

A Study on Customer Dissatisfaction, Complaining Behavior, and Long-Term Orientation of Internet Fashion Shopping Mall

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인터넷 패션 쇼핑몰의 고객 불만족, 불평행동 및 관계지향성에 관한 연구

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Abstract

The purposes of this study were to identify the dimensions of perceived dissatisfaction, complaining behavior, and long-term orientation of customers about the Internet fashion shopping mall, and to empirically examine the effects of each dimension of perceived dissatisfaction and complaining behavior on long-term orientation. For this study, questionnaires were administered to 275 Internet shopping mall customer. To analyze collected data, descriptive analysis, factor analysis, Cronbach's α , correlation analysis, and regression analysis were used. Major findings were as follows. First, college students were found to mainly complain of dissatisfaction at product quality, refunding/changing/maintenance repair, price, contract, delivery, and payment after transaction with the Internet shopping mall. Second, customer dissatisfaction was found to have high correlation with complaining behavior and partly with customer neglect or exit. Third, higher customer dissatisfaction was found to increase customer complaining behavior in general. Finally, higher complaining behavior was found to have connection with lower customer loyalty and higher customer neglect and exit.

Key words: Customer dissatisfaction, Customer complaining behavior, Long-term orientation, Internet fashion shopping mall; 고객 불만족, 고객 불평행동, 관계지향성, 인터넷 패션 쇼핑몰

I. Introduction

With the advent of various retail dealers brought about by the recent boom of distribution market, the competition of domestic fashion distribution industry has become very stiff. To address this situation, many domestic fashion industries has built and operated an Internet shopping mall to obtain good results in the aspect of the efficiency of distribution cost and the collection and use of customer information. The Korea

National Statistical Office reported that the transaction scale of the Internet shopping mall(B2C) in Korea was about 9.132 trillion won which increased about 15.3% over the previous year. Specifically, clothing and fashion products occupied 2 trillion won (US\$ 371.6 billion) which was 17.6% of the whole market, showing the biggest transaction scale(Chung, 2007).

However, with the increase of e-commerce in the fashion products and service, consumer's dissatisfaction and damages have also rapidly increased. Chung(2007) revealed that 23,729 counseling cases of e-commerce-related consumer damages were applied

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to the Korea Consumer Agency and the most frequent damage items were 'clothing, textile, and personal products'(8,039). In case of clothing, color or design was very important consideration and consumers would make 'contract cancellation' to return the product most frequently when they receive a different color or design from the original product they ordered. The next frequent contentions were 'defective quality' and 'an unfair practice by Internet shopping mall'. Although many customers would ask for product return, exchange, or refund because of defective product, the Internet shopping mall charged them with the expenses of return/exchange. Some would not even refund and even shift their responsibility on to the customers. As a result, customer dissatisfaction and complaints have seriously increased.

Likewise, customer complaints caused by poor product or service bring about customer's complaining behavior visibly or invisibly. Bearden and Teel(1983) argued that customer's complaining behavior was very important despite its negative aspect to companies. Through a customer's complaint companies could then identify customer's desire more correctly and prevent similar problems from happening again by examining details and reflecting it to their marketing strategy. Fornell and Wernerfelt(1988) suggested that although customer complaints caused by service failure elicited customer dissatisfaction, if they were controlled properly, it could remarkably reduced the number of customers wanting to brand switching. Thus it is very important to grasp dissatisfaction and complaints in the aspect of customer management, they added.

Although the management of customer dissatisfaction or complaining behavior is important to retain a reciprocal relationship with customers, as well as to manage the information and cost of enterprise operation, fashion industries running Internet fashion shopping mall make little effort to correct customer's dissatisfaction or negative experience which occurs during or after shopping.

Accordingly, this study was intended to grasp the nature of customer dissatisfaction through their business relation with the Internet fashion shopping mall, the effects of dissatisfaction factors on consumer's complaining behavior, and the effects of the complaining behavior on long-term relationship between

customers and Internet fashion shopping mall through empirical analysis.

II. Literature Review

1. Dissatisfaction with the Internet Shopping Mall

With the great growth of Internet shopping market, many fashion retailing companies introduce the on-line system and actively run their own Internet fashion shopping mall. However, it is often reported that the damages to its users has also rapidly increased and most of them do not receive proper compensation. It indicates many bad effects caused by the spread of the Internet shopping mall("A rapid increasaing of damage by internet shopping malls, but..." , 2007).

Chung and Ju(2007) explained that customer dissatisfaction or problems could be raised more frequently on Internet shopping than off-line because Internet transaction was decided through a picture without seeing actual product and there was little face-to-face communication with retailers. Also personal information drain, inferior goods, uncertainty of return or exchange, and transaction fraud occur in the Internet frequently, they added. Specifically, Miyazaki and Femandez(2001) indicated that in on-line shopping, consumer's privacy was often violated or the third party's dishonest act could happen because of security problem of the mechanical system. They also argued that business guarantee or quality assessment problem could occur in Internet shopping because goods were not delivered or actual products could not be identified. Pyeon and Lee(2004) grasped the satisfaction and dissatisfaction types of Internet shopping mall users in detail and found that customers were dissatisfied with expensive price, product against their expectation, different product from the picture, defective products, delayed delivery, inconvenient transaction process, and inconvenient return process.

Cho(2003) examined dissatisfaction after the purchase of fashion products in Internet shopping mall and reported that Internet customers complained of product quality most frequently because Internet shopping mall could not correctly show material,

color, or fitting by images. In this way, dissatisfaction or problems found in Internet shopping mall are somewhat different from those of off-line shops and have a wide range of problems from product itself to purchase process, delivery, or after-purchase management.

2. Complaining Behavior Associated with Service Dissatisfaction

Customer's complaining behavior generally occurs after purchase and is closely related with customer satisfaction or dissatisfaction (Moon & Jung, 2007). Richins (1983) defined complaining behavior as consumer's response to dissatisfaction. Singh and Howell (1985) explained that complaining behavior occurred when certain feeling or emotion was caused by perceived dissatisfaction and it included both non-behavioral responses of not doing anything all as well as behavioral response. Fornell and Westbrook (1979) explained specifically that customers did complaining behaviors when confronting unfair marketing practice, being disappointed with products, and being dissatisfied at company actions. Complaining behavior basically begins from customer's response to dissatisfaction. Therefore, it can be considered as customer's negative response experienced perceptively and emotionally in their transaction rather than limiting to satisfaction itself.

Researches on negative responses because of customer dissatisfaction were divided into complainer and non-complainer at the early stage, but the subdivision started from the research by Day and Landon (1977). They researched first whether dissatisfied customers took complaining behavior toward product or marketer or not, and then divided taking complaining behavior into private behavior and public behavior. The private behavior included negative word-of-mouth to friends or relatives and rejection to repurchase a certain product and revisit a certain store. The public behavior included a claim for product change or refunding to marketer or manufacturer, a public complaint to consumer groups or government agents, and taking a legal action. On the contrary, when consumers did not show any complaining behavior openly and just have it passed by, it was viewed as

non-behavior. Also, Singh (1998) first divided customer's complaining behavior into a series of responses of behavior and non-behavior and then divided them into voice response, private response, and third party response again: the voice response referred to a direct language response to make compensation to the marketer; the private response, a negative word-of-mouth to friends or relatives or stopping use; and the third party response, a formal complaint to the third party such as public or legal institutions or newspapers. Hong (1999) investigated the types of consumer's complaining behavior in the purchase of clothes and divided them into third-party complaining behavior, voice complaining behavior, and private complaining behavior.

3. Relations among Service Dissatisfaction, Complaining Behavior, and Long-Term Orientation

Current marketing considers the buyer-seller transaction to establish long and continuous relationship rather than to stop at one try. This view can be explained as the concept of long-term orientation. Long-term orientation premises that the results of interdependent joint activity between buyer and seller are beneficial for both. Effective customer relationship management can form and maintain good relationship with customers, but if the relationship gets worse for some reasons, it can be broken (Suh, 2001). Hirschman (1970) and Ping (1993) suggested on the basis of social exchange theory, the long-term maintenance of buyer-seller could be classified into loyalty, neglect, voice, and exit behavior. To put it concretely, loyalty meant that even if some problems happened in the dealer, a customer had intent to wait or continue transaction, expecting the improvement of problems. Neglect meant a response of leaving the deterioration of relationship by reducing interest or efforts about the relationship. Voice meant to discuss with an interested party or take an action to resolve problems which could occur in a transaction. It also included the behavior which tried to improve conditions by asking a help from an outside agency. Finally, exit was the concept which breaks off the

service used or includes the intent to break off.

Hirschman(1970) suggested from economic point of view that dissatisfied customers showed such responses as exit, voice, and loyalty depending on market situations. He indicated that if they were dissatisfied in the competing situation, they were most likely to exit and customer dissatisfaction played a negative role in relationship retention. As one strategy, Blodgette et al.(1997) suggested that if dissatisfaction reasons after purchase were understood and improved through customer's complaining behavior, it could induce further purchase behavior and continuous relationship could be achieved.

In particular, consumer behavior in the on-line circumstance is somewhat different from the behavior applied to the off-line shop. In other words, Internet shopping mall is characterized by supplying product and service through virtual space and it can bring up several problems or dissatisfaction. Furthermore, because it is difficult to promptly solve the problem by face-to-face it is often called a 'fragile relationship'. Thus, dealing with consumer dissatisfaction or complaint in Internet transaction is very important to maintain a positive relationship between buyer and seller(Suh, 2001).

Park and Park(2003) suggested that in the transaction with Internet shopping mall, because customers have a relatively limited path of communication compared to purchases made in off-line shops and could not obtain the aid of a salesperson, they attributed most problems as the shopping mall's fault and made complaints although all their activities were made under their control. Thus, marketers should be able to manage well the complaining behaviors associated with customer dissatisfaction and be concerned with customer retention.

In this way, in customer relationship, customer retention or customer neglect and exit greatly depends on whether companies can supply customer-desired product or service. If they cannot meet customer's desire, customer dissatisfaction or complaints will be made. If such a negative response is not solved effectively, customer-company relationship becomes difficult to maintain. Relationship dissolution not only causes such a financial loss as the reduction of sale or

profits, but also hurts company's image or reputation(Suh, 2001). Thus, it is very important to grasp customer dissatisfaction and complaint ahead.

III. Research Methods

1. Research Purpose

The purposes of this study were to understand 1) the dissatisfaction, complaining behavior, and long-term orientation of customers about the Internet fashion shopping mall and their correlation, 2) the effects of perceived customer dissatisfaction on complaining behavior in the Internet fashion shopping mall, and finally 3) the effects of complaining behavior toward the Internet fashion shopping mall on long-term orientation(loyalty, neglect, exit).

2. Instrument

A survey questionnaire was developed for the empirical study. Perceived consumer dissatisfaction(23 statements) were developed based on previous researches(Cho, 2003; Westbrook & Newman, 1978). Respondents were asked to indicate the level of dissatisfaction with each statement on a 5-point Likert type scale(1: little dissatisfied ~5: very dissatisfied). Customer complaining behavior(8 statements) were developed based on previous researches(Cho, 2003; Hong, 1999). Long-term orientation(8 statements) were developed based on previous researches(Ping, 1993; Suh, 2001). The above measures used in this study consisted of 5-point Likert type scale(1: strongly disagree ~5: strongly agree).

3. Sample, Data Collection, and Data Analysis

It was reported that the 20s was found as the consumer group who used the Internet shopping mall frequently and made a claim for damage relief most frequently(Chung, 2007). Thus, this study selected college students residing in Gwangju City as the subject and sampled respondents who had complaint or made complaining behavior after using the Internet fashion shopping mall using convenient sampling

method. Data was collected during November 27-December 8, 2006 by questionnaire survey. A total of 450 people received questionnaires and 414 returned it. Of them, 275 were used for final analysis except incomplete responses. To analyze collected data, descriptive analysis, factor analysis, Cronbach's α , correlation analysis, and regression analysis were used.

IV. Results and Discussion

1. Dimensions of Customer Dissatisfaction, Complaining Behavior and Long-Term Orientation with the Internet Shopping Mall

1) Dimensions of Customer Dissatisfaction

To grasp the dimension of perceived customer dissatisfaction after transaction with the Internet fashion

shopping mall, the principle components factor analysis method was conducted using the varimax rotation. As a result, six factors that had an eigenvalue of 1.0 or higher were selected as shown in <Table 1>. Total percent of variance accounted by these six factors was 79.55. For reliability of the scale, Cronbach's α coefficient was examined and ranged from .83 to .93.

Factor 1 was associated with dissatisfaction at product defect after wearing, wrong indication of material, color, or size, or different product quality from the picture and was called "Product Dissatisfaction". Factor 2 was associated with dissatisfaction at the request of product return, refunding, change, and maintenance repair and was called "Refunding/Changing/Maintenance Repair Dissatisfaction". Factor 3 was associated with dissatisfaction with relatively expensive price and discount benefit and was called "Price

Table 1. Factors analysis for customer dissatisfaction

Customer Dissatisfaction	Factor Loading	Eigenvalue (Percentage of Variance)	Cronbach's α
Factor 1: Product Dissatisfaction			
· Product defect or serious damage after wearing	.87	8.48 (38.55)	.93
· Fraudulent sale of a fake as an original	.86		
· Wrong indication of product material, color, or size	.83		
· Great difference between product picture and quality	.83		
· Delivery of a defective product	.81		
Factor 2: Refunding/Changing/Maintenance Repair Dissatisfaction			
· Refusal of customer's request of product refunding	.90	2.40 (10.92)	.89
· Charging a customer with delivery cost in the change or refunding of purchased products	.87		
· Refusal of customer's request of product change	.83		
· Maintenance repair of purchased product is not possible	.73		
Factor 3: Price Dissatisfaction			
· More expensive price than other shopping malls in the same product	.85	2.07 (9.41)	.89
· More expensive price than off-line stores	.81		
· Purchasing products as membership, there is no discount benefit	.81		
· Price reductions after payment	.70		
Factor 4: Contract Dissatisfaction			
· Shopping mall's one-sided contract cancellation from its circumstances	.88	1.88 (8.54)	.90
· After payment, stopping contact from or closing of shopping mall	.87		
· After payment, the shopping mall says the article ordered is sold out	.86		
Factor 5: Delivery Dissatisfaction			
· Delay of delivery of article ordered	.84	1.39 (6.32)	.88
· Some articles purchased are omitted in delivery	.84		
· Different article is delivered from one ordered	.79		
Factor 6: Payment Dissatisfaction			
· Demand of payment after contract cancellation of product purchase or return	.80	1.29 (5.80)	.83
· After overpayment of product price, the shopping mall makes no refund of overpayment	.78		
· After cancellation of purchase contract, the cancellation of credit card payment is delayed	.68		

Dissatisfaction”. Factor 4 was associated with dissatisfaction at shopping mall's one-sided contract cancellation from its circumstances, closing of shopping mall, and sold out and was called “Contract Dissatisfaction”. Factor 5 was associated with dissatisfaction at delivery delay, product omission, delivery of different product and was called “Delivery Dissatisfaction”. Finally, Factor 6 was associated with dissatisfaction at payment, the refund of overpayment, and delay of canceling credit card payment and was called “Payment Dissatisfaction”.

2) Dimensions of Customer Complaining Behavior

To grasp the dimension of customer complaining behavior after transaction with the Internet fashion shopping mall, the principle components factor analysis method was conducted using the varimax rotation. As a result, three factors that had an eigenvalue of 1.0 or higher were selected as shown in <Table 2>. Total percent of variance accounted by these three factors was 61.78. Cronbach's α coefficient was ranged from .62 to .73.

Factor 1 was associated with telling a negative story about the shopping mall to surrounding people or deciding not to buy the product again and called “Private Complaining Behavior”. Factor 2 was associated with direct complaint about problem to the shopping mall and request of change, refunding, or problem solution and called “Voice Complaining Behavior”. Finally Factor 3 was associated with report of dissatisfaction to consumer groups or taking a legal action and called “Third Party Complaining Behavior”.

3) Dimensions of Customer Long-Term Orientation

To grasp the dimension of customer long-term orientation after transaction with the Internet fashion shopping mall, the principle components factor analysis method was conducted using the varimax rotation. As a result, three factors that had an eigenvalue of 1.0 or higher were selected as shown in <Table 3>. Total percent of variance accounted by these three factors was 60.07. Cronbach's α coefficient was ranged from .62 to .77.

Factor 1 was associated with relationship retention with the shopping mall(e.g., no change, the belief that dissatisfying points would improve, or the continuous use of shopping mall) and called “Customer Loyalty”. Factor 2 was associated with the reduction of efforts or interest for relationship retention or the maintenance of intermittent relationship(e.g., the use of Internet shopping mall only when special events or benefits are provided, alternatively using several shopping malls, or the information collection of shopping mall providing better service) and called “Customer Neglect”. Finally Factor 3 was associated with relation dissolution and switch into another shopping mall(e.g., no use again, the consideration of using another shopping mall) and called “Customer Exit”.

2. Relations between Perceived Customer DisSatisfaction, Complaining Behavior, and Long-Term Orientation

Pearson correlation analysis was conducted to examine specific correlation between perceived customer

Table 2. Factors analysis for customer complaining behavior

Customer Complaining Behavior	Factor Loading	Eigenvalue (Percentage of Variance)	Cronbach's α
Factor 1: Private Complaining Behavior · I tell my dissatisfaction of the shopping mall to surrounding people. · I decide not to buy product in the shopping mall again. · I advise surrounding people not to buy products in the shopping mall.	.84 .79 .82	2.11 (26.37)	.73
Factor 2: Voice Complaining Behavior · I request product or service change to the shopping mall. · I request the problem solution of product or service to the shopping mall. · I request product or service refunding to the shopping mall.	.81 .76 .74	1.70 (21.21)	.66
Factor 3: Third Party Complaining Behavior · I report dissatisfaction of the shopping mall to consumer groups. · I take a legal action against dissatisfaction of the shopping mall.	.80 .71	1.14 (14.19)	.62

Table 3. Factors analysis for customer long-term orientation

Long-term Orientation	Factor Loading	Eigenvalue (Percentage of Variance)	Cronbach's α
Factor 1: Customer Loyalty · I will not change into other shopping mall because it's my favorite one. · I believe that dissatisfying points will improve. · I will continue to use because everybody can make a minor error.	.86 .84 .77	2.07 (25.82)	.77
Factor 2: Customer Neglect · I will use only when special events or benefits are provided. · I will use several shopping malls alternately. · I will collect information of shopping malls providing better service.	.82 .80 .58	1.65 (20.59)	.76
Factor 3: Customer Exit · I will never use this shopping mall again. · I consider using another shopping mall.	.67 .68	1.10 (13.66)	.62

Table 4. Correlation matrix between factors of customer dissatisfaction, complaining behavior and long-term orientation

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
(1) Product	1.00											
(2) Refunding/Changing/ Maintenance repair	.35**	1.00										
(3) Price	.44**	.43**	1.00									
(4) Contract	.32**	.32**	.39**	1.00								
(5) Delivery	.44**	.34**	.52**	.30**	1.00							
(6) Payment	.44**	.23**	.36**	.39**	.37**	1.00						
(7) Private	.22**	.25**	.30**	.13	.24**	.19*	1.00					
(8) Voice	.12	.08	.13	.09	.13	.27**	.09	1.00				
(9) Third party	-.09	-.03	.04	.03	.09	.04	.06	.10	1.00			
(10) Loyalty	-.07	-.01	-.02	-.07	-.03	-.13*	-.15*	-.13	.13	1.00		
(11) Neglect	.01	.13	.07	.03	.05	.01	.16**	.23**	.16*	-.02	1.00	
(12) Exit	.01	.05	.09	.05	.11	.10	.28**	.07	.04	-.04	.13	1.00

* $p < .05$, ** $p < .01$

dissatisfaction, complaining behavior, and long-term orientation after using the Internet shopping mall. The results were shown in <Table 4>.

Generally, after using the Internet shopping mall, there was a positive correlation between dissatisfaction and complaining behaviors in college students. For long-term orientation, customer complaining behavior was negatively correlated with customer loyalty but positively correlated with customer neglect and exit. Specifically, customer dissatisfaction was significantly positively correlated with private and voice complaining behaviors, but no significant correlation was found with third party complaining behaviors. Also, for cus-

tomers dissatisfaction factors, quality, refunding/changing/maintenance repair, and price factors partly had a positive correlation with customer neglect and exit. It means that the higher dissatisfaction, the higher customer complaining behaviors. Specifically, it suggests that when having higher dissatisfaction with quality, refunding/changing/maintenance repair, and price, customers did not only make complaining behaviors. They became less interested in the shopping mall, reduced their intention of further use, and finally moved to another shopping mall or exited from the shopping mall.

3. Effects of Perceived Customer Dissatisfaction on Complaining Behavior

The regression analysis was conducted to analyze the effects of perceived customer dissatisfaction with the internet shopping mall on complaining behaviors. Perceived dissatisfaction was used as the independent variable and complaining behavior was used as the dependent variable. The results were shown in <Table 5>. Generally perceived customer dissatisfaction was found to have a statistically significant positive effect on customer complaining behavior ($F=32.21$, $p<.001$, $R^2=.11$). It suggests that the higher customer dissatisfaction, the higher complaining behaviors.

To put it more precisely, respondents' dissatisfaction with price and refunding/changing/maintenance repair became higher ($\beta=.33$, $t=4.64$, $p<.001$ and $\beta=.13$, $t=2.09$, $p<.05$ respectively), their private complaining behavior was increased. Also as their payment dissatisfaction and price dissatisfaction became higher ($\beta=.25$, $t=3.66$, $p<.001$ and $\beta=.19$, $t=2.52$, $p<.01$ respec-

tively), the voice complaining behavior was increased. However, no statistically significant effect was found on the third party complaining behavior. Refunding/changing/maintenance repair dissatisfaction is related with the characteristics of store competition because it can be made only after customers compare shopping malls. In other words, consumers may often tell about their negative feeling for the shopping mall to their surrounding people. When dissatisfaction with shopping mall's wrong payment demand or contract was high, customers requested correction or compensation.

It supports Park and Park's(2003) findings that as product-related dissatisfaction(e.g., price or quality) became high, private complaining behavior was increased. It also proves Chung's(2007) findings that contract cancellation, product defect, and a demand of unfair payment occupied high percentage in the consumer damages reported to the Korea Consumer Protection Board.

Table 5. Effects of perceived customer dissatisfaction on complaining behavior

Dependent variables (Complaining behavior)	Independent variables (Customer dissatisfaction)	β	t	F	R^2
Private	Product	.02	.31	9.05***	.17
	Refunding/changing/maintenance repair	.13	2.09*		
	Price	.33	4.64***		
	Contract	.07	1.03		
	Delivery	.02	.34		
	Payment	.06	.83		
Voice	Product	.05	.74	5.27***	.11
	Refunding/changing/maintenance repair	.08	1.18		
	Price	.19	2.52**		
	Contract	.08	1.19		
	Delivery	.04	.59		
	Payment	.25	3.66***		
Third party	Product	-.92	-1.24	.84	.02
	Refunding/changing/maintenance repair	-.01	-.15		
	Price	.10	1.28		
	Contract	-.00	-.08		
	Delivery	-.09	-1.30		
	Payment	.00	.05		
Total		.33	5.68***	32.21***	.11

* $p<.05$, ** $p<.01$, *** $p<.001$

4. Effects of Complaining Behavior on Long-Term Orientation

The regression analysis was conducted to analyze the effect of complaining behavior toward the Internet fashion shopping mall on long-term orientation. Customer's complaining behavior was used as the independent variable and long-term orientation(loyalty, neglect, exit) was used as the dependent variable. The results were shown in <Table 6>.

While private complaining behavior had a statistically significant negative effect on customer loyalty($\beta=-.13$, $t=-2.13$, $p<.05$), it had a positive effect on customer neglect($\beta=.18$, $t=3.15$, $p<.01$) and exit($\beta=.27$, $t=4.64$, $p<.001$). Similarly voice and third party complaining behavior had a statistically significant negative effect on customer loyalty($\beta=-.13$, $t=-2.15$, $p<.05$, $\beta=-.13$, $t=-2.11$, $p<.05$), but had a positive effect on customer neglect($\beta=.23$, $t=3.96$, $p<.001$, $\beta=.19$, $t=3.30$, $p<.001$). However, voice and third party complaining behavior was found to have no statistically significant effect on customer exit. It suggests that as private, voice, and third party complaining behaviors became high, customer loyalty was decreased and customer neglect was increased. Specifically, higher private complaining behavior contributed to higher customer exit. In other words, private, voice, and third party complaining behaviors caused the reduction of customer loyalty which was

the core of relationship retention between shopping mall and customers. Furthermore, it was cause of neglect behavior that degenerated into an opportunistic customer who used the shopping mall only when special events or benefits were given. It should be noted that the most influential factor on customer exit which led to relationship dissolution between shopping mall and customer was the private complaining behavior.

As Lee et al.(2007) argued, customers tended to tell their complaints to their surrounding people and did not complain strongly to companies or public institutions because of their personal situation or because they thought problems were minor. However, such negative rumors tended to be exaggerated and snowballed and finally gave a bad reputation to companies. Furthermore, it was often neglected without any awareness and then potential customers as well as existent customers would be lost.

V. Conclusions and Implications

This study has carefully observed that e-commerce has grown greatly in the fashion distribution industry recently and customer damages and complaints have also become higher. Thus this study is intended to provide the fashion industry running Internet shopping malls with basic data and to examine customer dissatisfaction factors and accompanying complain-

Table 6. Effects of customer complaining behavior on long-term orientation

Dependent variables (Long-term orientation)	Independent variables (Complaining behavior)	β	t	F	R ²
Loyalty	Private	-.13	-2.13*	5.37***	.06
	Voice	-.13	-2.15*		
	Third party	-.13	-2.11*		
	Total	-.23	-3.93***		
Neglect	Private	.18	3.15**	11.83***	.12
	Voice	.23	3.96***		
	Third party	.19	3.30***		
	Total	.19	3.15***		
Exit	Private	.27	4.64***	7.74***	.08
	Voice	.04	.73		
	Third party	.02	.30		
	Total	.23	3.89***		

* $p<.05$, ** $p<.01$, *** $p<.001$

ing behaviors. It will minimize customer dissolution and exit and take effective steps for the control of customer complaints and better service.

This study suggests the following strategic points to Internet shopping mall dealers based on the results of an empirical analysis.

First, after using Internet shopping mall, college students' dissatisfaction was classified into quality, refunding/changing/maintenance repair, price, transaction contract, delivery, and payment factors. Because the on-line transaction was made without seeing actual products, different dissatisfaction from the off-line can be made. Specifically, transaction contract, delivery, and payment-related dissatisfaction can frequently occur in the on-line system. Thus, e-tailers should investigate customer dissatisfaction previously and construct convenient and safe system in the design and operation of shopping mall. For example, a variety of communication channels should be provided to check customer dissatisfaction through real-time interaction with customers. Also, actual customer dissatisfaction should be grasped through a variety of customer participation programs (e.g., the recruitment of groups experiencing customer dissatisfaction, monitoring activity, customer suggestions, and service delivery ideal content) to construct the management system which can be immediately restored.

Second, it was found that as customers' dissatisfaction was high with Internet shopping mall, their complaining behavior also became high and the types of complaining behavior were varied. Specifically refunding/changing/maintenance repair dissatisfaction was found to evoke the private complaining behavior. The private complaining behavior is easy to be overlooked by companies because the intensity of complaint is low. However, customers' negative word-of-mouth behavior rapidly spreads out. Furthermore as it is based on experience and other customers consider it very reliable, it can block new customer's access and remarkably reduce the intention to repurchase. Consequently, sales will be decreased and profits will become low. Thus e-tailers should take a step to prevent private complaining behaviors seriously. Many Internet dealers provide similar service and product and quality for price is not very different.

Thus adequate and reliable price strategies should be made against competitors. Also, customers buy products in Internet without seeing or touching actual products. Specifically, size or fitting is very important in clothing. If detailed and correct product information or picture is not provided, refunding/changing/maintenance repair problems will be continuously made. Thus, e-tailers should provide detailed information on color or size to lower refunding/changing/maintenance repair dissatisfaction. If fitting images are presented using 3D technique, consumers can search and select products on the basis of rich information. Thus technical steps should be also taken to show the features of products.

Price and payment dissatisfaction was found to evoke the complaining behavior which asked direct compensation to the dealer. Payment dissatisfaction is very sensitive issue because it is connected with money. Thus e-tailers should construct safe and reliable payment system. They should also inform customers of a payment procedure to prevent their disadvantages and remove their anxiety.

Finally, it was found that as customer's complaining behavior about Internet shopping mall become high, customer loyalty became low and neglect and exit became high. Specifically this is illustrated with the case of high private complaining behavior. Customers who do not tell their complaints or tell their experience only to their friends or family can become a big danger to the company from a long-term point of view. Thus e-tailers should listen to customer's dissatisfaction and complaining behavior and take a step to deal with them promptly. For example, to grasp actual customer's bottlenecks and complaints from community, it is necessary to analyze customer complaints in the level of overall context. The Internet shopping mall should construct a variety of communication channels (e.g., an immediate response channel and a general and high level channel such as CRM) and grasp customers' needs and bottlenecks on the basis of the close understanding of the situations and characteristics of their complaints.

The results of this study will be helpful for domestic fashion industry running Internet fashion shopping malls facing keen competition to understand

and manage customer dissatisfaction and complaining behaviors. Furthermore, it will contribute to taking a proper strategy to minimize customer exit and maintain friendly customer-shopping mall relations. However, a careful generalization should be considered since the result of this study was conducted in convenience of sampling only from college students residing in one region and selected them as the subject. Also, it should be considered that customer dissatisfaction and complaining behaviors can vary with customers' personal characteristics or situations. Accordingly, further research needs to focus on explaining customer dissatisfaction and complaining management according to respondents' characteristics and situations.

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요 약

본 연구는 패션 유통업에서 급성장 하고 있는 전자상거래를 중심으로, 고객이 쇼핑물과의 거래를 통해 경험하게 되는 불만족 요인을 파악하고, 불만족과 불평행동, 불평행동과 고객과 쇼핑물간의 관계지향성의 영향 관계를 파악하고자 하였다. 본 연구를 위한 자료는 질문지를 이용하였고, 인터넷에서 패션제품을 구매 한 후 불만 혹은 불평행동을 해본 경험이 있는 275명의 대학생을 연구대상으로 하였다. 자료분석을 위해 기술통계분석, 요인분석, Cronbach' α , 상관관계분석, 회귀분석을 실시하였다. 연구결과는 다음과 같다. 인터넷 패션 쇼핑물에서의 구매 후 고객 불만족은 제품품질, 반품/교환/AS, 가격, 거래계약, 배달 및 결제관련 불만으로 분류되었으며, 비교적 품질과 배달관련 불만이 가장 높은 것으로 파악되었다. 고객 불만족, 불평행동 및 관계지향성간의 관련성이 높게 나타났으며, 고객 불만이 높을수록 불평행동도 높은 것으로 파악되었다. 한편, 불평행동이 높을수록 고객 충성은 낮아지고 태만 및 이탈행동은 높아지는 것으로 파악되었다. 특히 사적 불평행동이 높을수록 고객 충성은 낮아진 반면, 태만과 이탈은 높은 것으로 나타났다.
