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**CONSUMER COMPLAINTS AND ANALYSIS OF THE COMPLAINTS MADE TO
THE THIRD PARTY COMPLAINT CHANNELS IN TURKEY**

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CONSUMER COMPLAINTS AND ANALYSIS OF THE COMPLAINTS MADE TO THE THIRD PARTY COMPLAINT CHANNELS IN TURKEY

Abstract

The aim of the research is to determine whether there is a difference or relationship between the traditional complaint ways and the complaints made to internet sites in terms of consumer behaviours in Turkey. The population of the research consists of 4434 questionnaires which have been sent to 14000 users out of 40000 members of the site sikayervar.com and which receives for about 20000 complaints annually.

In the research, after a resource scan the data have been analysed in terms of frequency analysis, factor analysis and chi-square analysis. In the research it has been found out that the rates of complaining increase as the education and revenue rate increase, and the employees of the private sectors make more complaints than the public sector employees.

According to the results why consumers prefer complaint sites instead of other ways of complaint has been determined. The complaint ways of the consumers have been accumulated in 6 factors and the chi-square analysis of these has been made according to age, sex and educational status.

Key Words: Consumer behaviour, costumer complaints, complaint channels.

Classification JEL: M37, M31, D11, D8, D7

Introduction

Consumer behavior is defined as “an applied discipline which examines the behavior of the consumer in the market and also investigates the reasons of this behavior” (Odabaşı and Barış, 2010:16). Actually, a consumer behavior is shaped in line with the needs and requests

which constitute the basis of the life and within the opportunities provided by the daily life; what should be consumed and how, how much and how often they should be consumed are determined as a result of a behavior of meeting specific needs and requests.

Understanding the consumer is of great importance and value for the marketing managers. This is because of the fact that they can manufacture products, values or provide services that the consumer appreciates or attaches importance only if they understand the consumer. Enterprises which want to provide the customers with the products and services meeting their needs aim to establish long-term relationships with them. This aim is closely related to how the customer can be satisfied.

If expectations of the customer end up with postpurchase satisfaction, it is envisaged as ideal situation for both customer and enterprise.

Dissatisfaction of the customers potentially occurs when the customers can not reach to their expectations in spite of the money, time and effort spent by them (Andreassen and Best, 1997).

If aim of the purchase, spendings, emotions and thoughts arising after the purchase do not form a consistent entirety, dissatisfaction occurs and the situation leading to complaint develops. As a matter of fact, “complaint” is one of the ways to express dissatisfaction.

Consumer who wants to maximize his/her benefits is becoming influential increasingly in the market in current conditions where the product and service diversities have increased, access has gained speed and become easier and competition has increased. However, such concepts as “customer orientation” and “customer satisfaction” which have been frequently encountered in the business world recently, unfortunately, can not stop the increase in the customer complaints. None of them is sufficient to eliminate the dissatisfaction of the customer.

A research conducted in Germany indicated how important the complaints were in terms of the protection of the customers and that the problem of the consumer was substantially solved in the companies where effective management was applied (Richins and Verhage, 1985: 29). Customers sharing their situation with the enterprise by complaining perform the notification from the consumer to the producer within the ongoing flow from the producer to the consumer. This feedback and communication may take place even if the enterprise or consumer is not aware of this situation.

Gaining a customer when s/he is on the point of changing his/her mind is vital for the enterprises:

- If a dissatisfied customer does not complain, this indicates that s/he has decided to discontinue with the enterprise or will decide to do so.
- If a customer complains, this demonstrates that s/he can continue working with that enterprise (Barış, 2008: 29).

It is an important factor to consider that satisfying a customer through an applicable and effective complaint method following the complaint brings along recurrent purchases and increases the customer loyalty. One of the data that were obtained indicated that an increase of 20 % in the customer retention ratio of an enterprise and a decrease of 10 % in the costs over the profit had the same effect (Douglas et al., 1995). This means that satisfying a customer will be easier for the enterprise and it can make much more profit at a lower cost.

Complaints constitute a major opportunity for the producers who aim at maximizing their profit. A research conducted in order to determine the economic loss that can incur if the customers who are not satisfied stop their purchases found out that an enterprise can suffer from an economic loss between 2,5 dollars and 21.000 dollars and up to 636 dollars on average in case that only a customer stops purchasing from that enterprise (Otto et al., 2004).

Another datum also demonstrates that one lost customer reduces the profit of the enterprise by 118 dollars while it costs only 20 dollars to satisfy a customer (Clark et al., 1993).

When statistics constituting sample to the opportunities offered by the recovery of lost customers were examined, it was detected that an enterprise could have a profit increase ranging from 25 % to 85 % by decreasing the ratio of the dissatisfied customers to abandon the enterprise by only 5 % (Stephens and Gwinner, 1998). British Airways reports that every sterlin spent for the dissatisfied customers comes back as 2 sterlin (Chebat and Slusarczyk, 2005).

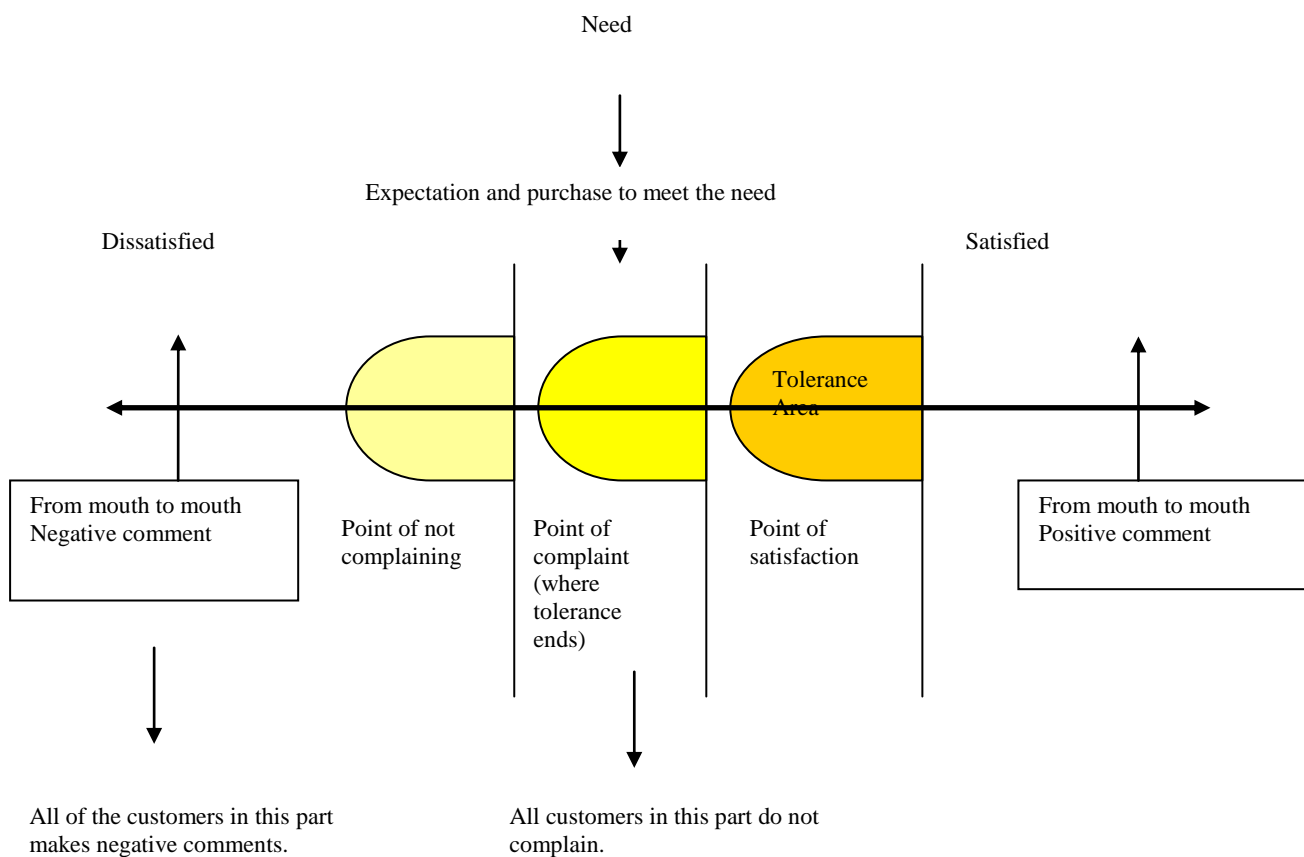


Figure 1: Relationship of the Satisfaction with Expectation and Tolerance.

Source: Barış G., Complaint Management, 2nd Edition, MediaCat Books, 2008, İstanbul.

A certain difference may exist between the level of satisfaction desired by the customer and the level of satisfaction which is found sufficient by the customer. This difference is referred to as **tolerance area** (Estelami and DeMayer, 2002). Each consumer will react in proportion to their own tolerance areas in line with their specific methods to cope with difficulties and stress. Figure 1 illustrates the relationship between expectation and tolerance area.

Even though customers do not complain, they can pass remarks which will tarnish the brand image by words of mouth (WOMM) to their surroundings and in the social networking sites. It is more common to experience a decline in sales due to negative communication than to see an increase in sales thanks to positive communication. Another point emphasized in the researches is that communication by words of mouth occurs more frequently at extreme points of the satisfaction/dissatisfaction status. How satisfied the customers are, they express their satisfaction that much and how dissatisfied they are, they express their dissatisfaction that much (Halstead, 2002).

Customers who provide feedback to the enterprise by reporting their complaints are actually important advantages for the marketing experts. A customer who gives a chance to the purchased product, the seller and the producer also deserves a chance from the opposite party. As a matter of fact, the ratio of the people who resort to the method of complaining is rather low. When a customer encounters with a specific problem, only if they believe that they can get a favourable result and they will make a profit, they can initiate the difficult process of complaint and maintain the process. In the Figure 2, factors influencing the consumer in the process of complaint are displayed. This is because of the fact that the consumers who pay for the mistakes of other people during the purchase process are also aware of the fact that they will have to pay for many other mistakes during the process of complaint.

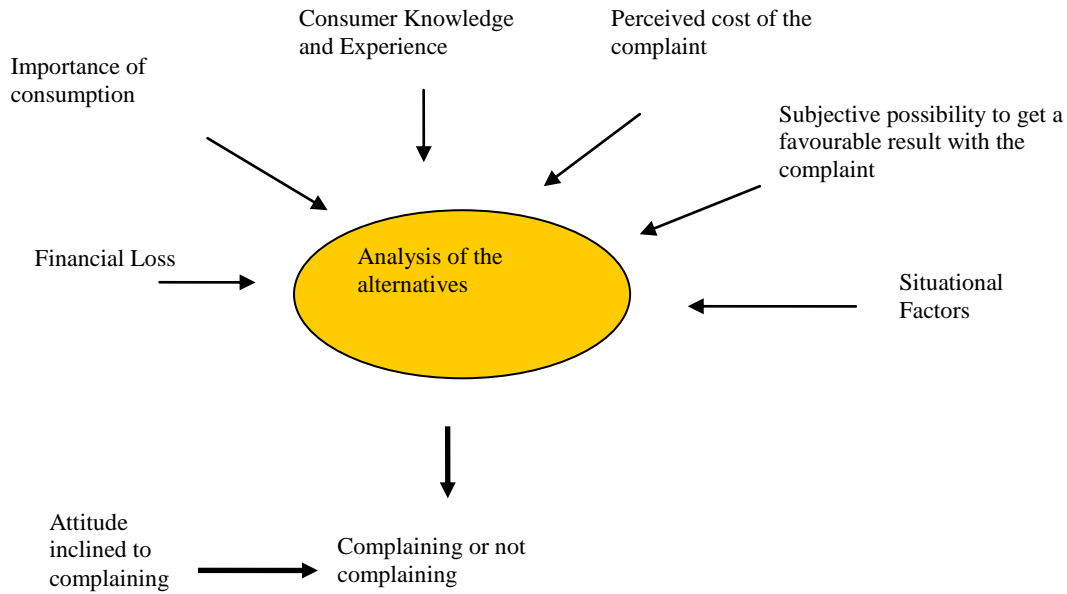


Figure 2: Variables Effective in the Complaint Behavior

Source: Barış G., Complaint Management, 2nd Edition, MediaCat Books, 2008, İstanbul, p.72

In another research, the ratio of the consumers who abandoned the enterprise out of the customers who could not get in return for the prices they paid and experienced disappointment was found to be 91 % and only 4 % of the dissatisfied customers filed complaints (Plumire, 1991). It was determined in a study that the ratio of the customers who do not complain even though they are not satisfied was 95 % (Harari, 1997). Although they represent a relatively low ratio, customers who decide to file a complaint and will complain come across with several alternatives of complaining methods. In the Figure 3, complaint channels that a customer can resort to were specified.

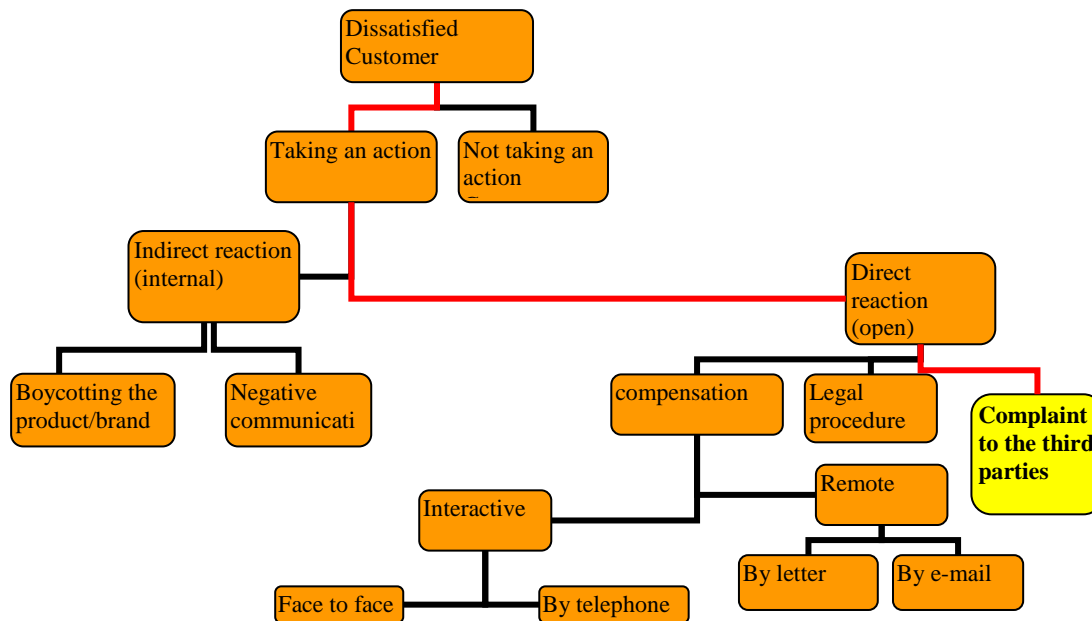


Figure 3: Procedures that a Dissatisfied Customer Can Follow

Source: Barış G., Complaint Management, 2nd Edition, MediaCat Books, 2008, İstanbul.

Consumer who want to file a complaint can follow one of these procedures step by step or can resort to several procedures at the same time. This depends on both the consumer and the relationship of the consumer with the enterprise.

The third party method essentially defines another institution, authority or person except for the producer and consumer or seller and buyer. As indicated in the Figure 4, complaint to the third parties refers to the applications made to various chambers, occupational groups, associations, quality control units, public institutions and media organs. Internet which can be addressed within the media is of paramount importance in the presence of rapid technological developments in today's world called as information age. Complaints made via internet are discussed in networking and complaint sites named as social media.

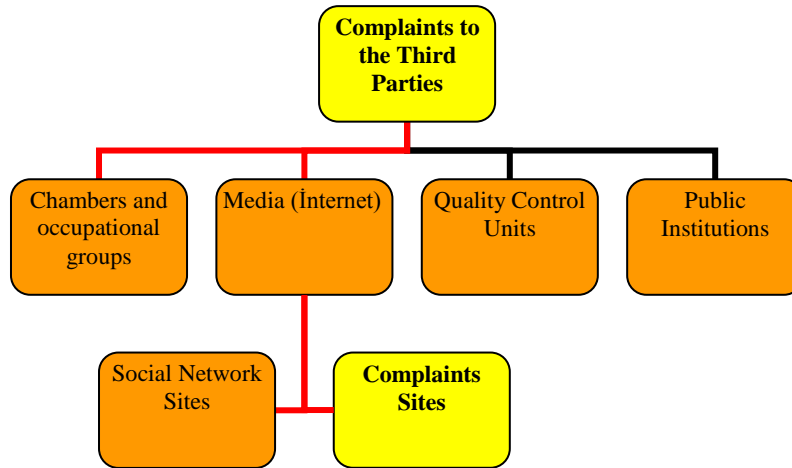


Figure 4: Complaint to the Third Party Channels

Source: Barış G., Complaint Management, 2nd Edition, MediaCat Books, 2008, İstanbul, p.

In our country, consumers have the right to file a complaint to the Consumer Courts situated in the nearest court house in their vicinity together with the documents such as receipt, invoice, warranty certificate, agreement etc. of the relevant product. Moreover, they can resort to the Provincial Directorate of Industry and Commerce in provinces and the Arbitration Committee for Consumer Problems located at district governorates in districts.

If the value of the product or service in question is below 1031,87 TL, consumers can apply to the arbitration committee. This value is valid for 2010 and the amount specified in 2009 was 938,75 TL. Decisions of the Arbitration Committees are not binding but they can be submitted as evidence to the Consumer Courts. On the basis of consumer protection, applications made to the Arbitration Committees and Consumer Courts are exempted from charges and/or some payments are covered by the state.

While applications made to the Arbitration Committees reached to a numerical value around 143,810 in 2009, this value increased to 179, 266 in 2010. When statistics are examined, it is apparent that applications showed an increase in 2010s. Applications were around 47, 68, 82 and 105 thousands up to 2009 beginning from 2005, respectively. Awakening of the

consumer will enable the consumers to get a better and more quality product or service and also make the producers who aim at gaining a place in the market to produce at higher standards.

However, a matter needs to be emphasized at this point: the method of complaint to the third parties actually has a low possibility to be selected by the consumers as it is time-consuming, costly and tiring. Yet, complaints made through internet are not included in this group. Both shares and complaints made via internet take a short time and have no cost, they provide an easy, rapid and smooth access, bring together the consumers with hundreds of thousands of people immediately. Thus, internet also attracts many consumers thanks to these opportunities.

Complaint sites are fast, easy, cheap and satisfying for consumers but they are also of importance for marketing managers. The number of complaints equals to hundreds of thousands annually. This value is higher when compared to the applications made to the above-mentioned public institutions. Firms and brands prefer clearing up the negativities and solve the problems of the consumers in order not to lose their reputation due to several problems and displeasing complaints brought to the internet environment. Producers are obliged to fulfill their duties in the social media where thousands of people use the same communication networks with each other in order to maintain their prestige before the consumers.

Enterprises which refrain from their customers and the possibility of dissatisfaction of their customers, take the value of the communication into account, face every problem to be met boldly, consider problems and troubles as a development process and use them as step to obtain new opportunities can success in the long run.

Manager who puts the consumer at the focal point has to solve the problem of the dissatisfied consumer. Unless they seek for short-term solutions by reducing the cost, enterprises can turn some problems into opportunities. In this manner, customers will become satisfied completely and the producers and marketing experts will continue gaining profits increasingly. As a result, both parties will derive profits.

Research

This research was conducted in order to determine what kind of relationship there was between the applications made by the consumers to the known other complaints channels and the applications made to the complaint sites in the internet throughout Turkey in terms of consumer behaviors.

Research Methodology

This questionnaire and research were applied to examine the perceptions of the consumers who made complaints to the site in question as regards to the complaints made through third party complaint channels and the complaints made in the internet environment. It was aimed to reveal their relationships with each other in terms of consumer behaviors.

Research Population and Sampling

Research population was composed of the visitors of a website named şikayetvar.com. A limitation was imposed to the users of the site in question in order to conduct the research.

Collection and Analysis of the Data

It was determined that şikayetvar.com was the website receiving the largest amount of complaints among the complaint sites over the internet. Research data were obtained from 4434 information forms which were considered valid out of questionnaire forms sent to

14.000 people who were members to the questionnaire database among about 400.000 members of the şikayetvar.com website that receives around 20.000 complaints throughout Turkey in a month.

SPSS program was used in the analysis of the obtained data; frequency analysis, factor analysis and chi-square analysis of the factors were performed through the program.

Findings of the Research

Findings were obtained in the research through demographic frequency analysis, factor analysis and chi-square analysis of the factors.

Demographic Findings

Demographic informations of the consumers participating in the questionnaire are displayed in the Table 1. Intervals were determined according to the distribution characteristics between individuals and results were evaluated in these intervals.

Table 1: Demographic Findings

	Frequency	Percentage
Sex		
Female	1290	29,1
Male	3084	69,6
Age		
18-25	968	21,8
26-33	2120	47,8
34-41	887	20,0
42-49	275	6,2
50+	124	2,8
Education level		
Primary School	49	1,1
High school	676	15,2
University student	591	13,3
University	2529	57,0
Post Graduate	529	11,9
Profession		
Employee in the private sector	1860	41,9
Employee in the public sector	1076	24,3
Free-lancer	291	6,6
Retired	115	2,6
Housewives	133	3,0
Student	571	12,9

Unemployed	136	3,1
Income Level		
650-1000 TL	1108	25,0
1001-2000 TL	1789	40,3
2001-3000 TL	916	20,7
3000+	561	12,7
Home city		
City was not specified.	79	1,8
Adana	74	1,7
Ankara	587	13,2
Antalya	131	2,9
Bursa	175	3,9
Eskişehir	74	1,7
İstanbul	1494	35,3
İzmir	368	8,3
Kayseri	66	1,5
Kocaeli	116	2,5
Other	1349	27,2

When Table 1 is analyzed, attained numerical values can be compared with each other. Principally, it is useful to state that 69 % of the participants was male. It can be concluded that men are more sensitive in the matter of complaining and more interested in the applications to be made in order to express their dissatisfaction as consumers. The fact that the 18-41 age group is around at the level of 89 % indicates that young and middle aged people are more inclined to express their complaint in the internet environment when compared to the old people.

Consumers included in the research sampling with education levels of university or above have a number as high as 83 %. This finding reveals that education level increases the ratio of complaining in terms of consumer behaviors. It is striking that private sector employees go ahead of both public sector employees and the participants included in the other occupational groups with their ratio of 41 %. The fact that the ratio of the consumers having an income level more than 1000 TL is 73 % means that an increase in the income level triggers the complaining behavior.

When home cities of the people participating in the questionnaire throughout Turkey are considered, it is observed that three big cities İstanbul, Ankara and İzmir constitute more than

half of the participants with a ratio of 57 %. This value does not match up with the population densities of these cities. When the fact that total population of these three cities corresponds to 27 % of the population of the whole country is taken into account, it is clear that the ratio of complaint applications is high above this value.

General Findings – Frequency Analysis

Table 2: Frequency Analysis

S.No.	Question no:	Explanation	Totally agree(%)	I agree(%)	I have no idea(%)	I disagree(%)	Totally disagree(%)
1	S1	It appeals to me to inform other people about the bad sides of a product or service that I am dissatisfied with	74,4	21,4	2,5	1,5	0,3
2	S5	I think that my damage will be compensated more rapidly when I report a defected product or service to the complaint sites	44,8	39,9	6,7	7,2	1,4
3	S6	I think that my damage will be compensated more rapidly if I report the defected product or service to the enterprise	18,1	35,7	10,9	31	4,4
4	S7	I think that my damage will be compensated if I take the enterprise to the court	14,5	20,7	18,3	35,9	10,5
5	S8	I express my complaint to the complaint sites whatever the price of the product is	39,7	39,9	8,1	11,2	1,2
6	S9	I do not apply to any of the complaining methods if the price of the product is low	3,6	15,3	10,1	48,3	22,7
7	S11	It is time consuming to take an enterprise to the court and get a favourable result	43,4	42,3	6	6,5	1,9
8	S13	It takes long to get a result from the consumer arbitration committees	14,9	37,9	24,9	19,3	3
9	S14	Enterprises contact with me within a shorter time if I report my complaints to the complaint sites such as Sikayetvar.com	43,9	42,8	7,2	4,8	1,4
10	S15	Complaining to the complaint sites is the cheapest way of complaining	51,9	36	5,5	5,1	1,5
11	S23	Consumer arbitration committees do not have sanction power	6,4	16,6	31,1	36,1	9,8
12	S35	I have written my complaint to a complaint site at least for once in my lifetime	65,8	27,1	2,6	3	1,6

Some questions included in the questionnaire and the answers given to these questions are given in the Table 2. At the first question, it is observed that 95 % -almost all- of the people

who are dissatisfied with the purchased product or service wants to inform the other people about their situation. When they think that they are hard done by the people, almost all people prefer alleviating their loneliness, preventing other people from experiencing the same problem and having their damages compensated somewhat.

Answers given to the second question listed in the Table 2 indicate that almost 90 % of the participants think that complaining to the complaint sites will yield more rapid results. Answers to the third question reveal that the ratio of the people believing that reporting their complaints to the enterprise will yield more rapid results is around 53 %. At the fourth question listed in the Table 2, the ratio of the people who claim their rights by applying to the courts to express their complaints is found to be around 35 %. 45 % of the people answering this question expressed that they believed that applying to the court would not bring any result.

Answers of the fifth question listed in the Table 2 indicate that consumers use internet for their complaints. Whatever the price of the product is, the ratio of the people writing their complaints to the complaint sites in the internet environment is as high as 80 %. Answers of the sixth question also reveal that more than 70 % of the participants takes the chance to file complaints even though the purchased product is cheap.

Although, in two questions numbered seven and eight in the Table 2, consumers expressed their opinions that applying to the courts and arbitration committees would take time by 85,7 % and 54,8 % respectively, it was specified in the ninth question that 86,7 % of the people complaining through internet believed that they would be contacted immediately.

The ratio of 88 % put forward by the answers given to the tenth question demonstrates the ratio of the people thinking that applying to the complaint sites is the cheapest way of complaining. Question numbered eleven in the Table indicates that the ratio of the people

who believe that consumer arbitration committees have sanction power is about 46 %. The fact that the ratio of the people stating that they do not have any idea on this matter is above 30 % reveals that consumers abstain as they do not have knowledge as regards to taking legal actions.

Last question listed in the table reveals that almost 94 % of the people participating in the questionnaire has written complaints to the websites for at least once in their lifetime. This ratio demonstrates that almost all of the participants selected internet out of third party complaint channels.

Factor Analysis

Table 3: KMO and Bartlett Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,852
Bartlett Test	Chi-square	27563,942
	Degree of Freedom	325
	Significance Level	,000

In the Table 3, it is displayed that the result of the Kaiser-Mayer-Olkin test analyzing the partial correlation magnitude between variables and the compatability of the data set to the factor analysis is 0.852. This result is considerably acceptable as it is very close to 1. The result of the Barlett test analyzing the compatability of the factor model is 27.563,942 and it is relatively high. A high ratio in the KMO test indicates the compatability of the serial to the analysis. The ratio of KMO above .60 and significancy of the Barlett test demonstrate that data are appropriate for the factor analysis (Büyüköztürk, 2003: 120). Compatability of the data obtained when measurement tool was applied as a first step in the validity studies of the scale to the sampling group was found to be 0.001 while Barlett test significancy value was determined as 0.000. accordingly, it can be concluded that data are compatible with the factor analysis.

Table 4: Factors

	Factor	Eigenvalue	%	Cumulative %
1	Process complexity factor	1	20,278	20,278
2	Influencing the others factor	1	12,085	32,362
3	Complaint cost factor	1	7,706	40,069
4	Essential time factor	1	5,896	45,964
5	Objective factor	1	4,945	50,909
6	Usage frequency factor	1	4,538	55,447

In the table 4, it is observed that 26 variables with eigenvalues above 0 are grouped under 6 factors. It can be understood that 55,447 % of the changes in this data set expressed through 4434 observations and 26 variables can be explained by 6 factors.

The aim of conducting the factor analysis is to reduce the number of variables and decrease the effect of correlations between variables. Thus, it is useful to take the variables with eigenvalues above 1. Taking the variables which are 1 in the average eigenvalues but more than 1 in the eigenvalue as basis will be statistically significant (Özdiñç, 1999). An information loss of 44 % is considered acceptable as six factors are used and it can be observed that information loss will decrease if the number of factors increases. It can be understood that 55,447 % of the changes in this data set expressed through 4434 observations and 26 variables can be explained by 6 factors. According to the table, it is apparent that first factor, second factor, third factor, fourth factor, fifth factor and sixth factor explain the total variance by 20, 278 %, 12,085 %, 7,706%, 5,896 %, 4,945 % and 4,538 %, respectively. Factor loads converted via Varimax method display the relative importance of the variable within the factor. However, coefficient marks of the variables included in the factors are of importance as they indicate the direction of the relationships between variables (Atan, 2002). This scale can explain 55,447 % of the characteristic to be measured in total. This value is not expected to be too low. This is because of the fact that the low ratio in the explained variance means that data obtained through that scale is that low. Many sources state that this

cumulative variance should not fall below 50 %. In this study, it is observed that factors are sufficient to explain the main group as variance is above 50 %.

Chi-Square Analysis of the Factors

Table 5: Chi-Square Analysis of the Factors

	Sex			Age			Education level			Income level		
	Value*	DF**	SL***	Value	DF	SL	Value	DF	SL	Value	DF	SL
Process Complexity factor	72,391	28	0,165	430,936	112	0,001	290,018	112	0,029	301,976	84	0,012
Inluencing the others factor	61,705	12	0,005	79,417	48	0,175	75,043	48	0,163	38,474	36	0,408
Complaint cost factor	55,32	16	0,064	157,991	64	0,057	110,106	64	0,089	108,53	48	0,047
Essential time factor	203,019	16	0,007	295,815	64	0,000	106,674	64	0,083	88,566	48	0,238
Objective factor	199,601	24	0,001	165,816	96	0,129	150,591	96	0,134	119,626	72	0,178
Usage frequency factor	93,187	8	0,000	126,988	32	0,000	199,755	32	0,000	104,203	24	0,000

*Value: total of values obtained in the Chi-Square Analysis

** :Degree of Freedom

***:Significance level

Cross tables constitute basis for chi-square technique which has an important place in statistical analyses. Significance level should be lower than 0,05 in order to talk about a significant difference (which is critical value for 5 % significance level) between variables (Altunışık et al., 2004:290-293).

As it is seen in Table 5, when the process complexity factor is addressed depending on the sex, the significance level is above the value of 0,05. This indicates us that there is not difference between men and women in terms of complaining to the third party channels. When the process complexity factor is examined in terms of age, education level and income level, the fact that three values are below the value of 0,05 demonstrates that people have

different perception according to their age group, education and income levels and give different reactions.

When significance level of influencing the others factor is considered in terms of sex, no difference is observed between men and women. As for its significance levels according to the age group, education and income levels, it is concluded that there is not difference as values are above 0,05.

It is observed that there is not a significant difference between variables as the significance levels of the complaint cost factor are found to be above the critical value according to the sex, age and education level. It is also understood that there is difference between variables as its significance level in terms of the income level is below the critical value.

It is determined that there is difference between variables as significance levels of the essential time factor in terms of sex and age are found to be below the critical value. Besides, the fact that significance levels of the essential time factor according to the education and income levels are above the critical value indicates that there is not difference between variables.

It is concluded that there are differences between variables as significance level of the objective factor in terms of sex is found to be lower than the critical value. When significance levels of the objective factor according to the age, education and income levels are considered, no difference is detected between variables as the levels are found to be higher than the critical value. When significance levels of the usage frequency are evaluated in terms of sex, age, education and income levels, they are found to be lower than the critical value. This shows that usage frequency differs according to the sex, age, education and income levels.

Table 1: Comparison of the Complaint Channels According to the Factors

	Complaint to the enterprise	Complaint to the 3rd parties	Complaint through internet
In terms of process complexity	Complex	Complex	Simple
Influencing the others factor	Ineffective	Insufficiently effective	Considerably effective
Complaint cost factor	Expensive	Expensive	Cheap
Essential time factor	Long	Long	Short
Objective factor	Compensation	Compensation	Revenge, sharing, warning, compensation
Usage frequency factor	Moderate	Low	High

Table 6 displays what the six factors that we brought together in the Table 4 provide to the customers depending on the complaint channel. It seems natural for the dissatisfied customer on the point of reporting the complaint to choose the simple method in terms of the process complexity. Likewise, it is expected for the customers to choose the most effective method in terms of influencing the others factor, the cheap one in terms of the complaint cost, the short one in terms of the essential time factor, the one which is satisfying from several aspects in terms of the objective factor and the method with a high ratio of usage frequency.

It is determined in the research that customers are more inclined to write their complaints in the complaint sites and social networking sites through internet. Accordingly, it is also found out that internet sites are simple in terms of process complexity, complaints written through internet can influence others more easily, there is not a complaint cost at all or it is close to zero, complaint can be completed in a short time when considered in terms of the essential time, complaints through internet yield rapid results as firms do not want negative comments regarding themselves and their brands to circulate over internet and finally, the highest usage frequency also belongs to the internet.

Conclusion And Recommendations

If a consumer complains about a negative situation, this indicates that there is a healthy communication between consumer and enterprise. Eliminating the dissatisfaction by considering it as a problem emerges as the assurance of this communication. In this context,

as complaints are opportunities that enterprises should make good use of, they are also the guarantee of the survival of the enterprises.

When customers plan reporting their complaints, they need to decide on which method they will use. Consumers who want their damages to be compensated can resort to the enterprise in question directly or indirectly through telephone, fax, e-mail etc. in this regard. Moreover, they can initiate legal procedure to claim their rights or apply to the public institutions, occupational groups or internet sites known as third parties.

Objective of the research that was conducted is to determine what kind of relationship exists between applications made by the consumers throughout Turkey to the complaint sites in the internet and the applications made to the known other complaint channels in terms of consumer behavior.

Importance of the questionnaire used in the research and the research that was carried out is based on understanding the differences between perceptions of the consumers writing their complaints to the site in question as regards to complaints made through third party channels and the complaint demands made through internet.

When findings of the research are examined, it becomes clear how the sex, age, education and income levels variables influenced the consumer behaviors. It can be concluded from the questionnaire results that consumers apply to complaint sites more frequently than the other channels. It is understood that 55,447 % of the changes in this data set expressed through 4434 questionnaires and 26 variables included in the questionnaire can be explained by 6 factors.

These six factors are listed as process complexity factor, influencing the others factor, complaint cost factor, essential time factor, objective factor and usage frequency factor.

Significance levels of these six factors were determined in terms of sex, age, education and income levels at the end of the applied questionnaire.

Nowadays, customer satisfaction and complaint management have become elements of competition for the enterprises. Forward-looking and clairvoyant enterprises already share their customer policies including the complaint management with the public. Customer satisfaction and complaint management are being brought to the agenda and gaining more importance day by day in order to meet the needs of the consumers, evaluate the cost and profit elements, to raise the standards and to conduct a more effective production.

The issue of complaints depending on consumer behaviors which show difference in terms of sex, age, education and income levels, how they emerge and how they will appear in the future will remain as investigation areas for future researches not only in Turkey but also in different cultures and in different regions of the world.

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