

A structural model of consumer complain behaviour of young adults in telecommunication industry

Abstract

The research aims to investigate the influences of five antecedent factors (i.e. attitude towards complaining, likelihood of success in complaining, perceived difficulties of complaining, general attitudes towards business, and sense of justice) on the complaint behaviour among the young adults in telecommunication industry in Malaysia. Survey data were collected via an on-line self-administered questionnaire. Data were analysed using structural equation modelling (SEM) technique via AMOS computer program version 20.0. Results revealed that likelihood of success, sense of justice and attitude towards complaining are significant in influencing complaint behaviour of consumers. This paper presents valuable information that can assist marketers and researchers in understanding the consumer complaint behaviour among this age group and develop better service to the retain customers.