R 4: RESEARCH METHODOLOGY

This chapter presents the methods and procedures of the current study. First, the research methodology of previous studies concerning court and consumer complaint behaviour is introduced. Second, research design and justification of the court records and survey are covered to aid interpretation of the findings. Third, the hypotheses and category construct coding of the court records will be discussed with content analysis at length. Next, the discussions on the survey data are presented followed by the hypotheses on the survey data and measurement of each construct. The sampling design and data collection technique after the pre-test are presented and lastly the method used in the data analysis for the survey is explained.

4.1 Introduction of the Research Methodology

Gankowicz (1995) defines method as a systematic and orderly approach for the analysis and collection of data to obtain information from the collected data needed for the research. Malhotra (2004) suggests that methodology should consider ñthe sample size, nature of the sample, response rate and quality, questionnaire design and administration, procedures for field work, and data analysis and reporting proceduresò (p. 104). According to Berry (1983), research methodology is ñnot just about the data collection and the rules for evidence, it is more about the nature of explanation and the means by which explanations are producedò (p. 464) (see Vignali, et al., 2001). Hence, how the information is developed from these explanations depends upon the methodologies used.

4.1.1 Methodologies of the Study

Primary data and secondary data are employed in the current study. Malhotra (2004) describes primary data as originating from the researcher for the specific purpose of addressing the research problem. Primary data may be qualitative or quantitative in nature. Quantitative research of the primary data seeks to quantify the data and applies some form of statistical analysis. Thus, the quantitative approach is primarily used for postpositive claims for developing knowledge by experiments and surveys; it collects data on predetermined instruments that yield statistical data, such as hypotheses and research questions, use of measurement and observation, and the testing of theories (Creswell, 2003). Secondary data is data collected for some purpose other than the problem at hand (Malhotra, 2004). It included information made available by businesses and government sources, commercial marketing research firms and computerised databases. Thus, secondary data provides a lot of information for research and problem solving. It is an economical and quick source of background information.

Therefore, in this research, secondary data about the tribunal records is used to examine the relationship of the information about complaints in general and the award from the tribunal to test whether the Tribunal for Consumer Claims provides an efficient and speedy service to the consumers. The information was collected from the official records of the Tribunal for Consumer Claims in Kuala Lumpur as secondary data in this study. Primary data about the survey questionnaire was used to test the hypotheses for examining consumer complaint behaviour in Malaysia, and to identify the research ssociated with consumer complaint behaviour. Therefore, both the tribunal records and survey data were used to gather the information required for this research.

a. Data from the Court Records

To test the functions of the court, previous studies utilised court records and survey questionnaires to seek empirical data on the subject. Bonner and Metzen (1992) and Bradley, Sherman and Bryant (1982) used a two-step process including an examination of court records followed by telephone interviews and a mail survey of consumers (plaintiffs). Court records were examined to identify the claims filed by consumers, which included the type of dispute and final disposition while the telephone interviews and mail survey were used to examine the factors influencing the successful outcome in the court for the consumers pursuing their grievances in the court.

Some other studies (Hollingsworth, Feldman and Clark, 1973; Steadman and Rosenstein, 1973) used both court records and questionnaires in seeking reliable empirical data on the subject to examine the functions of the court and determine whether it fulfils its purpose as an effective and speedy forum for the consumers. These studies concentrated on the type of litigants, type of claim, amount of claim, time taken to dispose of cases, disposition of cases and the amount of judgements based on the data obtained from court records. The information concerning the success of collection of judgements, pre-trial settlement, success in collection of claims, litigant profiles and opinion and so on were based on the interview questions.

One of the purposes of this research is to investigate the functions of the court and whether it is an effective and speedy forum for the consumer, that is, not whether consumers win or loss, but whether they derived a sense that justice was truly done. Therefore, based on the court records, this present study observes whether factors concerning the characteristics of the claimant, the type of claim, amount of claim, and so on determine the outcome (award) of the court.

b. Data Related to Consumer Complaint Behaviour Survey

Hunt (1983) suggests that classification is a central role in the systematic understanding and prediction of any phenomena. According to this suggestion, most previous studies offered complainers and non-complainers as a two-group typology (such as Keng, et al., 1995; Phau and Sari, 2004) in consumer complaint behaviour. Day and Landon (1977) classify consumer dissatisfaction into seeking redress from company or manufacturer, business, government agencies and take legal action; these actions can be considered as ñpublic actionsò (e.g. Bearden, 1983; Barnes and Kelloway, 1980). However, Singh (1988, 1989) argues that seeking redress through third parties should be treated as a distinct phenomenon. Singh (1990) suggests that this two-group classification offers less specific guidelines to retailers in improving the effectiveness of their complaint handling mechanisms. Thus, Singh (1989), Tipper (1997) and Ursic (1985) offer a wider classification for third party complaint action.

Based on the previous studies, the current research attempts to provide a combined ers to retail or business and complainers to third party agencies together. No research has been done this classification in the consumer complaint behaviour domain.

In accordance with the suggestion from Singh and Wilkes (1996), a critical incident approach is used in this current study, which is ñrespondents were asked to recall a dissatisfying experience that they could remember most clearlyò (p. 355). Since dissatisfaction is an episode-specific construct, this episodic elicitation has the advantage of being theoretically defensible and empirically sound. This approach facilitates memory recall by asking respondents to recall a salient dissatisfying incident; and, pragmatically desirable, this approach helps in providing a reference point for assessing episode-specific variables (Singh and Wilkes, 1996). However, critical incident methodology, which is based on the recall design, can create undesired bias (for instance: memory lapses, inconsistency of response) when both the complaint responses and their predictors are assessed in the same questionnaire (Landon, 1980).

Scammon and Lemmard (1983), Kim, Kim, Im and Shin (2003) and Singh and Wilkes (1996) suggest using the modified critical incident approach to reduce the recall biases. This modified critical incident approach asks the respondents to imagine a dissatisfying experience, similar to the one they had described, occurring again on their next visit. Although, this modified approach is somewhat artificial due to the hypothetical occurrence of the future incident, the hypothetical incident has relevance and significance to the respondent, thus, it retains some validity (Singh and Wilkes, 1996).

es, a survey methodology was used in the current study to allow the examination of a large number of individuals and their complaint behaviour.

4.1.2 Research Design and Justification

After considering the applicability of various research designs in this domain, especially in terms of achieving the aims and testing the hypothesised relationships, the court records data and survey design were used. The justification for this design is provided below.

a. Court Records Data Design

Malhotra (2004) describes secondary data as data collected for some other purpose than the problem at hand. Thus, secondary data provides a lot of information for research and problem solving. It is an economical and quick source of background information. Court records data is a source of secondary data that contains statistical data as well as information in a non-statistical format (Sullivan, 2001). In the current study, one of the objectives of this research is to investigate the functions of the court and determine whether it is fulfilling its purpose as a speedy and effective forum for the consumer. Thus, court records were used to pursue this purpose of the study, and content analysis was used to analyze the court records data from the Tribunal for Consumer Claims in Malaysia.

b. Survey Design and Justification

Hakim (1994) suggests that the main advantage of the survey design is its applicability nd developing and testing explanations for particular relationships or social patterns. The ability of research that adopts this design to perform these tasks has been facilitated and extended by the development of complex and sophisticated analysis techniques. Hence, the main justification for choosing the survey design is that it allows the researcher to test the overall fit of the model, and to test the hypothesised relationships between the independent variables, the mediating variable, and the dependent variables proposed in the model of this study. Another advantage of survey design, as suggested by Hakim (1994), is that the study can readily be replicated simultaneously in different settings, or repeated in the same context at a different time. Compared to other methods, survey design is more transparent and accountable; this method and procedures used are accessible to other parties, thus, making it possible to assess the implementation and the overall research design.

As this study explores consumerôs complaint action as a dependent variable, it only includes those dissatisfied consumers who sought redress from the business or company and third party agencies. Thus, in the present study the survey design chose shopping malls, the National Consumer Complaints Centre and Tribunal for Consumer Claims in Kuala Lumpur as location of data collection. Data collection chose the shopping malls for several reasons: first, consumer satisfaction is more important for businesses or companies as non-traditional stores (such as discount stores, specialty stores and online shopping) have become a threat to the existence of traditional stores (Moin, 1997). Second, it is easy to collect data as dissatisfaction rates are higher towards retailers (Kim, Kim, Im and Shin, 2003; Best and Andreason, 1977). Lastly, to reduce the could not recall a recent dissatisfying experience (Singh and Wilkes, 1996). This survey selected shopping malls as one of the research environments to investigate consumer complaint behaviour similar to Kim, Kim, Im and Shin (2003) and Phau and Sari (2004). In this survey, respondents were asked to report their most recent dissatisfying experience during the preceding twelve months while shopping at retail stores. To improve the response accuracy, the questionnaire was administered using more intercept technique.

4.2 Data from Court Record

This study used court record data to test whether the Tribunal for Consumer Claims is fulfil its purpose as a speedy and effective forum for consumers. The Tribunal for Consumer Claims in Kuala Lumpur was selected because Kuala Lumpur, as the capital city, is the largest city and its surrounding vicinity functions as a trade, administrative, and cultural centre for the country. In addition, the yearly statistical data from the TCC for 2001 to the end of August 2009, shows that the highest number of filed complaint cases are in Kuala Lumpur. To reduce the study to a manageable size, 50 records in each March (March was selected due to it is not a festival month in each year) were randomly selected in seven years (from 2000 to 2006). The data were collected in the months of March as March is considered as annual month when no major nature festival is celebrate (see Table 4.1 for the targeted number of records of per year). The total numbers of cases collected were 350. However, there were 10 cases, which were still in the complaint process; only 340 cases were completed and had obtained the award from the Tribunal.

Table 4.1: Targeted Number of Records Per Year

Target No. of Records	2000	2001	2002	2003	2004	2005	2006
350	50	50	50	50	50	50	50

These completed court files within the category of ñStatement of Claimò were examined for all the cases filed. Such cases defined the consumer as the claimant who brought the complaint against the defendant (company or manufacture) for some dissatisfaction concerning the acquisition of goods or services. Thus, this study focused on these 340 cases to explore whether the tribunal is an effective and speedy forum for the consumers and to identify the main factors that determine the outcome of the tribunal. This section will present the hypotheses and content analysis for testing court record data.

4.2.1 Study Hypotheses based on Court Record Data

Based on the discussion in Chapter 3, ten hypotheses were presented in this section. The hypotheses investigate the relationship between gender, race, age of claimant, issues in dispute, type of claims, claim on goods, claim on services, amount of claim, duration from filing to hearing, and the evidence of complaint and award (outcome) of the tribunal. Table 4.2 shows the independent variables and dependent variable for each hypothesis.

H1a: There is a significant relationship between the gender of claimant and award of the Tribunal.

H1b: There is a significant relationship between the race of claimant and award of the Tribunal.

relationship between the age of claimant and award of the Tribunal.

H1d: There is a significant relationship between the issues in dispute and award of the Tribunal.

H1e: There is a significant relationship between the type of claim and award of the Tribunal.

H1f: There is a significant relationship between the claim on goods and award of the Tribunal.

H1g: There is a significant relationship between the claim on services and award of the Tribunal.

H1h: There is a significant relationship between the amount of claim and award of the Tribunal.

H1i: There is a significant relationship between the duration from filing to hearing and award of the Tribunal.

H1j: There is a significant relationship between the evidence of complaint and award of the Tribunal.

Table 4.2: Independent Variables and Dependent Variable in the Hypotheses 1

	Independent Variable	Dependent Variable
H1a:	Gender of Claimant	Award of the Tribunal
H1b:	Race of Claimant	Award of the Tribunal
H1c:	Age of Claimant	Award of the Tribunal
H1d:	The Issues in Dispute	Award of the Tribunal
H1e:	The Type of Claim	Award of the Tribunal
H1f:	The Claim on Goods	Award of the Tribunal
H1g:	The Claim on Services	Award of the Tribunal
H1h:	The Amount of Claim	Award of the Tribunal
H1i:	The Duration from Filing to Hearing	Award of the Tribunal
H1j:	The Evidence of Complaint	Award of the Tribunal

4.2.2 Content Analysis

The classical definition of content analysis was provided by Berelson (1952) (see ho defines content analysis as a research technique that is objective, systematic, quantitative and manifest content for communication. It is also referred to as a method of transforming the content of documents or the medium, such as words or other images, from a qualitative, unsystematic form into a quantitative, systematic form (Sullivan, 2001). It is used to quantify and analyse the words, concepts, and relationships within the text (McAlister, et al., 2003). This method is advantageous for understanding social communication and interaction and allows for an unobtrusive means of analysing these interactions and relationships (McAlister, et al., 2003). Sullivan (2001) suggests that content analysis is a form of coding that refers to the categorising of behaviours into a limited number of categories. Stempel III, et al. (1981) suggests four methodologies for content analysis ï selection of unit of analysis, category construction, sampling of content and reliability of coding. This section will discuss the unit of analysis, category construction, sampling of content and reliability of coding.

a. Selection of the Unit of Analysis

Unit of analysis concerns the aspect of the recorded documents. It could be a word (for example, age, gender, education é), a theme, a major character, or a sentence or paragraph (Sullivan, 2001). In this study, certain words were used to delineate the complainers who registered their claims with the tribunal. The names in the records were coded as claimantôs gender, race and age, issues in dispute, type of claim, complaint on goods, complaint on services, amount of claim, duration from filing to hearing, evidence of complaint, and the major category was the tribunal award for each

b. Category Construction

In this study, 11 categories (see Table 4.3) were coded according to the tribunal records. The **award (outcome) of the tribunal or court** is important to the consumers. Based on the regulation of the Tribunal for Consumer Claims Malaysia, the outcome of the court includes withdraw the case by claimant, negotiation between the claimant and respondent before hearing in the tribunal, and hearing in the tribunal (see Figure 4.1). Withdrawn cases indicate that the complaint case has been settled by the claimant. This means that the claimant has already resolved the complaint and that they are willing to withdraw the case. Negotiation cases indicate that the claimant negotiated and resolved the complaint with the respondent before the court hearing. In the hearing process, the outcome of the tribunal include ï claimant won by the complaint case itself, or claimant failed by the complaint case itself, and dismissed cases. Dismissed case is where the respondent does not appear in the court at the hearing time and the claimant won the case by respondent default.

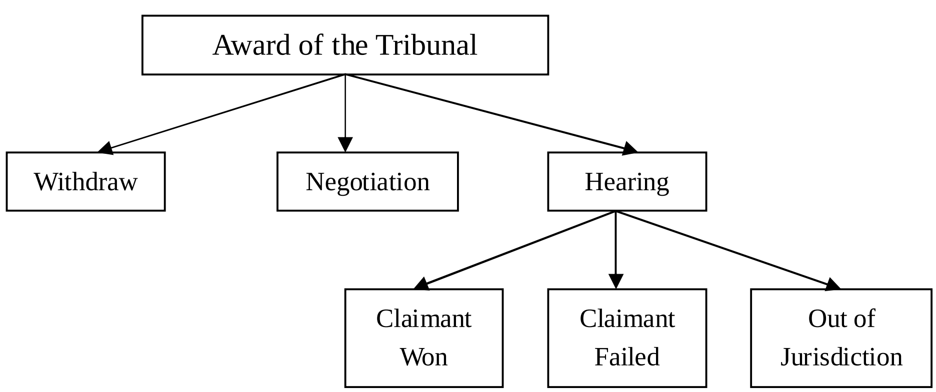

Figure 4.1: Award (Outcome) of the Tribunal or Court

g Category Construction for Tribunal Records

Category Construction	Coding	Source
Award of the Tribunal	1: Claimant won (Judgment for the claimant) 2: Claimant Failed (Judgment for the respondent) 3: Out of jurisdiction	Tribunal Records
Characteristics of Claimant	Gender: 0: Male; 1: Female	Tribunal Records
	Race: 1: Malay; 2: Chinese; 3: Indian	
	Age: 1: Young Consumers: 18-25 years old 2: Middle age Consumers: 26-54 years old 3: Old Consumers: 55 years old and over	Previous studies
Issues in Dispute	1: Product / Service 2: Price 3: Place	By researcher
Type of Claim	1: Goods 2: Services	Tribunal Records
Claim on Goods	1: Durable products: 2: Nondurable products:	Day, (1979)
Claim on Services	1: Repairs and general services 2: Professional and personal services 3: Financial services and Insurance 4: Out of jurisdiction	Day, (1978)
Amount of Claim	1: RM 50 ï 999 2: RM 1,000 ï 2,999 3: RM 3,000 ï 6,999 4: RM 7,000 ï 25,000	Tribunal Records
Duration from Filing to Hearing	1: Below 60 days 2: 61 ï 80 days 3: 81 ï 100 days 4: 101 days and above	Tribunal Records
Evidence of Complaint	0: No evidence 1: With evidence	Tribunal Records

Therefore, **the awards (outcomes) of the tribunal** are identified in the current study, as ñClaimant Won (Judgment for the claimant)ò, ñClaimant Failed (Judgment for the respondent)ò, and ñOut of Jurisdictionò. *Claimant won (Judgment for claimant)* won the complaint case in the tribunal, which includes cases that the claimant won by the complaint case itself, case withdrawn by the claimant, negotiation case and dismissed case. *Claimant failed (Judgment for respondent)* is where the respondent won the complaint case in the tribunal. Another award of the tribunal is *out of jurisdiction,* which is in respect of any land, or any estate or interest in land.

Referring to the **characteristics of claimant** (see Table 4.3); there are three categories ï gender, race and age. Gender was coded as 0 (Male), 1 (Female). Race was obtained from the name of the claimant and was coded as 1 (Malay), 2 (Chinese), 3 (Indian). Age was coded, young age as 1 (18-25 years old) based on Fan and Xiao, (1998); middle age was coded 2 (26-54 years old) according to Liefeld, Edgecombe and Wolfe (1975); coding for the old consumers was 3 (55 years old and over) (Carrigan, 1998).

Kotter (2003) suggests that the component of marketing mix can be explained by product, price, place and people. Based on this suggestion and tribunal records, the **issues in dispute** in the tribunal categorized as complaint on product, complaint on price and complaint on place (see Table 4.3). Based on these categories, *complaint on product / Service* included: ñNot satisfied with the quality of goodsò; ñNot satisfied with services (lost baggage, parcel, job, goodwill, warranty, receipt, renovating or innovation)ò; ñFeel cheated by goods or services (overcharged, direct selling, not provided job as promised, and repairs)ò; ñDamaged goodsò. *Complaint on price* included ñRefunding payment for goods or services (misled, delivery late, loan problem,

, price, project was not in process, others)ò; ñNot satisfied with bill (water, telecom, bus fee)ò. *Complaint on place* was explained by ñDelivery of goods and services not provided as promisedò. The present study used component of marketing mix to code the issues in dispute as there are no existing studies for coding this factor.

Type of claim was classified as goods and services by the Tribunal records (see Table 4.3). Referring to the **claim on goods group**, Day (1979) suggests that all specific consumer products can be organized into durables and non-durables in analysis complaining behaviour. Therefore, the claim on goods was organized into claim on durable products and claim on nondurable products based on the study of Day (1979). In the current study, claim on *durable product* included ñCar and motorcycleò; ñCondominiumò; ñHand phone (handset)ò; ñHome facility (furniture, kitchen cabinet, television cabinet, home light, cooking utensil, gate)ò; ñElectronic product (refrigerator, digital camera, washing machine, MP3 player, slimming machine, exercise bike, Amplifier, Direct selling, computer)ò. Claim on *nondurable products* included ñClothes and other goods (shoes, wallet)ò; ñOther goods (Food, Rental, Cosmetics and jewellery, investment unit, user manual, learning package)ò.

With respect to **claim on services** (see Table 4.3), Day (1978) suggests that services and intangible products can be organized into four sections, which are repairs and general services; professional and personal services; financial services and insurance and rentals, and public transportation and utilities. Based on the study of Day (1978), in the current was organized into repairs and general services, professional and personal service, financial services and insurance and out of jurisdiction. Among these four groups, *repairs and general services* was presented by ñRepairing service (car, motorcycle, air conditioner, refrigerator)ò; ñLaundryò; ñHouse renovating (innovating, maintain)ò; ñService for loss (return back the parcel, parcel lost, money lost, credit card lost, job lost)ò. *Professional and personal services* included ñCareer consult (job)ò; ñTour serviceò; ñMaid agency (maid)ò; ñBill (telecom, water, bus fee)ò; ñBeauty treatment, course (yoga course, driving school, computer course, óFeng Shuiô course, membership, game)ò; ñOther services (hospital, school, wedding photos, Air Asia service, concert, pest control, telecom, booking hotel, installation)ò. ñInsurance (bank) serviceò was grouped into *financial services and insurance*. *Out of jurisdiction* included claims concerning security, baby care, share and taxi and so on.

In terms of the **amount of claim,** previous studies on court records are all in the 1970s, and there is no new study on coding the amount of the claim. Based on the tribunal records, the research coded the amount of claim into seven groups (see Table 5.2): ñRM50 ï 999ò; ñRM1000 ï 2,999ò; ñRM3,000 ï 6,999ò; ñRM7,000 ï 25,000ò. Looking at the **duration from filing to hearing** (see Table 4.3), the regulation of the Tribunal for Consumer Claims in Malaysia is that the date of the hearing must be set within sixty days from the time of filing the statement of claim (Annual Report of Tribunal for Consumer claims, 1999). Based on this regulation, this factor was organized into four groups: ñBelow 60 daysò; ñ61 ï 80 daysò; ñ81 ï 100 daysò and ñ101 days and aboveò. **Evidence of Complaint**, which is also another element of the tribunal ñWith evidenceò and ñNo evidenceò in this present study (see Table 5.2).

c. Sampling of Content

In content analysis, the number of documents is often too vast to be analysed and it is necessary to take a sample from a group of documents. Stemple (1962) argues that sampling in content analysis is no different from sampling in surveys. However, the major concern is to make sure that the sample represents the population that it is intended to represent, and, the prime consideration is that each unit in the population must have the same chance of being represented in the sample. The target sample size guide in a survey is: 50 as very poor, 100 as poor, 200 as fair, 300 as good, 500 as very good and 1,000 as excellent (see Comrey and Lee, 1992). For this research, the recorded data was collected from the Tribunal for Consumer Claims Malaysia in Kuala Lumpur for the duration of six weeks.

d. Reliability of Coding

Sullivan, (2001) suggests that the simplest coding schemes, such as those employing word frequency counts, produce the highest reliability because they are very easy to apply in a consistent manner. In this study, all the coded in the records were word frequency counts. This means that reliability can be compared to the highest achievable compared to other coding schemes (Sullivan, 2001). When applying coding in this research, in addition to using previous studies for the coding categories, on numerous occasions the current researcher discussed with the supervisor to modify it to increase

4.3 Survey Data

The main purpose of the present study is to develop and test the efficacy of the proposed integrative model in examining complaint behaviour. According to the various theories in the previous studies, certain dominant factors that stimulate the complainants seeking redress in the business/company and third parties for their dissatisfied products or services are explained in the Chapter 3. To meet the research objectives, the proposed integrative model of complaint behaviour was empirically tested via self-administered survey. Thus, the main method of data collection was using a structured survey questionnaire. A total of 72 questions were included in the questionnaire.

Questionnaires were analysed using SPSS (Version 12.0) and AMOS (Version 5.0). For the SPSS analysis, descriptive statistics and inferential statistics (e.g. correlation, ANOVA, and t-test) were employed. For AMOS, the use of confirmatory factor analysis tested the validation of the measurement, and path analysis for testing the hypotheses. This section will describe the hypotheses for the proposed integrative model, measurement for each variable, questionnaire design, pre-test, sampling design, data collection technique and data analysis.

4.3.1 Study Hypotheses on Survey Data

Five major hypotheses were presented in the survey. The second hypothesis looks at the effects of perception of business practices and responsiveness to complaint, attitude al benefits, probability of successful complaint, knowledge of consumer rights and consumer agencies, number of prior experiences of dissatisfaction, internal locus of control, external locus of control and perceived value of complaint (independent variables) on complaint intention (mediating variable). Hypothesis 3 addresses the influence of perception of business practices and responsiveness to complaint, attitude towards complaining, societal benefits, probability of successful complaint, knowledge of consumer rights and consumer agencies, number of prior experiences of dissatisfaction, internal locus of control, external locus of control and perceived value of complaint (independent variables) on complaint actions (dependent variable). The direct effect of complaint intention on complaint action will be tested in Hypothesis 4. Hypothesis 5 examines the mediating effects of complaint intention between perception of business practices and responsiveness to complaint, attitude towards complaining, societal benefits, probability of successful complaint, knowledge of consumer rights and consumer agencies, number of prior experiences of dissatisfaction, internal locus of control, external locus of control, perceived value of complaint (independent variables), and complaint actions (dependent variable). Lastly, Hypothesis 6 investigated the moderating effect on the relationship between complaint intention and complaint actions by difficulty of making a complaint and perceived product importance.

Hypothesis 2: The independent variables have significant influence on consumer complaint intention.

H2a: Consumers with a negative perception of business practice and responsiveness to complaint are more likely to have high complaint intention.

her attitude towards complaining are more likely to have a high complaint intention.

H2c: Consumers who believe that complaining is beneficial for society are more likely to have a high complaint intention.

H2d: Consumers with a higher probability of successful complaint are more likely to have a high complaint intention.

H2e: Consumers with more knowledge of consumer rights and consumer agencies are more likely to have a high complaint intention.

H2f: Consumers with a higher number of prior experiences of complaining are more likely to have a high complaint intention.

H2g: Consumers with a higher internal locus of control are more likely to have a high complaint intention.

H2h: Consumers with a higher external locus of control are less likely to have a high complaint intention.

H2i: Consumers with a higher perceived value of complaint are more likely to have a high complaint intention.

Hypothesis 3: The independent variables have significant influence on consumer complaint actions.

H3a: Consumers with a negative perception of business practice and responsiveness to complaint are more likely to take complaint action.

H3b: Consumers with a higher attitude towards complaining are less likely to take complaint action.

H3c: Consumers who believe that complaining is beneficial for society are less likely to take complaint action.

H3d: Consumers with a higher probability of successful complaint are more likely to take complaint action.

H3e: Consumers with more knowledge of consumer rights and consumer agencies are more likely to take complaint actions.

H3f: Consumers with a higher number of prior experiences of dissatisfaction are more likely to take complaint action.

igher internal locus of control are more likely to take complaint action.

H3h: Consumers with a higher external locus of control are less likely to take complaint action.

H3i: Consumers with a higher perceived value of complaint are less likely to take complaint action.

Hypothesis 4: Consumer complaint intention has significant influence on consumer complaint action.

H4: Consumers with a higher complaint intention are more likely to take complaint action.

Hypothesis 5: Complaint intention mediates the relationship between the independent variables and complaint action.

H5a: Complaint intention will mediate the relationship between the perception of business practice and responsiveness to complaint and complaint action.

H5b: Complaint intention will mediate the relationship between attitude towards complaining and complaint action.

H5c: Complaint Intention will mediate the relationship between societal benefits and complaint action.

H5d: Complaint intention will mediate the relationship between the probability of successful complaint and complaint action.

H5e: Complaint intention will mediate the relationship between knowledge of consumer rights and consumer agencies and complaint action.

H5f: Complaint intention will mediate the relationship between the number of prior experiences of complaining and complaint action.

H5g: Complaint intention will mediate the relationship between the internal locus of control and complaint action.

H5h: Complaint intention will mediate the relationship between the external locus of control and complaint action.

ill mediate the relationship between the perceived value of ion.

Hypothesis 6: the difficulty of making a complaint and the importance of the product moderate the relationship between the consumer complaint intention and complaint actions.

H6a: The relationship between complaint intention and complaint action is moderated by difficulty of making a complaint.

H6b: The relationship between complaint intention and complaint action is moderated by importance of the product.

4.3.2 Measurement of Constructs

Kline (1998) proposes that the SEM technique is known as a very theoretically driven statistical tool. Hence, it is crucial that the proposed model comes with precise conceptual and operational definition for the main constructs. This section discusses the measurement scale adopted or adapted for each construct. Singh and Wilkes (1996) argue that as well-tested measures for some constructs are not available, directions are sought from conceptual definitions provided by researchers (such as, Day, 1984; Singh, 1990). Thus, the selection of items was based on consistency with conceptual definitions in the present study. In this sub-section, specific measurement items for independent, intervening and dependent variables are discussed. The items and response formats for the measures that have been tested in the pre-test and finally used in the main study, will be described. Multi-item scales were constructed to measure consumersô perception about the complaints, complaint intention and complaint action except the construct on the number of prior experiences of dissatisfaction. Therefore, the conceptual definitions, item composition, and measurement characteristics of sed in this subsection.

Hair, et al. (2006) suggest that three and above items in each construct is considered acceptable in marketing research practice, while more items under per factor or element can better capture the underlying factor, the issues of respondent boredom and fatigue are important considerations. In this current study, most of the scales were modified from existing scales.

a. Measuring the Independent Variables

Previous literature provided the basis to measure the consumerôs perception about the company responses on consumerôs dissatisfaction, consumerôs own attitude on making complaint and personal traits (e.g. Richins, 1982; Singh, 1988, 1989; Keng, et al., 1995; Kim, Kim, Im and Shin, 2003; Phau and Sari, 2004). In this study, perceptions of business practices and responsiveness to complaint, attitude towards complaining, societal benefits, probability of successful complaint, knowledge of consumer rights and consumer agencies, number of prior experience of dissatisfaction, internal locus of control, external locus of control, and perceived value of complaining were asked. These factors were chosen because they are the basic elements in consumersô decisions to seek redress from businesses or third parties. For example, different consumers with different attitudes about complaining and different personal traits will have a different intention to take different complaint action. Thus, those constructs have more immediate effects on consumer complaint behaviour.

e measurement for specific independent constructs, which include perception of business practices and responsiveness to complaint, attitude towards complaining, societal benefit, probability of successful complaint, knowledge of consumer rights and consumer agencies, number of prior experiences of dissatisfaction, internal locus of control, external locus of control and perceived value of complaint.

i). <u>Perception of Business Practices and Responsiveness to Complaint</u>

Davidow and Dacin (1997) observe that an organization with a positive image can encourage consumers to lodge their complaints, and handling complaints well is one way of improving the organization, business or retailerøs image. Richins (1982) argues that if consumers perceive that a business is willing to remedy the complaint they are more likely to make a complaint. However, consumers with a negative feeling about business practice and responsiveness to complaint are more likely to seek redress in the company or the third party (Phau and Sari, 2004; Tipper, 1997, Moyer, 1985). According to the previous studies by Keng, Richmond and Han (1995), Phau and Sari (2004), perception of business practices and responsiveness to complaint was defined as consumerøs perception about business practices and business responsiveness to their complaint in the marketplace. In the current study, respondents were asked to judge about business behaviour and consumption of products or services. Taking into account the conceptualization, this construct was measured using ten items adapted from original research by Keng, Richmond and Han (1995) (see Table 5.3).

ere used to sum up to obtain the measure. Out of ten items, five items of this variable were reverse scored. A higher score indicates that respondents are more satisfied about the business practice and responsiveness to their complaints. Mueller (1986) and Ajzen (2002b) state that any standard attitude scaling method such as Likert scaling, Thurstone scaling and Guttman scaling can be applied for attitudinal evaluation of a given behaviour. For ease of comprehension by the respondent, the current study employed a 7-point Likert-type scale with anchors ranging from 1 = strongly disagree to 7 = strongly agree. The wordings of the items, together with the source of items measurement adopted are presented in Table 4.4.

Table 4.4: Measuring the Perception of Business Practices and Responsiveness to Complaint Construct

Item Statements	Source	Response Format
1. Store employees are often quite unpleasant to customers who return unsatisfactory products.* 2. Firms usually are willing to replace faulty products. 3. Most firms are willing to replace faulty products. 4. Firms do not take notice of complaints made.* 5. Most businesses will cheat you if you don't stand up for your rights.* 6. Firms are usually willing to provide refunds for faulty products. 7. Advertisements usually present a true picture of the products. 8. Firms take a long time to respond to a complaint.* 9. Most stores say they want their customers satisfied, but they are not willing to stand behind their word.* 10. Firms are willing to provide repairs for faulty products.	Adapted from Keng, Richmond and Han, (1995);	7-point Likert-type scale 1= Strongly Disagree 2= Disagree 3= Slightly Disagree 4= Neutral 5= Slightly Agree 6= Agree 7= Strongly Agree *Reverse coded items

nt scale utilizing these items in the past complaint behaviour studies, Phau and Sari (2004) adapted this variable from Keng, Richmond and Han (1995) to measure attitude towards business, they report that the internal consistency estimates for the construct of the attitude towards business is 0.76. However, in the study of Keng, Richmond and Han (1995), internal consistency for the measurement scale was not reported. Based on the accepted internal consistency from Phau and Sari (2004), the measurement of the perception of business practices and responsiveness to complaint construct was also adapted from Keng, Richmond and Han (1995) in present study.

ii). <u>Attitude towards Complaining</u>

Attitude towards behaviour is used as one of the important constructs in the studies applying TPB, and it concerns the individualøs positive or negative evaluation of performing the behaviour (Ajzen, 1985). The researches in the previous studies believe that consumers with a positive attitude towards complaining are more likely to have a complaint intention to the firm (Kim, Kim, Im and Shin, 2003; Singh, 1990; East, 2000; Cheng, Lam and Hsu, 2005). However, consumers with higher attitude towards complaining will be less likely to take actual complaint actions (Richins, 1982, Phau and Sari, 2004). Based on the previous studies, attitude towards complaining was conceptualised in the current study as the individualøs evaluation regarding complaining to sellers or companies associated with consumer complaint behaviour (Richins, 1982; Singh, 1990). The conceptualization of attitude towards complaining was measured directly using five items adopted from Singh (1990).

In this construct, five items were summed up to obtain the measure. Out of five items, two items were reverse scored. A higher score indicates that respondents are more favourable to making a complaint. Mueller (1986) and Ajzen (2002b) suggest that Likert scaling can be applied for attitudinal evaluation of a given behaviour. For the ease of comprehension by the respondent, the current study employs a 7-point Likert-type scale with anchors ranging from 1 = strongly disagree to 7 = strongly agree to evaluate the attitude towards the complaining construct. The wordings of the items, together with the source of items measurement adopted are presented in Table 4.5.

Table 4.5: Measuring the Attitude towards Complaining Construct

Item Statements	Source	Response Format
1. It doesn't bother me much if I don't complain about an unsatisfactory product.	Adopted from	7-point Likert-type scale
2. It sometimes feels good to get my dissatisfaction and frustration with the product off my chest by complaining.	Singh (1990)	1= Strongly Disagree 2= Disagree
3. I often complain when I am dissatisfied with a business or products because I feel it is my duty to do so.		3= Slightly Disagree 4= Neutral 5= Slightly Agree
4. People are bound to end up with unsatisfactory products once in a while, so they should not complain about them.*		6= Agree 7= Strongly Agree
5. I don't like people who complain to stores, because usually their complaints are unreasonable. *		*Reverse coded items

As discussed above, these attitude towards complaining items were adopted from previous studies; Singh (1990) found acceptable internal consistency reliability for this construct (Ŭ = 0.67). However, Kim, Kim, Im and Shin (2003) produced Coefficient

Wilkes (1996) found that attitude towards complaining explained more than 70 per cent of total variance for three service data, which were automotive repair, medical care, and banking services. The alpha reliability evaluation of this construct ranged between 0.73 (automotive repair), 0.77 (banking service) and 0.81 (medical care). In their study, Phau and Sari (2004) observed that the internal consistency of this construct for Indonesian complainers was 0.70. Comparing the reliability evaluation result on the attitude towards complaining construct, Singh and Wilkes (1996) produced better output than Kim, Kim, Im and Shin (2003) and Phau and Sari (2004). However the measurement statement in Singh and Wilkes (1996) was taken from Singh (1990). Thus, the measurement of attitude towards complaining in the present study was adopted from Singh (1990).

iii). Societal Benefits

Subjective norm is another important constructs in the TPB model, societal benefits is used to replace the subjective norms from the TPB model in the present study based on the previous studies. In complaint behaviour, Richins (1982), East (2000), Cheng, Lam and Hsu (2005) suggest that consumers who believe that complaining are beneficial for society are more likely to intent to make complain. But, Richins (1982) found that societal benefits is negatively related with third party complaint action as they disagree that complaining can eventually improve or remove the faulty product from the marketplace. In a research from Oh (2003), the author only uses two items to predict the relationship between societal benefits and complaint responses among library users. The author found that societal benefits is not significant with any complaint response (such uth, direct voice, indirect voice and third party complaints). Armitage and Conner (2001) argue that the poor measurement of the subjective norm may partly produce a weak relationship between subjective norm and intention.

Based on previous studies, societal benefits are conceptualized as individual beliefs about societal benefits resulting from complaining, which is associated with consumer complaint behaviour in the present study (Singh, 1990). This construct was measured directly using three items adapted from Singh (1990). Mueller (1986) and Ajzen (2002b) suggest that Likert scaling can be applied to measure the attitudinal of a given behaviour; respondents indicated their societal benefits on a 7-point Likert-type scale ranging from 1 = strongly disagree to 7 = strongly agree (see Table 4.6) in the current study. All three items were summed to obtain the total societal benefits score with the higher score indicating more responsibility or obligation to the market to which the individual agreed.

Table 4.6: Measuring the Societal Benefits Construct

Item Statements	Source	Response Format
1. By complaining about defective products, I may prevent other consumers from experiencing the same problem. 2. People have a responsibility to tell stores when a product they purchased was defective. 3. By making complaints about unsatisfactory products to stores, in the long run, the quality of products will improve.	Adapted from Singh (1990)	7-point Likert-type scale 1= Strongly Disagree 2= Disagree 3= Slightly Disagree 4= Neutral 5= Slightly Agree 6= Agree 7= Strongly Agree

Singh (1990) found societal benefits is not significantly related with complaint action, dapted from the study by Richins (1982). In the research by Richins (1982), she found significant relationship between societal benefits and complaint behaviour. In order to find the relationship between societal benefits and complaint intention or complaint action in this study, societal benefits items were adapted from Singh (1990). Singh (1990) found that internal consistency for societal benefits is 0.66. Oh (2003) reported the internal consistency of societal benefit Ŭ is 0.471 due to two items under societal benefits. No other studies had reported the reliability value in complaint behaviour except Singh (1990) and Oh (2003). Therefore, three items were adapted from Singh (1990) to measure the societal benefits construct in the current study based on the accepted reliability evaluation.

iv). *Probability of Successful Complaint*

Perceived behavioural control is the third determinant in predicting the behavioural intention in the TPB model. In the complaint behaviour, the probability of successful complaint is used as the perceived behavioural control to examine the behavioural intention. The researches by Chen, Lam and Hsu (2005), East (2000), Day and Landon (1978), Richins (1985), Singh (1990) and Kim, Kim, Im and Shin (2003) found that consumers with higher perception on the probability of successful complaint are more intended to make complaints. Additionally, Ursic (1985) found that probability of successful complaint is positively related with seeking redress in the court.

Based on the previous studies by Singh (1989) and Kim, Kim, Im and Shin (2003), the complaint is conceptualized as the consumer's perceived likelihood of getting a reward from the firm, such as a refund, exchange, or apology in the current study. This variable was measured directly by three items adopted from Kim, Kim, Im and Shin (2003). A 7-point rating scale ranging from 1 = very unlikely to 7 = very likely was employed to measure the probability of successful complaint construct. All three items were summed to obtain the total probability of successful complaint score with a higher score indicating that individuals were more likely to express their complaining feelings to the firm or third party agencies. Three statements and source are presented in detail in Table 4.7.

Referring to internal consistency for the probability of successful complaint, Kim, Kim, Im and Shin (2003) reported that a Cronbach's alpha coefficient is 0.87. Singh (1989) found that the composite reliability for this construct is 0.70. Thus, three items of probability of successful complaint were adopted from Kim, Kim, Im and Shin (2003) due to higher coefficient alpha in their study.

Table 4.7: Measuring the Probability of Successful Complaint Construct

Item Statements	Source	Response Format
1. If you complain about your dissatisfaction to the retailer, the retailer will take appropriate action (e.g., exchange, refund, apology, reward). 2. If you complain about your dissatisfaction to the retailer, the retailer will take appropriate action and will give better service in the future. 3. If you complain about your dissatisfaction to the retailer, the retailer will give better service in the future and this will also benefit other consumers.	Adopted from Kim, Kim, Im and Shin (2003)	7-point rating scale 1= Very Unlikely 2= Unlikely 3= Slightly Unlikely 4= Neutral 5= Slightly Likely 6= Likely 7= Very Likely

v). Knowledge of Consumer Rights and Consumer Agencies

Haefiner and Leckenby (1975) suggest that consumerôs awareness or understanding the functions of various consumer protection agencies determine the consumer complaint behaviour. Day (1984) suggests that consumerôs knowledge about where to complain affects the consumerôs complaint behaviour. Therefore, Day and Landon (1976), Moyer (1985), Haefiner and Leckenby (1975) and Tipper (1997) found that consumers with more knowledge on consumerôs rights and know the way of seeking redress are more likely to make complaint and take complaint action for reduce their discontent with products or services.

Knowledge of consumer rights and consumer agencies is conceptualised as the individual awareness, understanding of consumer rights and consumer protection agencies in Malaysia (Haefiner and Leckenby, 1975; Tipper, 1997). Respondents were asked to evaluate their knowledge level about awareness or understanding of consumer rights, consumer protection acts and five consumer complaint agencies from very poor to excellent.

In considering the conceptualization, this construct was measured using seven items that were adapted from Haefiner and Leckenby (1975) and Tipper (1997). In the study by Haefiner and Leckenby (1975), they used three items to examine the percentage of respondentsô awareness, understanding and ratings of effectiveness of American consumer protection agencies, such as the Small Claims Court, the National Consumer n, the Better Business Bureau, the Consumer Protection Bureau of the Illinois Stateøs Attorney Generaløs Office, and the National Advertising Review Board. The study by Tipper (1997) used knowledge of consumer rights to examine the third party complaint action. He asked respondents to answer their personal understanding of consumer rights and consumer laws based on a four-level scale from poor to excellent.

In this construct, seven items were summed up to obtain the measure; a higher score indicates that respondents are more aware of and understand about consumer rights and consumer complaint agencies in Malaysia according to the researches by Haefiner and Leckenby (1975) and Tipper (1997). For the sake of consistency by respondents, the current study employs a 7-point rating scale with anchors ranging from 1 = very poor to 7 = excellent. The wordings of the items, together with the source of items measurement adapted are presented in Table 4.8.

Table 4.8: Measuring the Knowledge of Consumer Rights and Consumer Agencies Construct

Item Statements	Source	Response Format
1. Consumer Rights	Adapted	7-point rating scale
2. Consumer Protection Acts	from	
3. Ministry of Domestic Trade and Consumer		1= Very Poor
Affairs	Haefiner	2= Poor
4. Tribunal for Consumer Claims Malaysia	and	3= Slightly Poor
5. Federation of Malaysian Consumer	Leckenby;	4= Neutral
Associations (FOMCA)	(1975)	5= Slightly Well
6. Consumer Associations	and Tipper	6= Well
7. National Consumer Complaints Centre	(1997)	7= Excellent

e influence on knowledge factor (such as Haefiner and Leckenby, 1975; Tipper, 1997; Agbonfoh and Edoreh, 1986 and Day, 1984), however, no study has reported the psychometric properties of this construct (for example, alpha reliability, dimensions, etc).

vi). Number of Prior Experiences of Dissatisfaction

Ajzen (1985, 1991) suggests that past experience may be an important factor to correlate with a realistic perception of behaviour, and experience can create quite an accurate perception of self-efficacy; past performance of behaviour exerts an influence on present behaviour. In the complaint behaviour, consumers with greater prior experience of complaining are likely to have intention for complaint, and they are more likely to take complaint actions (Singh and Wilkes, 1996; Singh 1990; Cheng, Lam and Hsu, 2005; Huppertz, 2003; Kolodinsky, 1995 and Reiboldt, 2003).

Prior experiences affect an individualŝ understanding about how a retailer or manufacturer will probably respond to voiced complaints and the associated costs and/or benefits (Singh and Wilkes, 1996). Thus, Singh and Wilkes (1996) suggest that prior experience have a direct effect on the complaint intention. In the current study, the number of prior experiences of dissatisfaction was defined as the number of dissatisfactions that consumers had complained to the business and/or third party agencies in the last 12 months. Respondents were asked to fill in the number of dissatisfactions they had about a product or service in the last 12 months.

A high number indicates that respondents had experienced more occasions of dissatisfaction in the last 12 months in Malaysia. This factor was measured as the number of times respondents had complained to service providers and/or reported their dissatisfaction to any ñpublicò agency, such as the National Consumer Complaints Centre, Consumer Association, etc. The details of items used to measure the number of prior experiences of dissatisfaction are presented in Table 4.9. There is no reliability evaluation value available as there is only one item to measure the number of prior experiences of dissatisfaction construct,

Table 4.9: Measuring the Number of Prior Experiences of Dissatisfaction Construct

Item Statement	Source	Response Format
1. Number of times in the past 12 months you have complained to service/product provider and/or reported your dissatisfaction to any "public" agency.	Adopted from Singh and Wilkes (1996)	Number of times of dissatisfaction in last 12 months

vii). *Internal Locus of Control*

Internal locus of control was defined as individual beliefs when they perceive themselves as active and effective agents who determine their own life outcomes. Individuals with internal locus of control expect predictable outcomes based on their own action (Rotter, 1975). In consumer purchasing behaviour, consumers with more internal locus of control will make greater effort in seeking purchasing information. They are more action-oriented, more resistant to social influences, believe in their capabilities to perform behaviours for controlling events. They have their own goals, ng situations, more knowledge about the product at the time of purchase, and they can get more satisfaction from situations around them (Busseri, Lefcourt and Kerton, 1998; Hoffman, Novak and Schlosser, 2000; Lefcourt, 1982). Therefore, consumers with higher internal locus of control are more likely to have higher complaint intention, but they are less likely to take complaint action due to they are more ready to accept responsibility for their failures as well as their successes in dissatisfied products or services (Kowalski, 1996).

Although Busseri, Lefcourt and Kerton (1998) developed the consumer locus of control scale in predicting consumer behaviour, no study has applied this measurement in the consumer complaint behaviour field. There were nine items included in the original consumer internal locus of control; however, three items were removed due to weak factor loadings (0.42) and lower coefficient alphas (0.41). Finally, six items were used to explain the internal locus of control. Six items were summed up to obtain the measure, and a higher score indicates that respondents have a higher perception of themselves as active and effective agents for their own behaviour. For the sake of consistency, the current study employs a 7-point Likert-type scale with anchors ranging from 1 = strongly disagree to 7 = strongly agree. The wordings of the items, together with the source of items measurement adopted are presented in Table 4.10.

Regarding to the internal consistency, the coefficient alpha of internal locus of control was 0.76. However, no other previous study has reported the psychometric properties of this construct (for example, alpha reliability, dimensions, etc) in consumer behaviour nd Kerton (1998). Thus, the measurement of the internal locus of control construct was adopted from the consumer locus of control scale that was developed by Busseri, Lefcourt and Kerton (1998).

Table 4.10: Measuring the Internal Locus of Control Construct

Item Statements	Source	Response Format
1. If it happens that I buy an unsatisfactory item, I try to do something about it. 2. Usually, when I plan to buy something I can find the best deal. 3. Making good buys depends on how hard I look. 4. Being able to wait for sales and looking for information about the item has really helped me get good deals. 5. I have often found it useful to complain about unsatisfactory products. 6. Usually I make an effort to ensure that I don't end up with a low quality product when I go shopping.	Adopted from Busseri, Lefcourt and Kerton, (1998)	7-point Likert-type scale 1= Strongly Disagree 2= Disagree 3= Slightly Disagree 4= Neutral 5= Slightly Agree 6= Agree 7= Strongly Agree

Viii). *External Locus of Control*

External locus of control was conceptualized as individual belief that what happens in their lives can be determined by forces beyond themselves such as luck, chance, fate, or powerful others (Rotter, 1975). Consumers with external locus of control orientation are more likely to experience financial difficulties, and they are less likely to learn the skills that are necessary for achieving their aims or solving the problem (Dessart and Kuylen, 1986; Hoffman, Novak and Schlosser, 2000). In consumer purchasing behaviour, they believe that the shopping process is overwhelming and unpredictable, less likely to collect information or product knowledge in a purposive manner (Busseri, Lefcourt and Kerton, 1998). According to the previous studies on the external locus of control, ernal locus of control, they are less likely to have intention to make complaint and also less likely to take complaint action for reduce their discontent on the products or services.

Although Busseri, Lefcourt and Kerton (1998) developed the consumer locus of control scale for predicting consumer behaviour, no studies have applied this measurement in the consumer behaviour field, particularly in the consumer complaint behaviour field. Therefore, in the external locus of control construct, respondents were asked to consider their beliefs concerning shopping behaviour. External locus of control is composed by eleven items in the original measurement; but three items were dropped as relatively weak factor loadings (0.42) and lower coefficient alphas (0.41). Therefore, eight items were used to explain the consumer external locus of control.

Eight items were summed up to obtain the measure; a higher score indicates that respondents have a higher perception that their lives are determined by forces, such as luck, change, fate, or powerful others. For the sake of consistency, the current study employs a 7-point Likert-type scale with anchors ranging from 1 = strongly disagree to 7 = strongly agree. The wordings of the items, together with the source of items measurement adopted are presented in Table 4.11.

Referring to the internal consistency, the coefficient alpha of external locus of control was 0.77. However, no other previous study has reported the psychometric properties of this construct (for example, alpha reliability, dimensions, etc) in consumer behaviour d Kerton (1998). Thus, the measurement of the external locus of control construct was adopted from the consumer locus of control scale that was developed by Busseri, Lefcourt and Kerton (1998).

Table 4.11: Measuring the External Locus of Control Construct

Item Statements	Source	Response Format
1. Sometimes when I don't know much about a product, I might as well decide which brand to buy just by flipping a coin. 2. There have been times when I just could not resist the pressure of a good salesperson. 3. Itøs hard for me to know whether or not something is a good buy. 4. To me, there's not much point in trying too hard to discover differences in quality between products. 5. I find that there's no point to shop around because prices are nearly the same everywhere. 6. When I buy something unsatisfactory, I usually keep it because complaining doesn't help. 7. Sometimes I can't understand how I end up buying the kinds of things that I do. 8. I am vulnerable to rip-offs, no matter how hard I try to prevent them.	Adopted from Busseri, Lefcourt and Kerton, (1998)	7-point Likert-type scale 1= Strongly Disagree 2= Disagree 3= Slightly Disagree 4= Neutral 5= Slightly Agree 6= Agree 7= Strongly Agree

ix). *Perceived Value of Complaint*

Many consumers believe that making a complaint involves a lot of trouble, time, and monetary costs, however, some consumers may think that making complaints is quite simple (Richins, 1982). The previous studies found that the perceived value of the complaint has a positive and significant influence on the consumerøs complaint intention (Singh, 1990; Richins, 1982; Kim, Kim, Im and Shin, 2003). However, consumers choose complaint actions when they perceive the complaint value is the d Metzen, 1992), and they are less likely to take action for their discontent if they feel that the perceived cost is higher and involves a lot of trouble (Richins, 1982; Day, 1984). Therefore, perceived value of complaint was conceptualised as the individualøs evaluation of the gap between the benefit and the cost of complaint. Respondents were asked to consider making complaints based on their perception about the complaint benefit and cost.

According to the conceptualization, this construct was measured using three items that were adopted from Kim, Kim, Im and Shin (2003). Three items were summed up to obtain the score; a higher score indicates that the potential benefit of the complaint behaviour is greater than the cost among the respondents. For the sake of consistency, the current study employs a 7-point rating scale with anchors ranging from 1 = very unlikely to 7 = very likely. The wordings of the items, together with the source of items measurement adopted are presented in Table 4.12.

Table 4.12: Measuring the Perceived Value of Complaint Construct

Item Statements	Source	Response Format
1. If you believe the retailer will take appropriate action (e.g. exchange, refund, apology, reward), will you complain about your dissatisfaction to the retailer? 2. If you believe the retailer will take appropriate action and give better service in the future, will you complain about your dissatisfaction to the retailer? 3. If you believe the retailer will give better service in the future and this will also benefit other consumers, will you complain about your dissatisfaction to the retailer?	Adopted from Kim, Kim, Im and Shin (2003)	7-point raing scale 1= Very Unlikely 2= Unlikely 3= Slightly Unlikely 4= Neutral 5= Slightly Likely 6= Likely 7= Very Likely

As discussed earlier, the items of the perceived value of complaint were adopted from previous study. The research from Singh (1989) adapted three items from Bagozzi (1982) to measure the perceived value of complaint variable in third party agencies such as the medical association or the Better Business Bureau of the USA. He found that the reliability evaluation of perceived value of complaint is increased from 0.60 to 0.87 after deleted one item. Kim, Kim, Im and Shin (2003) adapted three items to measure the perceived value of complaint from Bagozzi (1982), Richins (1980), and Singh (1989, 1990). He found that acceptable internal consistency is 0.87 for consumers in Singapore. Thus, measurement of perceive value of complaint was selected from Kim, Kim, Im and Shin (2003) in the present study as higher internal consistency of reliability value.

b. Measuring the Mediating Variable: Complaint Intention

The behavioural intention construct is considered as the mediation role between the beliefs and the behaviour. It is viewed as one immediate antecedent of that actual behaviour (Hrubes, Ajzen and Daigle, 2001; Ajzen, 2002). Ajzen (2001) suggests that intention plays ñan important role in guiding human actionò (p. 47). Therefore, the stronger the intention of the consumer to engage into complaint action, the more successful they are predicted to be (Hurbes and Ajzen, 2001; Singh, 1988; Richins, 1982).

Complaint intention is defined as an individualôs motivation to perform a given behaviour (Singh, 1988). The construct can be applied as the dissatisfied consumerôs nake a complaint to the firm or the third party agencies in the complaint domain (Kim, Kim, Im and Shin, 2003). Singh (1988) classifies complaint intention into three dimensions: voice complaint intention (this can be explained as the propensity for actions directed at the seller/manufacturer), private complaint intention (this can be defined as the propensity for complaining to friends/relatives and/or exit), and third party complaint intention (this can be noted as the propensity for complaining to parties not involved in the exchange).

Ten items were used in this study. Out of ten items, one instrument item was reverse scored and the ten items were summed up to obtain the score. A higher score indicates that consumers have more intention to take complaint action for improving their satisfaction. For the sake of consistency, the current study employs a 7-point rating scale with anchors ranging from 1 = very unlikely to 7 = very likely. The wordings of the items, together with the source of items scale was taken are presented in Table 5.13.

Referring to the measurement scale utilizing these items in past complaint behaviour research, Kim, Kim, Im and Shin (2003) report that the internal consistency of reliability estimates for the complaint intention construct was 0.73. In the research by Singh (1988), internal consistency for the complaint intention construct was 0.83, however for the individual dimension, the alpha reliability scale were 0.75 (voice complaint intention), 0.77 (private complaint intention) and 0.84 (third party complaint intention). Based on the higher reliability evaluation, consumerøs complaining to the firm and third party agencies were investigated in the present study. The complaint from Singh (1988).

Table 4.13: Measuring the Complaint Intention Construct

Item Statements	Source	Response Format
1. Forget about the incident and do nothing?* 2. Definitely complain to the store/company manager on your next trip? 3. Go back or call the shop/company immediately and ask them to take care of your problem. 4. Decide not to use that shop/company again? 5. Speak to your friends and relatives about your bad experience? 6. Convince your friends and relatives not to use that shop/company? 7. Complain to a consumer agency and ask them to make that shop/company take care of your problem. 8. Write a letter to the local newspaper about your bad experience? 9. Report to the consumer agency so that they can warn other consumers? 10. Take some legal action against the shop/manufacturer/company.	Adapted from Singh (1988)	7-point rating scale 1= Very Unlikely 2= Unlikely 3= Slightly Unlikely 4= Neutral 5= Slightly Likely 6= Likely 7= Very Likely *Reverse coded items

c. *Measuring the Moderating Variable*

There are two moderating constructs in this study: the difficulty of making a complaint construct and the importance of the product construct. This subsection will report the measurement for these two moderating constructs.

i). Difficulty of Making a Complaint

Richins (1982) argues that many consumers believe that making a complaint is troublesome and involves a lot of time and monetary costs. Day and Landon (1976) ore likely to obtain redress locally and conveniently if they feel extremely dissatisfied about goods or services. However, Richins (1982) suggests that the researcher should doing on examining difficulty of making a complaint as one of moderating variable between complaint intention and complaint action. Therefore, difficulty of making a complaint is conceptualized as the ñdifficulties of seeking redress or complainingò (Day, 1984; p. 498) in the current study.

Respondents were asked to think about the difficulty of making a complaint. Regarding the conceptualization, this construct was measured using six items, which were adapted from Day (1984). The six items were summed up to obtain the score; a higher score indicates that respondents are more agreeable to the statements related to the difficulty of making a complaint. For the sake of consistency, the current study employs a 7-point Likert-type scale with anchors ranging from 1 = strongly disagree to 7 = strongly agree. The wordings of the items, together with the source of items measurement adapted are presented in Table 4.14.

A study by Oh (2003) adapted the measurement scale of difficulty of making a complaint from Day (1984) for library user. He found the alpha reliability value was 0.728. No other study has applied this measurement scale and reported the psychometric properties of this construct (for example, alpha reliability, dimensions, etc) in a complaint behaviour study except the research by Oh (2003). Therefore, the measurement of this construct was adapted from Day (1984) in the current study.

...g the Difficulty of Making a Complaint Construct

...ments	Source	Response Format
1. Making complaint would take a lot of time.	Adapted from Day (1984)	7-point Likert-type scale 1= Strongly Disagree 2= Disagree 3= Slightly Disagree 4= Neutral 5= Slightly Agree 6= Agree 7= Strongly Agree
2. Making complaint would disrupt family routines.		
3. Making complaint would require substantial out-of-product expenses.		
4. Making complaint would require a lot of effort to find out whom to contact.		
5. My health is poor and I am unable to go to service/product provider and/or any "public" agency to make a complaint.		
6. Making complaint would be a hassle that I don't need.		

2. <u>Importance of the product</u>

Day (1977) found that if the actual performance of the product or service dilutes the consumerôs status, they will be more likely to make a complaint. Researches found that consumers who believe luxury products that reflect the consumerôs status, or that are used frequently, or over a long period of time, and where the price of an unsatisfactory product is expensive, are more likely to take complaint action (Keng, Richmond and Han, 1995; Phau and Sari, 2004). Richins (1982) suggests that the importance of the product can be one of the moderating variables to predict the relationship between complaint intention and complaint action. However, no study has been done on moderating effecting in complaint behaviour study.

The importance of the product in complaint behaviour is defined as the consumersô perception of the importance of the product based on the price of the product, the social visibility of the product, the durability and frequency of using the product when with the products or services (Keng, Richmond and Han, 1995). Respondents were asked to consider the importance of the product when they make complaints about purchased products. Based on the definition, this construct was measured using four items that were adopted from Keng, Richmond and Han (1995). Four items were summed up to obtain a score; a higher score indicates that respondents are more likely to make complaints based on their perception about the importance of the product. For the sake of consistency, the current study employs a 7-point Likert-type scale with anchors ranging from 1 = strongly disagree to 7 = strongly agree. The wordings of the items, together with the source of scale are presented in Table 4.15.

Table 4.15: Measuring the Importance of the product Construct

Item Statements	Source	Response Format
1. The higher the price of the product, the more likely I am to complain. 2. If the product is meant to be used for a long time, I am more likely to complain if it is faulty. 3. If the faulty product is one which is often seen by my friends, I am more likely to complain. 4. The more frequently I have to use the product, the more likely I am to complain if it is faulty.	Adopted from Keng, Richmond and Han, (1995)	7-point Likert-type scale 1= Strongly Disagree 2= Disagree 3= Slightly Disagree 4= Neutral 5= Slightly Agree 6= Agree 7= Strongly Agree

Referring to the psychometric properties of the importance of the product construct, Phau and Sari (2004) adopted the instrument from the study by Keng, Richmond and Han (1995). They reported that the internal consistency estimates is 0.71. However, in the original study by Keng, Richmond and Han (2003), internal consistency for the measurement scale was not reported. Thus, the measurement of the importance of the product construct was also adopted from Keng, Richmond and Han (1995).

d. Measuring the Dependent Variable: Complaint Action

Not many previous studies have been done on examining the complaint action as one dependent variable except Singh (1988), Bearden and Teel (1983) and Richins (1982). Singh (1988) categorises consumersô dissatisfaction responses into three actions: private action, voice action and third party action. he suggests that private action shows individual makes complaint to his or her friends or relatives, which are not external of the consumerõs social circle and are not directly involved in the dissatisfying experience; voice action can be defined as the individual seeking redress directed to the firm or business, which are external to the consumerõs social circle and are directly involved in the dissatisfying exchange; however, third party action refers to the individual seeking redress in a consumer agency or the small claims court, which are external to the consumer, and not directly involved in the dissatisfying transaction. Measuring the complaint action, only Guttman scale is developed to operationally define complaint action as a construct by Richins (1982), Bearden and Teel (1983) and Singh (1988).

A Guttman scale is a cumulative scale which is demonstrated to consist of a hierarchy of items which are homogeneous and relate to one concept (Guttman, 1950). The construction of the Guttman scale involves a dichotomous response (Yes =1, No =0), this scale is used as an ordinal scale. A number of statements are organized in a hierarchical order on the basis of the itemsô content (Ekinici and Riley, 1999). As suggested by Edwards (1957), Guttman scale works best for constructs that are hierarchical and highly structured, such as social distance, organizational hierarchies.

In complaint behaviour, Richins (1982) and Bearden and Teel (1983) are the original researchers to explicitly view complaint action as a Guttman scale in which the items can be ordered to reflect increasing ñintensityò of possible complaints actions (Singh, 1988). In developing a Guttman scale, Richins (1982) asked respondents to answer whether they had ñperformed any of eight complaint behaviours ranging from mild (not leaving a tip at a restaurant when the service was poor) to more extreme (writing a letter of complaint to a business)ò (p. 504). Bearden and Teel (1983) suggest complaint actions can be ranged from ñwarned family and friendsò to ñcontacted lawyer or took some legal actionò. Singh (1988) utilized the five items of the complaint action scale, which they are adopted from Bearden and Teel (1983). However, these empirical support by Richins (1982) and Bearden and Teel (1983) provide affords confidence in their researches. Thus, as Day (1984) suggests that complaint behaviour responses can be ñoperationalized as Guttman scale as reported by Bearden and Teel (1983)ò (p. 498).

Thus, the Guttman scale was used to measure this construct based on Richins (1982), Bearden and Teel (1983) and Singh (1988) in this study. This construct was measured by asking respondents to recall their various complaint actions range from ñwarned family and friendsò to ñtook some legal action (Tribunal for Consumer Claims Malaysia)ò. A Guttman scale (Yes/No) of five items were adapted from Singh (1988) (see Table 4.16).

…easuring the Complaint Action Construct

…ements	Source	Response Format
1. Warned family and friends 2. Returned product for rework and/or complained to management. 3. Contacted manufacturer/shop/company. 4. Contacted state office of consumer affairs, National Consumer Complaint Centre or private consumer agency. 5. Took some legal action (Tribunal for Consumer Claims Malaysia).	Adapted from Singh (1988)	Guttman Scale Yes/No

Richins (1982) was the first author to view complaint action explicitly as a construct, and proposes operationalization (for instance, Guttman scale), and reports some psychometric properties (such as alpha reliability, dimensions, etc). Richins (1982) suggests that Guttman scale can be considered as an interval level, although, it is created out from dichotomous items. The coefficients of reproducibility and scalability are 0.87 and 0.58, respectively. Bearden and Teel (1983) in their study also use the Guttman scale to measure complaint actions, the coefficients of reproducibility and scalability report was 0.98 and 0.78, respectively.

e. *Measuring the Demographic Variables*

The background information used to describe the subjects includes gender, ethnicity, occupation, age, marital status, level of education and income. The three major ethnic groups ï Malay, Chinese, Indian ï are the focus for the current study. The subjectôs occupation was classified into six categories: ñGovernment Employeeò, ñPrivate Sector Employeeò, ñSelf Employedò, ñHousewifeò, ñStudentò and ñOthersò. There are four age groups included: ñless than 25 years oldò, ñ26-40ò, ñ41-55ò and ñover 56ò. For marital into four categories as: single, married without children, married with children and others. Education was classified from lower level like ñLCE/SRP/PMR or belowò (lower secondary), ñMCE/SPM/SPVMò (equivalent to O-Level), ñHSC/STP/STPMò (equivalent to A-Level), and ñCollege Diplomaò to the higher level like ñUniversity Degree/ Professionalò. The last demographic question asked subjects to estimate their monthly income in the following categories: ñBelow RM1,000ò, ñRM1,000 to RM2,999ò, ñRM3,000 to RM4,999ò, ñRM5,000 to RM6,999ò and with the highest category of ñRM7,000 and aboveò.

In Malaysia, it is common for researchers to encounter problems when it comes to the data collection stage, especially concerning sensitive questions like age and income. Hence, instead of asking for the exact age and income, respondents were asked to indicate their age and income in given groups or categories in order to encourage them to answer questions. The response format used was standardised for all demographic variables whereby subjects were asked to circle the numbers representing the most appropriate responses concerning the demographic questions. This response format makes the data entry job easier as the responses are pre-coded in the questionnaire. Demographic data was measured using nominal and ordinal scale.

The measurement items were generally generated from previous research, and necessary modifications and revisions were made in this study. In order to establish content validity and face validity, faculty members and lecturers from other universities who are experts in this area of study were asked to compare and evaluate the items efore, three experts in marketing and one PhD student in marketing are carefully made suggestions to improve it. This step was taken to ensure that the measures had content validity for proposing the measurement scales.

4.3.3 Questionnaire Design

Malhotra (2004) describes a questionnaire as a structured technique for data collection that consists of a series of questions, written or verbal, that a respondent answers. A standard questionnaire will ensure comparability of the data, increase speed and accuracy of recording, and facilitate data processing. The design of a good questionnaire holds the key to obtaining good survey results. Thus, to find the best way to collect the required information the researcher spent a lot of time and effort to plan the data needed to be collected based on the objectives of the research. In this study, multi-item scales were developed to measure the constructs except for one construct, which was the number of prior experiences for dissatisfaction, because multi-items scales are necessary to assess reliability and validity (Hair, et al., 2006).

The survey instrument was a twelve-page questionnaire comprising four major sections, containing a total of 79 items to capture the exogenous and endogenous constructs proposed in the model, and demographic information. Among the 13 pages, two pages were allocated for the cover page and a letter to the respondents with instructions on answering the questionnaire and assurance concerning the confidentiality of the information supplied. The research instrument was a questionnaire consisting of mostly closed-ended questions. The questionnaire was translated from English into the Malay the back-to-back translation method. It is necessary for the translation to be carried out given that respondents are generally more comfortable reading the language that they can understand better, which leads to an improvement in the response rate. A copy of the questionnaire is shown in **Appendix C.**

At the beginning of the questionnaire, a filter sentence read ñBefore you answer this questionnaire, please recollect an experience where you have been dissatisfied with any product or service in the past 12 months. Based on your unsatisfactory experience, choose only one from the following scale (1 to 7) about your feeling as your answer.ò Section 1 measured the respondentsô attitude and personal traits concerning the complaint. In Section 2, respondentsôopinions about knowledge of consumer rights and agencies, and the number of prior dissatisfaction experiences were measured. Section 3 asked about the respondentsôopinion and the complaint actions they had taken. Section 4 covered the demographic profile of the respondents. Most items were adapted from previously published work with necessary wording changes and assessed directly on a 7-point Likert-type or rating scale.

Section 1 consisted of 42 statements concerning the attitudes and personality traits of respondents. It included the measurement of the attitude towards complaining, societal benefits, perception of business practices and responsiveness to complaint, internal locus of control, external locus of control, difficulty of making a complaint and the importance of the product. A 7-point Likert-type scale was used in this section with 1 = strongly disagree; 2 = disagree; 3 = slightly disagree; 4 = neutral; 5 = slightly agree; 6 =

Only two main groups of question were asked in Section 2, the first question concerned the consumersô understanding about consumer rights and consumer agencies in Malaysia, i.e. Ministry of Domestic Trade and Consumer Affairs, Tribunal for Consumer Claims. This construct used the 7-point rating scale, 1 = very poor; 2 = poor; 3 = slightly poor; 4 = average; 5 = slightly well; 6 = well; 7 = excellent. This section also asked the respondent to fill in the number of prior dissatisfaction experiences.

There were 21 questions in Section 3. Six questions were used to measure the consumerøs perception about the complaint value and the probability of successful complaint. Ten questions were asked about the consumerøs complaint intention about dissatisfaction. A 7-point rating scale was used for these constructs, 1 = very unlikely; 2 = unlikely; 3 = slightly unlikely; 4 = neutral; 5 = slightly likely; 6 = likely; 7 = very likely.

Complaint actions that they had taken were also asked in this section, the scale utilized the Guttman scale to measure the complaint actions that they had taken (Yes/No). This construct was measured by asking respondents to recall their various complaint actions range from ñwarned family and friendsò to ñtook some legal action (Tribunal for Consumer Claims Malaysia)ò.

Lastly, there were 7 questions in Section 4. This section was devoted to obtaining the of the respondents. They were asked to reveal their gender, ethnic group, age, marital status, highest level of education attainment, occupation and monthly personal income.

Finally, in the cover letter of the questionnaire, the respondents were informed that there are no right and wrong answers and that their responses would be anonymous. Customers agreeing to participate in this study were offered key chains for completing the questionnaire.

4.3.4 Pre-Testing

Malhotra (2004) describes pre-testing as the testing of the questionnaire on a small sample of respondents to identify and eliminate potential problems. Even the best questionnaire can be improved by pre-testing. As a general rule, a questionnaire should not be used in the field of survey without adequate pre-testing. Ordinarily the pre-testing sample size is small, varying from 15 to 30 respondents for the initial testing (Malhotra, 2004). The instrument of the pre-testing was viewed by three experts in the marketing area to establish the content validity. The instrument was then pre-tested on a group of respondents (N=30) to confirm the adequacy of the measured instrument (i.e. wording, order, and response time), scale format, layout, and instructions in the current study. Pre-testing was done in order to ensure clarity, validity and readability in relation to the study objectives. The pre-test revealed the following problems:

1. Some questions were short or had incomplete meaning.
2. For some questions, the choices of words were vague, and unclear.

ng errors in English, Malay and Chinese.

4. The translations were misleading.

To overcome the problems encountered, the questionnaire was refined and clearer instructions were given to the respondents in the survey:

1. The structure of the questions was improved and the complete meaning was given for the short questions.
2. The selection of words was improved.
3. The wrong spellings in the three types of translations were corrected.
4. The misleading translations were corrected.

4.3.5 Sampling Design

The following section discusses the sampling design and covers sampling technique, information related to subjects selection as well as the sample size and scope for the current study.

a. Sampling Technique

In the present study, the shopping malls, the office of the National Consumer Complaints Centre and the office of the Tribunal for Consumer Claims selected as the location to collect the data. An ideal sampling frame for the respondents is a complete listing of all members of the target population, however, it is impossible to develop as to there is no way to know the exact number and personal detail of consumers visiting the shopping malls. Although, the National Consumer Complaints Centre (NCCC) and the ms (TCC) have the exact numbers and personal details of complainers in the yearly statistics, the number of complaints was always different and tended to increase each year. Therefore, because of the unavailability of an accurate sampling frame, non-probability instead of probability sampling was used in the current study.

The quota sampling technique was set to ensure that the sample had a large number of respondents from each group and was statistically good enough to be used in the research analysis. Quota sampling was used to cover the respondents that were chosen in shopping malls within the selected gender and ethnic groups. The quota for gender group was set at 50:50 for male and female respondents. Based on the composition of the total population of Malaysia, the quota for ethnic group was set at 50:35:15 for Malays: Chinese: Indians, respectively, to roughly represent the Malaysian population distribution of 60:30:10 (Malays: Chinese: Indians) in the 9th Malaysia Plan (2006-2010). To capture a good statistical analysis, the present study set higher population percentage for Indians as 15 per cent of total population in Malaysia.

For consumers seeking redress in the TCC and the NCCC, convenience sampling was used. Based on the yearly statistical data from the TCC, the number of filed complaint cases increased in the thousands from 2001 to 2009. Among the states, Kuala Lumpur and Selangor received the most complaints from 2001 to 2009. Thus, respondents who were registering or hearing their complaint cases in the Tribunal in Kuala Lumpur or the NCCC were selected.

b. Sample Size and Scope

Kuala Lumpur was chosen as the sampling area. As the capital city, the Federal Territory of Kuala Lumpur is the largest city in Malaysia where most organisations are located, and the surrounding vicinity functions as the trade, administrative, and cultural centre for the country. People who are working and shopping in this area come from many different states in Malaysia. The population of Kuala Lumpur comes from a wide variety of backgrounds in terms of age, race, ethnicity and culture, which reflects the true population of Malaysia. In addition, according to the yearly statistical data from the Tribunal for Consumer Claims Malaysia, from 2000 to 2009, the number of complaints increased very fast, especially in Kuala Lumpur. This maybe because people living in Kuala Lumpur generally have a higher education, and, hence, are more conscious of consumer rights than the other states in Malaysia. Therefore, it is justified that the present study was conducted in Kuala Lumpur as it receives the largest number of complaints in Malaysia.

In addition, the structural equation modelling (SEM) technique requires a larger sample. Hair, et al. (2006) argue that multivariate distribution of data, estimation technique, model complexity, missing data, average error variance of indicators are affected by sample size for SEM. As a rule, the larger the sample size the higher will be the reliability, the lower the errors, and the greater the confidence (Sekaran, 2003). Target sample size as suggested by Hair, et al. (2006) is that the minimum is to have at least five times as many observations as the number of variables to be analysed, and a more ıuld have ten observations per variable. To provide an adequate level of confidence, this present research used 700 as the target sample size.

For investigating the complaints in the third party agencies, the National Consumer Complaints Centre (NCCC) and Tribunal for Consumer Claims (TCC) in Kuala Lumpur were chosen in this study. The NCCC is located in the state of Selangor. It was established by the ERA (Education and Research Association) for Consumer Malaysia, the Selangor and Federal Territory Consumers Association and the MDTCA (Ministry of Domestic Trade and Consumer Affairs). The NCCC as an intermediate body handles the complaints between consumers and manufacturers or service providers. The TCC (Tribunal for Consumer Claims) was created under Section 85, Part XII of the Consumer Protection Act, 1999. This is an independent body with the primary functions of hearing and determining claims lodged by consumers. Complaints in the TCC can be seen as the last choice for consumers to improve their dissatisfaction as the complaint action in the Tribunal can be seen as legal action.

The selection of the shopping mall was based on the variety and depth of ñshopping products or servicesò, which include general merchandise, apparel and home furnishings, as well as a variety of services, and may include recreational and entertainment facilities. To obtain the data of making complaints to a business or company, three shopping malls in Kuala Lumpur were chosen in the present study ï Mid-Valley, One-Utama, and Sunway Pyramid. There are certain reasons for choosing these three shopping malls. First, all the selected shopping malls are visited by h not only reflect the typical people of Kuala Lumpur, but also the general population of Malaysia. Hence, the probability of obtaining respondents from both gender and ethnic groups are higher. Second, these shopping malls were chosen due to the convenience of public transportation. It is easy for consumers, the researcher and enumerators to access these places. The areas around these shopping malls are served by various modes of transportation, especially public transport such as LRT, Komuter, buses and taxis. The transportation facilities can help the researcher and enumerators to gain easy access to the shopping malls to collect the data.

4.3.6 Data Collection Technique

Data was collected from the respondents using self-administered questionnaires. Several reasons should be mentioned for using the self-administered questionnaire in the present study. First, it is a cheap method that can improve the response rate (Malhotra, 2004). Second, the questions were straightforward and easily understood, the scale used in the questionnaire was easy to understand and manage. Third, there were no sensitive questions involved in the study. Respondents were asked about their perception towards several factors influencing their complaint behaviour. Finally, enumerators were brief about questionnaire to ensure that all questions were answered in full and to provide clarification if respondents needed.

Based on the above considerations 1,200 sets of questionnaires were distributed by appointed enumerators to capture the targeted sample size of 700. Sample size of 350 respondents was targeted at the NCCC and another 350 at the Tribunal. A sample of 500 rom the shopping malls. The control characteristics were gender and ethnicity, the quotas for which are shown in Table 4.17. The questionnaires were distributed starting from the beginning of February to the end of April.

Before the survey questionnaires were distributed by the enumerators, a briefing was given covering issues like how to distribute the questionnaires, to whom to distribute, and how to collect the questionnaires. Enumerators were also asked to fulfil the quota sampling requirements that had been set in Table 4.17. Respondents were given a gift (key chain) as an appreciation for their cooperation in the survey. The questionnaires were distributed in three shopping malls ï Sunway Pyramid, One Utama and Mid Valley ï the research enumerator for each shopping mall distributed about 167 questionnaires during two weekends from 10am to 9pm (Saturday and Sunday). Two numerators distributed questionnaires at the place with bench which consumers can take rest, or at the restaurants in the shopping mall. They asked consumers for interview when they take rest.

Table 4.17: Quota Sampling Distribution

Geographical Area	**Distributed Sample Size**	**Gender**		**Ethnicity**		
		Male (50%)	**Female (50%)**	**Malay (50%)**	**Chinese (30%)**	**Indian (20%)**
Shopping Mall	**500**					
- Sunway Pyramid	166	83	83	83	50	33
- One Utama	167	83	84	84	50	33
- Mid Valley	167	84	83	84	50	33
NCCC	**350**	Consumers who used the NCCC for their complaining				
Tribunal	**350**	Consumers who used the Tribunal for their complaining				
Total	1200					

CCC and the TCC, the researcher contacted the Director of the NCCC and the President of the TCC in Kuala Lumpur to obtain permission to distribute the 350 questionnaires in each location. At the NCCC, the Director instructed his staff to assist in collecting the data from the consumers when they registered their complaint or discuses their complaints in the NCCC during office hours. At the TCC, the staff assisted in distributing the questionnaires at the counter. Staff distributed the questionnaires to the individuals who came to the counter for registering their complaining, and to the individuals who were hearing their complaining cases in the court rooms. Due to lack of staff, the researcher joined this group for the questionnaires distribution during office hours from Monday to Friday.

By the end of February, about 500 of the questionnaires from the shopping malls were distributed and 407 were returned. At the end of April, 946 survey questionnaires were returned, but only 834 questionnaires were completed and usable for the purpose of this study. Once the answers were received they were encoded and entered into the SPSS 12.0 (Statistical Package for Social Science Version 12.0) data processing statistical programme and AMOS 5.0 (Analysis of Moment Structures Version 5.0) software.

5.3.7 Data Analysis

After collecting the data, the coding and cleaning of the data should commence. The following discussion will present the statistical analyses, which are the descriptive analysis, validation and reliability assessment of the measurement used in this study. Finally, hypotheses testing and analysis through Structural Equation Modelling will be

a. Coding and Cleaning the Data

All response items in the questionnaire were converted into a number for data analysis. A total of 79 items were keyed into SPSS. The cleaning process of data for all variables was examined to detect any extreme value and missing data in the data set. The data entry process was double checked to minimise error.

b. Descriptive Analysis

Several different statistical methods were used to analyse the data with the SPSS programme. Descriptive statistics focused on respondentsô demographic information and the main continuous constructs, which included frequencies, percentage, means, and standard deviations. These descriptive analyses provided a basis for subsequent examination of respondent group differences. T-test and one-way ANOVA were also used to test the differences between the main constructs of interest and selected demographic variables. In addition, in order to examine the relationship between the constructs of the proposed research framework, correlation analysis was also conducted. Finally, to explore and confirm the association of measures, to describe and summarise data by grouping together variables that are correlated and to reduce a large number of variables to a smaller number of factors, exploratory factor analysis was employed.

c. Validation and Reliability Assessment of Measurement

Hair, et al. (2006) suggest that validity and reliability are two important characteristics

. Several methods were used to check the validity and reliability assessment of the constructs in the current study. First, item-total correlation, exploratory factor analysis and reliability test can be used for internal consistency in exploratory measurement assessment. The means of the sums of multiple items were computed after the dimensions of multiple indicator measures were examined. Second, confirmatory factor analysis was used to create the measurement model and check a series of validity before hypotheses testing in the structural model. The validation assessments in the measurement model included model fit indices, unidimensionality assessment, construct reliability, convergent validity and discriminant validity.

The instrument validation of the constructs process was adopted based on the suggestion from Hair, et al. (2006) and Ahire and Devaraj (2001) (see Figure 5.2). Before applying data analysis, the test of assumptions for multivariate analysis was conducted to ensure that the data met the normality, linearity, multicollinearity, and homoscedasticity assumptions.

d. Hypotheses Testing and Analysis

Structural Equation Modelling (SEM) was employed to assess the structural links hypothesised between the exogenous and endogenous variables within the model as well as to confirm and test the model. The maximum likelihood estimation procedure of Analysis of Moment Structures (AMOS) version 5.0 was used. According to the guidelines by Hair, et al. (2006), Carver and Mentzer (1999) and Kline (1998), the model fit was assessed by Normal Chi-Square (χ^2 / df) value, coupled with other model dness-of-Fit Index), CFI (Comparative Fit Index), TLI (Tucker-Lewis Index) and RMSEA (Root Mean Square Error of Approximation). Upon establishing the model fit, the significance, direction, and size of each structural parameter, hypotheses testing were estimated in Chapter 7.

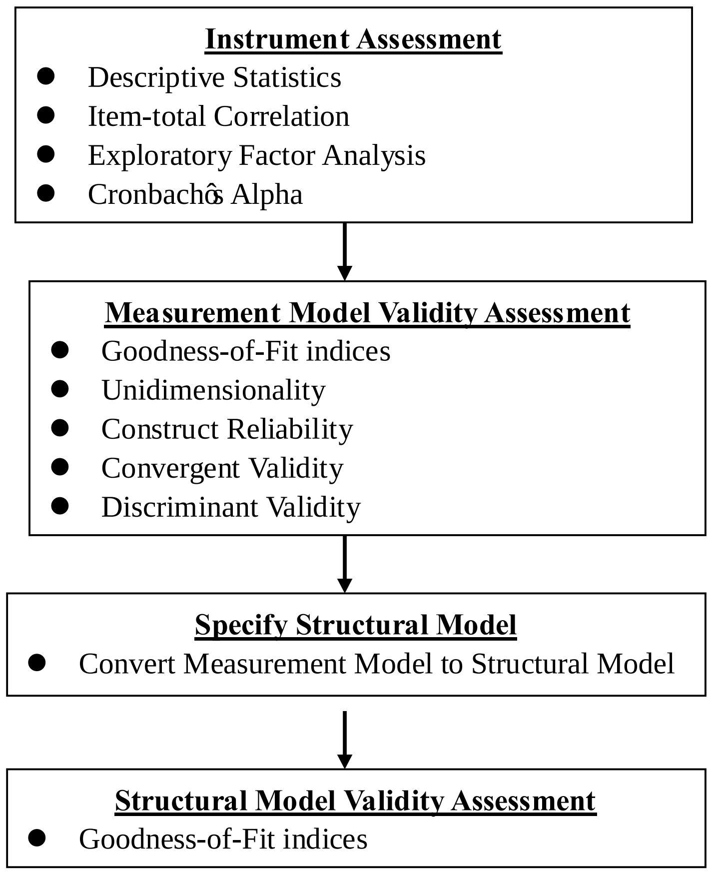

Figure 4.2: Instrument Development and Validation Process
Source: Adapted from Hair, Black, Babin, Anderson and Tatham (2006), and Ahire and Devaraj (2001).

4.4 Chapter Summary

This chapter describes the research methodology of this study from two approaches. The discussion comprises secondary data and survey data. Secondary data was collected from the tribunal records obtained from the Tribunal for Consumer Claims Kuala ed of several aspects including the issues of research design, measurement of constructs, research instrument, sampling techniques, data collection techniques, and data analysis techniques. The next chapter provides the data analysis results from records data and survey data.