

A Cross-Cultural Study on Consumer Complaint Behaviors via Social Media

Raymond Liu and Guang-Xin Xie

University of Massachusetts Boston

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Introduction

The importance of consumer complaint behavior in customer relationship management

The importance of social media on today's business

The importance of cross-cultural/national business

The importance of the combination of the above three

The research objectives

Literature Reviews

Consumer complaint behavior is of central concern in customer relationship management and service marketing (Blodgett et al., 1993; Day et al., 1981; Fornell & Wernerfelt, 1987; Rechins, 1987; Singh, 1996; Liu & McClure, 2001; Lee & Cude, 2012).

With the growing popularity of social media platforms and mobile communication devices, consumer complaint behaviors have evolved significantly over the past ten years (Gregoire et al., 2009)

However, to date, how and why consumers use social media to make complaints remain largely unknown in the literature, especially in the cross-cultural domain.

Research Objectives

- The present research examines the extent to which cultural orientations influence consumers' intent to complain about unsatisfactory product/service experiences on social media in China and the U.S.
- This research also demonstrates that consumers' motives to pursue personal or social benefits mediate the cultural effects.
- This research provides insights for practitioners about how to handle consumer complaints more effectively by adapting to the cultural influence in the global markets.

Hypothesis Development

a/b: Vertical individualism is positively associated with consumer tendency to use social media to complain about product or service experience (H1a), while horizontal individualism is not (H1b).

a/b: Horizontal collectivism is positively associated with consumer tendency to use social media to complain about product or service experience (H2a), while vertical collectivism is not (H2b).

a/b: The pursuit of personal benefits mediates the effect of vertical individualism on consumer tendency to use social media to complain about product or service experience (H3a), whereas the pursuit of social benefits mediates the effect of horizontal collectivism on consumer tendency to use social media to complain about product or service experience (H3b).

Research Questions

R1a: Are vertical individualism, horizontal individualism, horizontal collectivism, and vertical collectivism significantly different between Chinese and American consumers?

R1b: Are the potential cultural effects on CCB via social media significantly different between Chinese and American consumers?

Research Methodology

- Research Methods - Traditional and online surveys
- Research procedure
- Research questionnaire and measures
- Samples

Research Results

- **Confirmatory factor analysis**
- **Measurement invariance**
- **Structural model**
- **Coefficient comparison**
- **Country comparison**

Discussion

- **Key Findings**
- **Theoretical implications**
- **Managerial implications**
- **Limitations and future research**

Research Results

- **Confirmatory factor analysis**
- **Measurement invariance**
- **Structural model**
- **Coefficient comparison**
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Appendix 1. Measurement Scales of Complaint Behaviors and Motivations

Item	Measure
CBSM1	Post the problem on online social networks (e.g., facebook).
CBSM2	Post the problem on microblogging platforms (e.g., twitter).
CBSM3	Report the problem on the company's website or its social networking site (e.g., the company's facebook or twitter page).
CBSM4	Post your opinions on a public review website (e.g., yelp).
CBSM5	Tell your friends and relatives about the problem over mobile phone or text-message.
CBSM6	Report the problem on other websites (e.g., online information sites, internet forums).

Appendix 1. Measurement Scales of Complaint Behaviors and Motivations

Item

Measure

31

It could help friends avoid similar problems.

32

It could help other people avoid similar problems.

33

It could urge companies to prevent similar problems from happening.

34

It could teach companies a lesson.

35

It could advocate consumer rights.

36

It could foster societal harmony.

37

It is an act of caring.

Appendix 1. Measurement Scales of Complaint Behaviors and Motivations

Item

Measure

31

It could divert oneself from dissatisfaction.

32

It could make one feel pleasant.

33

It is enjoyable.

34

It is exciting.

35

It is self-expressive.

36

It is convenient.

37

It is easy to do.

38

It is an act of habit.

39

It is an act of relaxation.

Appendix 2. Culture Orientation Scales (Trandis and Gelfand 1998)

Item

Measure

C1

The well-being of my coworkers is important to me.

C2

If a coworker gets a prize, I would feel proud.

C3

If a relative were in financial difficulty, I would help within my means.

C4

It is important to maintain harmony within my group.

C5

I like sharing little things with my neighbors.

C6

I feel good when I cooperate with others.

C7

My happiness depends very much on the happiness of those around me.

C8

To me, pleasure is spending time with others.

Appendix 2. Culture Orientation Scales (Trandis and Gelfand 1998)

Item

Measure

1

I often do “My own thing”.

2

One should live one’s life independently of others.

3

I like my privacy.

4

I prefer to be direct and forthright when discussing with people.

5

I am a unique individual.

6

What happens to me is my own doing.

7

When I succeed, it is usually because of my abilities.

8

I enjoy being unique and different from others in many ways.

Appendix 2. Culture Orientation Scales (Trandis and Gelfand 1998)

Item

Measure

C1

I would sacrifice an activity that I enjoy very much if my family did not approve of it.

C2

I would do what would please my family even if I detested that activity.

C3

I usually sacrifice my self-interest for the benefit of my group.

C4

Children should be taught to place duty before pleasure.

C5

I hate to disagree with others in my group.

C6

We should keep our aging parents with us at home.

C7

Children should feel honored if their parents receive a distinguished award.

C8

Before taking a major trip, I consult with most members of my family and many friends.