

Determinants of Consumer Noncomplaining Behavior

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ABSTRACT

Recently, with the raising of consumers' awareness, the number of consumption dispute case is increasing year by year. How to deal with consumers complains and maintain the market share are becoming the important problems for business currently. However, most dissatisfied consumers will not adopt direct complaints. Therefore, this research investigated the effects of switching costs and individual capital on consumer noncomplaining behavior. Data of total 283 questionnaires were analyzed. There are two major findings: (1) There is a significant positive correlation between switching costs and noncomplaining behavior. (2) Individual capital symbolizing personal condition characteristics significantly explained the variance in the noncomplaining behavior.

Keywords : Noncomplaining behavior, Switching costs, Individual capital

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