition, very little respondents have indicated that anger is the driving force behind their complaint actions, which was not really similar to findings of other CCB studies (Loo *et al.*, 2013) With that being

said, the entire questionnaire was anonymous and completed privately without a fieldworker present, which definitely decreased response bias significantly. Future research might benefit from including a pop-up message that appears just before the section related to the motivations which stresses truthful answering and reminding the respondents that all responses are anonymous.

A quantitative research approach, as used for this study, indeed has certain advantages, but also certain limitations (Creswell, 2014:18). Even though it might be relatively simple for a respondent to identify his/her choice of complaint channel, it might be more difficult to recognise the real motivation underlying non-complaint or complaint behavioural intentions within a questionnaire. A qualitative research approach, using for instance depth-interviews, in which the participants have more time to indeed think about a specific scenario and engage in a more intimate conversation with an interviewer, might give a fuller picture of this research question. Therefore, a future qualitative study could be insightful to assist in building on the results of this study to explain the motivations underlying CCB intentions in more detail.

Lastly, this research solely measured consumers channel choice and consumers motives for engaging in non-complaint and complaint behavioural intentions. Motivation is, however, influenced by emotions, personality, and situational factors. Future research could, therefore, focus on the influence of emotions, personality, and situational factors on consumers motives for engaging in non-complaint and complaint behaviour. Furthermore, it would also be interesting to see how motivation differs between different product categories.

5.6 CONCLUDING REMARKS

As mentioned before, service failures are inevitable, and consumers are bound to complain. This study, therefore, provided an understanding of how clothing consumers complain following in-store service failure and specifically focused on the motives behind the different complaint behavioural intentions. It is crucial to facilitate clothing retailers to correct service failures and to handle consumer complaints more effectively to ensure customer satisfaction, enhance customer loyalty for re-purchase, encourage positive word-of-mouth, and generate profit.

“Imagine your customer is your best friend – listen to their concerns, be a shoulder to lean on, and then shift the focus from what went wrong to how you can help make it right.”

- Rachel Hogue

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Addenda A

Consent form and questionnaire



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Natural and Agricultural Sciences
Department of Consumer and Food Sciences
1 July 2019

CONSENT FORM

Dear Participant

NATURE AND PURPOSE OF THE RESEARCH PROJECT

This research project forms part of the requirements for the completion of the 2019 final year B Consumer Science Clothing Retail Management degree. The purpose of this research project is to explore consumers' dissatisfaction, emotions and behavioural intentions following clothing product failure and in-store/online service failure associated with clothing retailers.

RESEARCH PROCEDURE

You will be asked to indicate whether you mostly purchase clothing at brick-and-mortar retailers (in the store) or online. Based on your choice of shopping channel, you will be randomly asked to complete questions about clothing product failures or clothing retailers' service failures, and your subsequent dissatisfaction emotions and intentions.

Please note: No prior preparation is needed to complete the questionnaire. Participation is voluntary, with no penalty or loss of benefit if you decide not to take part. Completion of the questionnaire takes approximately 10 minutes. The procedure is completed by a word of appreciation for your time and effort.

PRIVACY AND CONFIDENTIALITY

Participants' responses are strictly confidential, and only members of the research team will have access to the information. Your response will be bulked with those obtained from other participants and appropriate statistical analysis will be performed on the bulked data. At no time will personal opinions be linked to specific individuals. Data will be safely and securely stored and will not be accessible from the public domain. The privacy and anonymity of your participation are therefore ensured.

WITHDRAWAL CLAUSE AND RIGHTS OF ACCESS TO DATA

Participants may withdraw at any stage of the research without having to explain why. By no means will your withdrawal be held against you. As a participant you also have the right of access to your data.

POTENTIAL BENEFITS

The findings derived from this research could assist clothing retailers to improve the quality of their product and service offering, to better understand their customers and to developing effective complaint handling strategies to promote customer satisfaction.

ADDITIONAL INFORMATION

Dr. Suné Donoghue can be contacted at sune.donoghue@up.ac.za or at (012) 420 2488 for further information about the research project.

CONSENT

I have read the above information relating to the research project and declare that I understand it. I have been afforded the opportunity to contact and discuss relevant aspects of the project with the project leader, and hereby declare that I agree voluntarily to participate in the project.

I indemnify the University and any employee or student of the University against any liability that I may incur during the course of the project.

V72 (Q15) -I agree to the terms and conditions as stated above:

- Yes, I agree (1)
- No, I do not agree (2)
-

V73 (Q16) -Before we continue, we just want to ensure that you belong to the group we are targeting.

Are you older than **19 years** of age?

Yes (1)

No (2)

Consumer complaint behaviour questionnaire

Section A – Retailer information

V1 (Q1) Where do you prefer to buy your clothing (excluding shoes, accessories and jewellery)?	In-store	1	Online	2
V2 (Q19) From which retailer (Retailer X) do you mostly buy clothing for yourself?				

Section B – Failure scenario

Product	Service
Product failure VP3 (Q32) <i>Imagine that you recently purchased an expensive clothing item that you really wanted at retailer X. After having worn and washed the item once, you realise that you are not completely satisfied due to product failure.</i>	Instore (Q34) / Online (Q36) VS3/VO3 (Q34/Q36) <i>Imagine that you are shopping for clothing for yourself at retailer X. During your shopping experience you realise that you are not completely satisfied with the in-store service delivery.</i>
VP4 (Q33) Select three product failures that will cause you to be the most dissatisfied .	VS4/VO4 (Q35) Select three in-store/online service failures that will cause you to be the most dissatisfied .
VP4.1 (Q33-1) Small balls of fluff form on the fabric's surface VP4.2 (Q33-2) Fabric rips, tears or forms holes VP4.3 (Q33-3) Fasteners (e.g. zippers, buttons etc.) break or become undone VP4.4 (Q33-4) Decorative trimmings (e.g. embroidery, sequins, ribbons) become undone VP4.5 (Q33-5) Seams and/or stitches unravel or do not stay intact VP4.6 (Q33-6) Hems unravel VP4.7 (Q33-7) Colour of the item fades after being washed VP4.8 (Q33-8) Bright colours bleed into lighter colours of the item after being washed (e.g. the white stripes of your blue and white striped shirt turn light blue) VP4.9 (Q33-9) Printed designs on the fabric rub off/fade VP4.10 (Q33-10) Clothing item does not keep its shape due to shrinking, stretching or twisting VP4.11 (Q-11) Other:	In-store service failures (VS) VS4.1 (Q35-1) Untidy store areas (e.g. fitting rooms, till points, etc.) VS4.2 (Q35-2) Unorganised store layout VS4.3 (Q35-3) Unpleasant atmosphere (e.g. loud music/staff, uncomfortable room temperature, etc.) VS4.4 (Q35-4) Unfriendly staff VS4.5 (Q35-5) Unhelpful staff VS4.6 (Q35-6) Incompetent staff VS4.7 (Q35-7) Poor customer service support VS4.8 (Q35-8) Poor communication with customers VS4.9 (Q35-9) Unfair return/exchange policy VS4.10 (Q35-10) Unclear return/exchange policy VS4.11 (Q35-11) Refund problems VS4.12 (Q35-12) Stock availability issues (e.g. out of stock) VS4.13 (Q35-13) Inaccurate information (e.g. misleading product information, incorrect pricing of products) VS4.14 (Q35-14) Missing price tags VS4.15 (Q35-15) Difficulties while paying (e.g. under-staffed, trainees serving customers, etc.) VS4.16 (Q35-16) Long waiting time in queues
	VO4 (Q37) Online service failures VO4.17 (Q37-1) Received wrong product VO4.18 (Q37-2) Received wrong size VO4.19 (Q37-3) Late delivery of products VO4.20 (Q37-4) Purchased goods never arrived VO4.21 (Q37-5) Purchased goods damaged during delivery VO4.22 (Q37-6) Shipment/tracking problems VO4.23 (Q37-7) Navigational problems on website VO4.24 (Q37-8) Insufficient information provided on website VO4.25 (Q37-9) Products incorrectly listed on website as "in stock" when they are in fact out of stock VO4.26 (Q37-10) Inaccurate information provided on website VO4.27 (Q37-11) Credit card over-charge VO4.28 (Q37-12) Confusing payment options VO4.29 (Q37-13) Difficulties when paying VO4.30 (Q37-14) Unsecure payment facilities VO4.31 (Q37-15) Poor customer service support VO4.32 (Q37-16) Poor communication with customers VO4.33 (Q37-17) Unfair return/exchange policy

	VO4.34 (Q37-18) Unclear return/exchange policy VO4.35 (Q37-19) Refund problems
VP5 (Q39) Which one of the three product failures listed below would cause you to be the most dissatisfied ? VP5:(1)-(10) (Q39:(1)-(10))	VS5 (Q42(INSTORE))/ VO5 (Q45(ONLINE)) Which one of the three in-store/online service failures listed below, would cause you to be the most dissatisfied ? VS5: (1)-(10) (Q42: (1)-(16)) VO5: (17)-(35) (Q45: (1)-(19))
VP6 (Q40) Rate your level of dissatisfaction for this product failure (failure x). (1 = Slightly dissatisfied; 2 = Moderately dissatisfied; 3 = Very dissatisfied; 4 = Extremely dissatisfied)	VS6 (Q43 (INSTORE))/ VO6 (Q46(ONLINE)) Rate your level of dissatisfaction for this service failure (failure X). (1 = Slightly dissatisfied; 2 = Moderately dissatisfied; 3 = Very dissatisfied; 4 = Extremely dissatisfied)
VP7 (Q41 (PRODUCT)); VS7 (Q44 (INSTORE)); VO7 (Q47 (ONLINE)); How severe (serious) would you consider the product/service failure? (1 = Not at all severe; 2 = Slightly severe; 3 = Moderately severe; 4 = Very severe; 5 = Extremely severe)	
VP8 (Q52) Who would you blame for the product failure (failure x)? VP8.1 (Q52-1) the retailer VP8.2 (Q52-2) the manufacturer VP8.3 (Q52-3) myself VP.8.4 (Q52-4) someone else	VO8 (Q53) Who would you blame for the Online service failure (Failure x) VO8.1 (Q53-1) the retailer VO8.2 (Q53-2) my self VO8.3 (Q53-5) someone else VS8 (Q54) Who would you blame for the In-store service failure (Failure x) VS8.1 (Q54-1) the retailer VS8.2 (Q54-2) my self VS8.3 (Q54-4) someone else

Section C – Negative emotions

VP9 (Q24) Please indicate your emotional state following the product failure. (1 = Not at all X; 2 = Slightly X; 3 = Moderately X; 4 = Very X; 5 = Extremely X)					
I would feel ...	Not at all	Slightly	Moderately	Very	Extremely
VP9.1 (Q24.1) anxious					
VP9.2 (Q24.2) angry					
VP9.3 (Q24.3) ashamed					
VP9.4 (Q24.4) sad					
VP9.5 (Q24.5) frustrated					
VP9.6 (Q24.6) irritated					
VP9.7 (Q24.9) disgusted					
VP9.8 (Q24.10) embarrassed					

<p>VP67 Following the Product failure (failure x), would you take action?</p> <p>Action means: Informing family and friends about the problem/failure, switching the brand name/retailer, complaining to the retailer, and complaining via social media, etc.</p>	YES	(5)	NO	(6)
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<p>VS9 (Q48) Please indicate your emotional state following the In store service failure.</p>					
<p>(1 = Not at all X; 2 = Slightly X; 3 = Moderately X; 4 = Very X; 5 = Extremely X)</p>					
I would feel ...	Not at all	Slightly	Moderately	Very	Extremely
VS9.1 (Q48.1) anxious					
VS9.2 (Q48.2) angry					
VS9.3 (Q48.3) ashamed					
VS9.4 (Q48.4) sad					
VS9.5 (Q48.5) frustrated					
VS9.6 (Q48.6) irritated					
VS9.7 (Q48.9) disgusted					
VS9.8 (Q48.10) embarrassed					

<p>VS68 Following the In store failure (failure x), would you take action?</p> <p>Action means: Informing family and friends about the problem/failure, switching the brand name/retailer, complaining to the retailer, and complaining via social media, etc.</p>	YES	(5)	NO	(6)
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<p>V09 (Q49) Please indicate your emotional state following the Online service failure.</p>

(1 = Not at all X; 2 = Slightly X; 3 = Moderately X; 4 = Very X; 5 = Extremely X)					
I would feel ...	Not at all	Slightly	Moderately	Very	Extremely
VO9.1 (Q49.1) anxious					
VO9.2 (Q49.2) angry					
VO9.3 (Q49.3) ashamed					
VO9.4 (Q49.4) sad					
VO9.5 (Q49.5) frustrated					
VO9.6 (Q49.6) irritated					
VO9.7 (Q49.7) disgusted					
VO9.8 (Q49.10) embarrassed					

VO70 Following the Online failure (failure x), would you take action? Action means: Informing family and friends about the problem/failure, switching the brand name/retailer, complaining to the retailer, and complaining via social media, etc.	YES	(4)	NO	(5)
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Section D – Consumer complaint intention

VP10 (Q25) Following the Product failure how likely are you to _____ (1 = Extremely unlikely; 2 = Unlikely; 3 = Neutral; 4 = Likely; 5 = Extremely likely)
Possible items
VP10.1 (Q25.1) Tell your family and friends about the problem/failure in person (face-to-face) or by phoning them?
VP10.2 (Q25.2) Text your family and friends about the problem/failure (e.g. using WhatsApp)
VP10.3 (Q25.3) Post your experience on your Facebook/Instagram profile for your friends to see
VP10.4 (Q25.4) Switch to another brand name
VP10.5 (Q25.5) Stop buying at the retailer
VP10.6 (Q25.6) Complain to the retailer in person (face-to-face)
VP10.7 (Q25.7) Complain to the retailer by phone
VP10.8 (Q25.8) Complain to the retailer by e-mail
VP10.9 (Q25.9) Complain on the retailer's website
VP10.10 (Q25.10) Post negative comments on the retailer's Twitter/Facebook/Instagram pages for anyone to see
VP10.11 (Q25.11) Complain to a consumer protection organisation (e.g. the National Consumer Commission)
VP10.12 (Q25.12) Write/post a complaint to the press (newspaper, magazine etc.) or a consumer complaint website (e.g. hellopeter.com)

VS10 (Q51) Following the In store service failure how likely are you to _____ (1 = Extremely unlikely; 2 = Unlikely; 3 = Neutral; 4 = Likely; 5 = Extremely likely)
Possible items
VS10.1 (Q51.1) Tell your family and friends about the problem/failure in person (face-to-face) or by phoning them?
VS10.2 (Q51.2) Text your family and friends about the problem/failure (e.g. using WhatsApp)
VS10.3 (Q51.3) Post your experience on your Facebook/Instagram profile for your friends to see
VS10.4 (Q51.4) Switch to another brand name
VS10.5 (Q51.5) Stop buying at the retailer
VS10.6 (Q51.6) Complain to the retailer in person (face-to-face)
VS10.7 (Q51.7) Complain to the retailer by phone
VS10.8 (Q51.8) Complain to the retailer by e-mail
VS10.9 (Q51.9) Complain on the retailer's website
VS10.10 (Q51.10) Post negative comments on the retailer's Twitter/Facebook/Instagram pages for anyone to see
VS10.11 (Q51.11) Complain to a consumer protection organisation (e.g. the National Consumer Commission)
VS10.12 (Q51.12) Write/post a complaint to the press (newspaper, magazine etc.) or a consumer complaint website (e.g. hellopeter.com)

VO10 (Q53) Following the Online service failure how likely are you to _____ (1 = Extremely unlikely; 2 = Unlikely; 3 = Neutral; 4 = Likely; 5 = Extremely likely)
Possible items
VO10.1 (Q53.1) Tell your family and friends about the problem/failure in person (face-to-face) or by phoning them?
VO10.2 (Q53.2) Text your family and friends about the problem/failure (e.g. using WhatsApp)
VO10.3 (Q53.3) Post your experience on your Facebook/Instagram profile for your friends to see
VO10.4 (Q53.4) Switch to another brand name
VO10.5 (Q53.5) Stop buying at the retailer
VPO10.6 (Q53.6) Complain to the retailer in person (face-to-face)
VO10.7 (Q53.7) Complain to the retailer by phone
VO10.8 (Q53.8) Complain to the retailer by e-mail
VO10.9 (Q53.9) Complain on the retailer's website
VO10.10 (Q53.10) Post negative comments on the retailer's Twitter/Facebook/Instagram pages for anyone to see
VO10.11 (Q53.11) Complain to a consumer protection organisation (e.g. the National Consumer Commission)
VO10.12 (Q53.12) Write/post a complaint to the press (newspaper, magazine etc.) or a consumer complaint website (e.g. hellopeter.com)

Section E – Motives for complaint intention

Motives (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree	Note: Only for 4 & 5 answered to above questions
V11 (E1) No-complaining motives	Q54 Why would you not do anything about the problem/failure?
V11.1 (Q54.1)	Complaining is too much effort.
V11.2 (Q54.2)	The complaint process is a waste of time.
V11.3 (Q54.3)	The retailer would not be able to fix the problem.
V11.4 (Q54.4)	The problem/failure experienced is no big deal.
V11.5 (Q54.5)	I had purchased from the retailer many times before without problems and therefore will not be especially angered when the failure occurs.
V11.6 (Q54.6)	I am too shy to complain.
V11.7 (Q54.7)	I do not want to be perceived as a nuisance or troublemaker.
V11.8 (Q54.8)	The retailer has an unfair return/exchange/refund policy.
(E2):Private action motives	

V12 Family and friends	Q55 Why would you tell your family and friends about the problem/failure in person (face-to-face) or by phoning them?
V12.1 (Q55.1)	To warn them against the retailer
V12.2 (Q55.2)	To prevent them from experiencing the same problem
V12.3 (Q55.3)	To feel less dissatisfied
V12.4 (Q55.4)	To get rid of my anger
V12.5 (Q55.5)	To seek their advice
V12.6 (Q55.6)	To harm the retailer
V12.7 (Q55.7)	To seek empathy
V12.8 (Q55.8)	To stand up for my rights as a consumer
V13 Private	Q56 Why would you text your family and friends about the problem/failure using WhatsApp?
V13.1 (Q56.1)	To warn them against the retailer
V13.2 (Q56.2)	To prevent them from experiencing the same problem
V13.3 (Q56.3)	To feel less dissatisfied
V13.4 (Q56.4)	To get rid of my anger
V13.5 (Q56.5)	To seek their advice
V13.6 (Q56.6)	To harm the retailer
V13.7 (Q56.7)	To seek empathy
V13.8 (Q56.8)	To stand up for my rights as a consumer
V14 Private social media	Q57 Why would you post your experience on your Facebook/Instagram profile for your friends to see?
V14.1 (Q57.1)	To warn them against the retailer
V14.2 (Q57.2)	To prevent them from experiencing the same problem
V14.3 (Q57.3)	To feel less dissatisfied
V14.4 (Q57.4)	To get rid of my anger
V14.5 (Q57.5)	To seek their advice
V14.6 (Q57.6)	To harm the retailer
V14.7 (Q57.7)	To seek empathy
V14.8 (Q57.8)	To stand up for my rights as a consumer
V15 Brand switching	Q57 Why would you switch to another brand name?
V15.1 (Q58.1)	I do not consider the brand name reliable anymore
V15.2 (Q58.4)	To get rid of my anger
V15.3 (Q58.6)	To harm the brand name
V15.4 (Q58.7)	To feel less dissatisfied
V16 Boycotting retailer	Q59 Why would you stop buying at the retailer?
V16.1 (Q59.1)	I do not consider the retailer reliable anymore
V16.2 (Q59.4)	To get rid of my anger
V16.3 (Q59.6)	To harm the retailer
V16.4 (Q59.7)	To feel less dissatisfied
E3: Public action motives	
V17 Complain to the retailer in person	Q60 Why would you complain to the retailer in person (face-to-face)?
V17.1 (Q60.1)	To obtain redress (get a refund/voucher or return/exchange the product)
V17.2 (Q60.4)	To resolve the problem
V17.3 (Q60.6)	To better understand the reason for the failure
V17.4 (Q60.7)	To prevent other consumers from experiencing the same problem
V17.5 (Q60.9)	To get rid of my anger
V17.6 (Q60.10)	To feel less dissatisfied
V17.7 (Q60.11)	To ensure that the company is aware of the problem
V17.8 (Q60.12)	To get an apology from the retailer
V17.9 (Q60.13)	To help the retailer in preventing future problems/failures
V17.10 (Q60.14)	To stand up for my rights as a consumer
V18 Complain to the retailer by phone	Q61 Why would you complain to the retailer by phone?
V18.1 (Q61.1)	To obtain redress (get a refund/voucher or return/exchange the product)
V18.2 (Q61.4)	To resolve the problem
V18.3 (Q61.6)	To better understand the reason for the failure

V18.4 (Q61.7)	To prevent other consumers from experiencing the same problem
V18.5 (Q61.9)	To get rid of my anger
V18.6 (Q61.10)	To feel less dissatisfied
V18.7 (Q61.11)	To ensure that the company is aware of the problem
V18.8 (Q61.12)	To get an apology from the retailer
V18.9 (Q61.13)	To help the retailer in preventing future problems/failures
V18.10 (Q61.14)	To stand up for my rights as a consumer
V18.11 (Q61.15)	Complaining by phone requires less hassle than visiting the retailer in person
V19 Complain to the retailer by email	Q62 Why would you complain to the retailer by email?
V19.1 (Q62.1)	To obtain redress (get a refund/voucher or return/exchange the product)
V19.2 (Q62.4)	To resolve the problem
V19.3 (Q62.6)	To better understand the reason for the failure
V19.4 (Q62.7)	To prevent other consumers from experiencing the same problem
V19.5 (Q62.9)	To get rid of my anger
V19.6 (Q62.10)	To feel less dissatisfied
V19.7 (Q62.11)	To ensure that the company is aware of the problem
V19.8 (Q62.12)	To get an apology from the retailer
V19.9 (Q62.13)	To help the retailer in preventing future problems/failures
V19.10 (Q62.14)	To stand up for my rights as a consumer
V19.11 (Q62.15)	Complaining by email requires less hassle than visiting the retailer in person
V20 Complain on the retailer's website	Q63 Why would you post a complaint on the retailer's website?
V20.1 (Q63.1)	To obtain redress (get a refund/voucher or return/exchange the product)
V20.2 (Q63.4)	To resolve the problem
V20.3 (Q63.6)	To better understand the reason for the failure
V20.4 (Q63.7)	To prevent consumers from experiencing the same problem
V20.5 (Q63.9)	To get rid of my anger
V20.6 (Q63.10)	To feel less dissatisfied
V20.7 (Q63.11)	To ensure that the company is aware of the problem.
V20.8 (Q63.12)	To get an apology from the retailer
V20.9 (Q63.13)	To help the retailer in preventing future problems/failures
V20.10 (Q63.14)	To stand up for my rights as a consumer
V20.11 (Q63.15)	Complaining on the retailer's website is more convenient than at the retailer in person
V20.12 (Q63.16)	Complaints on the retailer's website are handled more effectively than in the store
V21 Retailer's social media pages	Q64 Why would you post negative comments on the retailer's Twitter/Facebook/Instagram pages? (i.e. where anyone and the retailer can see the post)?
V21.1 (Q64.7)	To prevent other consumers from experiencing the same problem
V21.2 (Q64.9)	To get rid of my anger
V21.3 (Q64.10)	To feel less dissatisfied
V21.4 (Q64.11)	To ensure that the company is aware of the problem
V21.5 (Q64.12)	To get an apology from the retailer
V21.6 (Q64.13)	To help the retailer in preventing future problems/failures
V21.7 (Q64.14)	To stand up for my rights as a consumer
V21.8 (Q64.15)	To get the problem resolved faster than when complaining in the store
V21.9 (Q64.16)	As complaints are visible to the public, it can be damaging to the retailer
V21.10 (Q64.4)	Sharing my dissatisfaction may harm the retailer's reputation
V21.11 (Q64.1)	To prevent others from shopping at the retailer
V22 Consumer protection organisation	Q65 Why would you complain to a consumer protection organisation (e.g. the National Consumer Commission)?
V22.1 (Q65.7)	To seek assistance in resolving the problem as the retailer is unable to resolve the problem
V22.2 (Q65.14)	To stand up for my rights as a consumer

V22.3 (Q65.9)	To get rid of my anger
V22.4 (Q65.10)	To feel less dissatisfied
V22.5 (Q65.11)	To aid in warning other people against the retailer
V23 Complain to newspaper	Q66 Why would you write/post a complaint to the press (newspaper, magazine etc.) and/or a consumer complaint website (e.g. hellopeter.com)?
V23.1 (Q66.1)	To seek assistance in resolving the problem as the retailer is unable to resolve the problem
V23.2 (Q66.14)	To stand up for my rights as a consumer
V23.3 (Q66.9)	To get rid of my anger
V23.4 (Q66.13)	To aid in warning other people against the retailer
V23.5 (Q66.12)	By complaining, problems will be addressed that will be to the benefit of other consumers
V23.6 (Q66.15)	To get the problem resolved faster than when complaining in the store
V23.7 (Q66.16)	As complaints are visible to the public, it can be damaging to the retailer
V23.8 (Q66.4)	Sharing my dissatisfaction may harm the retailer's reputation
V23.9 (Q66.7)	To prevent other consumers from experiencing the same problem
V23.10 (Q66.10)	To feel less dissatisfied
V23.11 (Q66.11)	To seek other people's advice

Section F- Product specific variables and CCB

<p>Only for clothing product</p> <p>VP24 (Q71) Indicate how strongly you agree or disagree with each of the statements below: VP24.1 (Q71.1) The higher the price of the clothing item, the more likely I am to tell my friends and family about the problem. VP24.2 (Q71.2) The higher the price of the clothing item, the more likely I am to complain to the retailer VP24.3 (Q71.3) The longer the clothing item should last, the more likely I am to tell my friends and family about the problem VP24.4 (Q71.4) The longer the clothing item should last, the more likely I am to complain to the retailer</p> <p>(8) Strongly disagree; (9) Disagree; (10) Neither agree nor disagree; (11) Agree; (12) Strongly agree</p>
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Section G – Consumer personality

<p>V25 (Q31) PERSONALITY INVENTORY</p> <p>Here are a number of personality traits that may or may not apply to you. Please write a number next to each statement to indicate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits both apply to you, even if one characteristic applies more strongly than the other.</p> <p>1 = Disagree strongly 2 = Disagree moderately 3 = Disagree a little 4 = Neither agree nor disagree 5 = Agree a little 6 = Agree moderately 7 = Agree strongly</p> <p>V25.1 (Q31.1) Extraverted, enthusiastic V25.2 (Q31.2) Critical, quarrelsome V25.3 (Q31.3) Dependable, self-disciplined V25.4 (Q31.4) Anxious, easily upset V25.5 (Q31.5) Open to new experiences, curious V25.6 (Q31.6) Reserved, quiet V25.7 (Q31.7) Sympathetic, warm V25.8 (Q31.8) Disorganised, careless V25.9 (Q31.9) Calm, emotionally stable V25.10 (Q31.10) Conventional, uncreative</p>
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Section H – Please tell us more about yourself (Demographic questions)

V26 Answer every question and mark every relevant answer with an X.										
V26.1 (Q4) What is your gender?	Male	1	Female	2	Other	3				
V26.2 (Q5) What is your age?						Years				
V26.3 (Q6) What is your highest level of education?	less than Grade 10	1	Grade 10 or 11	2	Grade 12	3	Degree/ diploma	4	Post-graduate	5
V26.4 (Q7) What is your approximate total monthly HOUSEHOLD INCOME?	less than R10 000	1	R10 001 to R19 999	2	R20 000 to R29 999	3	R30 000 to R49 999	4	R50 000 or more	5
V26.5 (Q8) To which population group do you belong according to the SA Population Equity Act?										
Black	2	Coloured	4	Indian	3	White	1	Other:	5	
V74 (Q56) In which province do you live?						9 Options				
Eastern Cape						1				
Free State						2				
Gauteng						3				
Kwazulu-Natal						4				
Limpopo						5				
Mpumalanga						6				
Northern Cape						7				
North West						8				
Western Cape						9				

Thank you for taking time to participate in the study.

Addenda B

Ethics approval



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Natural and Agricultural Sciences
Ethics Committee

E-mail: ethics.nas@up.ac.za

ETHICS SUBMISSION: LETTER OF APPROVAL

Dr S Donoghue
Department of Consumer and Food Sciences
Faculty of Natural and Agricultural Science
University of Pretoria

Reference number: NAS169/2019

Project title: The role of consumer-related variables in consumers' complaint behavioural intentions following product or service failure in the clothing retail context

Dear Dr S Donoghue,

We are pleased to inform you that your submission conforms to the requirements of the Faculty of Natural and Agricultural Sciences Research Ethics committee.

Please note the following about your ethics approval:

- Please use your reference number (NAS169/2019) on any documents or correspondence with the Research Ethics Committee regarding your research.
- Please note that the Research Ethics Committee may ask further questions, seek additional information, require further modification, monitor the conduct of your research, or suspend or withdraw ethics approval.
- Please note that ethical approval is granted for the duration of the research (e.g. Honours studies: 1 year, Masters studies: two years, and PhD studies: three years) and should be extended when the approval period lapses.
- The digital archiving of data is a requirement of the University of Pretoria. The data should be accessible in the event of an enquiry or further analysis of the data.

Ethics approval is subject to the following:

- The ethics approval is conditional on the research being conducted as stipulated by the details of all documents submitted to the Committee. In the event that a further need arises to change who the investigators are, the methods or any other aspect, such changes must be submitted as an Amendment for approval by the Committee.

Post approval submissions including application for ethics extension and amendments to the approved application should be submitted online via the Ethics work centre.

We wish you the best with your research.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'S. Donoghue'.

Chairperson: NAS Ethics Committee



25 May 2020

ETHICS SUBMISSION: LETTER OF APPROVAL - AMENDMENT

Dr S Donoghue
Department of Consumer and Food Sciences
Faculty of Natural and Agricultural Science
University of Pretoria

Reference number: NAS169/2019

Project title: The role of consumer-related variables in consumers' complaint behavioural intentions following product or service failure in the clothing retail context

Dear Dr S Donoghue,

We are pleased to inform you that the **Amendment** conforms to the requirements of the Faculty of Natural and Agricultural Sciences Research Ethics committee.

Please note the following about your ethics approval:

- Please use your reference number (NAS169/2019) on any documents or correspondence with the Research Ethics Committee regarding your research.
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- Please note that ethical approval is granted for the duration of the research (e.g. Honours studies: 1 year, Masters studies: two years, and PhD studies: three years) and should be extended when the approval period lapses.
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We wish you the best with your research.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'S. Donoghue'.

Chairperson: NAS Ethics Committee

Addenda C

Plagiarism declaration

DECLARATION OF ORIGINALITY UNIVERSITY OF PRETORIA

The Department of CONSUMER AND FOOD SCIENCES places great emphasis upon integrity and ethical conduct in the preparation of all written work submitted for academic evaluation.

Academics teach you about referencing techniques and how to avoid plagiarism; it is your responsibility to act on this knowledge. If you are at any stage uncertain as to what is required, you should speak to your lecturer before any written work is submitted.

You are guilty of plagiarism if you copy something from another author's work (e.g. a book, an article or a website) without acknowledging the source and pass it off as your own. In effect you are stealing something that belongs to someone else. This is not only the case when you copy work word-for-word (verbatim) but also when you submit someone else's work in a slightly altered form (paraphrase) or use a line of argument without acknowledging it.

Students who commit plagiarism will not be given any credit for plagiarised work. The matter may also be referred to the Disciplinary Committee (Students) for a ruling. Plagiarism is regarded as a serious contravention of the University's rules and can lead to expulsion from the University.

The declaration which follows must accompany all written work submitted while you are a student of the Department of CONSUMER AND FOOD SCIENCES. No written work will be accepted unless the declaration has been completed and submitted.

Full names and surname of student: FRANCISCA ARABELLE TREURNICHT

Student number: 15096760

Topic of work: Consumers' motives for complaint behavioural intentions following in-store service failures in the clothing retail context

Declaration

1. I understand what plagiarism is and am aware of the University's policy in this regard.
2. I declare that this DISSERTATION (e.g. essay, report, project, assignment, dissertation, thesis, etc) is my own original work. Where other people's work has been used (either from a printed source, Internet or any other source), this has been properly acknowledged and referenced in accordance with departmental requirements.



SIGNATURE

04/11/2020
DATE