

Neutralizing illegitimate complaints

A study on illegitimate complaints, neutralization techniques and relationship variables



Radboud Universiteit Nijmegen

Stijn van Pinxteren (s4487990)

Master Thesis Marketing

June 17th 2019

Supervisor: Dr. H.W.M. Joosten

Second examiner: Dr. C. Horváth

Radboud University Nijmegen

Preface

Before you lies the thesis '*Neutralizing illegitimate complaints*', which investigates illegitimate complaints, how they come to be, how they are neutralized and how they affect the relation with a business. This thesis was written as a final project for my master's program business administration with a specialization in marketing. The idea for this study was developed in cooperation with my supervisor dr. H.W.M. Joosten and was aimed at continuing on the so-called 'bandwagon' of previous studies concerning illegitimate complaints.

The process of writing this thesis was sometimes hard but overall rewarding to do. As this was a continuation of previous studies, I could continue on the beaten paths already laid before me. While this made for a 'flying' start, it also brought difficulties in the later stages of the research as this restricted the research to a certain degree.

Overall, I would like to thank dr. H.W.M. Joosten for guiding me through the process and enabling the flying start for me. Furthermore, I would like to thank him for his consultations, feedback and especially the discussions we had. Besides my first supervisor, I would also like to thank dr. C. Horváth for her feedback and critical note as a second examiner. Special thanks goes out to my fellow students Koos Rouwhorst, Suzanne van Vliet and Laura Zendijk with whom I have had the opportunity to cooperate and discuss during the whole process and who were of immense value during the data collection period. Finally, I would like to thank the people close to me for motivating and helping me during the process.

I hope you enjoy reading this thesis,

Stijn van Pinxteren,

Nijmegen, June 13th, 2019

Abstract

It is important for businesses to deal with customers complaints in a satisfactory fashion, as dissatisfied customers are more able than ever to express their dissatisfaction with the company. Either online or in real life. However not all complaints are legitimate. A large portion of complaints can be seen as either made up or exaggerated. These complaints are called illegitimate complaints. This study tried to distinguish groups of drivers forming different categories of complainers. It was tested whether or not these different categories varied in their usage of neutralization techniques and their change in relationship with the business where they filed their complaints.

This study is a continuation of previous research on illegitimate complaints. First, the drivers of illegitimate complaining were tested in a multiple regression. The drivers found to be significant were *internal attribution*, *halo-effect*, *distributive injustice*, *financial greed*, *opportunism* and *social norm towards illegitimate complaining*. Next, this study aimed at clustering different drivers together by doing factor and cluster analyses. It was found that *the perceptions of injustice* and *loss of control* are correlated significantly forming the category ‘have to’ complainers. Furthermore, the drivers’ *internal attribution (attribution to self)*, *opportunism*, *liberal redress policy* and *financial greed* seem to cluster together forming the ‘able to’ complainers. It was found in a MANOVA that different categories of complainers are more/less likely to use certain neutralization techniques (e.g. the denial of responsibility, the denial of victim, the condemnation of the condemners, etc.) and that ‘have to’ complainers experience a decrease in their relationship with the firm whereas ‘able to’ complainers see a slight increase in their relation after the complaint handling procedure.

As a consequence of these findings, business (marketing) professionals should try to avoid customers from falling in the ‘have to’ complainers category by delivering a good service recovery. Additionally, they should prevent the customers from using certain neutralization techniques as without some sort of neutralization the customer might not complain illegitimate in the future. Finally, some future research directions include testing for the robustness of the findings of this study as this study had several limitations. Testing if the service recovery paradox still holds in the setting of illegitimate complaints and testing if neutralization techniques are fully transferable to a business setting could be other fruitful future research prospects.

Contents

1. Introduction	1
1.1 Customer complaints	1
1.2 Illegitimate complaints	2
1.3 Previous research.....	2
1.4 Research aim	3
1.5 Initial conceptual model	4
1.6 Theoretical relevance	4
1.7 Practical relevance.....	5
1.8 Thesis Outline.....	5
2. Theoretical background	5
2.1 Illegitimate complaints	6
2.2 Drivers of illegitimate complaints	8
2.2.1 Perception of injustice	8
2.2.2 Lack of morality	9
2.2.3 Attribution to self	9
2.2.4 Liberal redress policy	10
2.2.5 Halo effect	10
2.2.6 Loss of control.....	11
2.2.7 Contrast effect	11
2.2.8 Clusters of complainers	12
2.3 Neutralization theory	12
2.3.1 The denial of responsibility	13
2.3.2 The denial of injury	13
2.3.3 The denial of victim.....	14
2.3.4 The condemnation of the condemners.....	14
2.3.5 The appeal to higher loyalties.....	15
2.3.6 The claim of normalcy.....	15
2.3.7 The denial of negative intent	16
2.3.8 The claim of relative acceptability	16
2.3.9 The metaphor of the ledger.....	16
2.3.10 The claim of entitlement.....	17
2.3.11 The defense of necessity.....	17
2.3.12 The justification by postponement	18
2.4 Relationship variables	18

2.4.1 Satisfaction	18
2.4.2 Loyalty.....	19
2.4.3 Word of mouth	20
2.4.4 Commitment.....	20
2.4.5 Trust.....	21
2.5 Definitive conceptual model.....	21
3. Method	22
3.1 Research design.....	22
3.2 Procedure.....	23
3.3 Ethics	23
3.4 Sampling method.....	23
3.5 Measures.....	24
3.6 Data analysis.....	28
4. Results	29
4.1 Sample	29
4.2 Drivers of illegitimate complaining.....	29
4.3 Hypothesis testing	31
4.3.1 Clusters of complainers	31
4.3.2 Neutralization techniques	33
4.3.3 Relationship variables	37
4.4 Additional analysis	40
5. Discussion	42
5.1 Conclusion.....	42
5.2 Theoretical contributions.....	47
5.3 Managerial implications	48
5.4 Limitations and future research.....	49
References	52
Appendices	60
Appendix I: Pretest.....	60
Appendix II: Survey	63
Appendix III: SPSS output and analysis	75
(Assumptions) Multiple regression	75
Factor analysis.....	78
MANOVA.....	81
Factor analysis additional analysis.....	87

Additional MANOVA..... 91

Additional regression with control variables..... 97

1. Introduction

In the current business environment, delivering high service quality is of great importance in retaining a competitive advantage (Zeithaml, Berry, & Parasuraman, 1996). After all, ‘the customer is always right’. It is becoming more and more important for businesses to listen to consumers, deal with their complaints and respond according to their expectations (Tax & Brown, 1998). Because of an increase in online activity, consumers are more easily able to voice their dissatisfaction to others (Yani-de-Soriano & Slater, 2009) with a negative word of mouth as a result (Dellarocas, 2003). Appropriately, dealing with customer complaints is thus pivotal for any business if they would like to maintain a high customer satisfaction, customer retention and positive word of mouth (Spreng, Harrell, & Mackoy, 1995).

1.1 Customer complaints

Mistakes are made in almost every service industry, these mistakes often result in complaints by customers. Product failures or a difference between expected performance versus actual performance could result in a dissatisfied customer voicing their complaint (Hess, Ganesan, & Klein, 2003). Following these complaints a company has the opportunity to ‘recover’ from the complaints by dealing with a customer’s complaint in order to keep the customer satisfied (Blodgett & Li, 2007). “*The process of dealing with a situation whereby a customer has experienced a failure in the firm’s offering*” is called complaint handling (Sparks & McColl-Kennedy, 2001, p. 210). Following the research of Joosten (unpublished), this thesis will use the term *service recovery* when talking about complaint handling.

A good service recovery is very important to a company. Handling complaints appropriately helps company’s retain their customers rather than losing them, which in turn has an impact on firm performance (Hart, Heskett, & Sasser, 1990) After all, retaining customers is definitely more effective than attracting new ones (Stauss & Friege, 1999). This might be the reason that companies are encouraging customers to voice their complaints (Prim & Pras, 1999) and are willing to go the extra mile in compensating customers with a generous amount and giving them the benefit of the doubt even though their complaints may not be justified (Wirtz & McColl-Kennedy, 2009).

Existing literature regarding the satisfaction following service recovery mainly focus around justice theory in evaluating the outcome of the recovery process (Sparks & McColl-Kennedy, 2001). Justice theory includes the outcome of the recovery (distributive justice), the procedures used to achieve the outcome (procedural justice) and the degree to which handling of the complaint felt personal (Tax, Brown & Chandrashekar, 1998).

1.2 Illegitimate complaints

Previous research often assumes complaints are always legitimate and are a result of a product or service failure (Reynolds & Harris, 2005). However not all complaints are of direct consequence of these failures. More often than not, complaints are illegitimate (Joosten, unpublished). An illegitimate complaint is a complaint for which there is no basis in the quality of the product or service, when compared to professional, legal and industry standards by an independent expert (Joosten, unpublished).

There are many forms of illegitimate complaints. Consumers may fake a complaint, exaggerate one, or engage in opportunistic behavior. Whereas the above examples show consumers knowingly engage in illegitimate complaining behavior, consumers may also file sincere complaints which turn out to be illegitimate (Joosten, unpublished).

Illegitimate complaints turn out to be quite a big problem for companies. In his research of complaints handled by the Dutch Geschillencommissie, Joosten found that even up to 64% of all complaints were illegitimate. These illegitimate complaints are costly to companies (Huang, Zhao, Miao, & Fu, 2014). To illustrate these cost imagine that the average cost of recovering a claim by the Dutch Geschillencommissie was €6600 (Joosten, unpublished). This indicates the huge costs related to illegitimate complaints. Companies therefore should look into preventing customers filing illegitimate complaints.

However measuring illegitimate complaints has been proven quite difficult (Ro & Wong, 2012). Customers might not want to admit they have been filing an illegitimate complaint and in some cases they do not even know themselves they are voicing an illegitimate complaint. Asking question regarding a subject that is deemed undesirable by society or illegal is thus a challenge (Fisk et al., 2010).

A large part of existing literature has so far viewed complaints as caused by some degree of dissatisfaction with the product or service due to a difference in expectations and reality (e.g.: Woodruff, Cadotte, & Jenkins, 1983; Bearden & Teel, 1983). Some literature does acknowledge the existence of illegitimate or opportunistic complaints (e.g.: Daunt & Harris, 2012; Berry & Seiders, 2008). However, these studies are mostly based on limited data or are experimental or conceptual in design. This might be due to the fact that measuring illegitimate complaints is very difficult (Baker, Magnini, & Perdue, 2012)

1.3 Previous research

In the previous year's Joosten has conducted research in the area of illegitimate complaining behavior in service recovery. His first research was aimed at determining how often illegitimate complaints occurred, when they occurred and especially why did illegitimate claims occur. As previously mentioned around 64% of all claims were found to be illegitimate (Joosten, unpublished). Out of these illegitimate complaints, about 65% are neutral ones. Which means that the customer unjustly thinks their product is defect or the service is not as it should be. Most illegitimate complaints are thus the result of a lack of

knowledge about the product or due to having the wrong expectations of a product or service (Joosten, unpublished).

The second research focused on the question why do customers illegitimately complain. Different drivers of the illegitimate complaining behavior were tested. The outcome were a couple of drivers explaining illegitimate complaining behavior. Drivers of illegitimate complaining behavior include the contrast between expectations and performance, loss of control, the Halo effect and the attitude towards complaining and subjective norm (Joosten, unpublished). Further elaboration on these drivers will be provided in the coming chapter. Not all drivers were apparent all at once but depended on the individual consumer. Thus, different underlying reasons/ complaints have different drivers. Three clusters of coherent drivers could be extracted from the data. Following this division of drivers it is hypothesized three different groups of illegitimate complainers based on these drivers. These groups appear to be divided in complainers who want to complain as they feel the company deserves it in some way or another, complainers who suddenly see opportunity to exaggerate their complaint in order to gain more benefit and complainers who think they have to complain in order to get the attention back from the company. These groups will be further discussed in the coming chapter. These previous researches are the base on which this thesis will build on.

1.4 Research aim

At the end of Joosten's second research (unpublished) three clusters of drivers were distinguished. The goal of this research is to examine whether or not a categorization can be made for different customers who are affected by different drivers. The three categories of people who illegitimately complain are assumed to be:

1. *Consumers who complain regardless of all circumstances (want to complainers)*
2. *Consumers who see an opportunity to complain (able to complainers)*
3. *Consumers who view they are out of option (have to complainers)*

This research will try to confirm whether or not these three categories are apparent and if they relate to the drivers as investigated by Joosten's second research. The first part of this research will thus have a confirmatory approach.

Second to the confirmation of the categories this research will try to link these categories to neutralization theory. Neutralization theory is about how delinquents justify their deviant behavior (Sykes and Matza, 1957). In terms of this study, delinquents are customers and the deviant behavior is illegitimate complaining. This study wants to discover if different category members justify their complaining behavior through different neutralization techniques.

Finally, this research aims to investigate how membership to one of the three categories affects the relation with the company where they filed their complaint. In order to measure this change in

relationship variables this thesis will use measurements such as loyalty, trust, commitment, word of mouth and satisfaction. These variables are often used to measure the relationship with a company in a marketing context and are therefore investigated in this study (e.g. Chumpitaz Caceres & Paparoidamis, 2007; Kau & Wan-Yiun Loh, 2006; Moreira & Silva, 2015).

The main question this thesis aims to answer is thus as follows: *'Is it possible to distinguish three categories of complainers based on the drivers of illegitimate complaining, do these categories of complainers differ in their justification of their behavior, and how do they differ in their attitudes and behavior towards the firm after the complaint?'*

1.5 Initial conceptual model

A conceptual model was constructed to provide a structural representation of the research design as proposed in the previous text

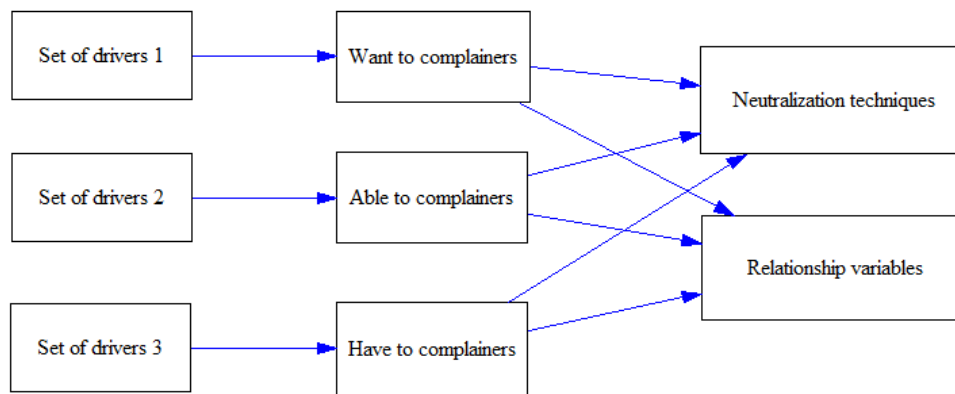


Figure 1: Initial conceptual model

1.6 Theoretical relevance

As previous sections stated relatively little is known about illegitimate complaints and their drivers and future research is thus necessary (Macintosh & Stevens, 2013, Harris, 2010). Its existence and some drivers have so far been uncovered (e.g.: Wirtz & McColl-Kennedy, 2009, Baker et al., 2012, Joosten, unpublished). However, due to the difficulty in measuring illegitimate complaints (Ro & Wong, 2012, Baker et al., 2012) not everything is yet known or the findings may not be generalizable. Methodologically examining whether or not distinguishing different categories of consumers by means of drivers of illegitimate complaining behavior and linking these categories to neutralization theory and relationship variables could thus contribute to the current literature and knowledge regarding illegitimate complaints.

1.7 Practical relevance

Dealing with customer complaints require companies to spend a lot of time, effort and money in their customer service (Reynolds & Harris, 2003). Compensating for complaints under the motto ‘the customer is always right’ might even hurt a company financially (Farrington, 1914). It could thus be said that spending valuable time and resources on illegitimate complaints is a problem that needs solving. For marketing managers the results of this study might help in making decisions on how many funds need to be spend on dealing with complaints.

Besides budgeting marketing managers may also be able to develop tools aimed at a certain category to prevent them from filing an illegitimate complaint. These tools might be based on the findings regarding their neutralization strategies. If a company knows how a certain category would neutralize their behavior, they might be able to use this information in developing prevention strategies based on these neutralization techniques.

Finally, linking the categories of consumers to some relationship variables could give managers further insight in how certain complaining behavior and service recovery affects the relationship they have with their customer. Increasing a company’s relationship with customers will in turn lead to future intention to remain with the company (Garbarino & Johnson, 1999).

1.8 Thesis Outline

To be able to answer the research question formulated earlier this thesis will maintain the following structure. After this chapter, the thesis will provide a theoretical background to further elaborate on the concept of illegitimate complaints and its drivers. Besides illegitimate complaints, this chapter will expand on neutralization theory and will define the relationship variables loyalty, commitment, trust, word of mouth and satisfaction. The sub-questions to be answered are thus: *What are illegitimate complaints?*, *What are the drivers of illegitimate complaints?*, *What is neutralization theory in this context?*, *How are neutralization techniques related to (clusters of) illegitimate complaints?* and finally *How are loyalty, trust, commitment, word of mouth and satisfaction related to (clusters of) illegitimate complaints?*. After providing the theoretical basis chapter 3 will provide insight in the methods used in this study. Chapter 4 will give an overview of the results following the study and chapter 5 provides a discussion regarding conclusions, contributions to theory and practice and future research directions while also discussing potential limitations of this study.

2. Theoretical background

This chapter will introduce the concept of illegitimate complaints. By comparing current literature on illegitimate complaints a definition will be formed providing this research with a direction. Thus the first question to be answered in this chapter is: ‘*What are illegitimate complaints?*’. After defining

illegitimate complaints this chapter will elaborate on previous research by dr. Joosten (unpublished) regarding the drivers of illegitimate complaints. The second question to be answered in this chapter is therefore: *‘What are the drivers of illegitimate complaints?’*. These drivers lead to three different types of illegitimate complainers, each with a different set of drivers (Joosten, unpublished). Following this the third question will be: *Which clusters of drivers can be distinguished?* Finally, this research aims to link these clusters to neutralization theory and relationship variables. The remaining questions to be answered therefore are: *What is neutralization theory in this context?*, *How are neutralization techniques related to (clusters of) illegitimate complaints?* and finally *How are loyalty, trust, commitment, word of mouth and satisfaction related to (clusters of) illegitimate complaints?*

2.1 Illegitimate complaints

Illegitimate complaints have been defined in various ways. Examples of definitions of illegitimate complaints in literature are *“an attempt at persuasion by the customer”* (Khantimirov & Karande, 2018, p. 68) and *“any customer complaining behavior that is illegitimate, dishonest or unreasonable”* (Huang et al., 2014, p. 546). Reynolds and Harris (2005, p. 321) describe the process of illegitimate complaining as *“customers knowingly, and incorrectly report service failures”*. All of these definitions to some degree indicate that the claim is entirely made up. Claims however could also be exaggerated as put forward in the definition of Ro and Wong (2012, p.420) on opportunistic claiming behavior: *“the behavior in which a customer complains in order to receive material gain by exaggerating, altering, or lying about the fact or situation, or abusing service guarantees”*.

As mentioned in the previous chapter some research has been conducted on the subject of illegitimate complaints. However, different labels are used when referring to illegitimate complaints. In order to make sense out of all the literature available Joosten (unpublished) divided the different labels into three categories: Complaints driven by ‘wrong’ motives, ‘not normal’ behavior and ‘problematic’ behavior.

The first category refers to complaints that are filed with the wrong motives. In this category complaints are viewed as unjust. Next to the complaints being unjust, the consumers whom complain are also dishonest. Claims are exaggerated, fake and made to gain some (financial) gain from the firm (Joosten, unpublished). Examples of this category could include opportunistic complaints (Reynolds & Harris, 2005), fraudulent inauthentic complaints (Kowalski, 1996) or cheating consumers (Wirtz & Kum, 2004). These labels give the impression that consumers are intentionally file an unjust complaint. Consumers however may still believe they are right to file a complaint. This label is thus for complaints which are filed by consumers who (are proven to) use the wrong motives (Joosten, unpublished).

The second category of labels is defined as “not normal”. Literature in this category views the consumer behavior as not normal while the consumers believes they are claiming what they should rather than what they might be able to claim (Joosten, unpublished). Labels used in this category are

deviant customer behavior (Harris & Daunt, 2011), aberrant customer behavior (Fullerton & Punj, 1993) and jay customer behavior (Harris & Reynolds, 2004).

The final group of labels is categorized as problematic behavior. When defining problematic behavior the point of reference is of importance as benefit to the customer could hurt the firm and vice versa (Joosten, unpublished). Complaining behavior could be dysfunctional (Reynolds and Harris, 2003), problem customers (Bitner, Booms and Mohr, 1994) and consumer misbehavior (Baker, 2013).

This categorization supplies some form of structure when viewing the literature but these categories still lack a clear, definitive definition of the problem. This is why Dr. Joosten (unpublished) prefers the term illegitimate complaints which he defines as follows: *‘An illegitimate complaint is a complaint for which there is no or not a sufficient basis in the quality of the product or service, when compared to professional, legal and industry standards by an independent expert.’* In light of this study, the definition is slightly altered to fit better with the current context. The new definition according to Joosten (unpublished) should be: *‘An illegitimate complaint is a complaint which is according to the complainant either made up or exaggerated’*. These complaints are unjust in nature and thus cannot be wholly attributed to faults in the product or service. Complaints are fraudulent and opportunistic but can still be honest (Joosten, unpublished). This study will take both forms of claims, exaggerated and made up, of illegitimate complaining into consideration.

Finally, there is a distinction to be made about the root of complaining. First, a complaint is made up out of two elements. The cause of the problem and the solution to this problem (Maxham III & Netemeyer, 2002). Second, complaints result from some sort of dissatisfaction (Zeelenberg & Pieters, 2004). However, this dissatisfaction could thus be either a result of a problem with the product or the solution of that problem (Spreng et al., 1995). Illegitimate complaints can thus be filed on both aspects, the problem and the solution.

Taking the above in consideration the first sub question could be answered: *What are illegitimate complaints?* As this study continues on previous research effort made by Joosten, his definition will be used when talking about illegitimate complaints: *‘An illegitimate complaint is a complaint which is according to the complainant either made up or exaggerated’* (Joosten, unpublished). Complaints could be based either on the problem with a product / service or on the solution to that problem.

To discover whether illegitimate complaints were common Joosten (unpublished) investigated 325 cases presented by the *Dutch Foundation for Disputes Committees (SGC)* which is a dispute settling non-profit organization which deals in consumer-firm disputes. The results of this study showed the prevalence of illegitimate complaints. This multiple case study main result was to discover that about two thirds of all claims are illegitimate to some degree (Joosten, unpublished).

2.2 Drivers of illegitimate complaints

Following the initial study, Joosten (unpublished) continued his research with the aim of discovering what drives illegitimate complaining. The result of this study was a set of drivers that influences illegitimate complaining. The drivers that were found to be significant will briefly be discussed in the coming section.

In this section, the drivers that were found to be significantly affecting illegitimate complaining are briefly discussed and more importantly defined. The order in which they will be discussed will be based on the possible clusters that can be made. Starting with the *want to complainers*, followed by the *able to complainers* and at last the drivers which this study hypothesis to be linked to *have to complainers*.

2.2.1 Perception of injustice

The first driver explaining illegitimate complaints is the perception of justice consumers have. Negative consequences of complaining have already been linked to the post-complaint perception of justice by consumers (Blodgett, Granbois, & Walters, 1993). Perceptions of justice have been found to have a mediating role on post-complaint satisfaction (Gelbrich & Roschk, 2010). Tax et al (1998). has further explored the relation between complaints and justice perception. They include three dimensions of injustice to complaint handling: procedural injustice, distributive injustice and interactional injustice. These dimensions together make up the driver 'perception of injustice'. A perception of injustice could lead to revenge by customers that is reflected by consumers misbehaving (Fullerton & Punj, 2004). In this study misbehaving could be translated as illegitimate complaining.

2.2.1.1 Procedural injustice

Tax et al. (1998) defined procedural injustice '*as the perceived fairness of the means by which the ends are accomplish*' (p. 62) which is derived from earlier work from Lind and Tyler (1988). The perception of procedural injustice thus depends on how consumers view the process of the complaint handling; how fair has the complaint procedure been? The procedure should be easy to access, providing the consumer with some degree of control over the settlement, be flexible and the procedure should be concluded in both a convenient and a timely manner (Tax et al., 1998).

2.2.1.2 Distributive injustice

Distributive injustice is defined as follows: '*whether the outcome was perceived to be deserved, met one's needs, or was fair*' (Tax et al., 1998, p. 62). It reflects thus reflects the outcome of the complaint. In complaint handling outcomes could include the correction for charges made, refunds, (free) repairs, some form of future credit, product/service replacement and apologies from the company or the people involved (Kelley & Davis, 1994). Customers perception of fairness of the outcome depends on the following three factors: '*prior experience with the firm in question and other firms, awareness of other customers' resolutions, and perceptions of his or her own*' (Tax et al., 1998, p. 62).

2.2.1.3 Interactional injustice

The final perception of injustice is about the treatment customers receive by personnel from the firm. Even if consumers may be content with the outcome and the decision-making procedure they can still feel they have been treated unfair (Tax et al., 1998). Interactional justice is thus about what is said during the procedure but also how it is said (Gilliland, 1993). Concluding interactional justice is defined as “*The fairness of the interpersonal treatment people receive during the enactment of procedures*” (Tax et al., 1998, p. 62)

2.2.2 Lack of morality

Consumers could attribute a service failure to either of two options. The firm’s lack of ability or their lack of morality (Joosten, unpublished). Where lack of ability reflects the firm’s inability to provide the service, lack of morality reflects the firm’s unwillingness to provide the service as they should. The service provider did thus fail on purpose (Joosten, unpublished). When consumers suspects a firm’s lack of morality they are more prone to feelings of revenge against the service provider (Wooten, 2009). This in turn could result in illegitimate complaints. The term lack of morality is quite similar to perceived greed (Joosten, unpublished). Perceived greed is defined as “*when a customer believes that a firm has opportunistically tried to take advantage of a situation to the detriment of the customer’s interest*” (Grégoire, Laufer & Tripp, 2010, p. 739). A high degree of perceived greed has been found to be linked to driving punishment and retaliation (Antonetti & Maklan, 2014). In this study we thus define lack of morality similar to perceived greed as defined by Grégoire et al. (2010). The perception of greed results in punishing and retaliation behavior, which take the form of illegitimate complaints.

By performing a cluster analysis on the significant drivers, Joosten (unpublished) found the previous two drivers to be linked together in one cluster. Following these results, this study hypothesizes that the drivers perception of injustice and lack of morality correlate and together indicate the first cluster: *Want to complainers*. The first two drivers are represented by eventual feelings of revenge and result in complaining illegitimately as they perceive the firm as greedy and unfair. Because they perceive the firm in such a way they ‘want’ to file an illegitimate complaint as some sort of revenge.

H1a: The drivers perception of injustice and lack of morality correlate significantly with each other forming the cluster ‘want to’ complainers.

2.2.3 Attribution to self

Consumers can attribute a problem both internal and external (Kelley, 1973). The way consumers attribute a problem (to themselves or to external causes) has an impact on how they behave (Folkes, 1984). When customers attribute the cause as external they feel like the service provider is the one to blame which results in feelings of anger and revenge (Joosten, unpublished) and thus results in illegitimate complaining. When consumers attribute the problem to themselves, they are less likely to show this behavior as consumers are more likely to search for a solution of the problem (Folkes, 1984).

Concluding this we can state that consumers who attribute the problem externally are more likely to complain illegitimately.

2.2.4 Liberal redress policy

Service recovery failure has a detrimental impact on customer satisfaction (Keaveney 1995). Because of this, companies “*give the customer the benefit of the doubt and compensate with well-dosed generosity*” (Lovelock and Wirtz 2007, p. 400). However, because of its importance these policies are prone to being abused by consumers (Wirtz & McColl-Kennedy, 2009). Providing a fair compensation to consumer’s has been found to increase opportunistic complaining which results in consumers taking advantage of the procedure to get some form of financial gain (Wirtz & McColl-Kennedy, 2009). As mentioned in the section ‘*illegitimate complaints*’ opportunistic complaining is a form of claiming illegitimately. The more a company thus compensates (redresses) the more customers engage in opportunistic (illegitimate) complaining behavior.

2.2.5 Halo effect

A single complaint about a product or service might result in multiple complaints regarding the same product or service (Bolton & Chapman, 1989). Found in the aviation industry consumers who had a complaint about one aspect (flight times) resulted in more complaints regarding the service performance (Bolton & Chapman, 1989). This could be described as the halo effect (Halstead, Morash, & Ozment, 1996). “*A "halo effect" may exist for complainers whereby poor performance in one service area may "color" their perceptions, predisposing them to negatively evaluate and complain about other service areas or attributes*” (Halstead et al., 1996, p.109). When a halo effect occurs, consumers thus add additional complaints to their original complaint about the service performance (Joosten, unpublished). In terms of illegitimate complaints consumers thus might file an (additional) illegitimate complain when they have encountered a service or product failure earlier.

The second cluster of drivers found by Joosten (unpublished) consists of the previous three drivers: Attribution to self, liberal redress policy and contrast effect. Together they form the cluster of ‘able to’ complainers. Able to complainers see opportunities in exaggerating their complaint or even making one up. The situation in which the consumers finds itself in enables/ encourages them to file an illegitimate complaint. Whereas the attribution to external sources explain why they feel the urge to complain the liberal redress policy and the halo effect explain why they exaggerate their complaint or make up additional ones. Namely to increase the amount of compensation/ financial benefit they can get from the firm.

H1b: The drivers attribution to self, liberal redress policy and halo effect correlate significantly with each other forming the cluster “able to” complainers.

2.2.6 Loss of control

To understand how consumers react to services the perception of control is of great importance (Joosten, Bloemer & Hillebrand, 2017). Control could be seen “*as the need to demonstrate one’s competence, superiority, and mastery over the environment*” (Hui & Toffoli, 2002, p. 1827). Other definitions include: “*the belief one can determine one’s own internal states and behavior, influence one’s environment, and/or bring about desired outcomes*” (Wallston, Wallston, Smith & Dobbins, 1987, p. 5) or “*when people perceive that they can take responsibility for causing outcomes (both desired and undesired) instead of attributing them to external factors, they feel in control*” (Chang, 2006, p. 207). A loss of control is thus losing the feeling of controlling the environment, outcomes or the process. When perceiving a loss of control consumers are likely to act in such a way to regain control over the situation (Hui & Toffoli, 2002).

In the service context a loss of control experience occurs when the behavior of consumers did not lead to their desired outcomes; a good service delivery for instance (Chang, 2006). This phenomenon is defined by Joosten (unpublished) as the first loss of control. The second loss of control occurs when companies do not respond to the complaints of those consumers. Consequently, consumers may exaggerate their complaint in order to regain control as they feel the company is more likely to adhere to the complaint the more severe the complaint is (Joosten, unpublished).

2.2.7 Contrast effect

The difference between expectations and real product performance is an indicator to measure satisfaction (Anderson, 1973). However, this difference is in some cases amplified. When the contrast effect occurs the discrepancy between the expectations and actual performance will be magnified or exaggerated (Anderson, 1973).

In the service recovery setting consumers might have high expectations of the product, firm or brand that are not met resulting in a disproportionate evaluation of these products, firms or brands (Joosten, unpublished). This gap between expectations and reality has consequences for consumer satisfaction, the higher the gap; the less satisfied customers are (Bowen, 2001). As a result of dissatisfaction consumers might turn to complaining behavior (Singh, 1988). The presence of the contrast effect could thus result in consumers exaggerating their complaint resulting in illegitimate complaints.

The final cluster found by the cluster analysis (Joosten, unpublished) consists of the drivers loss of control and the halo effect. This cluster is labelled as “have to” complainers. Have to complainers view they are out of options or have to complain as their expectations have not been met. Consumers feel they have to complain to regain their control (loss of control) or they might feel they have been cheated to in terms of expected performance and real performance. This group might be distinctive as they probably feel their complaint is legitimate.

H1c: *The drivers loss of control and contrast effect correlate significantly with each other forming the cluster ‘‘have to’’ complainers.*

2.2.8 Clusters of complainers

This section summarizes the clusters of complainers distinguished in previous research by dr. Joosten (unpublished) and therefore answered the sub question ‘‘Which clusters of drivers can be distinguished?’’. The categorization is summarized in table 1 below:

	Label	Drivers	Short description of the complainers
Cluster 1	Want to complainer	Perception of injustice (procedural, distributive, interactional) and lack of morality	Complainers have feelings of revenge and are thus misbehaving. Complainers view the firm as greedy or unfair.
Cluster 2	Able to complainers	Attribution to self, a liberal redress policy and the halo effect	Complainers are opportunistic in their complaints to gain some financial benefit or compensation. The situation enables/ encourages them to complain illegitimate.
Cluster 3	Have to complainers	Loss of control and the contrast effect	Complainers feel they have to complain in order to regain control over the situation or to get what they deserve.

Table 1: categorization of the clusters of complainers

2.3 Neutralization theory

It might be expected the three different groups of illegitimate complainers have different motives for their complaining and therefore might have different underlying rationales why they complain. Following this, it could be argued that they also have different ways to ‘cope’ with the complaining. As they have committed an ‘illegal’ act some groups might feel guilty and others might not. It is therefore interesting to see whether these groups have different justifications and different ways to cope with their behavior.

This study thus aims to link the three clusters (want to, able to and have to complainers) to neutralization theory. Neutralization theory is about justification of deviant behavior (Sykes and Matza, 1957). Neutralization techniques are used by so-called delinquents to justify their behavior (Sykes and Matza, 1957). In this study, consumers might use certain neutralization techniques to justify their illegitimate claim. This answers the question *What is neutralization theory in this context?*. Five initial types of techniques are defined: *The denial of responsibility, the denial of injury, the denial of victim, the condemnation of the condemners and the appeal to higher loyalties* (Sykes and Matza, 1957). In addition to these five techniques, literature has come up with a wide variety of additional neutralization techniques (e.g. Minor, 1981; Cromwell and Thurman, 2003). Out of the techniques available in literature the following were added as they presented a good fit with this particular study and were

substantially different from each other and the original ones: *Claim of normalcy, denial of negative intent, claims of relative acceptability, metaphor of the ledger claim of entitlement, defense of necessity and justification by postponement* (Harris & Dumas, 2009; Harris & Daunt, 2011; McGregor, 2008).

The sub question to be answered in the following pages is thus: *How are neutralization techniques related to (clusters of) illegitimate complaints?*

2.3.1 The denial of responsibility

The first technique is called the denial of responsibility. In this technique, the delinquent defines itself as lacking responsibility for his actions (Sykes and Matza, 1957). The delinquent sees himself forced by external sources to engage in deviant behavior or the deviant behavior is simply an accident (Sykes and Matza, 1957). Some examples of denial of responsibility could include the influence of bad companions or having unloving parents which in turn resulted in certain behavior (Sykes and Matza, 1957). Overall, the delinquent is not really to blame for his actions as they feel their life's circumstances are the cause of their behavior (McGregor, 2008). This study takes the definition by Vitell and Grove (1987, p. 434): *'Individuals effectively argue that they are not personally accountable for their actions because factors beyond their control are operating'*. In terms of complaining, consumers might feel they have exaggerate or make up complaints because of external sources. Following the definition the denial of responsibility might be linked to attribution to self (external attribution) and thus the 'able to' complainers or to loss of control and therefore the 'have to' complainers.

H2a: Able to complainers are more likely to use the denial of responsibility technique compared to other types of illegitimate complainers.

H2b: Have to complainers are more likely to use the denial of responsibility technique compared to other types of illegitimate complainers.

2.3.2 The denial of injury

Denial of injury occurs when the delinquent feels they have not hurt anyone or anything with their deviant behavior (Sykes and Matza, 1957). The question is whether the delinquent feels they have caused injury to someone/something and they feel their behavior is not harmful although it is in contrast to the law (Sykes and Matza, 1957). Again the definition of Vitell and Grove (1987, p. 434) is used in this study: *'Individuals contend that their norm violating behavior is not really serious, since no party directly suffers because of it'*.

In terms of illegitimate complaints the consumer might feel that a company is so large and has so many (financial assets) that it would not be harmful if they would complain illegitimate. The first cluster of complainers (want to) complainers are intended to do some form of harm to the company and the last cluster of complainers (have to) do not care if they hurt the firm as long as they regain control or get what they deserve. The second cluster of complainers (able to) however might see opportunities

and might also argue that their moment of opportunism does not harm the firm that much. Therefore this study hypothesizes the denial of injury is more likely to be used by ‘able to’ complainers.

H2c: ‘Able to’ complainers are more likely to use the denial of injury technique compared to other types of illegitimate complainers.

2.3.3 The denial of victim

When a delinquent accepts his or her responsibility for his/her deviant behavior and that he might have caused harm to someone he denies neither injury nor responsibility (Sykes and Matza, 1957). However, the delinquent can still feel he is in his right as the harm caused must be seen under certain circumstances. The deviant behavior could be seen as some form of retaliation or as a punishment. In this case the victim so called ‘had it coming’ (Sykes and Matza, 1957). The denial of victim occurs when the person showing deviant behavior ‘transforms’ the victim in a person/ organization deserving the punishment (Sykes and Matza, 1957). This study defines the denial of victim as: *“Individuals counter any blame for their actions by arguing that the violated party deserved whatever happened”* (Vitell & Grove, 1987, p 434). Illegitimate complaints might thus be justified by a consumer if the consumer feels the organization ‘had it coming’. This might be a result of the organizations service recovery procedures and outcomes, their lack of morality or not adhering to some mutual agreements and expectations.

H2d: ‘Want to’ complainers are more likely to use the denial of victim technique compared to ‘able to’ complainers.

H2e: ‘Have to’ complainers are more likely to use the denial of victim technique compared to ‘able to’ complainers.

2.3.4 The condemnation of the condemners

The fourth technique is the condemnation of the condemners (Sykes and Matza, 1957). The delinquent does not deny his behavior but rather tries to shift the focus from itself to his condemners, for instance the police (Sykes and Matza, 1957). The one condemning them (Police, the law system, their parents, etc.) is wrong in the eyes of the delinquent. People should not focus on his/her deviant behavior but rather on the condemners being hypocrites or are themselves showing deviant behavior (Sykes and Matza, 1957). Consistent with previous techniques the definition is derived from Vitell and Grove (1987, p. 434): *“Individuals deflect moral condemnation to those ridiculing them by pointing out that they engage in similar disapproved behavior”*.

In terms of illegitimate complaining consumers might shift their blame to the immoral (lack of morality) actions of the firm. How can the firm accuse me of illegitimate complaints if they lack the morality to deliver the right product or service is a defense that could arise. They could also feel the firm is acting unjustly so they cannot blame them for acting the same.

H2f: 'want to' complainers are more likely to use the condemnation of the condemners compared to 'able to' complainers.

Another perspective poses that complainers might believe they act within legal boundaries and thus do not think they complain illegitimately (McGregor, 2008). This could be more apparent in contrast theory (Anderson, 1973) and therefore in cluster 3.

H2g: 'Have to' complainers are more likely to use the condemnation of the condemners compared to 'able to' complainers.

2.3.5 The appeal to higher loyalties

The final technique includes appealing to higher loyalties. By using this technique, the delinquent states he was in some sort of dilemma. Either conform to appeals from higher loyalties (e.g. friend groups) and break the law or lose the group of friends (Sykes and Matza, 1957). Delinquent thus felt they were pushed in acting in a deviant manner. In contrast to previous techniques the definition of Harris and Daunt (2011, p. 837): *'Appeal to higher loyalties' portrays occasions wherein the deviant remains loyal to the norms of a subgroup above that of wider society* ‘.

In the case of illegitimate complaints, the complainer might feel they have to exaggerate their claim because of external parties. The external pressure forced them into their behavior. This is in line with the attribution theory where the blame lies with the external environment. Therefore, the following hypothesis could be formulated:

H2h: 'Able to' complainers are more likely to use the appeal to higher loyalties technique compared to other types of illegitimate complainers.

2.3.6 The claim of normalcy

The claim of normalcy is a neutralization technique that is used when consumers rationalize their illegal behavior by stating everyone does it (Harris & Dumas, 2009). This technique has a focus on peers. In terms of illegitimate complaints, consumers may file one because a lot of other consumers do it as well. The definition used by this study is as follows: *'The 'claim of normalcy' insists that everybody engages in such activities, and thereby being commonplace, such behaviour cannot really be perceived as wrong'* (Harris & Dumas, 2009, p. 385).

The use of this technique is found to be able to be influenced by others. One person can thus convince other acquaintances to misbehave themselves (Harris & Dumas, 2009). Following this logic, this study stipulates that external factors (the one influencing them to commit illegal acts) have an impact on the use of this technique.

H2i: 'Able to' complainers are more likely to use the claim of normalcy technique compared to other types of illegitimate complainers.

2.3.7 The denial of negative intent

‘The ‘Denial of negative intent’ diminishes responsibility, since the behaviour was not supposed to cause any harm’ (Harris & Dumas, 2009, p.385). People using this technique do admit they are responsible for their actions but they will deny they intended for the negative consequences to happen (Lanier & Henry, 2004). An example of a response from a person using this technique could be *‘It was just a Joke’* (Lanier & Henry, 2004). Echoing this the first cluster of complainers (want to) are not very likely to use this technique as they do intent on negative consequences. Both the ‘able to’ complainers and the ‘have to’ complainers are possible to utilize this technique as in both clusters consumers could be aware they are responsible for their actions (Filing an illegitimate complaint) but did not intent on any negative consequences.

H2j: ‘Able to’ complainers are more likely to use the denial of negative intent technique compared to ‘want to’ complainers.

H2k: ‘Have to’ complainers are more likely to use the denial of negative intent technique compared to ‘want to’ complainers.

2.3.8 The claim of relative acceptability

The claim of relative acceptability, also called the justification by comparison, is a technique used by people who compare their illegal acts to other, more severe ones (Harris & Dumas, 2009). The claim can be twofold as people might compare their own person to others (There are worse people than me) or their own action to other possible actions (this was bad, but it could have been worse) (McGregor, 2008). The definition by Harris and Dumas (2009, p. 385): *‘Claims of relative acceptability’ or ‘justification by comparison’ intend to minimize the consequences of the aberrant behaviour by drawing a comparison with other perpetrators or with more questionable forms of behaviour’*. People using this technique are often indifferent towards the consequences their illegal acts have caused as it could have been worse thus avoiding a feeling of guilt (McGregor, 2008). This seems to fit in with the ‘want to’ complainers as their need for some sort of revenge could make them indifferent about the consequences of their behavior. On the other hand, more opportunistic complainers might argue that other people have done worse things and therefore their illegitimate complaint is not as bad.

H2l: ‘Want to’ complainers are more likely to use the claim of relative acceptability technique compared to ‘have to’ complainers.

H2m: ‘Able to’ complainers are more likely to use the claim of relative acceptability technique compared to ‘have to’ complainers.

2.3.9 The metaphor of the ledger

People using the metaphor of the ledger technique make up for their bad behavior by stating all their good qualities and thus making up some sort of counterbalance (McGregor, 2008). The definition

provided by Harris and Dumas (2009, p.385) *‘The ‘Metaphor of the ledger’ implicates counterbalancing all the good and bad behaviours, thereby tolerating the aberrant behaviour in question’* again gives indication for this counterbalancing. People can build up ‘credits’ by doing well which they can spend later on bad behavior (McGregor, 2008).

Linking this technique to a cluster is quite difficult because none of the clusters includes drivers consciously stating the good side of people. However, a comparison might be made to the contrast effect as people who expected more from a product might feel the company owed something good to them but delivered something less good. By complaining illegitimately these consumers might try to counter the balance (The gap between expectations and performance balanced by the complaint).

H2n: ‘Have to’ complainers are more likely to use the metaphor of the ledger technique compared to other types of illegitimate complainers.

2.3.10 The claim of entitlement

‘In the case of the claim of entitlement, people are claiming both that they have a right to engage in the behavior in question and that they have the right to gain or benefit from any actions they take’ (McGregor, 2008, p. 271). This technique is again twofold where people feel they have the right to complain illegitimately and to benefit from the compensation.

Following this definition we can see a link to all three clusters. The ‘want to’ complainers perceive the firm as greedy and unfair and therefore have the right to complain and get some sort of reward from this. The ‘able to’ complainers are influenced by the liberal redress policy to be able to gain benefit from the actions they take and finally the ‘have to’ complainers feel they are allowed to complain as they need to get back in control and feel they have been cheated on by the firm in terms of expectations and reality.

H2o: There is no difference in clusters in using the claim of entitlement technique.

2.3.11 The defense of necessity

The defense of necessity is a technique used by people who know they are morally wrong, but they have to do it anyway (McGregor, 2008). *‘If an act is perceived as necessary, then one need not feel guilty about its commission, even if it is considered morally wrong in the abstract’* (Minor, 1981, p. 298). Simply put this technique is used by people who know they are committing an illegal act of behavior but still do it because they have to. This has a clear link to the driver loss of control as these consumers feel they have to exaggerate their complaint, even if they do not want to in order to regain control over the situation. Therefore, this study hypothesizes:

H2p: ‘Have to’ complainers are more likely to use the defense of necessity technique compared to other types of illegitimate complainers.

2.3.12 The justification by postponement

The final neutralization technique discussed in this study is the justification of postponement. This technique is characterized by the delay of the feeling of guilt (McGregor, 2008). When using this technique people just put the thought of their behavior out of their mind (Harris & Daunt, 2009). The definition is derived from McGregor (2008, p. 272): *“The claim of justification by postponement is used when people feel guilty of an offense but elect to suspend or postpone their evaluation of their actions until a later time, hoping that they can deal with their feelings when they are under less stress”*. Following this definition we might argue that the ‘want to’ and the ‘have to’ complainers are less likely to use this technique as they might have less feelings of guilt because they either perceive the firm as greedy and unfair or feel like they have to behave in a certain way to get what they deserve. Leaving the ‘able to’ complainers who might struggle with more feelings of guilt.

H2q: ‘Able to’ Complainers are more likely to use the justification by postponement technique compared to other types of illegitimate complainers.

2.4 Relationship variables

The final part of this study wishes to relate the clusters formulated earlier to certain relationship variables. The main question to be answered is what is the impact of belonging to a certain cluster on certain relationship variables. In this study we will focus on five variables commonly used to measure relationships in the service quality context: *Satisfaction, loyalty, word of mouth, commitment and trust* (e.g. Chumpitaz Caceres & Paparoidamis, 2007; Kau & Wan-Yiun Loh, 2006; Moreira & Silva, 2015).

2.4.1 Satisfaction

Dissatisfied customers lead to consumer complaining behavior (Singh, 1988). It is thus important for firms to keep their customers satisfied, satisfying customers in the present will result in future profitability (Anderson & Sullivan, 1993). However even if firms experience recovery failure this would not always lead to dissatisfaction (Allen, 2014). According to Anderson et al. (1994) customer satisfaction can be twofold. It could be seen either as an evaluation of a past transaction (post purchase) or as a cumulative approach where evaluations are made by the total purchase and consumption experience with an organization over time. This study uses the following definition: *‘Satisfaction reflects a positive affective state based on the outcome obtained from the relationship’* (Ganesan, 1994). A service failure however does not automatically lead to more dissatisfaction (Tax et al., 1998). It has even been found that a successful service recovery could lift satisfaction to even higher levels than when a product or service was delivered correctly at first; this is called the service paradox (Kau & Wan-Yiun Loh, 2006; Tax et al., 1998).

A good service recovery thus increases satisfaction. This study aims to uncover on which group of complainers this paradox has the most impact. It could be argued that the ‘able to’ complainers are

affected the most as they do not hold grudges (against the firm or not meeting expectations) like the other two groups do have. They can thus be ‘surprised’ by the customer service delivered to them even if they claimed illegitimately. It is to be noted that exceeding expectations of service recovery (contrast effect) have a positive result on satisfaction (Maxham, 2001). However, this study takes the phenomenon of the contrast effect as a negative discrepancy between expectations of the product or service and reality. ‘Have to’ complainers probably do not deem the service recovery as a success because if it was a success they did not have to complain. The following hypothesis could thus be formulated regarding satisfaction:

H3a: ‘Able to’ complainers have the highest increase in satisfaction following their illegitimate complaint compared to other types of illegitimate complainers.

2.4.2 Loyalty

The next variable to be discussed is loyalty. Customer loyalty is an important driver in profitability (Tax et al., 1998). Defining loyalty is challenging as it is defined in many ways (Olsen, 2002). Some definitions view loyalty as the maintenance of a relationship with the firm: ‘Consumer loyalty is indicated by an intention to perform a diverse set of behaviors that signal a motivation to maintain a relationship with the focal firm’ (Sirdeshmukh, Singh, & Sabol, 2002, p. 20). A common definition however is to view loyalty in terms of repurchase patterns (Bloemer & Kasper, 1995; Olsen, 2002). The view of loyalty in terms of repurchase patterns will be used in this study.

It has been found that complainers who perceive a high level of distributive and interactional justice are more likely to re-patronize the retailer which is similar to repurchase intention (Blodgett, Hill, & Tax, 1997). As the ‘want to’ complainers experience low levels of justice (a high perception of injustice), they are likely to be negatively related to loyalty. Therefore, this study hypothesizes that ‘want to’ complainers have the biggest decrease in loyalty.

H3b: ‘Want to’ complainers have the highest decrease in loyalty following their illegitimate complaint compared to other types of illegitimate complainers.

Loyalty has been found to be correlated to satisfaction (Olsen, 2002; Kau & Wan-Yiun Loh, 2006). It is therefore possible to assume the service recovery paradox could also apply to loyalty and having a proper service recovery could thus increase loyalty. An effective service recovery has a positive impact on repurchase intention (Maxham, 2001). Echoing this the same logic as with satisfaction could be applied to ‘able to’ complainers in terms of loyalty.

H3c: ‘Able to’ complainers have the highest increase in loyalty following their illegitimate complaint compared to other types of illegitimate complainers.

2.4.3 Word of mouth

The third variable this study takes into consideration is word of mouth. Word of mouth is vital for companies in order to attract new customers (Maxham, 2001). Word of mouth is an act that is conducted after the purchase process (Westbrook, 1987). The definition used in this study is of Westbrook (1987, p. 261): “Consumer word-of-mouth (WOM) transmissions consist of informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services and/or their sellers”. Word of mouth can be both negative and positive. In the context of service recovery, positive word of mouth has been found to be increased when service recovery was effective (Maxham, 2001). Again, arguing that the ‘have to’ complainers do not view the recovery process as a success and therefore do not have an increase in positive word of mouth while ‘able to’ complainers do.

H3d: ‘Able to’ complainers have the highest increase in positive word of mouth following their illegitimate complaint compared to ‘have to’ complainers.

Similar to loyalty, positive word of mouth is linked to a good perception of justice (through distributive and interactional justice) (Blodgett et al., 1997). Consequently, this study argues that ‘want to’ complainers have a decrease in positive WOM and thus an increase in negative WOM.

H3e: ‘Want to’ complainers have the highest decrease in word of mouth following their illegitimate complaint compared to ‘have to’ complainers.

2.4.4 Commitment

Customers who identify with and are very involved in a company could be seen as committed customers (Kelley & Davis, 1994). Organizational commitment is defined as: “The organizational commitment of service customers is indicative of the organization's likelihood of developing or maintaining customer identification with organizational goals and values and retaining the service customer as an active participant in the service encounter.” (Kelley, Donnelly & Skinner 1990, p. 322). An increase in service quality has been found to lead to a higher level of commitment (Kelley & Davis, 1994). Again, commitment is related to the satisfaction of the complaint handling (Tax et al., 1998). It is thus assumable that clusters of complainers whom view the service recovery process as satisfactory are more likely to show an increase in commitment. As argued before, this group is probably the ‘able to’ complainers.

H3f: ‘Able to’ complainers have the highest increase in commitment following their illegitimate complaint compared to other types of illegitimate complainers.

The other side of the coin is consumers whom are dissatisfied with the recovery process. They are probably less committed to the organization than before their problem (and thus the complaint) occurred. Also previously stated, the group of ‘have to’ complainers is probably the least satisfied with the service recovery process. Therefore:

H3g: 'Have to' complainers have the biggest decrease in commitment following their illegitimate complain compared to other types of illegitimate complainers.

2.4.5 Trust

The final variable to be discussed is trust. Trust is about relying on someone else with confidence (Moorman, Deshpande, & Zaltman, 1993). This study goes with the definition provided by Sirdeshmukh et al. (2002, p. 17) as it is specific for the service context: *'The expectations held by the consumer that the service provider is dependable and can be relied on to deliver on its promises.'* Likewise to commitment, trust is related to satisfaction with the service recovery (Tax et al., 1998). Trust is directly linked to expectations (Tax et al., 1998) and thus could be linked to contrast theory. Therefore, it is hypothesized that not meeting the expectations of consumers leads to a decrease in trust:

H3h: 'Have to' complainers have a higher decrease in trust compared to 'able to' following their illegitimate complaint.

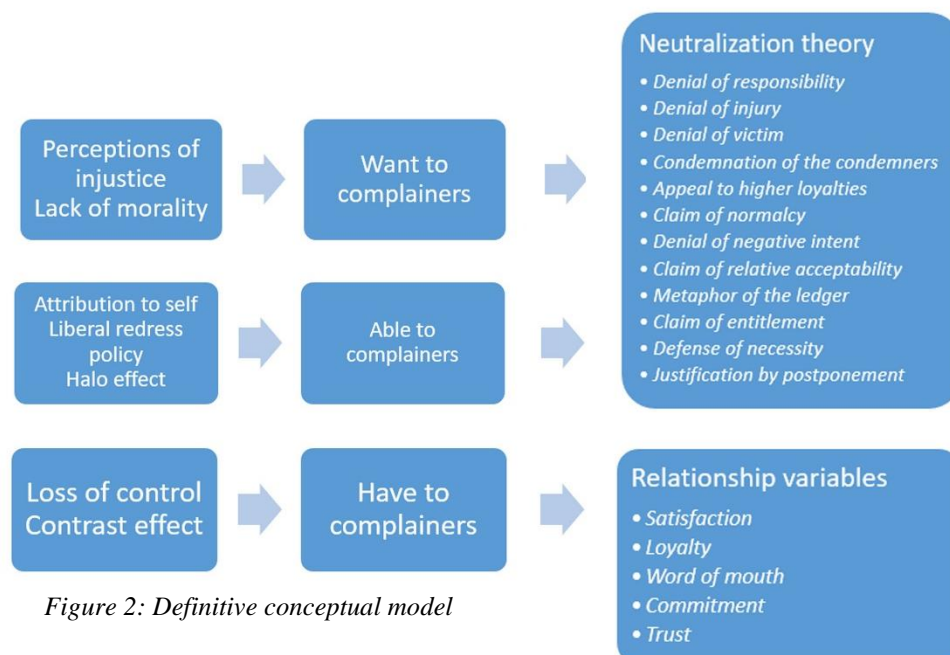
Kau and Wan-Yiun Loh (2006) relate distributive injustice to service recovery satisfaction. Which in turn has an impact on trust. As a result, this study argues that 'want to' complainers will probably experience a decrease in trust as they experience a feeling of distributive injustice.

H3i: 'Want to' complainers have a higher decrease in trust compared to 'able to' following their illegitimate complaint.

By testing the hypothesis about relationship variables the sub question *How are loyalty, trust, commitment, word of mouth and satisfaction related to (clusters of) illegitimate complaints?* Can be answered.

2.5 Definitive conceptual model

Now the hypothesis have been formulated a definitive conceptual model could be drawn:



3. Method

The previous chapter lay the theoretical foundation for this research. This chapter will focus on the methods of research used in this study. At first an overview of the research procedure is given including the research design, the procedure, research ethics, how the sampling proceeded, which measures were used and how the data was analyzed.

3.1 Research design

In order to answer the research question and to test the hypothesis a quantitative study was conducted. A survey was send out to participants in order to obtain data. Participant's self-reported their perceptions on different matters. In order to obtain valuable data an online survey was used. An online survey was chosen for a couple of reasons.

The first reason was to ensure participants anonymity as this study researches a delicate matter and makes use of self-reported data, illegitimate complaining. We can speak of sensitive research when there might be consequences or implications for participants (Sieber & Stanley, 1988). As this study examines 'illegal' behavior, consequences or implications could occur for participants if the research was not fully anonymous. Due to the nature of the subject, participants could be discouraged from responding. Therefore, respondents had to be made sure their answers were anonymous and that the data was solely used for research purposes.

Next to the participants perspective from a research perspective an anonymous survey was necessary as well. When working with self-reported data it is namely advised to use a survey where participants are ensured their response is fully anonymous (Krohn, Waldo & Chiricos, 1974). Second, an online survey was chosen for its speed in collecting the data (Wright, 2006). Other advantages of online surveys are the low financial costs, the short response time and being able to work on other tasks while the data is collected (Ilieva, Baron, & Healey, 2002).

The third and final reason is that a survey was used in previous researches where deviant consumer behavior was investigated (e.g. Daunt & Harris, 2012; Harris, 2008). It is thus presumable that an online survey could work when investigating sensitive research subjects. A final note however must be placed regarding the self-reported data. When using self-reported data a social desirability bias could occur (Tourangeau & Yan, 2007). Social desirable answers are more likely to be given when a sensitive/ unethical research subject is investigated (Chung & Monroe, 2003). Social desirability bias could lead to misleading research results which can affect variable relationships, means and thus result in an increase in measurement error (Fisher, 1993). Social desirability bias also decreases validity and reliability (Tourangeau & Yan, 2007). Some techniques were applied to counter the social desirability bias; these techniques will be further elaborated in the coming section.

3.2 Procedure

Before opening the questionnaire to the public the survey was pretested by 10 people following the think out aloud method. The survey was presented to a potential respondent who had to say everything that came into its mind. This could be regarding clarity of questions, duration or grammar and the likes. An overview of the response is provided in the appendix (I). The think aloud method is useful in situation when respondents have to fill out a survey by themselves, which is the case in this study (Collins, 2003). Based on the outcome of the pretest the original survey was altered in order to solve the problems made apparent in the pretest.

As this study focusses on a sensitive research topic, some precautions had to be taken in order to deal with social desirability bias and to limit non-response. These precautions were inspired by the work of McBride (2010) who has done research in communicating with patients about sensitive objects. At first, we provided transparency by stating the research purpose in the introduction and providing images of the researchers working on the questionnaire. Second, we normalized the subject by telling people everyone has exaggerated a complaint sometime and the behavior is completely normal. Following this real life examples of the researchers were given to illustrate the normality but also to get the respondent thinking about what is included in illegitimate complaints. Third and last, we had to assume the behavior (illegitimate complaining) had already occurred and questions were phrased in such a way. This resulted in a statement where the respondent was asked in advance to think about a situation in which he or she had complaint illegitimately.

After the introduction, the respondents were first asked about their illegitimate complaint, followed by questions about the drivers, neutralization techniques and relationship variables. At the end of the study some general information about the respondent was gathered. The full survey is presented in the appendix (II).

3.3 Ethics

Respondents were guaranteed of their anonymity and the data is handled accordingly. No personal information will be made public and the data will be used solely for research purposes. The IP address are automatically collected by the data collection software but were deleted when the collection of respondents has finished. As previously stated transparency was provided to respondents about the aim of the research. Finally, respondents were told they could stop the survey at any moment and there was no right and wrong in their answers.

3.4 Sampling method

In order to gather as much respondents as possible a convenience sampling method was used. Convenience sampling is a sampling method in which not every person in the population has an equal chance to be included in the survey (Etikan, Musa & Alkassim, 2016). The sample is based on practical criteria such as proximity to the researcher (geographic or online) willingness to cooperate and

availability (Etikan et al., 2016). The main advantage of a convenience sample is the speed in which respondents are able to be gathered (Etikan et al., 2016). The other side of the coin is that this method does have limitations due to its subjectivity (Etikan et al., 2016). As the sample is not completely at random, generalizability is not in order. This is not of a huge impact however as this study does not wish to tell something about a populace as a whole but tries to establish relationship between variables.

3.5 Measures

As this study builds upon previous research by Dr. Joosten (unpublished) the first set of measures concerning illegitimate complaints and the drivers of illegitimate complaints are taken from that previous research. Below each variable taken from the previous research is shortly defined. The measurement of these variables can be found in the complete survey provided in the appendix (II). The variables are measured on a 5-point Likert scale ranging from completely disagree to completely agree. The variables are measured by means of a single item construct in order to restrain the amount of questions which would otherwise be enormous, what this implies for the quality of this research will be further elaborated in the discussion section.

Illegitimate complaints: Illegitimate complaints can be both exaggerated and completely made up. The definition used in this study is “An *illegitimate complaint* is a complaint for which there is no or not a sufficient basis in the quality of the product or service, when compared to professional, legal and industry standards by an independent expert.” (Joosten, unpublished)

Perception of injustice: The perception of injustice is based on whether the procedure (means to the end), outcome and the interpersonal treatment is perceived as fair (Tax et al., 1998)

Lack of morality: Lack of morality is viewed in terms of perceived greed with the following definition: “when a customer believes that a firm has opportunistically tried to take advantage of a situation to the detriment of the customer’s interest” (Grégoire, Laufer & Tripp, 2010, p. 739). During this study both lack of morality of the company, as well as lack of morality of the self (abusing the company deliberately) are measured.

Attribution to self: Attribution to self is defined in terms of how consumers attribute the cause of a problem. This could be both internal (to self) and external (Folkes, 1984)

Liberal redress policy: A liberal redress policy refers to a generous compensation given by companies following a complaint. It is illustrated by “give the customer the benefit of the doubt and compensate with well-dosed generosity” (Lovelock and Wirtz 2007, p. 400)

Halo effect: The definition of the halo effect is as follows: “A *halo effect* may exist for complainers whereby poor performance in one service area may “color” their perceptions, predisposing them to negatively evaluate and complain about other service areas or attributes” (Halstead et al., 1996, p.109).

Loss of control: The loss of control is the opposite of being in control. Being in control is defined “as the need to demonstrate one’s competence, superiority, and mastery over the environment” (Hui & Toffoli, 2002, p. 1827). When loss of control occurs consumers are thus no longer in control over their environment. In this study the environment refers to the business where they complained. Two different items measure loss of control. One measuring whether or not the business did not respond anymore and one whether or not the business stuck to the agreements that were made.

Contrast effect: When the contrast effect occurs the discrepancy between the expectations and actual performance will be magnified or exaggerated (Anderson, 1973). Consumers will thus magnify their problem with the product or service when their expectations are not met.

Next to the significant drivers found in the study of Joosten, some additional drivers were measured in this study in order to sketch a fuller picture. Most of these drivers were, to some degree, somewhat significant in previous studies by Joosten (unpublished) and are thus worth looking into. A short definition of the variable will be provided, the measurement used for the variable can be found in appendix II.

Financial greed: People can complain illegitimately out of financial greed, it is defined as customers wanting to gain something from the company in return for nothing (Daunt & Harris, 2012). Customers thus want to obtain free goods or services when there is no basis in deserving this (Reynolds & Harris, 2005).

Opportunism: When talking about opportunism consumers take what they are able to take rather than what they should take (Wirtz & McColl-Kennedy, 2009). Consumers thus see an opportunity in complaining illegitimate in order to gain some sort of benefit.

Pre-planned behavior: This driver is a measure of timing (Joosten, unpublished), it measures whether or not consumers have planned their illegitimate complaint in advance.

Disappointment: This is a measurement of emotion (Joosten, unpublished). It measures whether or not the emotion disappointment occurred. Disappointment is defined by the Cambridge dictionary as: “something or someone that is not what you were hoping it would be”.

Anger: “Anger is an emotion which is “associated with appraising an event as harmful and frustrating” and can be directed at an institution among others” (Bougie et al., 2003, p. 379). The item thus measures if consumers are angry at the organization.

Attitude towards illegitimate complaining and Social norm towards illegitimate complaining: Both these measurements find their origin in Fischbein and Ajzen’s (1975) theory of reasoned action. However, in this particular study they were used to measure the character of a complainant (Joosten, unpublished). They measure whether or not someone thinks he/she complains often and if the complainant thinks his/her friends would do the same.

The following set of variables (neutralization techniques and relationship variables) were developed for this study in particular. They were taken from previous research but were adapted to and made to fit with the current research context: Illegitimate complaints. Each variable is briefly defined and the measurement item is given (Translated from Dutch to English).

The questions regarding different neutralization techniques were taken from previous studies by Harris and Dumas (2009), Harris and Daunt (2010) and McGregor (2008) and adapted in a session with fellow researchers in order to make them distinguishable and fitted to the context. The techniques were measured on a 5-point Likert scale ranging from completely disagree to completely agree and were initiated by the statement: 'To which extent do you agree with the following statements'.

The denial of responsibility :Defined by Vitell and Grove (1987, p. 434) the denial of responsibility refers to '*Individuals effectively argue that they are not personally accountable for their actions because factors beyond their control are operating*'. It was measured by the item: 'It was not my fault'.

The denial of injury: This technique is defined as '*Individuals contend that their norm violating behavior is not really serious, since no party directly suffers because of it*' (Vitell and Grove, 1987, p. 434). The item used to measure this technique is: 'The company would not suffer any serious damage'.

The denial of victim: The denial of victim refers to the process of shifting the role of victim from the company to the complainer and is defined as '*Individuals counter any blame for their actions by arguing that the violated party deserved whatever happened*' (Vitell & Grove, 1987, p 434). The corresponding item is: 'The company deserved it for what they have done'.

The condemnation of the condemners: Consistent with previous techniques, the definition is derived from Vitell and Grove (1987, p. 434): '*Individuals deflect moral condemnation to those ridiculing them by pointing out that they engage in similar disapproved behavior*'. The item used is: 'The company also is not always honest to its customers'.

The appeal to higher loyalties: Defined by Harris and Daunt (2011, p. 837) as: '*Appeal to higher loyalties*' portrays occasions wherein the deviant remains loyal to the norms of a subgroup above that of wider society'. And is represented by the following item: 'I did not do it for myself (but for others or because of my own values)'.

The claim of normalcy: '*The 'claim of normalcy' insists that everybody engages in such activities, and thereby being commonplace, such behaviour cannot really be perceived as wrong*' (Harris & Dumas, 2009, p. 385). It is measured by the item: 'Everybody exaggerates sometimes'.

The denial of negative intent: This technique refers to the denial of preplanned negative consequences '*The 'Denial of negative intent' diminishes responsibility, since the behaviour was not supposed to cause any harm*' (Harris & Dumas, 2009, p.385). Its corresponding item is: 'I did not plan to complain on purpose in advance'.

The claim of relative acceptability: The definition by Harris and Dumas (2009, p. 385): ‘*Claims of relative acceptability*’ or ‘*justification by comparison*’ intend to minimize the consequences of the aberrant behaviour by drawing a comparison with other perpetrators or with more questionable forms of behaviour’. It is reflected in the item: ‘Other people are doing much worse’.

The metaphor of the ledger: ‘*The ‘Metaphor of the ledger’ implicates counterbalancing all the good and bad behaviours, thereby tolerating the aberrant behaviour in question*’ Harris and Dumas (2009, p. 385). It thus reflects some form of counterbalancing the bad with the good. The item used to measure this technique is: ‘Normally I do oblige to the rules’.

The claim of entitlement: The claim of entitlement reflects consumers entitling themselves to the complaining behavior and the possible reward. It is defined as: ‘*In the case of the claim of entitlement, people are claiming both that they have a right to engage in the behavior in question and that they have the right to gain or benefit from any actions they take*’ (McGregor, 2008, p. 271). The item used is: ‘I have the right to a bit of good luck as well’.

The defense of necessity: ‘*If an act is perceived as necessary, then one need not feel guilty about its commission, even if it is considered morally wrong in the abstract*’ (Minor, 1981, p. 298). It thus is about neutralizing guilt by stating their illegitimate complaint was necessary for some reason. The item that is used to measure this is: ‘Otherwise I would not have been taken seriously’.

The justification by postponement: The definition is derived from McGregor (2008, p. 272): ‘*The claim of justification by postponement is used when people feel guilty of an offense but elect to suspend or postpone their evaluation of their actions until a later time, hoping that they can deal with their feelings when they are under less stress*’. It is measured by: ‘At the moment I did not really think about the consequences’.

The final set of items were developed for the relationship variables. These variables were looked up in the Handbook of Marketing Scales by Bruner and Gordon (2017) and were then altered to fit the purpose of comparing these variables before the complaint and after the complaint. The original scales consisted again of multiple items which were brought down to one item to represent the whole scale and be fitted to the context of illegitimate complaints. The items were measured on a 5-point Likert Scale ranging from much smaller to much bigger and were initiated by the statement: ‘After the filing of my complaint’.

Satisfaction: ‘*Satisfaction reflects a positive affective state based on the outcome obtained from the relationship*’ (Ganesan, 1994). The original scale was composed of work of Allen, Brady, Robinson and Voorhees (2015) and focused on satisfaction with the business. The item used in this study is: ‘My satisfaction with the company is:’

Loyalty: Loyalty can be viewed in many ways. In this study, loyalty is viewed in terms of repurchase intention. The definition of loyalty is as follows ‘*Consumer loyalty is indicated by an intention to*

perform a diverse set of behaviors that signal a motivation to maintain a relationship with the focal firm'' (Sirdeshmukh, Singh, & Sabol, 2002, p. 20). The original scale was developed by Bolton and Matilla (2015) and is focused on the repurchase intention, the item derived from that scale is: 'The chance that I purchase with that company again is:'

Word of mouth: The definition used in this study is: *''Consumer word-of-mouth (WOM) transmissions consist of informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services and/or their sellers''* (Westbrook, 1987, p. 261). The scale on which the item is based is from Zhang, Feick, and Mittal (2014). The item corresponding to that scale is 'The chance that I would recommend the company (To family, friends, etc.) is:'

Commitment: *''The organizational commitment of service customers is indicative of the organization's likelihood of developing or maintaining customer identification with organizational goals and values and retaining the service customer as an active participant in the service encounter.''* (Kelley, Donnelly & Skinner 1990, p. 322). The original scale is from Karpen, Bove, Lukas and Zyphur (2015) and reflects emotional attachment and identification with a company. The item corresponding to this scale is: 'My bond with the company is:'

Trust: The final variable is trust. Trust is defined as: *''The expectations held by the consumer that the service provider is dependable and can be relied on to deliver on its promises.''* (Sirdeshmukh et al., 2002, p. 17). The original scale is aimed at general trustworthiness and is developed by Touré-Tillery and McGill (2015). The item used to measure trust is: 'My confidence in the company is:'

3.6 Data analysis

The previous section described how the survey came to be and how data was collected. This section will briefly discuss the methods used to answer the hypothesis. All techniques will be performed by the data analysis program SPSS (Version 25). After cleaning of the data (missing answer analysis and removing unnecessary responses) the initial step is to reconfirm whether or not the drivers affect illegitimate complaining. To do so a regression analysis will be used which is a technique fitting for measuring a single dependent (Illegitimate complaining) variable with multiple independent variables (The drivers) (Hair, Black, Babin & Anderson, 2014).

Following this, the existence of the proposed three categories of complainers will be tested by using a variety of techniques including factor analysis, correlation analysis and cluster analysis. After this, a MANOVA will be performed to discover differences between categories of complainers on neutralization techniques and relationship variables. This is a suitable technique as the means of the three groups will be compared to give insight in how each group scores on different techniques and variables (Field, 2013). The coming chapter will discuss the result of these different analyses and will expand on the testing of the hypothesis.

4. Results

In this chapter the results of the hypothesis testing will be presented as well as the results of some additional analysis. First, the model including all the variables will be presented to check whether the findings of this study match those of the previous one. Second, the clusters of illegitimate complainers will be distinguished. Third, the hypothesis regarding neutralization techniques and some relationship variables will be tested based on the original clusters of Joosten (unpublished) and finally some additional results will be presented based solely on this dataset.

4.1 Sample

By using the convenient sampling method this study managed to gather 502 useful respondents. Initially 792 “responses” were gathered. However, a seemingly large portion of these responses just opened the survey and thereafter decided not to participate. This could be due to the means by which the survey was distributed (online). Possible respondents might have opened the survey and either could not come up with a situation where they have complained illegitimate or respondents might did not feel like participating.

After deletion of these cases 507 respondents remained. 5 respondents were thereafter left out of the final dataset. Most of these cases failed to complete the survey which made it impossible to test any hypothesis. One respondent was left out based on a score of ‘3’ on all question and by filling in ‘‘does not apply’’ when asked about what the respondents complained illegitimate. The overall sample size is 502 respondents, all of these fully completed the survey. The sample size is deemed adequate for performing the analysis. According to Hair et al. (2014) in order to conduct a regression analysis you need 15-20 times the independent variables in order to conduct a regression. As we measure a maximum of 20 independent variables at the same time, a sample of 400 would be adequate (Hair et al., 2014). With 502 useful responses this requirement is met. The sample requirement for conducting a MANOVA will be discussed further in this chapter.

The sample consists of 306 females and 196 males. 340 respondents reported to currently study or having studied at a university. 120 respondents reported to be or have been on the higher vocational education (Hbo) and 42 respondents have an education level of the second vocational education (Mbo) or lower. The average age of respondents is 27 years old. However it has to be noted that most respondents were between 20 and 30 years old (375 respondents). About 80% of all complaints were filed against a larger company (either a retailing chain or a large producer).

4.2 Drivers of illegitimate complaining

The first part of the analysis is to confirm or reject whether or not the same drivers of illegitimate complaining found by Joosten (unpublished) are significant. This is not part of the hypothesis testing but provides some additional context in order to better interpret the coming analysis.

To test which drivers influence illegitimate complaining a multiple regression is used. Before conducting such an analysis some assumptions must be checked. Most assumptions were met such as multicollinearity (VIF-scores and Tolerance) and normality of the error distributions (histogram and P-P plot) (Hair et al., 2014). When assessing skewness and kurtosis some variables did not meet the requirements. However, most of the variables did not improve when transformed. Only the dependent variable (A combination of the two questions measuring illegitimate complaining) benefitted from a log-transformation making it less skewed. Linearity was assessed by inspecting the scatterplot for a curved pattern and making polynomials (Field, 2013). No polynomials were significant but one; the third term for the measurement of distributive injustice was significant and therefore this polynomial is included in the regression in order to increase linearity. Finally, the data appears to be homoscedastic based on the interpretation of the scatterplot (Hair et al., 2014). An overview of the assumptions for regression can be found in appendix III

Following the testing of the assumptions a regression model was build. All possible drivers of illegitimate complaints were initially taken into the regression. The result of the regression indicates the set of drivers explain 38.5% of the variance ($R^2=0.385$, $F(20,481)=16.67$, $p<0.001$). Next, a model was build based on stepwise inclusion. The final model based on the stepwise inclusion explained 39.1% of the variance ($R^2=0.391$, $F(6,496)=54.55$, $p<0.001$). This study will therefore use the second model (stepwise inclusion) as it explains a slightly higher percentage of the variance. Table 2 below summarizes all effects. The Beta statistic is used to assess the direction of the relation and the strength of the relation. As seen in the table, not all drivers that were significant in the previous study by Joosten (unpublished) are significant in this study. Corresponding significant drivers are: *Internal attribution*, *halo-effect* and *distributive injustice*. The other drivers that were discussed in chapter 2 are thus not significant. This means only 3 out of the 8 original drivers were found to be significant. Additionally 3 new drivers appear to be significant. These are: *Financial greed*, *opportunism* and *social norm towards illegitimate complaining*.

When continuing the analysis with all the drivers it is therefore important to take into consideration that this study will work with some drivers of illegitimate complaining that are not significant. However as the main goal of this study is not to explain what drives illegitimate complaints but rather how drivers are clustered together (significant or not) continuing the analysis should still be fruitful.

<i>Variable</i>	<i>Beta (β)</i>	<i>p</i>	<i>Variable</i>	<i>Beta (β)</i>	<i>p</i>
<i>Internal attribution</i>	0.18	0.00**	<i>Liberal redress policy</i>	0.04	0.33
<i>External attribution</i>	0.01	0.85	<i>Loss of control 1</i>	0.00	0.98
<i>Contrast effect 1 (experience with the product/service)</i>	-0.04	0.32	<i>Loss of control 2</i>	-0.02	0.62
<i>Contrast effect 2 (expectations of the product/service)</i>	0.04	0.23	<i>Halo-effect</i>	0.08	0.04*
<i>Lack of morality</i>	0.03	0.46	<i>Assimilation theory</i>	-0.05	0.24
<i>Financial greed</i>	0.41	0.00**	<i>Distributive injustice</i>	-0.09	0.02*
<i>Pre-planned behavior</i>	0.01	0.82	<i>Interactional injustice</i>	0.03	0.57
<i>Opportunism</i>	0.12	0.00**	<i>Procedural injustice</i>	0.03	0.52
<i>Disappointment</i>	-0.04	0.40	<i>Attitude towards illegitimate complaining</i>	-0.04	0.25
<i>Anger</i>	0.01	0.76	<i>Social norm towards illegitimate complaining</i>	0.10	0.00**

Table 2: Multiple regression $N=502$ $p<0.05$ * $p<0.01$ **

4.3 Hypothesis testing

In this section, the hypotheses formulated in chapter 2 will be tested and discussed. First, clusters of complainers will be formed. The hypotheses regarding categorization of drivers will be tested in this section. Second, the clusters formulated by the previous study of Joosten (unpublished) will be compared in regards to the usage of neutralization techniques and change in relationship variables. This will thus be done with the clusters formulated by Joosten (unpublished) regardless of the results of the cluster analysis of this study as the hypotheses are formulated based on the categorization made in the previous study. In the section additional analysis possible new clusters will be put through the same testing.

4.3.1 Clusters of complainers

In order to test the first set of hypotheses regarding the clusters two types of analysis were used. By means of a cluster analysis and factor analysis clusters of illegitimate complainers were tried to distinguish. In this analysis, only the drivers taken from the previous study were taken into account, as we want to test the hypothesis if different clusters could be formed based on these drivers.

Generally, factor analysis is used to identify underlying dimensions/ factors in a set of items with the goal of reducing the data by combining items in to a single construct (Field, 2013). However, factor analysis in this study is used to identify underlying dimensions in different items/ variables. In other terms, factor analysis provides insight in how certain sets of variables are correlated with each other. This study will use principle axis factoring as the main goal is to find underlying dimensions in the data based on common variance (Hair et al., 2014). The rotation method used is oblique rotation as this study believes factors/ categories are allowed to correlate. For example, a single person could be both in the 'able to' and 'have' to category. To check whether factor analysis was appropriate and the sample was adequate KMO's test and Bartlett's test of sphericity were assessed (Field, 2013). With a KMO value higher than 0.5 (KMO=0.885) and a significant Bartlett's test of sphericity ($\chi^2(55) = 2053.86$ p <.001) conducting a factor analysis is appropriate and the sample size is adequate (Field, 2013). One item has a communality below 0.2, indicating that it shares too little variance with other items (Field, 2013). Normally this would give reason to leave the item out of the factor analysis (Field, 2013). However, this study aims at finding the underlying clusters of all these variables and thus the item is taken into account during the factor analysis.

The factor analysis indicated 3 different factors with an explained variance of 63%. Upon closer inspection, the analysis only showed one set of drivers to be highly correlated and loading on just one factor. These were the perceptions of injustice and the two items for loss of control. This gives a strong indication these 5 items are forming a cluster (all factor scores were higher than 0.6 with most nearing the 0.8 range) whereas other variables loaded on multiple factors or did not show a clear pattern. For a full overview of the factor analysis see appendix III.

Next to a factor analysis, a cluster analysis was conducted. Again, just with the variables found to be significant in the previous study by Joosten (unpublished). Different means of cluster analysis were performed (between-group linkage, within-group linkage) but eventually this study settled on Ward's method as it aims at maximizing the significance of differences between clusters (Statistics Solutions, w.d.). The result of the cluster analysis can be viewed in figure 3 below. As seen in the figure again three different clusters can be distinguished. Like with the factor analysis, the drivers distributive, interactional and procedural injustice, loss of control 1 and loss of control 2 are clustered together giving the strong indication these 5 items are related and forming one cluster. The cluster analysis further indicates that lack of morality, the halo-effect and the contrast effect are clustered together as well as internal attribution and liberal redress policy. The latter two clusters could not be confirmed by the factor analysis.

Concluding, this study states that the perceptions of injustice and loss of control are significantly correlated forming one cluster. With these findings, the first set of hypotheses can be answered as none of the hypothesized clusters could be confirmed through either factor analysis or cluster analysis.

- H1a: *The drivers perception of injustice and lack of morality correlate significantly with each other forming the cluster ‘want to’ complainers. Rejected*
- H1b: *The drivers attribution to self, liberal redress policy and halo effect correlate significantly with each other forming the cluster ‘able to’ complainers. Rejected*
- H1c: *The drivers loss of control and contrast effect correlate significantly with each other forming the cluster ‘have to’ complainers. Rejected*

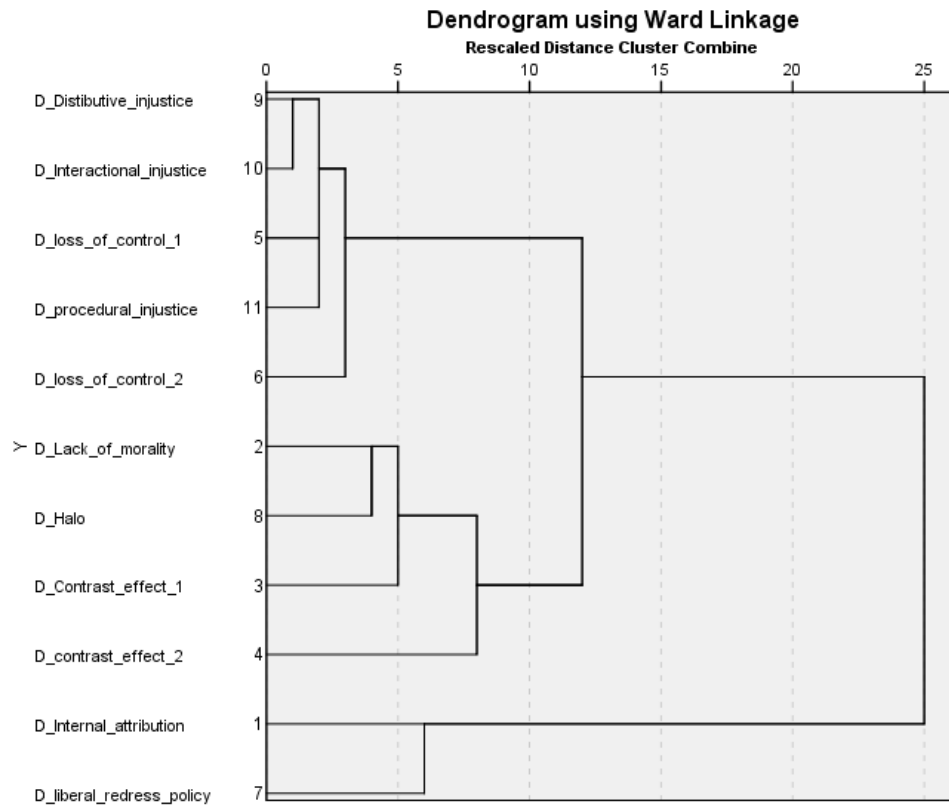


Figure 3: Cluster analysis

4.3.2 Neutralization techniques

In order to continue the hypothesis testing the pre-developed clusters of Joosten (unpublished) are taken because the hypotheses are built on these clusters. In front of comparing the different clusters on their usage of neutralization techniques, each respondent first must be assigned to a specific cluster. To do so, three mean scores were developed for each set of variables forming a cluster (e.g. attribution to self + liberal redress policy + halo effect /3). This procedure resulted in a ‘score’ on each cluster per respondent. Following this, respondents was assigned to a cluster based on their highest score. (e.g. cluster 1 score: 4.2, cluster 2 score: 3.5, cluster 3 score: 1.8 → Cluster 1). In case of a tie between two cluster scores it was chosen to completely leave out the respondent, as it would require the researcher to make arbitrary decisions in assigning to a cluster. After this procedure cluster 1: The ‘have to’ complainers counts 198 respondents. Cluster 2: The ‘want to’ complainers counts 55 respondents. Cluster 3: The ‘able to’ complainers counts 193 respondents.

As stated in the previous chapter a MANOVA will be conducted to test the hypothesis regarding the neutralization techniques and relationship variables as this study is interested in the mean difference between the clusters. Before starting the MANOVA, a couple of assumptions must be met. The sample size must be at least 30 cases per cluster and more cases than dependent variables in each cluster (Wilson Van Voorhis & Morgan, 2007). With the smallest cluster consisting of 55 cases, this assumption is met. Other assumptions such as ratio or interval dependent variables, categorical independent variables are also met. One assumption is violated however. Box's M test is significant ($p < 0.01$) meaning there is a violation of the homogeneity in the equality of covariance's (Field, 2013), this has implications for the post-hoc test. The three clusters significantly differ in terms of neutralization techniques and relationship variables, $F(32,856) = 9.89$, $p < 0.01$, Wilk's $\Lambda = 0.533$, partial $\eta^2 = .27$. It is noteworthy that the MANOVA was run for both neutralization techniques and relationship variables at once. The table (3) below summarizes the effects for each neutralization technique.

<i>Neutralization technique</i>	<i>p</i>	<i>partial η^2</i>
<i>Denial of responsibility</i>	0.00**	0.27
<i>Denial of injury</i>	0.93	0.00
<i>Denial of victim</i>	0.00**	0.19
<i>Condemnation of the condemners</i>	0.00**	0.07
<i>Appeal to higher loyalties</i>	0.00**	0.05
<i>Claim of normalcy</i>	0.10	0.01
<i>Denial of negative intent</i>	0.00**	0.06
<i>Claim of relative acceptability</i>	0.57	0.00
<i>Metaphor of the ledger</i>	0.12	0.01
<i>Claim of entitlement</i>	0.03*	0.02
<i>Defense of necessity</i>	0.00**	0.03
<i>Justification by postponement</i>	0.40	0.00

Table 3: MANOVA neutralization techniques $p < 0.05^*$, $p < 0.01^{**}$

To test the hypotheses a post-hoc test must be performed to assess differences between groups. The post-hoc test chosen for this study is Games Howell as Box's M test was significant and we deal

with heterogeneity in the equality of covariance matrices (Field, 2013). The following section will discuss the testing of the hypothesis based on the post-hoc test.

The denial of responsibility

H2a: Able to complainers are more likely to use the denial of responsibility technique compared to other types of illegitimate complainers.

Rejected. Scores for this technique were statistically lower for able to complainers than both want to and have to complainers ($p < 0.01$). In hindsight this appears to be somewhat logical as able to complainers score high on internal attribution and thus do not claim it was not their responsibility.

H2b: Have to complainers are more likely to use the denial of responsibility technique compared to other types of illegitimate complainers.

Partially confirmed. Have to complainers score significantly higher than able to complainers ($p < 0.01$) with a mean difference of 1.49 (on a scale from 1 to 5) but do not statistically differ from want to complainers ($p = 0.903$).

The denial of injury

H2c: 'Able to' complainers are more likely to use the denial of injury technique compared to other types of illegitimate complainers.

Rejected. No significant effects occurred. Both in the differences with have to complainers ($p = 0.985$) or want to complainers ($p = 0.962$). Want to complainers and have to complainers also did not differ significantly ($p = 0.930$).

The denial of victim

H2d: 'Want to' complainers are more likely to use the denial of victim technique compared to 'able to' complainers.

Confirmed. With a $p < 0.01$ and a mean difference of 1.48 this hypothesis is confirmed.

H2e: 'Have to' complainers are more likely to use the denial of victim technique compared to 'able to' complainers.

Confirmed. Have to complainers differ significantly with able to complainers ($p < 0.01$) with a mean difference of 0.9. Additionally want to complainers are more likely ($p < 0.01$) to use this neutralization technique than have to complainers with a mean difference of 0.58.

The condemnation of the condemners

H2f: 'want to' complainers are more likely to use the condemnation of the condemners compared to 'able to' complainers.

Confirmed. With a $p < 0.01$ and a mean difference of 0.95 this hypothesis is confirmed. Besides want to complainers using this technique more than able to complainers, want to complainers also use this technique more than have to complainers ($p < 0.01$, mean difference = 0.84).

H2g: 'Have to' complainers are more likely to use the condemnation of the condemners compared to 'able to' complainers.

Rejected. With a p value of 0.590 this hypothesis is not supported.

The appeal to higher loyalties

H2h: 'Able to' complainers are more likely to use the appeal to higher loyalties technique compared to other types of illegitimate complainers.

Rejected. The exact opposite effect is in display. Able to complainers use this less than have to ($p < 0.01$, mean difference = -52) and want to complainers ($P < 0.05$, mean difference = -50). There is no statistical difference between want to and have to complainers ($p = 0.994$).

The claim of normalcy

H2i: 'Able to' complainers are more likely to use the claim of normalcy technique compared to other types of illegitimate complainers.

Rejected. No effects were significant (have to complainers $p = 0.913$, want to complainers $p = 0.092$). Have to complainers and want to complainers also do not differ significantly ($p = 0.167$).

The denial of negative intent

H2j: 'Able to' complainers are more likely to use the denial of negative intent technique compared to 'want to' complainers.

Rejected. The opposite effect is true. Able to complainers have a mean difference of -0.54 ($p < 0.01$) with want to complainers.

H2k: 'Have to' complainers are more likely to use the denial of negative intent technique compared to 'want to' complainers.

Rejected. There is no significant effect ($p = 0.976$). Have to complainers however use this technique more than able to complainers ($p < 0.01$, mean difference 0.57).

The claim of relative acceptability

H2l: 'Want to' complainers are more likely to use the claim of relative acceptability technique compared to 'have to' complainers.

Rejected. No significant effects were found ($p = 0.905$).

H2m: 'Able to' complainers are more likely to use the claim of relative acceptability technique compared to 'have to' complainers.

Rejected. Again no significant effect was discovered ($p=0.538$). There was also no significant effect in the difference between want to and able to complainers ($p=0.971$).

The metaphor of the ledger

H2n: 'Have to' complainers are more likely to use the metaphor of the ledger technique compared to other types of illegitimate complainers.

Rejected. No Significant differences between clusters have been found. Have to-want to ($p=0.181$), have to-able to ($p=0.295$) and want to-able to ($p=0.706$).

The claim of entitlement

H2o: There is no difference in clusters in using the claim of entitlement technique.

Confirmed. There were no differences between the groups as no p-values were significant (have to-want to $p=0.748$, have to-able to $p=0.066$, want to-able to $p=0.078$)

The defense of necessity

H2p: 'Have to' complainers are more likely to use the defense of necessity technique compared to other types of illegitimate complainers.

Partially confirmed. Have to complainers have a mean difference of 0.37 with able to complainers ($p<0.01$). However there is no significant difference with want to complainers ($p=0.455$). Additionally want to complainers are more likely to use this technique in comparison with able to complainers ($p<0.01$, mean difference 0.58).

The justification by postponement

H2q: 'Able to' Complainers are more likely to use the justification by postponement technique compared to other types of illegitimate complainers.

Rejected. Neither is there a difference with have to complainers ($p=0.720$), nor with want to complainers ($p=0.403$). There is also no significant effect between have to complainers and want to complainers ($p=0.712$).

4.3.3 Relationship variables

To test the differences in terms of relationship variables between the clusters of Joosten (unpublished) the same approach and model as with the neutralization techniques is used. Table 4 summarizes the effects of the relationship variables satisfaction, loyalty, WOM, commitment and trust. As it shows all variables show significant effects in the MANOVA.

<i>Relationship variable</i>	<i>p</i>	<i>partial η^2</i>
<i>Satisfaction</i>	0.00**	0.144
<i>Loyalty</i>	0.00**	0.147
<i>Word of mouth</i>	0.00**	0.173
<i>Commitment</i>	0.00**	0.205
<i>Trust</i>	0.00**	0.227

Table 4: MANOVA relationship variables $p < 0.05^*$, $p < 0.01^{**}$

Again, the same post-hoc test (Games-Howell) was conducted for the same reason as with the neutralization techniques. Relationship variables were measured as a change in the variable before and after filing the illegitimate complaint.

Satisfaction

H3a: 'Able to' complainers have the highest increase in satisfaction following their illegitimate complaint compared to other types of illegitimate complainers.

Confirmed. Able to complainers have a significantly higher mean in comparison with both want to (mean difference=1.36, $p < 0.01$) and have to complainers (mean difference=0.77, $p < 0.01$). Additionally have to complainers are more likely to use this technique in comparison with want to complainers (mean difference=0.59, $p < 0.01$).

Loyalty

H3b: 'Want to' complainers have the highest decrease in loyalty following their illegitimate complaint compared to other types of illegitimate complainers.

Confirmed. Want to complainers have a significant lower mean (-0.88) than able to complainers ($p < 0.01$) and a significantly lower mean (-0.35) than have to complainers ($p < 0.05$).

H3c: 'Able to' complainers have the highest increase in loyalty following their illegitimate complaint compared to other types of illegitimate complainers.

Confirmed. As already shown able to complainers have a 0.88 higher mean than want to complainers ($p < 0.01$). Next to this the category also has a 0.52 higher mean than have to complainers ($p < 0.01$).

Word of mouth

H3d: 'Able to' complainers have the highest increase in positive word of mouth following their illegitimate complaint compared to 'have to' complainers.

Confirmed. With a mean difference of 0.60 in comparison to have to complainers ($p < 0.01$) and a difference of 0.89 with want to complainers ($p < 0.01$) this hypothesis is fully supported.

H3e: 'Want to' complainers have the highest decrease in word of mouth following their illegitimate complaint compared to 'have to' complainers.

Partially confirmed. As depicted in the previous hypothesis want to complainers indeed have a significantly lower mean than able to complainers. Want to complainers have a lower mean (-0.29) than have to complainers. This difference is not significant however ($p = 0.113$) and the hypothesis is therefore not fully supported.

Commitment

H3f: Able to' complainers have the highest increase in commitment following their illegitimate complaint compared to other types of illegitimate complainers.

Confirmed. The mean of able to complainers is significantly higher for both have to complainers and want to complainers with a p-value below 0.01 (with a mean difference of 0.58 and 1.16 respectively) and is therefore supported.

H3g: 'Have to' complainers have the biggest decrease in commitment following their illegitimate complain compared to other types of illegitimate complainers.

Rejected. Have to complainers do have a significantly lower mean than able to complainers as shown in the previous hypothesis. The have to cluster however has a significantly higher mean of 0.58 than want to complainers ($p < 0.01$) and is thus rejected.

Trust

H3h: 'Have to' complainers have a bigger decrease in trust compared to 'able to' complainers following their illegitimate complaint.

Confirmed. With a mean difference of -0.70 and a p-value below 0.01. As a result this hypothesis is confirmed.

H3i: 'Want to' complainers have a bigger decrease in trust compared to 'able to' following their illegitimate complaint.

Confirmed. With a mean difference of -1.01 and a p-value below 0.01 this hypothesis is confirmed as well. Complementary there is no significant difference between the have to and want to cluster ($p = 0.124$)

4.4 Additional analysis

To test whether or not different clusters complained more illegitimate than others an additional MANOVA ($F(36,852) = 9.384$, $p < 0.01$, Wilk's $\Lambda = 0.513$, partial $\eta^2 = .284$.) was run with the cluster division made by Joosten (unpublished). It was found that there was a significant difference (< 0.01 , partial $\eta^2 = 0.123$) between groups. Able to complainers exaggerate/ fabricate the most illegitimate complaints in comparison to have to complainers (mean difference = 0.313, $p < 0.01$) and want to complainers (mean difference = 0.184, $p < 0.05$).

As the hypotheses were formulated based on the clusters drawn by Joosten (unpublished), the results of the multiple regression and cluster analysis were partially neglected. In order to sketch a more complete picture some additional analysis was performed based on the previous findings by Joosten (unpublished) as well as this dataset. A new attempt at creating clusters is therefore performed. Taking both the drivers previously found by Joosten (unpublished) into account, as well as drivers that were found to be significant in the multiple regression. This resulted in the addition of the drivers *financial greed*, *opportunism* and *social norm towards complaining*.

Next, new clusters were tried to distinguish. Again by means of factor analysis ($KMO = 0.867$, Bartlett's test of sphericity ($\chi^2(91) = 2438.90$ $p < .001$)) and cluster analysis. The same considerations as with the previous analysis were taken into account. This resulted in the following dendrogram seen in figure 4 indicating at 5 clusters. The factor analysis showed a 3 factor solution. Again, the perceptions of injustice and loss of control cluster together in both the factor analysis and the cluster analysis providing quite strong evidence these drivers form a cluster. Next to the statistical evidence of this cluster, it also appears to be logical. All the items indicate that something went wrong during the process of dealing with the illegitimate complaint, one could argue this could be the new definition of the 'have to' complainers as these items indicate the respondent had to exaggerate or make up their complaint in order to get a positive result.

No additional convincing clusters of drivers were found in the factor analysis alone. When comparing the cluster analysis with only the drivers of the previous study (figure 3) and the analysis in figure 4 one additional cluster might be distinguished. This is the cluster made up of financial greed, opportunism, internal attribution and liberal redress policy. The conceptual interpretation of this cluster is as follows: Complainers know it is their own fault something went wrong, however they see an opportunity to compensate for their own financial loss by taking advantage of the company's liberal redress policy. In other terms, these complainers could be seen as a new interpretation of the 'able to' complainers. The final set of variables were neither correlated in the factor analysis in a clear way nor in the different cluster analysis. It is therefore chosen to leave these drivers out of the equation in the additional analysis.

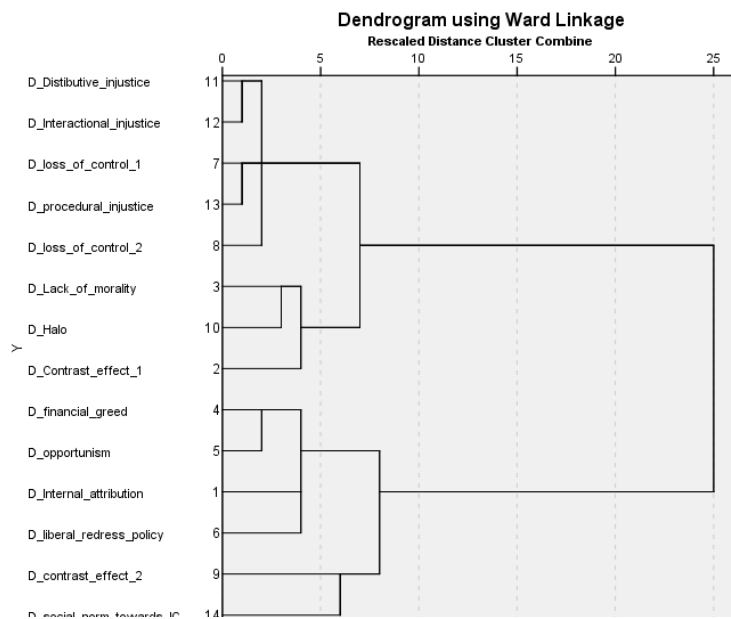


Figure 4: Additional cluster analysis including financial greed, opportunism and social norm towards illegitimate complaining

As a result of the formulation of two new clusters, two new mean scores were developed. One for the new ‘have to’ cluster and one for the new ‘able to’ cluster. Respondents were again divided between the clusters (leaving out tied cases) and another MANOVA was performed. The model was found to be significant $F(17,471)= 22.625, p<0.01$, Wilk's $\Lambda = 0.550$, partial $\eta^2 = .45$. The Box's M test again was not significant. This has an impact on the results of the analysis and should thus be treated carefully and not taken as absolute truth (Field, 2013). The other assumptions have been met. Furthermore, group 1, have to complainers, consists of 160 respondents and cluster 2, able to complainers, consists of 329 respondents. An overview of all the significant effects regarding the difference between the two new clusters on neutralization techniques and relationship variables is given in table 5. Upon closer inspection especially the change in relationship values appear to be logical. The have to group has a bad experience with the complaint handling procedure/result and therefore has a decrease in all relationship variables whereas able to complainers appear to have no change to a slight increase in these variables.

<i>Neutralization technique</i>	<i>p (significance)</i>	<i>Partial η^2 (effect size)</i>	<i>Effect based on mean</i>
<i>Denial of responsibility</i>	0.00**	0.154	Have to> Able to
<i>Denial of the victim</i>	0.00**	0.213	Have to> Able to
<i>Condemnation of the condemners</i>	0.00**	0.090	Have to> Able to
<i>Appeal to higher loyalties</i>	0.00**	0.077	Have to> Able to
<i>Claim of normalcy</i>	0.00**	0.019	Have to < Able to
<i>Denial of negative intent</i>	0.00**	0.058	Have to> Able to
<i>Claim of entitlement</i>	0.00**	0.017	Have to< Able to
<i>Defense of necessity</i>	0.00**	0.025	Have to> Able to
<i>Relationship variables</i>	<i>p (significance)</i>	<i>Partial η^2 (effect size)</i>	<i>Effect based on mean</i>
<i>Satisfaction</i>	0.00**	0.323	Have to< Able to
<i>Loyalty</i>	0.00**	0.224	Have to< Able to
<i>WOM</i>	0.00**	0.233	Have to< Able to
<i>Commitment</i>	0.00**	0.279	Have to< Able to
<i>Trust</i>	0.00**	0.284	Have to< Able to

Table 5: Result additional MANOVA, $p < 0.01^{**}$, $</> =$ less/more likely to use neutralization technique or \leq larger decrease in relationship variable.

Finally the overall regression model (all possible variables) was tested for control variables such as age, gender, firm size, education level, how often they have filed an illegitimate complaint and the time people spent filing their complaint (in days). The overall regression model was significant ($R^2=0.394$, $F(26,468)=13.46$, $p < 0.001$) and the control variables age ($\beta=-0.075$, $p < 0.05$), showing that the older people are the more they complain illegitimately, and how often people have filed an illegitimate complaint ($\beta=0.105$, $P < 0.01$), showing that when people have complained illegitimately before the more likely they are to do so again, were found to be significant. The whole model can be found in appendix III.

5. Discussion

In this chapter the conclusion of this study is presented. An overview of the results will be given in a structured way and the findings will be put in light of theory. What findings match the current theory but most of all which particular findings do not stroke with the knowledge about the subject so far? Following the theoretical implication some managerial suggestions will be given in regards to the findings of this study. Finally, this study will close with some implications regarding the research design and provides a direction for future research.

5.1 Conclusion

Customer complaint handling is increasingly important as businesses need to listen to complaints, deal with these complaints and handle them in such a way that they match expectations (Tax & Brown, 1998).

Some complaints might be genuine but a large percentage could also be illegitimate, knowingly so or not (Joosten, unpublished). Some studies have been conducted in terms of illegitimate complaints (e.g. Baker et al., 2014; Berry & Seiders, 2008; Harris, 2010; Wirtz, & McColl-Kennedy, 2009). These studies provide a good base to start from but do not provide full insight in terms of what causes the deviant behavior, how people justify this behavior and how this behavior affects the relation with the company. Furthermore, most studies are based on a smaller dataset making the findings less robust. Joosten (unpublished) made a first attempt at uncovering how often people complain illegitimate and what drives illegitimate complaining. A result of this initial study was the categorization of the drivers into three clusters: 'Want to' complainers, 'able to' complainers and 'want to' complainers. This study attempted to add to this research by confirming the drivers of illegitimate complaining, grouping them into clusters and testing these clusters on neutralization techniques and relationship variables.

This study had three main goals: confirming the clusters initially drawn by Joosten (unpublished), linking these clusters to neutralization theory and finally linking the clusters to relationship variables. The main question to be answered in this study was:

'Is it possible to distinguish three categories of complainers based on the drivers of illegitimate complaining, do these categories of complainers differ in their justification of their behavior, and how do they differ in their attitudes and behavior towards the firm after the complaint?'

To attain these three goals and answer the question some sub questions were developed. The first question was *'What are illegitimate complaints?'*. The answer to this question can be found in the definition from Joosten (unpublished): *'An illegitimate complaint is a complaint which is according to the complainant either made up or exaggerated'*.

The second question *'What are the drivers of illegitimate complaints?'* is answered in two ways. Previous research from Joosten (unpublished) unraveled Perceptions of injustice (procedural, distributive and interactional), lack of morality, attribution to self, liberal redress policy, halo effect, loss of control and the contrast effects as drivers of illegitimate complainers. This study contributes to these findings by adding financial greed, opportunism and social norm towards illegitimate complaining to the set of drivers.

The third question posed: *Which clusters of drivers can be distinguished?* And more specifically can the clusters distinguished by Joosten (unpublished) be confirmed. This was not the case. By means of cluster analysis as well as factor analysis none of the clusters could be reenacted. However in additional analysis one clear cluster based on the perceptions of injustice and loss of control could be drawn which seem to indicate the 'have to' complainers. Additionally another cluster could be distinguished based on different cluster analysis and some conceptual reasoning. This cluster is formed by the drivers internal attribution, opportunism, financial greed and liberal redress policy forming the new 'able to' complainers cluster. An overview of both categorizations of cluster is found in table 6.

Joosten (unpublished)	Label	Drivers	This study	Label	Drivers
Cluster 1	Want to complainers	Perception of injustice (procedural, distributive, interactional) and lack of morality	Cluster 1	Have to complainers	Perception of injustice (procedural, distributive, interactional) and loss of control
Cluster 2	Able to complainers	Attribution to self, a liberal redress policy and the halo effect	Cluster 2	Able to complainers	Attribution to self, opportunism, financial greed and a liberal redress policy
Cluster 3	Have to complainers	Loss of control and the contrast effect			

Table 6: categorization of clusters

The fourth set of question: *What is neutralization theory in this context? And How are neutralization techniques related to (clusters of) illegitimate complaints?* are answered both in theory and in statistics. Neutralization theory is about justification of deviant behavior (Sykes and Matza, 1957) in this study the deviant behavior is filing an illegitimate complaint. Different types of complainers use different techniques. The categories of complainers found by Joosten (unpublished) indicated that there is a difference in the techniques used by different categories. ‘Want to’ complainers are more likely to use *the denial of the victim and condemnation of the condemners* than any other category of complainers. The neutralization techniques *denial of responsibility, denial of negative intent and defense of necessity* are more used by both ‘want to’ and ‘have to’ complainers than by ‘able’ to complainers. These findings might indicate that ‘want to’ complainers use the most techniques for neutralizing their guilt, followed by ‘have to’ complainers and last the ‘able to’ complainers. However further research is necessary to confirm this difference. Additionally the new ‘have to’ and ‘able to’ cluster also differ in their use of neutralization techniques. The new ‘have to’ complainers are more likely to use *the denial of responsibility, denial of victim, condemnation of the condemners, appeal to higher loyalties, the denial of negative intent and the defense of necessity* in comparison to the new ‘able to’ complainers whereas they are more likely to use *the claim of normalcy and the claim of entitlement*.

The final question to answer before answering the main question is *How are loyalty, trust, commitment, word of mouth and satisfaction related to (clusters of) illegitimate complaints?*. Significant differences were found in the original categories by Joosten (unpublished). ‘Able to’ complainers are the only complainers who experience an increase in all relationship variables compared to the other clusters. ‘Want to’ complainers significantly have the biggest decrease in both *loyalty and commitment*. However both ‘want to’ and ‘have to’ complainers see a decrease in their satisfaction, loyalty, word of mouth (positive), commitment and trust with the company where they filed their complaint. The additional analysis with the new categorization confirmed these findings as ‘able to’ complainers had a

small increase in these variables and ‘have to’ complainers experience a decrease in these variables. Table 7 below provides an overview of all hypotheses and whether or not they were supported.

H1a: The drivers perception of injustice and lack of morality correlate significantly forming the cluster ‘‘want to’’ complainers.	Rejected
H1b: The drivers attribution to self, liberal redress policy and halo effect correlate significantly forming the cluster ‘‘able to’’ complainers.	Rejected
H1c: The drivers loss of control and contrast effect correlate significantly forming the cluster ‘‘have to’’ complainers.	Rejected
H2a: Able to complainers are more likely to use the denial of responsibility technique compared to other types of illegitimate complainers.	Rejected
H2b: Have to complainers are more likely to use the denial of responsibility technique compared to other types of illegitimate complainers.	Partially confirmed
H2c: ‘Able to’ complainers are more likely to use the denial of injury technique compared to other types of illegitimate complainers.	Rejected
H2d: ‘Want to’ complainers are more likely to use the denial of victim technique compared to ‘able to’ complainers.	Confirmed
H2e: ‘Have to’ complainers are more likely to use the denial of victim technique compared to ‘able to’ complainers.	Confirmed
H2f: ‘want to’ complainers are more likely to use the condemnation of the condemners compared to ‘able to’ complainers.	Confirmed
H2g: ‘Have to’ complainers are more likely to use the condemnation of the condemners compared to ‘able to’ complainers.	Rejected
H2h: ‘Able to’ complainers are more likely to use the appeal to higher loyalties technique compared to other types of illegitimate complainers.	Rejected
H2i: ‘Able to’ complainers are more likely to use the claim of normalcy technique compared to other types of illegitimate complainers.	Rejected
H2j: ‘Able to’ complainers are more likely to use the denial of negative intent technique compared to ‘want to’ complainers.	Rejected

H2k: ‘Have to’ complainers are more likely to use the denial of negative intent technique compared to ‘want to’ complainers.	Rejected
H2l: ‘Want to’ complainers are more likely to use the claim of relative acceptability technique compared to ‘have to’ complainers.	Rejected
H2m: ‘Able to’ complainers are more likely to use the claim of relative acceptability technique compared to ‘have to’ complainers.	Rejected
H2n: ‘Have to’ complainers are more likely to use the metaphor of the ledger technique compared to other types of illegitimate complainers.	Rejected
H2o: There is no difference in clusters in using the claim of entitlement technique.	Confirmed
H2p: ‘Have to’ complainers are more likely to use the defense of necessity technique compared to other types of illegitimate complainers.	Partially confirmed
H2q: ‘Able to’ Complainers are more likely to use the justification by postponement technique compared to other types of illegitimate complainers.	Rejected
H3a: ‘Able to’ complainers have the highest increase in satisfaction following their illegitimate complaint compared to other types of illegitimate complainers.	Confirmed
H3b: ‘Want to’ complainers have the highest decrease in loyalty following their illegitimate complaint compared to other types of illegitimate complainers.	Confirmed
H3c: ‘Able to’ complainers have the highest increase in loyalty following their illegitimate complaint compared to other types of illegitimate complainers.	Confirmed
H3d: ‘Able to’ complainers have the highest increase in positive word of mouth following their illegitimate complaint compared to ‘have to’ complainers.	Confirmed
H3e: ‘Want to’ complainers have the highest decrease in word of mouth following their illegitimate complaint compared to ‘have to’ complainers.	Partially confirmed
H3f: ‘Able to’ complainers have the highest increase in commitment following their illegitimate complaint compared to other types of illegitimate complainers.	Confirmed
H3g: ‘Have to’ complainers have the biggest decrease in commitment following their illegitimate complaint compared to other types of illegitimate complainers.	Rejected

H3h: ‘Have to’ complainers have a bigger decrease in trust compared to ‘able to’ complainers following their illegitimate complaint.	Confirmed
H3i: ‘Want to’ complainers have a bigger decrease in trust compared to ‘able to’ following their illegitimate complaint.	Confirmed

Table 7: Overview of the hypotheses

5.2 Theoretical contributions

With the results of this study now known it is important to put these results in light of theory. First, as this is a continuation of previous studies of Joosten (unpublished) it is good to see if the current results match previous findings. This is not the case. Whereas some drivers match their significant outcomes with the previous study, most do not. Other drivers, which were not significant previously, now are. Accordingly, the clusters formed by the previous set of drivers cannot be reproduced in this study. Another set of clusters is apparent in this study. This is thus again in contradiction with the previous study of Joosten (unpublished).

Second, some of the hypothesized neutralization technique for each cluster, based on the drivers are confirmed. This contributes to the existing knowledge about the use of neutralization techniques showing that the set of drivers forming the clusters (want and have to complainers) impact the use of a certain neutralization technique. As an example a high perceptions of injustice, lack of morality, loss of control and the halo effect seem to influence the usage of the denial of the victim technique. As the hypothesis were derived from the definition of each technique, the definitions of the denial of the victim, the condemnation of the condemners (Vitell & Grove, 1987), the claim of normalcy (Harris & Dumas, 2009) and the defense of necessity (Minor, 1981) seem to be supported by this study. This hints that the neutralization techniques cannot only be used in a legal setting, but also in a business setting.

Third, a decent proportion of the hypothesis of neutralization techniques were not supported. This could be due to a few things. The researcher might have interpreted the definition incorrect and made incorrect assumptions in matching certain drivers with certain techniques. An example is in the hypothesis for the denial of responsibility where the researches has confused external attribution as the driver attribution to self. Resulting in a lob-sided hypothesis. This was later confirmed by the analysis. Another possible explanation could be that the definitions were not transferable to a business setting and therefore the hypothesis testing did not match theory. However to confirm this more research is necessary.

Fourth, most hypothesized effects for the relationship variables were confirmed. This would contribute to the existing theory regarding these relationship variables and how successful complaint handling and certain drivers might help the relation with the company (Maxham, 2001; Tax et al., 1998; Kau en Wan-Yiun Loh, 2006; Blodgett et al., 1997). However these findings also suggest that the service recovery paradox (Kau & Wan-Yiun Loh, 2006; Tax et al., 1998) does not always occur in an

illegitimate complaining context as only complainers who see the fault is purely theirs have an increase in such variables, the other types have a decrease.

Fifth, additional analysis showed that the drivers perceptions of injustice and loss of control are very much correlated in this specific context, indicating this set of drivers form a cluster different than first hypothesized by Joosten (unpublished). The analysis also hints that opportunism, financial greed, internal attribution and a liberal redress policy form a cluster, again contrary to the findings of Joosten (unpublished). Further research could either confirm or reject these new clusters.

Finally, the additional analysis also supported the findings that in a service recovery context where complaints are illegitimate, the service recovery paradox (Kau & Wan-Yiun Loh, 2006; Tax et al., 1998) is not apparent as the 'have to' complainers have a significant decrease in relationship variables and 'able to' complainers only show a very slight increase in the variables. The additional analysis also supported that age was a significant determinant in explaining illegitimate complaints. This could be in line with theories stating that age is a determinant in deviant behavior (Babin & Griffin, 1995).

5.3 Managerial implications

'The customer is not always right' has echoed in research for a long time (e.g. Farrington, 1914). However to this day companies still have the tendency to live by the motto 'the customer is king', and is therefore always right. Research has discovered that dealing with complaints require companies to spend a lot of time, effort and money in their customer service (Reynolds & Harris, 2003). It has also been found that a rather large portion of complaints could be seen as illegitimate (Joosten, unpublished). Knowing why customers complain illegitimate and how this affects their relation with the company is therefore quite important. Accordingly, the results of this study could be used to derive some managerial implications.

First, knowing what drivers cluster together forming categories of complainers enables companies to avoid customers becoming a certain category. An example could be that if a company wants to avoid 'have to' complainers they should give customers the idea they are in control over their own service recovery process and that the company does them right, preventing the perception of injustice, "*It is the customer, not the company, who decides what is fair*" (Gelbrich & Roschk, 2010, p.39). Knowing why customers become certain types of illegitimate complainers is thereafter useful in comparing their use of neutralization techniques and how this affects the relation with the company.

Second, knowing which category of complainers uses which neutralization technique could prove insightful in reducing the illegitimate complaining. Delinquent are shown to use certain neutralizations to justify their behavior (Sykes and Matza, 1957). In the service recovery context, delinquents are customers filing an illegitimate complaint. Consequently, certain types of customers have different neutralization techniques. Whereas 'able to' complainers use more techniques stating that

everyone does so or they feel they are entitled to do so once, 'have to' complainers are more prone to blaming it on the company itself or stating they had no other choice. As it is shown that the use of certain techniques could influence deviant behavior in the future (Vitell & Grove, 1987), it is important to know which customer uses which neutralization techniques and how the company could prevent the usage of this technique. An example could be that in order for customers to stop using the condemnation of the condemners technique, a company itself must always act 100% integer to restrain possible consumers from stating that the company is just as bad.

Third, it is shown that only 'able to' complainers see a slight increase to the relationship variables, satisfaction, loyalty, word of mouth, commitment and trust. Other categories of complainers see a decrease in such variables. As these variables influence customers coming back to a company (Garbarino & Johnson, 1999) and in turn future profits for the company. It is therefore known that retaining a consumer is more effective than attracting new ones (Stauss & Friege, 1999). Following this logic, making sure complainers do not fall into the categories 'have to' or 'want to' is thus pivotal in retaining customers. This would mean for businesses to actively avoid customers falling into these categories. A service recovery thus has to be in line with the customers' perception and managing customer expectations could be useful. The other side of this coin is that 'able to' consumers might experience an increase in relations hinting that for instance having a very liberal redress policy could be beneficial for the firm in the long run. This effect should however be further investigated as some studies contradict these findings (e.g. Reynolds & Harris, 2003; Farrington, 1914).

Overall, it could be fair to say that making sure customers experience a positive service recovery helps consumers from falling into the 'have to' or 'want to' categories which in turn has a positive impact on firm relations. Tackling the usage of certain neutralization techniques might help in preventing illegitimate complaints from being filed as consumers might think twice before filing a complaint. Finally, it is especially useful to distinguish which drivers result in illegitimate complaints and how to prevent those drivers from occurring at all.

5.4 Limitations and future research

This section will discuss some shortcomings in the research design as well as possible venues for future research. In the above sections some possible research inquiries have already been mentioned. Most of these are future research prospects intended at confirming the results of this study and the possible implications of this study's findings. The coming section will discuss the shortcomings and how future research could counter these shortcomings.

At first, the method chosen for this study brings some limitations with it. As it was chosen to conduct an online survey based on a convenience sampling method the findings are not as generalizable as with a completely random sample (Etikan et al., 2016). By using an online survey, it was also impossible to confirm whether all responses were unique as respondents were assured of an anonymous

response (Duda & Nobile, 2010). However, later during the data-collection phase it was chosen to directly ask respondents face to face. This decision was made because just sharing the survey online did not leverage the desired response. Again proving that the subject is rather difficult to examine (Ro & Wong, 2012, Baker et al., 2012). By engaging in conversations with possible respondents, the response rate went up quite significantly. The researches suggests future researches thus to gather the data in real-life when a convenience sampling method is chosen. Another possible future research direction is to conduct a qualitative study. A qualitative study enables to delve deeper into the matter (Bleijenbergh, 2013) and might confirm which drivers are linked together and how this affects neutralization techniques and relationship variables.

Second, some limitations regarding the sample must be discussed. As mentioned in the previous chapter the overall sample size of 502 is adequate to generalize findings. However, some limitations for generalizability of the findings are in order. First, the sample consists largely of students and has an overrepresentation of females. Second most people in the sample (80%) filed their complaint with a larger company. This is in line with theory, which suggests most illegitimate complaints are indeed voiced to bigger companies (Wirtz & McColl-Kennedy, 2010; Baker et al, 2012). This however has implications for the suggestions, as the results might not be the same for illegitimate complaints voiced in smaller companies. Future studies could try to unravel the differences concerning company size. Third, the sample consisted only of Dutch people as it was conducted in Dutch. Complaining behavior however could be different across cultures (Yuksel, Kilinc & Yuksel, 2006), investigating this could be useful. Lastly, the sample might be affected by social desirable answers. As we deal with a sensitive topic social desirable answers, even when anonymity was assured, are able to occur. Especially when asking people face to face. During the face-to-face gathering period, the researcher tried to limit its presence in order to avoid respondents to give socially desirable answers. Following studies should try to limit this effect or control for this during the analysis phase.

Third, the usage of single item measures has implications for the validity of the results (Wanous, Reichers & Hudy, 1997). Although it was chosen to measure variables based on a single item this has some severe implication for the overall validity of this study. Future research designs should thus attempt at measuring variables with several items in order to increase validity. This would mean studies to have a very large survey, which brings other problems with it. A proper balance should be struck in order to maximize the number of respondents while also assuring validity. Next to the variables only being measured with one item, this study also possibly does not contain all variables predicting illegitimate complaints and all variables affecting the relationship with the firm. Follow-up studies should therefore test other possible drivers as well as test for other relationship variables.

Fourth, during the analysis not all drivers which were used to test the hypothesis were significant. Meaning that the continuation of the analysis was done with insignificant variables reducing the overall power of the findings. Future research should again focus on confirming either the results of

previous studies (e.g. Joosten, unpublished) or this study. Next, the clusters of this study did not match those of the previous one. As hypotheses were mainly formulated around the 'old' clusters, the following analysis were somewhat arbitrary, as within this dataset the drivers did not correlate making the results less powerful. The division of cases per cluster could also be criticized as it was chosen to assign a cluster based on the highest mean score. This meant respondents with a high score on two clusters for example 'have to ' and 'want to' would only be assigned to the highest cluster while a respondent with low scores on all three clusters would also be assigned to its highest scoring even though that respondents highest score was still lower than the first respondents second highest score.

Fifth, some shortcomings regarding the statistics must be discussed. First quite a few variables were skewed during the multiple regression and could not be transformed. This results in less interpretable result (Field, 2013). Second, during factor analysis some variables had communalities above 0.2, meaning they did not share enough variance with other variables (Field, 2013), but were still taken into the analysis. Third, the formation of clusters was not always 100% confirmed by statistics. Factor analysis is not designed to distinguish clusters and interpreting it as so would thus not be fully correct. Cluster analysis is meant to distinguish clusters. However, by using Ward's method the researcher forced a cluster solution where other types of cluster analysis did not always find the same clusters. The additional cluster analysis suffered the same limitations with the addition that the second cluster (able to) was more conceptually sound rather than statistically. Fourth, the Box's M test for the MANOVA was significant. When dealing with even groups this is not as big as a problem (Tabachnick & Fidell, 2001), however as this study had unequal group sized this has implications for the robustness of the findings of the MANOVA's (Tabachnick & Fidell, 2001). Further research is thus required to confirm the findings of the MANOVA's.

Conclusively, this study has attempted to create clusters and link these to neutralization techniques and relationship variables. Due to some shortcoming most results are not as robust as the researcher would have liked, hence limiting the overall strength of this study. The research however hopes the study regarding illegitimate complaints continues and that the findings of this study will be tested in future endeavors where the limitations of this study are accounted for.

References

- Allen, A. M., Brady, M. K., Robinson, S. G., & Voorhees, C. M. (2014). One firm's loss is another's gain: capitalizing on other firms' service failures. *Journal of the Academy of Marketing Science*, 43(5), 648–662.
- Allen, Alexis M., Michael K. Brady, Stacey G. Robinson, and Clay M. Voorhees (2015), One Firm's Loss is Another's Gain: Capitalizing on Other Firms' Service Failures, *Journal of the Academy of Marketing Science*, 43 (5), 648-662.
- Anderson, E. W., & Sullivan, M. W. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12(2), 125–143.
- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. *Journal of Marketing*, 58(3), 53.
- Anderson, R. E. (1973). Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance. *Journal of Marketing Research*, 10(1), 38.
- Antonetti, P., & Maklan, S. (2014). An Extended Model of Moral Outrage at Corporate Social Irresponsibility. *Journal of Business Ethics*, 135(3), 429–444.
- Babin, B.J. and Griffin, M. (1995), "A closer look at the influence of age on consumer ethics", *Advances in Consumer Research*, 22, 668-73.
- Baker, M. A., Magnini, V. P., & Perdue, R. R. (2012). Opportunistic customer complaining: Causes, consequences, and managerial alternatives. *International Journal of Hospitality Management*, 31(1), 295-303.
- Bearden, W. O., & Teel, J. E. (1983). Selected Determinants of Consumer Satisfaction and Complaint Reports. *Journal of Marketing Research*, 20(1), 21.
- Berry, L. L., & Seiders, K. (2008). Serving unfair customers. *Business Horizons*, 51(1), 29–37.
- Bitner, M. J., Booms, B. H., & Mohr, L. A. (1994). Critical Service Encounters: The Employee's Viewpoint. *Journal of Marketing*, 58(4), 95.
- Bleijenbergh, I. (2013). *Kwalitatief onderzoek in organisaties*. Den Haag: Boom Lemma uitgevers.
- Blodgett, J. G., & Li, H. (2007). Assessing the effects of post-purchase dissatisfaction and complaining behavior on profitability: a Monte Carlo simulation. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 20, 1-14.
- Blodgett, J. G., Granbois, D. H., & Walters, R. G. (1993). The effects of perceived justice on complainants' negative word-of-mouth behavior and repatronage intentions. *Journal of Retailing*, 69(4), 399–428.

- Blodgett, J. G., Hill, D. J., & Tax, S. S. (1997). The effects of distributive, procedural, and interactional justice on postcomplaint behavior. *Journal of Retailing*, 73(2), 185–210.
- Bloemer, J., & Kasper, H. D. (1995). The complex relationship between consumer satisfaction and brand loyalty. *Journal of Economic Psychology*, 16(2), 311–329.
- Bolton, Lisa E. and Anna S. Mattila (2015), How Does Corporate Social Responsibility Affect Consumer Response to Service Failure in Buyer – Seller Relationships? *Journal of Retailing*, 91 (1), 140-153.
- Bolton, R. N., & Chapman, R. G. (1989). The Structure of Customer Complaint Behavior in the Airline Industry. *Proceedings of the Academy of Marketing Science (AMS) Annual Conference*, , 546–551.
- Bougie, R., Pieters, R., & Zeelenberg, M. (2003). Angry customers don't come back, they get back: The experience and behavioral implications of anger and dissatisfaction in services. *Journal of the Academy of Marketing Science*, 31(4), 377-393.
- Bowen, D. (2001). Antecedents of consumer satisfaction and dis-satisfaction (CS/D) on long-haul inclusive tours — a reality check on theoretical considerations. *Tourism Management*, 22(1), 49–61.
- Bruner, II, Gordon C.. Marketing Scales Handbook : Multi-Item Measures for Consumer Insight Research, Volume 9, *GCBII Productions, LLC*, 2017.
- Cambridge dictionary. (w.d.). *DISAPPOINTMENT* / meaning in the Cambridge English Dictionary. Retrieved 13 juni 2019, from <https://dictionary.cambridge.org/dictionary/english/disappointment>
- Chang, C. (2006). When service fails: The role of the salesperson and the customer. *Psychology and Marketing*, 23(3), 203–224.
- Chumpitaz Caceres, R., & Paparoidamis, N. G. (2007). Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty. *European Journal of Marketing*, 41(7/8), 836–867.
- Chung, J., & Monroe, G. S. (2003). Exploring social desirability bias. *Journal of Business Ethics*, 44(4), 291-302.
- Collins, D. (2003). Pretesting survey instruments: An overview of cognitive methods. *Quality of Life Research*, 12(3), 229–238.
- Cromwell, P., & Thurman, Q. (2003). The devil made me do it: Use of neutralizations by shoplifters. *Deviant Behaviour*, 24(6), 535-550.
- Daunt, K. L., & Harris, L. C. (2012). Motives of dysfunctional customer behavior: an empirical study. *Journal of Services Marketing*, 26(4), 293–308.

- Dellarocas, C. (2003). The Digitization of Word of Mouth: Promise and Challenges of Online Feedback Mechanisms. *Management Science*, 49(10), 1407–1424.
- Duda, M. D., & Nobile, J. L. (2010). The fallacy of online surveys: No data are better than bad data. *Human Dimensions of Wildlife*, 15(1), 55-64.
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1-4.
- Farrington, F. (1914). *Successful Salesmanship: Is the Customer Always Right*. Mill Supplies, 4(9), 45-47.
- Field, A. (2013). *Discovering statistics using IBM SPSS statistics*. London, England: Sage.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*.
- Fisher, R. J. (1993). Social Desirability Bias and the Validity of Indirect Questioning. *Journal of Consumer Research*, 20(2), 303.
- Fisk, R., Grove, S., Harris, L. C., Keeffe, D. A., Daunt, K. L., Russell-Bennett, R., & Wirtz, J. (2010). Customers behaving badly: a state of the art review, research agenda and implications for practitioners. *Journal of Services Marketing*, 24(6), 417–429.
- Folkes, V. S. (1984). Consumer reactions to product failure: An attributional approach. *Journal of consumer research*, 10(4), 398-409.
- Fullerton, R. A., & Punj, G. (1993). Choosing to misbehave: A structural model of aberrant consumer behavior. *ACR North American Advances*.
- Fullerton, R. A., & Punj, G. (2004). Repercussions of promoting an ideology of consumption: consumer misbehavior. *Journal of Business Research*, 57(11), 1239-1249.
- Ganesan, S. (1994). Determinants of Long-Term Orientation in Buyer-Seller Relationships. *Journal of Marketing*, 58(2), 1.
- Garbarino, E., & Johnson, M. S. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing*, 63(2), 70–87.
- Gelbrich, K., & Roschk, H. (2010). A Meta-Analysis of Organizational Complaint Handling and Customer Responses. *Journal of Service Research*, 14(1), 24–43.
- Gilliland, S. W. (1993). The Perceived Fairness of Selection Systems: An Organizational Justice Perspective. *The Academy of Management Review*, 18(4), 694.

- Grégoire, Y., Laufer, D., & Tripp, T. M. (2010). A comprehensive model of customer direct and indirect revenge: understanding the effects of perceived greed and customer power. *Journal of the Academy of Marketing Science*, 38(6), 738–758.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E. (2014). *Multivariate data analysis*. Harlow, England: Pearson Education Limited.
- Harris, L. C. (2010). Fraudulent consumer returns: exploiting retailers' return policies. *European Journal of Marketing*, 44(6), 730–747.
- Harris, L. C., & Daunt, K. L. (2011). Deviant customer behaviour: A study of techniques of neutralisation. *Journal of Marketing Management*, 27(7-8), 834–853.
- Harris, L. C., & Dumas, A. (2009). Online consumer misbehaviour: an application of neutralization theory. *Marketing Theory*, 9(4), 379–402.
- Harris, L. C., & Reynolds, K. L. (2003). The consequences of dysfunctional customer behavior. *Journal of service research*, 6(2), 144-161.
- Harris, L. C., & Reynolds, K. L. (2004). Jaycustomer behavior: an exploration of types and motives in the hospitality industry. *Journal of Services Marketing*, 18(5), 339–357
- Hart, C. W., Heskett, J. L., & Sasser Jr, W. E. (1990). The profitable art of service recovery. *Harvard business review*, 68I(4), 148-156.
- Hess, R. L., Ganesan, S., & Klein, N. M. (2003). Service Failure and Recovery: The Impact of Relationship Factors on Customer Satisfaction. *Journal of the Academy of Marketing Science*, 31(2), 127–145.
- Huang, Z., Zhao, C., Miao, L., & Fu, X. (2014). Triggers and inhibitors of illegitimate customer complaining behavior. *International Journal of Contemporary Hospitality Management*, 26(4), 544–571.
- Ilieva, J., Baron, S., & Healey, N. M. (2002). Online Surveys in Marketing Research. *International Journal of Market Research*, 44(3), 1–14.
- Joosten, H. W. M. (2018). Is the customer always right? Illegitimate complaining in service recovery. *Unpublished manuscript*.
- Joosten, H., Bloemer, J., & Hillebrand, B. (2017). Consumer control in service recovery: beyond decisional control. *Journal of Service Management*, 28(3), 499–519.
- Karpen, Ingo O., Liliana L. Bove, Bryan A. Lukas, and Michael J. Zyphur (2015), "ServiceDominant Orientation: Measurement and Impact on Performance Outcomes," *Journal of Retailing* , 91 (1), 89-108.

- Kau, A., & Wan-Yiun Loh, E. (2006). The effects of service recovery on consumer satisfaction: a comparison between complainants and non-complainants. *Journal of Services Marketing*, 20(2), 101–111.
- Keaveney, S. M. (1995). Consumer switching behavior in service industries: an exploratory study. *Journal of Marketing*, 59(2), 71–82.
- Kelley, H. H. (1973). The processes of causal attribution. *American psychologist*, 28(2), 107.
- Kelley, S. W., & Davis, M. A. (1994). Antecedents to Customer Expectations for Service Recovery. *Journal of the Academy of Marketing Science*, 22(1), 52–61.
- Kelley, S. W., Donnelly, J. H., & Skinner, S. J. (1990). Customer Participation in Service Production and Delivery. *Journal of Retailing*, 66(3), 315–335.
- Khantimirov, D., & Karande, K. (2018). Complaint as a persuasion attempt: Front line employees' perceptions of complaint legitimacy. *Journal of Retailing and Consumer Services*, 43, 68–76.
- Kowalski, R. M. (1996). Complaints and complaining: Functions, antecedents, and consequences.. *Psychological Bulletin*, 119(2), 179–196.
- Krohn, M., Waldo, G. P., & Chiricos, T. G. (1974). Self-reported delinquency: A comparison of structured interviews and self-administered checklists. *The Journal of Criminal Law and Criminology* (1973-), 65(4), 545-553.
- Lanier, M.M. & Henry, S., *Essential Criminology*, Westview Press, 2004, pp. 168-176
- Lind, E. Allen and Tom R. Tyler (1988), *The Social Psychology of Procedural Justice*. New York: Plenum Press.
- Lovelock, C., & Wirtz, J. (2007). *Services marketing—people, technology, strategy* (6th ed.). Upper Saddle River, New Jersey: Prentice Hall.
- Macintosh, G., & Stevens, C. D. (2013). Individual differences in opportunistic claiming behavior. *Journal of Consumer Behaviour*, 12(1), 10–19.
- Maxham III, J. G., & Netemeyer, R. G. (2002). Modeling customer perceptions of complaint handling over time: the effects of perceived justice on satisfaction and intent. *Journal of retailing*, 78(4), 239-252.
- Maxham, J. G. (2001). Service recovery's influence on consumer satisfaction, positive word-of-mouth, and purchase intentions. *Journal of Business Research*, 54(1), 11–24.
- McBride, R. (2010) Talking to patients about sensitive topics: communication and screening techniques for increasing the reliability of patient self-report. *MedEdPORTAL*.

- McGregor, S. L. T. (2008). Conceptualizing Immoral and Unethical Consumption Using Neutralization Theory. *Family and Consumer Sciences Research Journal*, 36(3), 261–276.
- Minor, W.W. (1981) ‘Techniques of Neutralization: A Reconceptualization and Empirical Examination’, *Journal of Research in Crime and Delinquency*, 18(2): 295–318.
- Moorman, C., Deshpande, R., & Zaltman, G. (1993). Factors Affecting Trust in Market Research Relationships. *Journal of Marketing*, 57(1), 81.
- Moreira, A. C., & Silva, P. M. (2015). The trust-commitment challenge in service quality-loyalty relationships. *International Journal of Health Care Quality Assurance*, 28(3), 253–266.
- Prim, I., & Pras, B. (1999). “Friendly” Complaining Behaviors: Toward a Relational Approach. *Journal of Market-Focused Management*, 3(3/4), 333–352.
- Reynolds, K. L., & Harris, L. C. (2005). When service failure is not service failure: an exploration of the forms and motives of “illegitimate” customer complaining. *Journal of Services Marketing*, 19(5), 321–335.
- Ro, H., & Wong, J. (2012). Customer opportunistic complaints management: A critical incident approach. *International Journal of Hospitality Management*, 31(2), 419-427.
- Sieber, J. E., & Stanley, B. (1988). Ethical and professional dimensions of socially sensitive research.. *American Psychologist*, 43(1), 49–55.
- Singh, J. (1988). Consumer Complaint Intentions and Behavior: Definitional and Taxonomical Issues. *Journal of Marketing*, 52(1), 93.
- Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer Trust, Value, and Loyalty in Relational Exchanges. *Journal of Marketing*, 66(1), 15–37.
- Sparks, B. A., & McColl-Kennedy, J. R. (2001). Justice strategy options for increased customer satisfaction in a services recovery setting. *Journal of Business Research*, 54(3), 209-218.
- Spreng, R. A., Harrell, G. D., & Mackoy, R. D. (1995). Service recovery: impact on satisfaction and intentions. *Journal of services marketing*, 9(1), 15-23.
- Statistics Solutions. (z.d.). *Conduct and Interpret a Cluster Analysis*. Retrieved 4th June 2019, from <https://www.statisticssolutions.com/cluster-analysis-2/>.
- Stauss, B., & Friege, C. (1999). Regaining service customers: costs and benefits of regain management. *Journal of Service Research*, 1(4), 347-361.
- Stauss, B., & Friege, C. (1999). Regaining service customers: costs and benefits of regain management. *Journal of Service Research*, 1(4), 347-36

- Sykes, G. M., & Matza, D. (1957). Techniques of Neutralization: A Theory of Delinquency. *American Sociological Review*, 22(6), 664.
- Tabachnick B.G. and Fidell L.S. (2001). *Using Multivariate Statistics, Fourth Edition*. Needham Heights, MA: Allyn & Bacon.
- Tax, S. S., & Brown, S. W. (1998). Recovering and learning from service failure. *MIT Sloan Management Review*, 40(1), 75-88.
- Tax, S. S., Brown, S. W., & Chandrashekar, M. (1998). Customer evaluations of service complaint experiences: implications for relationship marketing. *The journal of marketing*, 60-76.
- Tourangeau, R., & Yan, T. (2007). Sensitive questions in surveys.. *Psychological Bulletin*, 133(5), 859–883.
- Touré-Tillery, Maferima and Ann L. McGill (2015), Who or What to Believe: Trust and the Differential Persuasiveness of Human and Anthropomorphized Messengers, *Journal of Marketing*, 79 (4), 94-110.
- Vitell, S. J., & Grove, S. J. (1987). Marketing ethics and the techniques of neutralization. *Journal of Business Ethics*, 6(6), 433–438.
- Wallston, K. A., Wallston, B. S., Smith, S., & Dobbins, C. J. (1987). Perceived control and health. *Current Psychology*, 6(1), 5–25.
- Wanous, J. P., Reichers, A. E., & Hudy, M. J. (1997). Overall job satisfaction: how good are single-item measures?. *Journal of applied Psychology*, 82(2), 247.
- Westbrook, R. A. (1987). Product/Consumption-Based Affective Responses and Postpurchase Processes. *Journal of Marketing Research*, 24(3), 258.
- Wilson Van Voorhis, C. R., & Morgan, B. L. (2007). Understanding Power and Rules of Thumb for Determining Sample Sizes. *Tutorials in Quantitative Methods for Psychology*, 3(2), 43–50.
- Wirtz, J., & Kum, D. (2004). Consumer Cheating on Service Guarantees. *Journal of the Academy of Marketing Science*, 32(2), 159–175.
- Wirtz, J., & McColl-Kennedy, J. R. (2009). Opportunistic customer claiming during service recovery. *Journal of the Academy of Marketing Science*, 38(5), 654–675.
- Woodruff, R. B., Cadotte, E. R., & Jenkins, R. L. (1983). Modeling Consumer Satisfaction Processes Using Experience-Based Norms. *Journal of Marketing Research*, 20(3), 296.
- Wooten, D. B. (2009). Say the right thing: Apologies, reputability, and punishment. *Journal of Consumer Psychology*, 19(2), 225–235.

- Wright, K. B. (2006). Researching Internet-Based Populations: Advantages and Disadvantages of Online Survey Research, Online Questionnaire Authoring Software Packages, and Web Survey Services. *Journal of Computer-Mediated Communication*, 10(3), 00.
- Yani-de-Soriano, M., & Slater, S. (2009). Revisiting Drucker's theory. *Journal of Management History*, 15(4), 452–466.
- Yuksel, A., Kilinc, U., & Yuksel, F. (2006). Cross-national analysis of hotel customers' attitudes toward complaining and their complaining behaviours. *Tourism management*, 27(1), 11-24.
- Zeelenberg, M., & Pieters, R. (2004). Beyond valence in customer dissatisfaction. *Journal of Business Research*, 57(4), 445–455.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(2), 31.
- Zhang, Yinlong, Lawrence Feick, and Vikas Mittal (2014), How Males and Females Differ in Their Likelihood of Transmitting Negative Word of Mouth, *Journal of Consumer Research* , 40 (6), 1097-1108.

Appendices

Appendix I: Pretest

Respondent	Leeftijd	Opleiding	Apparaat	Datum	Tijdsduur
1	23	Hbo	Laptop	9-3-2019	11:15 min
2	21	Hbo	Laptop	10-3-2019	18:40 min
3	23	WO	Laptop	10-3-2019	11 min
4	53	WO	Laptop	10-3-2019	16 min
5	26	Hbo	Laptop	11-3-2019	10 min
6	30	Hbo	Laptop	10-3-2019	11 min
7	24	WO	Laptop	11-3-2019	13 min
8	23	WO	Laptop	11-2-2019	8 min
9	59	WO	Ipad	11-2-19	7 min
10	55	Hbo	Laptop	13-2-19	12 min

Respondent 1: Geen opmerkingen

Respondent 2:

- Vraag 'Het product/de dienst had nog meer gebreken, maar daarover heb ik niet geklaagd'. Deze vraag is onduidelijk, want het ging er toch juist om dat ik heb overdreven, als er meer te klagen was dan had ik dat bij de 'klacht' wel aangegeven.
- Vraag mbt studierichting.

Respondent 3:

- Hoe specifiek moet de vraag over de klacht.

- Vraag grootte van het bedrijf: wat als het een online bedrijf is?
- Toevoegen bij “het bedrijf verdiende het”. Verdiende wat? De overdreven klacht.

Respondent 4:

- Typfout in voorbeelden

Respondent 5:

- Vraag grootte van het bedrijf: wat als het een online bedrijf is?
- Vraag het was niet mijn schuld: concreter, wat was precies niet mijn schuld?

Respondent 6:

- Niet meteen duidelijk dat de klacht, die ze moeten invullen op pagina 1 een **overdreven** klacht moet zijn (niet zomaar een algemene klacht)
- Oorzaak van de schuld lag tussenin: hij trok te hard aan de sok en bedrijf kan ook productiefout hebben gemaakt
- Het bedrijf probeerde opzettelijk misbruik van me te maken: onduidelijk à weet niet wat hij moet invullen
- Ik ben iemand die snel klaagt ipv **niet** snel klaagt (hij las erover heen)
- Het was **niet** mijn schuld moet worden mijn schuld (hij leest er weer overheen: je moet het zelf omdraaien)
- Het was niet mijn opzet om overdreven te klagen (moet van te voren zijn?)
- Rare vraag: heeft u al vaker een klacht overdreven: 0 keer, 1 tot 2 keer, 3 tot 4 keer (weet hij veel hoe vaak hij heeft geklaagd, zal wel ergens tussenin liggen)
- Radboud mailadressen gebruiken ipv eigen mails (staat professioneler)

Respondent 7:

- Professioneler als namen op alfabetische volgorde staan
- Overdreven of verzonnen in tweede scherm dikgedrukt maken?
- Namen dikgedrukt maken bij voorbeelden klaaggedrag
- Waar heeft u geklaagd: lijkt op de locatie waar het is. Duidelijker: wat is de naam van het bedrijf of instantie? Naam bedrijf: voelt niet goed. Soort privacy schending. Wat voor soort bedrijf is beter: Hema = warenhuis bv. Eventueel nog categorieën maken: warenhuis, electra etc.
- Wat was het probleem met het betreffende product: er hoeft niet per se een probleem te zijn. Hij wilde van te voren al klagen. Dus vraagstelling klopt niet. Daarnaast moet balkje groter worden gemaakt, je kan nu niet makkelijk teruglezen wat je precies getypt hebt.
- Mijn ervaring met product/dienst was **veel** slechter moet slechter worden. Veel is niet goed.
- Niet van toepassing button maken
- Uit het niets: het was niet mijn schuld. Het moet zijn: de overdreven klacht was niet mijn schuld.
- Neutralization techniques: beetje spreektaal

- Anders werd ik niet serieus genomen door het bedrijf: als ik niet overdreven had geklaagd werd ik niet serieus genomen door het bedrijf
- Consequenties: moeten negatieve consequenties zijn
- Heeft u vaker een klacht verzonnen: 3 en vaker dan 3 lijken erg op elkaar. 1x, paar keer, of veel vaker
- Geslacht: anders als 3^e categorie?

Respondent 8:

- Ze heeft ooit een horloge geclaimd terwijl ie gestolen was ipv dat hij kwijt was voor op de reisverzekering. Heeft ze duidelijk helemaal verzonnen. Maar ook helemaal overdreven? Is niet helemaal duidelijk. Niet van toepassing optie erbij.
- Garantierегeling: niet van toepassing erbij
- Het product/dienst had nog meer gebreken: niet van toepassing erbij
- Overdreven en verzonnen klachten halen we door elkaar: is niet hetzelfde. Overdreven: kras op telefoon: 28 barsten in. Verzonnen: is gewoon niet waar: horloge niet gestolen maar kwijt.
- Anders werd ik niet serieus genomen: niet van toepassing erbij op verzonnen klacht
- Totale tijd: van indienen tot totale afhandeling!

Respondent 9:

- Wijzigen aantal spelfouten in de inleiding.
- Nadat ik een fout ontdekte in het product... etc. De vragen betreffen een product en deze specifieke situatie ging over een huurservice. Niet van toepassing optie mist dan.
- Nuance tussen helemaal mee oneens en oneens is misschien wat klein.
- Vraag wat is de totale tijd dat uw beschreven situatie... Vreemde vraag die onduidelijk is.
- Het bericht u bent over de helft van de vragen komt te laat. Ik zou deze een blok naar voren schuiven.

Respondent 10:

- Waar heeft u geklaagd? Moet dit met naam en toenaam?
- Ik heb een verjaarde klacht. Is dat dan verzonnen of overdreven?
- Schaal is soms wat onduidelijk, dan moet ik de vraag twee keer lezen.
- Vragen lijken soms erg op elkaar
- Antwoordcategorieën (oneens- mee eens) vallen deels weg op de laptop, dan moet je naar boven scrollen.
- Bij een aantal vragen vul ik liever ja of nee in i.p.v. eens of oneens.
- Je kunt niet terug om je vorige antwoorden te controleren of aan te passen.
- De vraag 'op dit moment dacht ik niet na over de consequenties' moet ik wel twee keer lezen.
- Wat is de totale tijd dat uw situatie heeft gespeeld is een onduidelijke vraag.
- Een spelfout wijzigen in de inleiding.

Appendix II: Survey

Beste meneer/mevrouw,

Hartelijk dank voor uw deelname aan dit onderzoek! Wij zijn Stijn van Pinxteren, Koos Rouwhorst, Suzanne van Vliet en Laura Zendijk, masterstudenten Marketing van de Radboud Universiteit Nijmegen. Voor onze masterthesis doen wij - onder begeleiding van onze docent Dr. Herm Joosten - onderzoek naar het klaaggedrag van consumenten.

Iedereen heeft wel eens geklaagd over een product of dienst. Veel mensen willen ook toegeven dat hun klacht soms niet helemaal eerlijk (namelijk overdreven of verzonnen) is. U claimt bijvoorbeeld schade aan uw mobiele telefoon die u zelf veroorzaakt heeft of u klaagt over het eten in een restaurant, terwijl er niets mis mee is. Het kan ook zijn dat u klaagt bij uw kabelmaatschappij dat u al weken zonder internet zit, terwijl u maar een dag zonder zat of u eist daarbij een schadevergoeding die helemaal of deels onterecht is.

Dit onderzoek richt zich op de motivatie van consumenten om klachten te overdrijven of te verzinnen. Wij begrijpen dat dit onderwerp wellicht gevoelig ligt, daarom is deze enquête volledig anoniem wat betekent dat niemand kan achterhalen wie de antwoorden heeft ingevuld. Daarnaast gebruiken wij de gegevens uitsluitend voor dit onderzoek en is deelname geheel vrijwillig. Tot slot zijn er geen goede of foute antwoorden, omdat het gaat over hoe u de situatie heeft beleefd. De enquête zal ongeveer 10 minuten duren.

Nogmaals hartelijk dank voor uw deelname! U helpt ons en de wetenschap een stap verder!

Stijn van Pinxteren
Koos Rouwhorst
Suzanne van Vliet
Laura Zendijk
Dr. Herm Joosten



Radboud University



Uit onderzoek blijkt dat veel mensen wel eens een klacht hebben overdreven of verzonnen. Heeft u ook wel eens een klacht overdreven of verzonnen? Denk dan terug aan die situatie bij het beantwoorden van de vragen.

Toelichting: Mocht u niet onmiddellijk een eigen overdreven of verzonnen klacht te binnen schieten, dan helpen misschien voorbeelden uit ons eigen leven:

Stijn: “Toen we in mijn huis een extra televisieabonnement kochten bij een provider heeft dit de eerste week niet gewerkt. Vervolgens hebben we onze klacht hierover ontzettend overdreven met het resultaat dat we een half jaar lang ons hele pakket t.w.v. €75,- per maand gratis kregen.”

Koos: “Mijn koffer is de heenreis van vakantie eens kwijtgeraakt. Waar ik de eerste vijf dagen aan het lijntje werd gehouden met de belofte dat mijn koffer ‘de dag er na zou aankomen’ hoorde ik vanaf dag vijf niks meer over mijn koffer. Uiteindelijk bij de vliegmaatschappij een hoger bedrag opgegeven over de waarde van de inhoud dan dat er daadwerkelijk in zat. Ik verwachtte niet het gehele bedrag te krijgen, en dit bleek waar.”

Suzanne: “Ik heb wel eens een nieuwe blouse op een te warme temperatuur gestreken (zonder te kijken of ik die blouse wel kon strijken) waardoor het materiaal smolt. Op het label stond echter dat je het kledingstuk op een lage temperatuur kon strijken. Ik heb het bedrijf daarom verteld dat ik niet te warm gestreken heb en mijn klacht dus overdreven om zo een nieuwe blouse te krijgen.”

Laura: “Mijn mobiele telefoon was buitenshuis gevallen en hierdoor kapotgegaan. Vervolgens heb ik aan de verzekering doorgegeven dat dit in huis was gebeurd. Daardoor heb ik geld terug kunnen krijgen via mijn inboedelverzekering, en bleef de schade voor mij beperkt.

Herm: “De touroperator vertelde dat ze mij om moesten boeken naar een ander hotel in Spanje. Ik heb gedaan alsof ik dit heel erg vond en daardoor kreeg ik uiteindelijk voor elkaar dat ik een veel betere hotelkamer kreeg, met uitzicht op zee.”

Neem de tijd om goed na te denken over een situatie waarin u een klacht (deels) heeft overdreven of verzonnen

Over welk product of welke dienst heeft u overdreven of verzonnen geklaagd (of een claim ingediend)?

Wat was de waarde van het product/de dienst ongeveer?

Wat is de naam van het bedrijf/de instantie waar u heeft geklaagd?

Hoe groot was het bedrijf waar u heeft geklaagd?

- ☐ Klein bedrijf (bijv. eenmanszaak)
- ☐ Middelgroot bedrijf (bijv. 2 of 3 vestigingen)
- ☐ Groot bedrijf (bijv. winkelketen of grote producent)

Wat was (volgens u) het probleem met het betreffende product of de dienst?

In hoeverre heeft u de klacht overdreven (dus **erger** voorgesteld dan het daadwerkelijk was)?

	Helemaal niet overdreven	Een klein beetje overdreven	Half overdreven	Grotendeels overdreven	Geheel overdreven
Probleem overdrijven (illegitimate complaints 1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In hoeverre heeft u de klacht verzonnen (ofwel **anders** voorgesteld dan het daadwerkelijk was)?

	Helemaal niet verzonnen	Een klein beetje verzonnen	Half verzonnen	Grotendeels verzonnen	Geheel verzonnen
Probleem verzonnen (illegitimate complaints 2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Wanneer speelde uw beschreven situatie?

- ☐ Het afgelopen jaar
- ☐ Langer dan een jaar geleden
- ☐ Langer dan twee jaar geleden

Nu volgen een paar stellingen over de omstandigheden van de klacht. In hoeverre bent u het eens met de volgende stellingen?

	Helemaal mee oneens	Mee oneens	Niet mee eens/niet mee oneens	Mee eens	Helemaal mee eens
De oorzaak van de klacht was mijn eigen schuld (attribution to self)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De oorzaak van de klacht was de schuld van het bedrijf (attribution to organization)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn ervaring met het product/de dienst was veel slechter dan verwacht (contrast effect 1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf probeerde opzettelijk misbruik van mij te maken (Lack of morality organization)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik probeerde opzettelijk misbruik te maken van het bedrijf (lack of morality self)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb van tevoren gepland om te proberen een voordeeltje te behalen (pre-planned)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb van de gelegenheid gebruik gemaakt om een voordeeltje te behalen (opportunism)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ik was teleurgesteld in het bedrijf (disappointment)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik was boos op het bedrijf (anger)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf heeft een goede garantieregeling en daar heb ik gebruik van gemaakt (liberal redress policy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

We zijn al op de helft van de vragen. Nu volgen een paar stellingen over de omstandigheden van de klacht. In hoeverre bent u het eens met de volgende stellingen?

	Helemaal mee oneens	Mee oneens	Niet mee eens/niet mee oneens	Mee eens	Helemaal mee eens
Het bedrijf reageerde niet (meer) op mijn vragen en verzoeken (loss of control 1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf hield zich niet aan de afspraken (loss of control 2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik had hoge verwachtingen van het product/de dienst (contrast effect 2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nadat ik een fout ontdekte in het product/de dienst ontdekte ik nog meer gebreken (halo effect)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Het product/de dienst had nog meer gebreken, maar daarover heb ik niet geklaagd (assimilation theory)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het voorstel van het bedrijf om de klacht op te lossen was oneerlijk naar mij toe (distributive injustice)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De manier waarop het bedrijf mij behandelde was onbeleefd (interactional injustice)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De klachtprocedure van het bedrijf was traag en moeizaam (procedural injustice)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben iemand die niet snel klaagt (attitude towards illegitimate complaining)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat mijn vrienden of bekenden in dezelfde situatie de klacht ook overdreven of verzonnen zouden hebben (social norm toward illegitimate complaining)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In hoeverre bent u het eens met de volgende stellingen betreffende uw klacht?

	Helemaal mee oneens	Mee oneens	Niet mee eens/niet mee oneens	Mee eens	Helemaal mee eens
Het was niet mijn schuld (denial of responsibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf zal er heus geen ernstige schade door lijden (denial of injury)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf verdient het door wat ze gedaan hebben (denial of victim)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf is ook niet altijd eerlijk tegenover klanten (condemnation of the condemners)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik deed het niet voor mezelf (maar uit principe of voor anderen) (Appeal to higher loyalties)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Iedereen overdrijft wel eens (claim of normalcy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik was niet op voorhand van plan om overdreven te klagen (denial of negative intent)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Andere mensen doen veel ergere dingen (claim of relative acceptability)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Normaal gesproken
houd ik me wel aan
de regels (metaphor
of the ledger)

☐☐☐☐☐

Ik mag ook wel eens
een meevallertje
hebben (claim of
entitlement)

☐☐☐☐☐

Anders werd ik niet
serieus genomen
door het bedrijf
(defense of
necessity)

☐☐☐☐☐

Op dat moment
dacht ik niet echt na
over de
consequenties
(gevoelens kwamen
later pas)
(justification by
postponement)

☐☐☐☐☐

We zijn bijna aan het einde van de vragenlijst. We willen nog graag weten in hoeverre uw houding ten opzichte van het bedrijf is veranderd na het indienen van uw klacht.

	Veel kleiner	Kleiner	Onveranderd	Groter	Veel groter
De kans dat ik nogmaals aan aankoop doe bij het bedrijf in kwestie is na deze situatie: (loyalty)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De kans dat ik anderen (familie/vrienden/etc.) het bedrijf in kwestie aanraad is na deze situatie(WOM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het vertrouwen dat ik in het bedrijf in kwestie heb na deze situatie: (trust)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn band met het bedrijf is na deze situatie: (commitment)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn tevredenheid over het bedrijf is na deze situatie: (satisfaction)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Als laatste nog 5 korte vragen.

Wat is de totale tijd dat uw beschreven situatie (van klacht indienen tot afhandeling) heeft gespeeld?

Heeft u al vaker een klacht overdreven/verzonnen?

- ☐ Dit was de enige keer
- ☐ 2 keer
- ☐ 3 keer
- ☐ Vaker dan 3 keer

Wat is uw leeftijd?

Wat is uw geslacht?

- ☐ Man
- ☐ Vrouw

Wat is uw hoogst genoten opleiding (met of zonder diploma)?

- ☐ Lagere school/basisonderwijs
- ☐ Voortgezet onderwijs
- ☐ MBO (MAVO)
- ☐ HBO
- ☐ Universiteit

Dit waren de vragen. **Nogmaals hartelijk dank voor uw medewerking.** Indien u geïnteresseerd bent in de resultaten van het onderzoek kunt u een mail sturen naar s.vanpinxteren@student.ru.nl, k.rouwhorst@student.ru.nl, suzannevan.vliet@student.ru.nl of laura.zendijk@student.ru.nl.

Appendix III: SPSS output and analysis

(Assumptions) Multiple regression

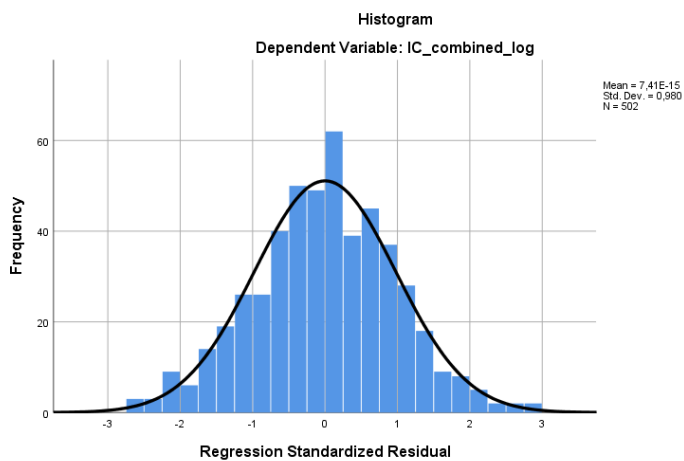
Multicollinearity: VIF <10, Tolerance >0.1

Coefficients^a										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	-,003	,140		-,023	,982	-,278	,272		
	(D) De oorzaak van de klacht was mijn eigen schuld	,052	,014	,173	3,631	,000	,024	,081	,538	1,859
	(D) De oorzaak van de klacht was de schuld van het bedrijf	,003	,016	,011	,198	,843	-,029	,035	,422	2,368
	(D) Mijn ervaring met het product/de dienst was slechter dan verwacht	-,016	,016	-,046	-,988	,324	-,048	,016	,567	1,763
	(D) Het bedrijf probeerde opzettelijk misbruik van mij te maken	,016	,017	,041	,924	,356	-,018	,050	,622	1,607
	(D) Ik probeerde opzettelijk misbruik te maken van het bedrijf	,128	,017	,380	7,335	,000	,093	,162	,457	2,188
	(D) Ik heb van tevoren gepland om te proberen een voordeeltje te behalen	-,001	,013	-,004	-,084	,933	-,027	,025	,703	1,422
	(D) Ik heb van de gelegenheid	,039	,014	,122	2,874	,004	,012	,066	,684	1,463

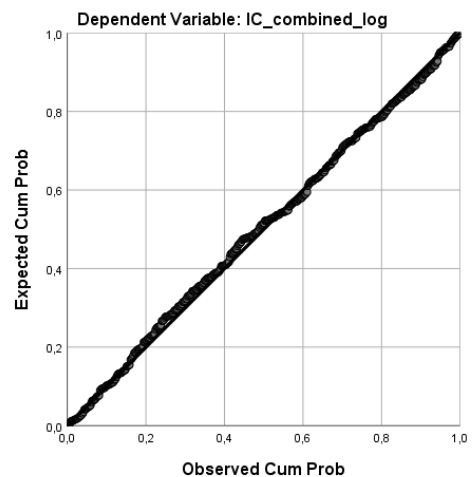
gebruik gemaakt om een voordeeltje te behalen									
(D) Ik was teleurgesteld in het bedrijf	-,017	,020	-,054	-,833	,405	-,056	,023	,294	3,396
(D) Ik was boos op het bedrijf	,001	,018	,004	,061	,952	-,034	,036	,358	2,794
(D) Het bedrijf heeft een goede garantieregeling en daar heb ik gebruik van gemaakt	,009	,015	,027	,619	,536	-,020	,038	,644	1,553
(D) Het bedrijf reageerde niet (meer) op mijn vragen en verzoeken	,004	,020	,010	,196	,845	-,035	,043	,429	2,329
(D) Het bedrijf hield zich niet aan de afspraken	-,016	,017	-,047	-,904	,367	-,050	,019	,459	2,181
(D) Ik had hoge verwachtingen van het product/de dienst	,020	,016	,046	1,230	,219	-,012	,052	,891	1,122
(D) Nadat ik een fout ontdekte in het product/de dienst, ontdekte ik nog meer gebreken	,034	,017	,089	2,058	,040	,002	,067	,659	1,518
(D) Het product/de dienst had nog meer gebreken, maar daarover heb ik niet geklaagd	-,018	,015	-,047	-1,173	,241	-,048	,012	,782	1,279
(D) De manier waarop het bedrijf mij behandelde was ongeleefd	,015	,021	,043	,726	,468	-,026	,057	,355	2,818

(D) De klachtprocedure van het bedrijf was traag en moeizaam	,013	,016	,041	,813	,416	-,018	,044	,480	2,085
(D) Ik ben iemand die niet snel klaagt	-,016	,014	-,040	-1,108	,268	-,043	,012	,943	1,061
(D) Ik denk dat mijn vrienden of bekenden in dezelfde situatie de klacht ook overdreven of verzonnen zouden hebben	,044	,016	,097	2,680	,008	,012	,076	,930	1,076
Distibutive_injusti ce_p3	-,008	,004	-,092	-1,907	,057	-,016	,000	,527	1,897
a. Dependent Variable: IC_combined_log									

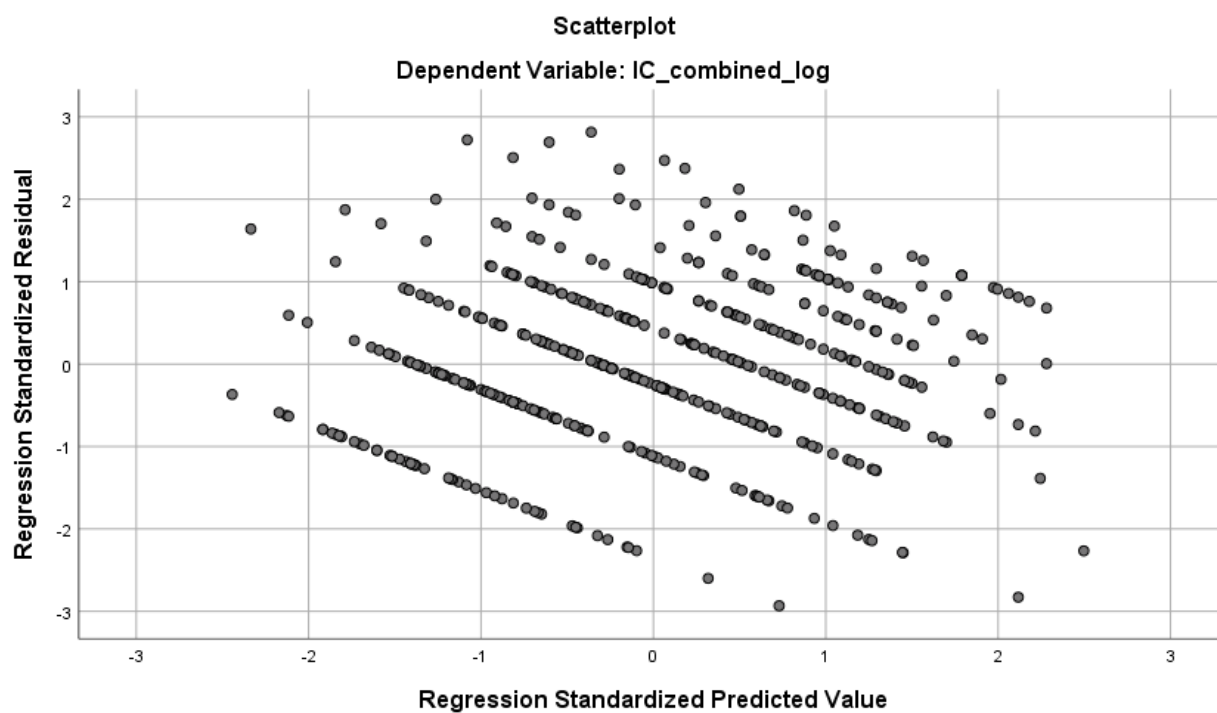
Normal distribution:



Normal P-P Plot of Regression Standardized Residual



Scatterplot to asses linearity and homoscedasticity



Transformation of the dependent variable

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
IC_combined_mean	502	1,00	5,00	2,3705	1,00407	,814	,109	,148	,218
IC_combined_log	502	,00	1,61	,7751	,42374	-,065	,109	-,587	,218
Valid N (listwise)	502								

Factor analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,885
Bartlett's Test of Sphericity	Approx. Chi-Square	2053,862
	df	55
	Sig.	,000

Communalities		
	Initial	Extraction
(D) De oorzaak van de klacht was mijn eigen schuld	,220	,436
(D) Mijn ervaring met het product/de dienst was slechter dan verwacht	,297	,453
(D) Het bedrijf probeerde opzettelijk misbruik van mij te maken	,338	,409
(D) Het bedrijf heeft een goede garantieregeling en daar heb ik gebruik van gemaakt	,316	,460
(D) Het bedrijf reageerde niet (meer) op mijn vragen en verzoeken	,559	,597
(D) Het bedrijf hield zich niet aan de afspraken	,524	,564
(D) Ik had hoge verwachtingen van het product/de dienst	,083	,107
(D) Nadat ik een fout ontdekte in het product/de dienst, ontdekte ik nog meer gebreken	,243	,379
(D) Het voorstel van het bedrijf om de klacht op te lossen was oneerlijk naar mij toe	,616	,663
(D) De manier waarop het bedrijf mij behandelde was onbeleefd	,653	,729
(D) De klachtprocedure van het bedrijf was traag en moeizaam	,519	,573
Extraction Method: Principal Axis Factoring.		

Total Variance Explained							
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4,578	41,615	41,615	4,150	37,729	37,729	4,026
2	1,344	12,221	53,836	,723	6,569	44,297	,876
3	1,058	9,619	63,456	,498	4,524	48,822	1,860
4	,855	7,769	71,224				
5	,604	5,491	76,715				
6	,578	5,250	81,966				
7	,558	5,075	87,041				
8	,436	3,965	91,006				
9	,398	3,622	94,628				
10	,345	3,137	97,765				
11	,246	2,235	100,000				
Extraction Method: Principal Axis Factoring.							
a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.							

Pattern Matrix			
	Factor		
	1	2	3
(D) De manier waarop het bedrijf mij behandelde was onbeleefd	,852	,085	-,372
(D) Het voorstel van het bedrijf om de klacht op te lossen was oneerlijk naar mij toe	,813	,128	-,409
(D) Het bedrijf reageerde niet (meer) op mijn vragen en verzoeken	,768	,051	-,393
(D) De klachtprocedure van het bedrijf was traag en moeizaam	,755	,063	-,329
(D) Het bedrijf hield zich niet aan de afspraken	,738	,203	-,441

(D) Het bedrijf probeerde opzettelijk misbruik van mij te maken	,548	,395	-,194
(D) Het bedrijf heeft een goede garantieregeling en daar heb ik gebruik van gemaakt	-,516	,255	,460
(D) Nadat ik een fout ontdekte in het product/de dienst, ontdekte ik nog meer gebreken	,352	,548	-,259
(D) Ik had hoge verwachtingen van het product/de dienst	,034	,321	-,095
(D) De oorzaak van de klacht was mijn eigen schuld	-,287	-,143	,659
(D) Mijn ervaring met het product/de dienst was slechter dan verwacht	,400	,400	-,582
Extraction Method: Principal Axis Factoring. Rotation Method: Oblimin with Kaiser Normalization.			

MANOVA

Box's Test of Equality of Covariance Matrices^a	
Box's M	471,699
F	1,416
df1	306
df2	78133,164
Sig.	,000

Multivariate Tests ^a									
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^d
Clusterindeling_joosten	Pillai's Trace	,519	8,820	34,000	856,000	,000	,259	299,889	1,000
	Wilks' Lambda	,524	9,572 ^b	34,000	854,000	,000	,276	325,436	1,000
	Hotelling's Trace	,825	10,337	34,000	852,000	,000	,292	351,456	1,000
	Roy's Largest Root	,709	17,846 ^c	17,000	428,000	,000	,415	303,384	1,000
a. Design: Intercept + Clusterindeling_joosten									
b. Exact statistic									
c. The statistic is an upper bound on F that yields a lower bound on the significance level.									
d. Computed using alpha = ,05									

Tests of Between-Subjects Effects									
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^r
Clusterindeling_joosten	(N) Het was niet mijn schuld	239,493	2	119,747	82,231	,000	,271	164,461	1,000
	(N) Het bedrijf zal er heus geen ernstige schade door lijden	,094	2	,047	,072	,930	,000	,145	,061
	(N) Het bedrijf verdient het door wat ze gedaan hebben	128,903	2	64,452	52,681	,000	,192	105,361	1,000
	(N) Het bedrijf is ook niet altijd eerlijk tegenover klanten	39,799	2	19,900	17,422	,000	,073	34,843	1,000
	(N) Ik deed het niet voor mezelf (maar	29,146	2	14,573	11,926	,000	,051	23,852	,995

	uit principe of voor anderen)								
	(N) Iedereen overdrijft wel eens	2,609	2	1,305	2,300	,101	,010	4,601	,467
	(N) Ik was niet op voorhand van plan om overdreven te klagen	35,362	2	17,681	14,820	,000	,063	29,641	,999
	(N) Andere mensen doen veel ergere dingen	,892	2	,446	,558	,573	,003	1,115	,142
	(N) Normaal gesproken houd ik me wel aan de regels	2,850	2	1,425	2,098	,124	,009	4,197	,431
	(N) Ik mag ook wel eens een meevallertje hebben	5,652	2	2,826	3,705	,025	,016	7,410	,679
	(N) Anders werd ik niet serieus genomen door het bedrijf	20,557	2	10,278	7,286	,001	,032	14,571	,936
	(N) Op dat moment dacht ik niet echt na over de consequenties (gevoelens kwamen later pas)	2,105	2	1,052	,923	,398	,004	1,847	,210
	(R) De kans dat ik nogmaals een aankoop doe bij het bedrijf in kwestie is na deze situatie:	44,966	2	22,483	37,254	,000	,144	74,507	1,000
	(R) De kans dat ik anderen (familie/vrienden/etc.) het bedrijf in kwestie aanraad is na deze situatie:	51,074	2	25,537	38,276	,000	,147	76,551	1,000
	(R) Het vertrouwen dat ik in het bedrijf in kwestie heb is na deze situatie:	68,623	2	34,312	46,478	,000	,173	92,956	1,000

	(R) Mijn band met het bedrijf is na deze situatie:	69,467	2	34,733	57,250	,000	,205	114,500	1,000
	(R) Mijn tevredenheid over het bedrijf is na deze situatie:	102,647	2	51,324	65,164	,000	,227	130,327	1,000

Multiple Comparisons								
Games-Howell								
Dependent Variable	(I) Clusterindeling_joosten	(J) Clusterindeling_joosten	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
(N) Het was niet mijn schuld	1,00	2,00	,07	,173	,903	-,34	,49	
		3,00	1,49*	,123	,000	1,20	1,78	
	2,00	1,00	-,07	,173	,903	-,49	,34	
		3,00	1,42*	,180	,000	,99	1,85	
	3,00	1,00	-1,49*	,123	,000	-1,78	-1,20	
		2,00	-1,42*	,180	,000	-1,85	-,99	
(N) Het bedrijf zal er heus geen ernstige schade door lijden	1,00	2,00	,05	,128	,930	-,26	,35	
		3,00	,01	,081	,985	-,18	,20	
	2,00	1,00	-,05	,128	,930	-,35	,26	
		3,00	-,03	,125	,962	-,33	,27	
	3,00	1,00	-,01	,081	,985	-,20	,18	
		2,00	,03	,125	,962	-,27	,33	
(N) Het bedrijf verdient het door wat ze gedaan hebben	1,00	2,00	-,58*	,157	,001	-,95	-,20	
		3,00	,90*	,113	,000	,63	1,16	
	2,00	1,00	,58*	,157	,001	,20	,95	
		3,00	1,48*	,155	,000	1,11	1,85	
	3,00	1,00	-,90*	,113	,000	-1,16	-,63	
		2,00	-1,48*	,155	,000	-1,85	-1,11	

(N) Het bedrijf is ook niet altijd eerlijk tegenover klanten	1,00	2,00	-,84*	,135	,000	- 1,16	-,52
		3,00	,11	,111	,590	-,15	,37
	2,00	1,00	,84*	,135	,000	,52	1,16
		3,00	,95*	,140	,000	,62	1,28
	3,00	1,00	-,11	,111	,590	-,37	,15
		2,00	-,95*	,140	,000	- 1,28	-,62
(N) Ik deed het niet voor mezelf (maar uit principe of voor anderen)	1,00	2,00	,02	,180	,994	-,41	,45
		3,00	,52*	,110	,000	,26	,78
	2,00	1,00	-,02	,180	,994	-,45	,41
		3,00	,50*	,175	,015	,08	,92
	3,00	1,00	-,52*	,110	,000	-,78	-,26
		2,00	-,50*	,175	,015	-,92	-,08
(N) Iedereen overdrijft wel eens	1,00	2,00	,21	,117	,167	-,07	,49
		3,00	-,03	,076	,913	-,21	,15
	2,00	1,00	-,21	,117	,167	-,49	,07
		3,00	-,24	,115	,092	-,52	,03
	3,00	1,00	,03	,076	,913	-,15	,21
		2,00	,24	,115	,092	-,03	,52
(N) Ik was niet op voorhand van plan om overdreven te klagen	1,00	2,00	,03	,148	,976	-,32	,38
		3,00	,57*	,112	,000	,31	,84
	2,00	1,00	-,03	,148	,976	-,38	,32
		3,00	,54*	,155	,002	,18	,91
	3,00	1,00	-,57*	,112	,000	-,84	-,31
		2,00	-,54*	,155	,002	-,91	-,18
(N) Andere mensen doen veel ergere dingen	1,00	2,00	,06	,145	,905	-,28	,41
		3,00	,09	,089	,538	-,12	,31
	2,00	1,00	-,06	,145	,905	-,41	,28
		3,00	,03	,144	,971	-,31	,38
	3,00	1,00	-,09	,089	,538	-,31	,12
		2,00	-,03	,144	,971	-,38	,31
(N) Normaal gesproken houd ik me wel aan de regels	1,00	2,00	,23	,128	,181	-,08	,53
		3,00	,12	,083	,295	-,07	,32
	2,00	1,00	-,23	,128	,181	-,53	,08
		3,00	-,10	,131	,706	-,42	,21
	3,00	1,00	-,12	,083	,295	-,32	,07
		2,00	,10	,131	,706	-,21	,42
(N) Ik mag ook wel eens een meevallertje hebben	1,00	2,00	,10	,138	,748	-,23	,43
		3,00	-,20	,088	,066	-,40	,01
	2,00	1,00	-,10	,138	,748	-,43	,23
		3,00	-,30	,135	,078	-,62	,03

	3,00	1,00	,20	,088	,066	-,01	,40
		2,00	,30	,135	,078	-,03	,62
(N) Anders werd ik niet serieus genomen door het bedrijf	1,00	2,00	-,21	,177	,455	-,64	,21
		3,00	,37*	,121	,007	,08	,65
	2,00	1,00	,21	,177	,455	-,21	,64
		3,00	,58*	,181	,005	,15	1,01
	3,00	1,00	-,37*	,121	,007	-,65	-,08
		2,00	-,58*	,181	,005	- 1,01	-,15
(N) Op dat moment dacht ik niet echt na over de consequenties (gevoelens kwamen later pas)	1,00	2,00	-,13	,167	,712	-,53	,27
		3,00	,08	,108	,720	-,17	,34
	2,00	1,00	,13	,167	,712	-,27	,53
		3,00	,21	,166	,403	-,18	,61
	3,00	1,00	-,08	,108	,720	-,34	,17
		2,00	-,21	,166	,403	-,61	,18
(R) De kans dat ik nogmaals een aankoop doe bij het bedrijf in kwestie is na deze situatie:	1,00	2,00	,35*	,142	,041	,01	,69
		3,00	-,52*	,075	,000	-,70	-,35
	2,00	1,00	-,35*	,142	,041	-,69	-,01
		3,00	-,88*	,137	,000	- 1,21	-,55
	3,00	1,00	,52*	,075	,000	,35	,70
		2,00	,88*	,137	,000	,55	1,21
(R) De kans dat ik anderen (familie/vrienden/ etc.) het bedrijf in kwestie aanraad is na deze situatie:	1,00	2,00	,29	,143	,113	-,05	,63
		3,00	-,60*	,080	,000	-,78	-,41
	2,00	1,00	-,29	,143	,113	-,63	,05
		3,00	-,89*	,138	,000	- 1,22	-,55
	3,00	1,00	,60*	,080	,000	,41	,78
		2,00	,89*	,138	,000	,55	1,22
(R) Het vertrouwen dat ik in het bedrijf in kwestie heb is na deze situatie:	1,00	2,00	,31	,156	,124	-,06	,68
		3,00	-,70*	,084	,000	-,90	-,50
	2,00	1,00	-,31	,156	,124	-,68	,06
		3,00	-1,01*	,152	,000	- 1,37	-,65
	3,00	1,00	,70*	,084	,000	,50	,90
		2,00	1,01*	,152	,000	,65	1,37
(R) Mijn band met het bedrijf is na deze situatie:	1,00	2,00	,58*	,129	,000	,27	,89
		3,00	-,58*	,078	,000	-,76	-,40
	2,00	1,00	-,58*	,129	,000	-,89	-,27

		3,00	-1,16*	,124	,000	- 1,46	-,87
	3,00	1,00	,58*	,078	,000	,40	,76
		2,00	1,16*	,124	,000	,87	1,46
(R) Mijn tevredenheid over het bedrijf is na deze situatie:	1,00	2,00	,59*	,156	,001	,22	,96
		3,00	-,77*	,087	,000	-,97	-,56
	2,00	1,00	-,59*	,156	,001	-,96	-,22
		3,00	-1,36*	,150	,000	- 1,72	- 1,00
	3,00	1,00	,77*	,087	,000	,56	,97
		2,00	1,36*	,150	,000	1,00	1,72

Based on observed means.
The error term is Mean Square(Error) = ,788.

*. The mean difference is significant at the .05 level.

Factor analysis additional analysis.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,867
Bartlett's Test of Sphericity	Approx. Chi-Square	2438,907
	df	91
	Sig.	,000

Communalities		
	Initial	Extraction
(D) De oorzaak van de klacht was mijn eigen schuld	,314	,323
(D) Mijn ervaring met het product/de dienst was slechter dan verwacht	,332	,427
(D) Het bedrijf probeerde opzettelijk misbruik van mij te maken	,351	,409
(D) Het bedrijf heeft een goede garantieregeling en daar heb ik gebruik van gemaakt	,350	,429

(D) Het bedrijf reageerde niet (meer) op mijn vragen en verzoeken	,561	,599
(D) Het bedrijf hield zich niet aan de afspraken	,526	,566
(D) Ik had hoge verwachtingen van het product/de dienst	,098	,115
(D) Nadat ik een fout ontdekte in het product/de dienst, ontdekte ik nog meer gebreken	,243	,354
(D) Het voorstel van het bedrijf om de klacht op te lossen was oneerlijk naar mij toe	,618	,664
(D) De manier waarop het bedrijf mij behandelde was onbeleefd	,657	,720
(D) De klachtprocedure van het bedrijf was traag en moeizaam	,523	,572
(D) Ik probeerde opzettelijk misbruik te maken van het bedrijf	,464	,799
(D) Ik heb van de gelegenheid gebruik gemaakt om een voordeeltje te behalen	,288	,293
(D) Ik denk dat mijn vrienden of bekenden in dezelfde situatie de klacht ook overdreven of verzonnen zouden hebben	,060	,062
Extraction Method: Principal Axis Factoring.		

Total Variance Explained							
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4,807	34,335	34,335	4,373	31,233	31,233	4,157
2	1,720	12,284	46,619	1,242	8,873	40,105	1,649
3	1,372	9,801	56,420	,718	5,125	45,231	1,467
4	,919	6,565	62,985				
5	,883	6,306	69,291				
6	,784	5,601	74,892				
7	,603	4,309	79,201				
8	,574	4,098	83,299				
9	,550	3,929	87,229				
10	,435	3,108	90,336				
11	,396	2,828	93,164				
12	,380	2,716	95,880				
13	,336	2,399	98,278				
14	,241	1,722	100,000				
Extraction Method: Principal Axis Factoring.							
a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.							

Pattern Matrix ^a			
	Factor		
	1	2	3
(D) De manier waarop het bedrijf mij behandelde was onbeleefd	,856	-,012	-,036
(D) Het voorstel van het bedrijf om de klacht op te lossen was oneerlijk naar mij toe	,807	,013	,033
(D) Het bedrijf reageerde niet (meer) op mijn vragen en verzoeken	,779	-,020	-,035
(D) De klachtprocedure van het bedrijf was traag en moeizaam	,770	,022	-,035
(D) Het bedrijf hield zich niet aan de afspraken	,691	-,015	,151

(D) Het bedrijf heeft een goede garantieregeling en daar heb ik gebruik van gemaakt	-,536	,317	,214
(D) Het bedrijf probeerde opzettelijk misbruik van mij te maken	,492	,221	,286
(D) Ik probeerde opzettelijk misbruik te maken van het bedrijf	-,032	,831	-,274
(D) Ik heb van de gelegenheid gebruik gemaakt om een voordeeltje te behalen	-,105	,512	,038
(D) De oorzaak van de klacht was mijn eigen schuld	-,141	,401	-,294
(D) Ik denk dat mijn vrienden of bekenden in dezelfde situatie de klacht ook overdreven of verzonnen zouden hebben	,062	,250	,038
(D) Nadat ik een fout ontdekte in het product/de dienst, ontdekte ik nog meer gebreken	,205	,091	,503
(D) Mijn ervaring met het product/de dienst was slechter dan verwacht	,215	-,229	,488
(D) Ik had hoge verwachtingen van het product/de dienst	-,087	-,021	,354
Extraction Method: Principal Axis Factoring.			
Rotation Method: Oblimin with Kaiser Normalization.			
a. Rotation converged in 6 iterations.			

Additional MANOVA

Box's Test of Equality of Covariance Matrices^a	
Box's M	258,795
F	1,619
df1	153
df2	331793,272
Sig.	,000

Multivariate Tests^a									
Effect	Value	F	Hypothesis df		Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^c
Clusterindeling_our_data	Pillai's Trace	,450	22,625 ^b	17,000	471,000	,000	,450	384,633	1,000
	Wilks' Lambda	,550	22,625 ^b	17,000	471,000	,000	,450	384,633	1,000
	Hotelling's Trace	,817	22,625 ^b	17,000	471,000	,000	,450	384,633	1,000
	Roy's Largest Root	,817	22,625 ^b	17,000	471,000	,000	,450	384,633	1,000
a. Design: Intercept + Clusterindeling_our_data									
b. Exact statistic									
c. Computed using alpha = ,05									

Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Observed Power ^r
(N) Het was niet mijn schuld	143,968	1	143,968	88,719	,000	,154	1,000
(N) Het bedrijf zal er heus geen ernstige schade door lijden	,029	1	,029	,045	,831	,000	,055
(N) Het bedrijf verdient het door wat ze gedaan hebben	157,497	1	157,497	131,908	,000	,213	1,000
(N) Het bedrijf is ook niet altijd eerlijk tegenover klanten	53,662	1	53,662	48,292	,000	,090	1,000
(N) Ik deed het niet voor mezelf (maar uit principe of voor anderen)	48,212	1	48,212	40,820	,000	,077	1,000
(N) Iedereen overdrijft wel eens	5,103	1	5,103	9,438	,002	,019	,866
(N) Ik was niet op voorhand van plan om overdreven te klagen	35,754	1	35,754	29,907	,000	,058	1,000
(N) Andere mensen doen veel ergere dingen	1,063	1	1,063	1,373	,242	,003	,216
(N) Normaal gesproken houd ik me wel aan de regels	,562	1	,562	,803	,371	,002	,145
(N) Ik mag ook wel eens een meevallertje hebben	6,303	1	6,303	8,321	,004	,017	,821
(N) Anders werd ik niet serieus genomen door het bedrijf	17,238	1	17,238	12,263	,001	,025	,938
(N) Op dat moment dacht ik niet echt na over de consequenties (gevoelens kwamen later pas)	,376	1	,376	,340	,560	,001	,090
(R) De kans dat ik nogmaals een aankoop	81,334	1	81,334	140,470	,000	,224	1,000

doe bij het bedrijf in kwestie is na deze situatie:							
(R) De kans dat ik anderen (familie/vrienden/etc.) het bedrijf in kwestie aanraad is na deze situatie:	93,588	1	93,588	147,802	,000	,233	1,000
(R) Het vertrouwen dat ik in het bedrijf in kwestie heb is na deze situatie:	130,277	1	130,277	192,849	,000	,284	1,000
(R) Mijn band met het bedrijf is na deze situatie:	110,050	1	110,050	188,142	,000	,279	1,000
(R) Mijn tevredenheid over het bedrijf is na deze situatie:	167,710	1	167,710	232,533	,000	,323	1,000

Dependent Variable	Parameter	B	Std. Error	t	Sig.	95% Confidence Interval		Partial Eta Squared	Observed Power ^b
						Lower Bound	Upper Bound		
(N) Het was niet mijn schuld	Intercept	3,119	,070	44,404	,000	2,981	3,257	,802	1,000
	[Clusterindeling_our_data=1, 00]	1,156	,123	9,419	,000	,915	1,398	,154	1,000
	[Clusterindeling_our_data=2, 00]	0 ^a
(N) Het bedrijf zal er heus geen ernstige schade door lijden	Intercept	4,252	,044	96,131	,000	4,165	4,339	,950	1,000
	[Clusterindeling_our_data=1, 00]	,016	,077	,213	,831	-,135	,168	,000	,055
	[Clusterindeling_our_data=2, 00]	0 ^a

(N) Het bedrijf verdient het door wat ze gedaan hebben	Intercept	2,340	,060	38,850	,000	2,222	2,459	,756	1,000
	[Clusterindeling_our_data=1, 00]	1,210	,105	11,485	,000	1,003	1,417	,213	1,000
	[Clusterindeling_our_data=2, 00]	0 ^a
(N) Het bedrijf is ook niet altijd eerlijk tegenover klanten	Intercept	2,881	,058	49,581	,000	2,767	2,996	,835	1,000
	[Clusterindeling_our_data=1, 00]	,706	,102	6,949	,000	,506	,906	,090	1,000
	[Clusterindeling_our_data=2, 00]	0 ^a
(N) Ik deed het niet voor mezelf (maar uit principe of voor anderen)	Intercept	1,906	,060	31,808	,000	1,788	2,023	,675	1,000
	[Clusterindeling_our_data=1, 00]	,669	,105	6,389	,000	,463	,875	,077	1,000
	[Clusterindeling_our_data=2, 00]	0 ^a
(N) Iedereen overdrijft wel eens	Intercept	4,036	,041	99,571	,000	3,957	4,116	,953	1,000
	[Clusterindeling_our_data=1, 00]	-,218	,071	-3,072	,002	-,357	-,078	,019	,866
	[Clusterindeling_our_data=2, 00]	0 ^a
(N) Ik was niet op voorhand van plan om overdueren te klagen	Intercept	3,380	,060	56,071	,000	3,261	3,498	,866	1,000
	[Clusterindeling_our_data=1, 00]	,576	,105	5,469	,000	,369	,783	,058	1,000
	[Clusterindeling_our_data=2, 00]	0 ^a
(N) Andere	Intercept	3,912	,048	80,664	,000	3,817	4,007	,930	1,000

mensen doen veel ergere dingen	[Clusterindelin g_our_data=1, 00]	-,099	,085	-1,172	,242	-,266	,067	,003	,216
	[Clusterindelin g_our_data=2, 00]	0 ^a
(N) Normaal gesprok en houd ik me wel aan de regels	Intercept	3,903	,046	84,623	,000	3,812	3,99 3	,936	1,000
	[Clusterindelin g_our_data=1, 00]	,072	,081	,896	,371	-,086	,231	,002	,145
	[Clusterindelin g_our_data=2, 00]	0 ^a
(N) Ik mag ook wel eens een meevalle rtje hebben	Intercept	3,729	,048	77,724	,000	3,635	3,82 4	,925	1,000
	[Clusterindelin g_our_data=1, 00]	-,242	,084	-2,885	,004	-,407	-,077	,017	,821
	[Clusterindelin g_our_data=2, 00]	0 ^a
(N) Anders werd ik niet serieus genome n door het bedrijf	Intercept	3,006	,065	45,989	,000	2,878	3,13 5	,813	1,000
	[Clusterindelin g_our_data=1, 00]	,400	,114	3,502	,001	,176	,625	,025	,938
	[Clusterindelin g_our_data=2, 00]	0 ^a
(N) Op dat moment dacht ik niet echt na over de consequ enties (gevoele ns kwamen	Intercept	2,547	,058	43,886	,000	2,433	2,66 1	,798	1,000
	[Clusterindelin g_our_data=1, 00]	,059	,101	,583	,560	-,140	,258	,001	,090
	[Clusterindelin g_our_data=2, 00]	0 ^a

later pas)									
(R) De kans dat ik nogmaals een aankoop doe bij het bedrijf in kwestie is na deze situatie:	Intercept	3,094	,042	73,757	,000	3,012	3,177	,918	1,000
	[Clusterindeling_our_data=1, 00]	-,869	,073	-11,852	,000	-1,013	-,725	,224	1,000
	[Clusterindeling_our_data=2, 00]	0 ^a
(R) De kans dat ik anderen (familie/vrienden/ etc.) het bedrijf in kwestie aanraad is na deze situatie:	Intercept	3,070	,044	69,977	,000	2,984	3,156	,910	1,000
	[Clusterindeling_our_data=1, 00]	-,932	,077	-12,157	,000	-1,083	-,782	,233	1,000
	[Clusterindeling_our_data=2, 00]	0 ^a
(R) Het vertrouwen dat ik in het bedrijf in kwestie heb is na deze situatie:	Intercept	3,219	,045	71,035	,000	3,130	3,308	,912	1,000
	[Clusterindeling_our_data=1, 00]	-1,100	,079	-13,887	,000	-1,256	-,944	,284	1,000
	[Clusterindeling_our_data=2, 00]	0 ^a
(R) Mijn band met het bedrijf is	Intercept	3,161	,042	74,969	,000	3,078	3,244	,920	1,000
	[Clusterindeling_our_data=1, 00]	-1,011	,074	-13,716	,000	-1,156	-,866	,279	1,000

na deze situatie:	[Clusterindelin g_our_data=2, 00]	0 ^a
(R) Mijn tevreden heid over het bedrijf is na deze situatie:	Intercept	3,398	,047	72,578	,000	3,306	3,49 0	,915	1,000
	[Clusterindelin g_our_data=1, 00]	-1,248	,082	- 15,249	,000	-1,409	- 1,08 7	,323	1,000
	[Clusterindelin g_our_data=2, 00]	0 ^a

Additional regression with control variables

Model Summary^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,653 ^a	,426	,394	,33067	,426	13,356	26	468	,000

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,237	,211		1,121	,263
	Totale_tijd_in_dagen	,000	,000	,051	1,304	,193
	Vaker een klacht overdreven/verzonnen?	,045	,016	,105	2,753	,006
	Leeftijd	-,003	,002	-,075	-1,962	,050
	Geslacht	-,041	,032	-,047	-1,294	,196
	Opleiding	-,033	,023	-,055	-1,450	,148
	Grootte bedrijf	-,004	,025	-,006	-,159	,873
	(D) De oorzaak van de klacht was mijn eigen schuld	,053	,014	,176	3,691	,000
	(D) De oorzaak van de klacht was de schuld van het bedrijf	,009	,016	,028	,523	,601

(D) Mijn ervaring met het product/de dienst was slechter dan verwacht	-,017	,016	-,049	-1,058	,291
(D) Het bedrijf probeerde opzettelijk misbruik van mij te maken	,013	,018	,034	,757	,449
(D) Ik probeerde opzettelijk misbruik te maken van het bedrijf	,122	,017	,364	6,976	,000
(D) Ik heb van tevoren gepland om te proberen een voordeeltje te behalen	-,003	,013	-,008	-,202	,840
(D) Ik heb van de gelegenheid gebruik gemaakt om een voordeeltje te behalen	,036	,014	,113	2,649	,008
(D) Ik was teleurgesteld in het bedrijf	-,028	,021	-,089	-1,347	,179
(D) Ik was boos op het bedrijf	,007	,018	,021	,361	,718
(D) Het bedrijf heeft een goede garantieregeling en daar heb ik gebruik van gemaakt	,006	,015	,017	,377	,706
(D) Het bedrijf reageerde niet (meer) op mijn vragen en verzoeken	-,006	,020	-,015	-,279	,781
(D) Het bedrijf hield zich niet aan de afspraken	-,015	,018	-,044	-,841	,401
(D) Ik had hoge verwachtingen van het product/de dienst	,022	,017	,050	1,327	,185
(D) Nadat ik een fout ontdekte in het product/de dienst, ontdekte ik nog meer gebreken	,035	,017	,090	2,078	,038
(D) Het product/de dienst had nog meer gebreken, maar daarover heb ik niet geklaagd	-,017	,015	-,043	-1,078	,282
(D) De manier waarop het bedrijf mij behandelde was ongeleefd	,014	,022	,040	,664	,507

	(D) De klachtprocedure van het bedrijf was traag en moeizaam	,014	,016	,046	,886	,376
	(D) Ik ben iemand die niet snel klaagt	-,002	,015	-,004	-,109	,913
	(D) Ik denk dat mijn vrienden of bekenden in dezelfde situatie de klacht ook overdreven of verzonnen zouden hebben	,041	,017	,091	2,493	,013
	Distibutive_injustice_p3	-,009	,004	-,101	-2,069	,039
a. Dependent Variable: IC_combined_log						