NARRATING DISSATISFACTION ONLINE: MOTIVES AND EXPECTATIONS BEHIND NEGATIVE EWOM AS A CONSUMER COMPLAINING RESPONSE

Burcu Selin YILMAZ[*]

ABSTRACT

Although service recovery, complaint management, and consumer complaining behavior (CCB) have long been studied in detail by researchers; advances in computer-mediated communication has drawn researchers' attention into a new research topic: online consumer complaining behavior. Consumers' reactions and responses to critical incidents or service failures which lead to dissatisfaction vary; they may show no action at all, express their dissatisfaction in public, complain to the company, end their relationships with the company and/or engage in negative word-of-mouth-traditional or electronic. While Web 2.0 technologies allow consumers to create and exchange user-generated content, social media, as platforms developed by the help of Web 2.0 technologies, also provides a medium to generate electronic word-of-mouth. This study focuses on the concept of spreading negative eWOM as a consumer complaining response after a dissatisfying purchasing experience and aims to identify consumers' motives and expectations in using social media to complain based on a qualitative research. According to the results of the structured interviews conducted with 52 people, the main motives behind engaging in negative eWOM as a consumer response to dissatisfaction caused by tourism service providers were found to be as altruistic-such as warning others, helping others- and egoistic -venting anger and frustration, vengeance/getting revenge, and damaging the company considered as responsible for consumer's dissatisfaction-. Respondents' expectations from engaging in negative e-WOM as a response to dissatisfied tourism purchase experience were determined by these motives. The results will provide a basis for future research on CCB in tourism sector, and a starting point to a better understanding of online consumer complaining behavior which can be beneficial both for service providers in tourism and researchers.

Keywords: *Consumer Complaining Behavior, Negative eWOM, Online Consumer Complaining Behavior, Tourism, Complaint Reactions of Consumers*

[*]Dokuz Eylül Üniversitesi, İşletme Fakültesi, Turizm İşletmeciliği Bölümü, İzmir, E-posta: selin.yilmaz@deu.edu.tr

**Narrating Dissatisfaction Online: Motives and Expectations behind
Negative eWOM as a Consumer Complaining Response**

HOŞNUTSUZLUĞU ÇEVRİMİÇİ ANLATMAK: BİR TÜKETİCİ ŞİKAYET YANITI OLARAK OLUMSUZ ELEKTRONİK AĞIZDAN-AĞIZA İLETİŞİMİN GERİSİNDEKİ NEDEN VE BEKLENTİLER

ÖZ

Hizmet telafisi, şikâyet yönetimi ve tüketici şikâyet davranışı uzun süredir araştırmacılar tarafından ayrıntılı incelenen konular olmasına karşın bilgisayar ortamlı iletişim alanındaki gelişmeler araştırmacıların dikkatini yeni bir araştırma konusuna yönlendirmiştir: çevrimiçi tüketici şikâyet davranışı. Tüketicilerin hoşnutsuzluk yaratan kritik olaylar ve hizmet hataları karşısında tepkileri ve bunlara yanıt verme biçimleri, hiç tepki göstermemek, hoşnutsuzluğu toplum içinde ortaya koymak, işletmeye şikâyette bulunmak, işletme ile ilişkiyi kesmek ve/veya geleneksel ya da elektronik olumsuz ağızdan-ağıza iletişim yaymak şeklinde farklılık göstermektedir. Web 2.0 teknolojileri tüketicilere kullanıcı-türevli içerik yaratma ve paylaşma olanağı sunarken, Web 2.0 teknolojileri sayesinde geliştirilen sosyal medya platformları elektronik ağızdan-ağıza iletişim için bir ortam oluşturmaktadır. Bu çalışma, kalitatif bir araştırmaya dayanarak, hoşnutsuzluk yaratan bir satın alma deneyimini sonrası bir şikayet davranışı olarak olumsuz elektronik ağızdan ağıza iletişim yayılması konusuna odaklanmakta ve tüketicilerin şikayet için sosyal medyayı kullanmasının gerisindeki nedenleri ve beklentileri belirlemeyi amaçlamaktadır. 52 kişi ile gerçekleştirilen yapılandırılmış görüşmelerin sonuçları, tüketicilerin turizm hizmet sağlayıcılarının yol açtığı hoşnutsuzluğa bir yanıt olarak olumsuz ağızdan-ağıza iletişime başvurmalarının gerisindeki nedenlerin özgecil -diğerlerini uyarmak, diğerlerine yardım etmek gibi- ve bencil -öfke ve gerilimi boşaltmak, intikam almak ve hoşnutsuzluktan sorumlu tutulan işletmeye zarar vermek gibi- olabileceğini göstermektedir. Yanıtlayıcıların hoşnutsuzluk yaratan bir turizm satın alma deneyimine karşılık olarak olumsuz ağızdan-ağıza iletişime başvurmalarından kaynaklanan beklentileri de sayılan nedenlere bağlı belirlenmektedir. Sonuçlar, turizm hizmet sağlayıcılarına ve araştırmacılara faydalı olacak şekilde, turizm sektöründe tüketici şikâyet davranışı üzerine gelecekteki araştırmalar için bir temel ve çevrimiçi tüketici şikayet davranışını daha iyi anlayabilmek için bir başlangıç noktası sağlayacaktır.

Anahtar Sözcükler: *Tüketici Şikâyet Davranışı, Olumsuz Ağızdan-Ağıza İletişim, Çevrimiçi Tüketici Şikayet Davranışı, Turizm, Tüketici Hoşnutsuzluk Tepkileri*

INTRODUCTION

The concept of complaint can be defined as expressing negative feelings and annoyance or communicating dissatisfaction or anger to organizations/companies and/or third parties (Goetzinger, Park and Widdows, 2006). Complaining aims to make an organization aware of behaviors considered subjectively harmful; to demand compensation for negative effects of a wrong or harmful behavior or action; and/or to put

pressure on the organization to make a change in the criticized behavior (Stauss and Seidel, 2005). When the relationship between customer and company yields dissatisfaction which exceeds the limit of tolerance of the customer, the relationship results in complaining.

In the literature, there exist four different terms which all refer to the acronym of CCB: (1) consumer complaint behavior; (2) consumer complaining behavior; (3) customer complaint behavior; (4) customer complaining behavior. The research on CCB is mainly focused on topics such as customer complaint management, factors affecting CCB, CCB in online shopping; and CCB in social media has recently been drawn researchers attention due to the improvements in computer-mediated communication.

Consumer complaining behavior (CCB) is defined by Singh (1988: 94) as "a set of multiple (behavioral and non-behavioral) responses, some or all of which are triggered by perceived dissatisfaction with a purchase episode. "Service failures and customer dissatisfaction usually lead consumers to complain and to engage in negative word-of-mouth. In CCB literature negative WOM is considered a response of consumers to dissatisfaction. Many researchers have studied consumers' complaining behaviors (Day and Landon, 1976; Hirschman, 1970; Richins, 1983; Singh, 1988, 1990a, 1990b, 1990c), and taxonomies and models of consumers' complaining behavior (Hirschman, 1970; Day and Landon, 1977; Richins, 1983; Singh, 1988).

Although all companies try to provide high quality service to their customers in order to keep them loyal and profitable, it is not possible for even the best companies to avoid mistakes and problems totally (Anderson and Sullivan, 1993; Gursoy, Ekiz, and Chi, 2007; Sparks and Fredline, 2007). Characteristics of services (intangibility, inseparability, heterogeneity, and perishability) (Zeithaml, Bitner, and Gremler, 2006) and labor intensive nature of services -that leads to heterogeneity-, inseparability of production and consumption of services -that leads to performance variability and inevitability of problems- (Hess, Ganesan, and Klein, 2003) support that customer dissatisfaction resulted from service failures are always a challenging issue for service companies.

Service failures can cause serious negative effects including an eroded reputation and damaged image among consumers, misuse of resources (such as time, money) and loss of consumer trust (Bitner, Brown, and Meuter, 2000). Due to service failures, consumers may switch to any other seller easily. Dissatisfied consumers may spread negative word-of-mouth and negative electronic word-of-mouth;

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especially in the online environment their stories can reach o lot of people in seconds and may remain online permanently (Goetzinger, Park and Widdows, 2006).

Consumers have a variety of response choices when they experience a service failure such as switching to a competitor, complaining directly to the seller, complaining to a third party, engaging in negative word-of-mouth (traditionally and/or electronically), or simply doing nothing and accepting to be satisfied with a lower service quality than expected. The focus of this study is to explore motives of and expectations from negative word-of-mouth engaged in by consumers due to service failures in tourism.

LITERATURE REVIEW

CCB: Definition, Classification and Typology

Consumer complaining behavior was defined by Landon (1980: 337) as "an expression of dissatisfaction by individual consumers (or on a consumer's behalf) to a responsible party in either the distribution channel or a complaint handling agency". Jacoby and Jaccard (1981) described CCB as a type of action taken by a consumer to communicate something negative related to a product or service to the company or to third-party entities. A consumer's perceived dissatisfaction as a result of a purchase triggers the type of action taken or the type of response as preferred complaining behavior. Crié (2003: 62) defined CCB as "a subset of all possible responses to perceived dissatisfaction around a purchase episode, during consumption or during possession of the goods or services." There exist many factors behind customer complaining behavior such as unfulfilled expectations, malfunctioning product, poor product or service quality, or some unrealized promises given by service providers (Nimako, 2012). When a customer's purchase results in perceived dissatisfaction with a product or service characteristics, he/she may engage in complaining behavior (Huefner and Hunt, 2000). However, some previous studies have suggested that complaining may not always be a result of dissatisfaction, and that sometimes satisfied consumers may still engage in complaining behavior, especially when they think that complaining could be beneficial to a service provider (Jacoby and Jaccard, 1981; Nimako, 2012).

Previous attempts to classify CCB (Crié, 2003; Day and Landon, 1977; Day, et al., 1981; Hirschman, 1970; Singh, 1988) yield a

background to structure an updated taxonomy in which complaints disseminated by the help of information and communication technologies can be placed. According to Nasir (2004), CCB has six main stream research areas: (1) Theoretical background of CCB and conceptualization of CCB (2) The nature and extent of consumer satisfaction/dissatisfaction (3) The determinants of complaint behavior (4) Classification of consumer reactions to dissatisfaction (5) The nature and extent of the problems faced by consumers, the antecedents and determinants of CCB, the reactions of dissatisfied consumers, and consumer complaint handling by organizations (6) The Internet and CCB.

Customers who want to communicate their dissatisfaction by complaining may use both direct and indirect channels (Gursoy, McCleary and Lepsito, 2007; Singh, 1990c). Hirschman (1970) proposed a classification of CCB based on the reactions of customers after a negative experience with the company: Exit, voice and loyalty. Exit is considered as an active response to dissatisfaction; customer breaks his/her relationships with the company which causes dissatisfaction. Voice is structured on communication; customer communicates with the company about his/her dissatisfaction, so it involves giving the organization a chance to recover and to maintain the relationship with the customer. Loyalty has been defined as inactivity by Hirschman (1970); customer engages in no responsive action.

Day and Landon (1976) suggested a useful framework for understanding the types of complaining responses of consumers. According to the authors, the classification of CCB (Consumer Complaining Behavior) (Figure 1) could be conceptualized into two taxonomies: Behavioral and non-behavioral responses at the first level; and behavioral responses are divided into private and public responses based on the action's visibility to the company at the second level. If consumer's response is notified by the company, it is considered as a public response; if it is not notified by the company, then it is called a private response (Day and Landon, 1977). Private responses refer to complaining behavior that involves using private channels directed at people inside the consumer's group in informal ways, which includes changing the brand/supplier, ceasing to use the product or service, or warning family and friends. While public responses are directed to second and third parties and contain seeking redress from the company, taking legal actions; private responses include spreading negative word-of-mouth –to warn friends or changing provider. The CCB taxonomy proposed by Singh (1988) includes voice responses, private responses,

and third party responses. A dissatisfied customer may complain directly to company to demand compensation (voice response); engage in negative word-of-mouth (private response); or take legal actions (third party response).
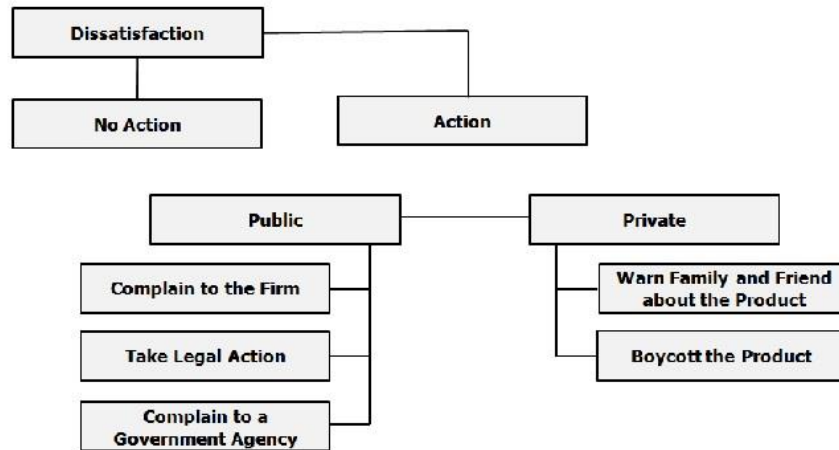
Source: Day and Landon, 1976

Figure 1: Classification of Consumer Complaining Behavior

According to Day (1980: 212), consumers provide some "explanations" to justify the complaint action which they prefer to take. The reasons behind complaining offer three categories which can be classified under behavioral CCB (Day, 1980; Singh, 1988: 95): (1) Redress seeking (demanding specific remedies directly or indirectly from the seller by complaining directly to the provider, or by taking legal actions); (2) Complaining (to communicate dissatisfaction for reasons – such as to influence future behavior, to persuade others by spreading negative WOM, etc.- other than getting remedy); (3) Personal boycott (stop purchasing from provider which is perceived as the reason of trouble).

Singh (1990b) also suggested a typology based on consumers' varying dissatisfaction response styles: passives (least likely to take any action, non-complainers), voicers (complain actively to the seller to get redress), irates (complain directly to the seller, but at the same time change the provider and engage in negative WOM), and activists (engage

in formal third-party complaining, use all channels of complaining, both for individual redress and social concerns).

According to Crié (2003), dissatisfaction and the nature of product or service could not be sufficient enough in explaining complaining actions engaged by consumers; since CCB "is the outcome of a process of preliminary evaluations under the influence of initiating and modulating factors" (Crié, 2003: 65). Although "dissatisfaction is suggested as the point from where complaining behavior stems (Landon, 1980); lack of quality is also seen as triggering factor of complaining behavior (Hirschman, 1970; Singh, 1988). However, dissatisfaction does not offer a sufficient explanation to complaining behavior (Day 1984; Singh and Pandya, 1991). Consumer personality is considered as an important explanation of complaining responses (Davidow and Dacin, 1997).

Besides dissatisfaction which is considered as a partly influential factor on CCB, a variety of factors affect CCB. As suggested by Day et al. (1981), the complaining decision can be determined by consumers' economic and psychological cost/benefit evaluations. Consumers' attitudes toward complaining, perceived justice, and likelihood of the success are suggested by Blodgett and Anderson (2000) as factors affecting CCB. The factors which affect CCB are categorized into three based on the CCB conceptualizations of Day and Landon (1977), Jacoby and Jaccard (1981), Day et al. (1981), and Richins (1987) namely consumer related, market/company related or organizational and situational factors. Consumer related factors contain personality, demographics, attitudes towards complaining and culture. Market/company related or organizational factors cover consumers' perceptions about responsiveness, likelihood of the success of the complaint, consumers' attributions to the company and marketplace conditions. In situational factors there exist the particular features of the product or service and dissatisfactory experience such as the degree of dissatisfaction, perceived severity of the problem, perceived justice and characteristics of the product/service.

When a consumer feels something dissatisfactory related to his/her consumption experience, he/she may choose between behavioral and non-behavioral responses (Singh, 1988). Formal complaint behavior, informing second (manufacturers and retailers), and third parties (public consumer protection agencies, voluntary organizations, ombudsman or court), can be considered as a complaining behavior in which only a small part of dissatisfied consumers engage (Donoghue and De Klerk, 2006).

Remaining part of dissatisfied customers prefers to carry "hidden" or "indirect" activities such as "boycotting the retailer, changing brands, boycotting the product type, and engaging in negative word-of-mouth" (Donoghue and De Klerk, 2006: 43). Some consumers may both engage in formal and hidden actions together (Kincade, Giddings and Chenyu, 1998).

Electronic Word-of-Mouth (eWOM)

Arndt (1967) defined traditional word-of-mouth (WOM) as an oral form of non-commercial communication among individuals who knew each other. Word-of-mouth (WOM) communication can be defined as interpersonal communication among consumers concerning their personal experiences with a firm or a product (Richins, 1983). Before the advent of the Internet, research on word-of-mouth communication has focused on interpersonal (or face-to-face) interaction (Anderson, 1998; Bearden and Etzel, 1982; Katz and Lazarsfeld, 1955; Rogers, 1983), radical changes have occurred in the field of communication due to the advancements in information and communication technologies and computer-mediated communication has become very important for consumers (Dellarocas, 2003; Kozinets, 2002). Therefore, traditional word-of-mouth has evolved into a new form of communication, namely electronic word-of-mouth (eWOM) which can be defined as any positive or negative statement made by potential, actual, and former customers about a product or a company which is made available to a multitude of people and institutions via the Internet (Hennig-Thurau et al., 2004:39).

eWOM is considered as an influential marketing tool, so increasing number of research has focused on the impact and effectiveness of eWOM communication (Cheung and Thadani, 2010; Chevalier and Mayzlin, 2006; Davis and Khazanchi, 2008). Lee and Lee (2009) classified studies on the impact of eWOM communication into two levels: Market-level analysis and individual-level effect. At the market-level analysis, market-level parameters such as product sales has been topic of research and data such as the rate, impact and value of consumer reviews collected from the websites to examine the impact of eWOM messages on product sales used to evaluate the eWOM impact on companies (Chevalier and Mayzlin, 2006; Clemons, Gao, and Hitt, 2006; Dellarocas, Zhang, and Awad, 2007; Duan, Gu, and Whinston, 2008). At the individual-level analysis, the impact of eWOM on individuals' attitudes and purchase decisions can be determined by the communication process

between senders (communicators) and receivers (communicators' connected others) (Cheung, Lee and Thadani, 2009; Kiecker and Cowles, 2001; Park and Kim, 2008; Park and Lee, 2008).

The Internet has offered a very suitable medium for word-of-mouth communication and rising number of people have begun writing about and sharing their opinions and experiences online. The advent of Web 2.0 technology leads to the development of social media as a platform for communication, interaction, and information exchange (Kaplan and Haenlein, 2010; Saperstein and Hastings, 2010; Wigmo and Wikström, 2010). While Web 1.0, as the first stage of development of the World Wide Web, does not provide a medium for interactive and user-generated content, Web 2.0 or social media allows users to share their ideas and opinions easily and interactively. Social media has many different types such as blogs, microblogging sites (Twitter), social networking sites (Facebook, MySpace), media-sharing sites (YouTube, Flickr), consumer review sites (TripAdvisor), collaborative websites or wikis, (Wikipedia), and voting sites (Fischer and Reuber, 2011). Accessibility options combined with user generated content offer to people the opportunity of shaping public perceptions of products and services (McConnell and Huba, 2007). Increasing number of consumers use Web 2.0 tools (e.g., online discussion forums, consumer review sites, weblogs, social network sites, etc.) to share their opinions on products and services, and to exchange product and service information (Lee, Park and Han, 2008). In the field of tourism community websites, such as TripAdvisor, allow users to share their travel-related experiences with other people by posting reviews (Gretzel and Yoo, 2008; Lee, Law, and Murphy, 2011).

According to Cheung, Lee, and Thadani (2009), eWOM differs from traditional WOM in some aspects. Firstly, eWOM communication provides a medium which facilitates information diffusion and exchange, and sender's message can reach a great number of individuals in a short time. Secondly, anything shared on the Internet can be accessible for an infinite period of time, so eWOM can be considered as a permanent way of communication. Thirdly, eWOM communication is more measurable and remarkable when compared to traditional WOM. Lastly, in traditional WOM, senders are usually known by receivers, it is easier to evaluate credibility of the sender and message, however, eWOM leads receivers to questionize the trustworthiness and of the sender and message.

Electronic word-of-mouth (eWOM) provides customers both social and economic value, so different motivations drive individuals to engage

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in or generate eWOM (Balasubramanian and Mahajan, 2001; Hennig-Thurau et al., 2004).

Negative eWOM

WOM communication offers a vehicle to consumers for voicing their satisfaction or dissatisfaction with a product or service experience. Negative eWOM's potential of damaging businesses and affecting consumers' attitudes and decisions have made it focus of research (Hirschman, 1970; Richins, 1983; Singh, 1990a). According to Huefner and Hunt (2000), negative eWOM could take two forms: (1) A retaliatory action against sellers, complaining aggressively to damage business; (2) a communication mechanism to warn others about a risk. Functions of negative eWOM are listed under four categories (Sundaram, Mitra, and Webster, 1998): (1) Altruism (warning others before the problem is encountered); (2) Anxiety reduction (venting anger through negative eWOM); (3) Vengeance (damaging the company which is considered as responsible for consumer's dissatisfaction); (4) Advice seeking (getting advice from other people to solve the problem).

Consumers can engage in online complaining behavior in changing intensities by using variety of tools ranging from posting short messages on discussion boards, creating complaint websites to publishing music videos (Tripp and Gregoire, 2011; Ward and Ostrom, 2006). After a disappointed experience with United Airlines, Dave Carroll prepared a song and music video, United Breaks Guitars (https://www.youtube.com/watch?v=5YGc4zOqozo) and posted it on YouTube; his video received five million views in the first month, and it reached approximately 16 million views recently. Consumers can use varying types of media when complaining on social networking sites such as photographs, videos, animations, or music, so consumers' online complaints and the complaining process can be more attractive, amusing, and interesting for them and their connected others (Prendergast, Ko and Yuen, 2010).

When a consumer thinks that company has low level of responsiveness towards the consumer complaints and there is low probability of success as a result of a complaint, then consumer tends to engage in negative WOM. The relationship between the attribution of blame and tendency of spreading negative WOM; while in some studies, it is suggested that if company is considered to be responsible for the failure, consumers prefer to engage in negative WOM (Blodgett et al.,

1993; Blodgett et al., 1995), some studies propose the contrary –when the blame is not put on company, the negative WOM tendency increases (Blodgett et al., 1993; Zeelenberg and Pieters, 2004). The structure and conditions of the market may lead consumers to spread negative WOM if there are high exit barriers and no alternatives. Customer perception of service failure (severity, level of dissatisfaction, and perceived level of justice) also affects the type of complaining response chosen by consumer. If the product or service is considered as important and expensive by consumer, negative WOM may possibly be chosen as a complaining response.

Consumers have a greater tendency to share their negative experiences with products and services when compared to positive ones. Richins (1987) proposes that a consumer may spread negative eWOM to 11 people when he/she is dissatisfied as a result of a product or service experience, a satisfied consumer shares his/her opinions and experience with only 3 people. Consumers who think that they experience service failures tell about their experiences to an average of 11 people, but pleasant experiences are shared with only 6 people (Hart and Heskett, 1990). Negative eWOM responses not only cause the company to miss the opportunity to offer compensation to solve the problem and learn from mistakes to improve quality and customer relationships, but also damage its reputation, erode its image, decrease its profits, and cause loss of customers (McAlister and Erffmeyer, 2003).

RESEARCH

In order to determine reasons and motivations behind consumers' engaging in negative electronic word-of-mouth (e-WOM), a qualitative research in the form of structured interviews was conducted with 52 people, who were accustomed to intensely sharing their complaints via social media, either face-to-face or via the Internet (via e-mail and video call). The interviews were conducted between June 15 and July 15, 2016. Interviews were structured in order to get a deeper understanding of consumer complaining behavior resulting from dissatisfaction caused by consumption of tourism services. Before deciding on the final version of the interview questions, in order to find correct question types and wording, and to get an impression about negative e-WOM behavior, semi-structured in-depth interviews were conducted with five people face-to-face. These five people were chosen based on their travel frequencies, their travel-related information and experiences sharing

habits (both positive and negative), their usage of language properly, and their spreading negative eWOM intensely.

Findings of in-depth interviews: Based on the first interviews conducted with five people, it was understood that tourism consumption was considered "an important consumption experience" by respondents. Therefore, when they faced any problem during their tourism experience, the problem was perceived as a "serious and severe" problem. Even if service providers solved the problem and offered a suitable way of service recovery, the respondents tended to share their dissatisfaction online, via social media. According to these five interviewees, the motives behind negative eWOM as a dissatisfaction response were identified as follows: warning other people; seeking solace; calming down; venting anger and frustration; getting revenge; punishing/damaging the company; seeking advice from other who have similar problems; seeking empathy. Respondent demanded explanation on the concepts of social media, social networking platforms in order to get full understanding, therefore, a brief information on the concepts and examples were provided to explain what was really meant by "social media", "social media platforms", "social networking sites". This brief information was also provided to the people before the actual interviews.

In the light of the information collected from literature and the five interviews, this study was designed (1) to determine reasons behind negative e-WOM, (2) to demonstrate the role and importance of social media in consumer complaining behavior, and (3) to understand the role and intensity of negative e-WOM as a consumer response in tourism. By conducting structured interviews (online and offline) with people who were chosen based on their complaint behaviors, inclination and motives of tourism consumers' engaging in negative e-WOM were explored.

Among the 52 respondents 24 were male and 28 were female. All the respondents stated that they were actively using social media and sharing their tourism-related complaints via social media. The respondents were adults between 23 and 60 years old and all of them had bachelor's or graduate degrees. They were accustomed to travelling frequently (both for leisure and business) and were users of social media platforms. The interviews lasted between 30 and 40 minutes.

During interviews, 52 of the respondents were asked about the importance of tourism consumption for them and how they felt when they faced a service failure during their tourism consumption. All of the respondents suggested that "tourism consumption" was an important

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consumption type for them, and they did not want to face any problems or service failures during the experience. They also added that even if the problem was small and solved by service provider, they still felt a little dissatisfaction. When the problem was big and remedies offered by service provider were not considered satisfactory, or the problem was ignored by the service provider, respondents said that they felt that "service provider ruined their experience".

The questions asked to the interviewees and their answers can be summarized as follows:

Question 1. *When you face a problem during your travel do you share your experience and/or dissatisfaction via social media?*

Interviewees answered this question positively and added that even though they chose other ways to express their dissatisfaction, they also shared their negative experiences on social media.

Question 2. *Which online platforms / social media platforms (online forums, online bulletin boards, newsgroups, review sites, blogs, microblogs, social networking sites etc.) do you prefer to share your dissatisfaction caused by a tourism service provider? For example, do you share your dissatisfaction caused by tourism service provider in Facebook, Twitter, TripAdvisor, etc.?*

According to answers of respondents, social media platforms mainly preferred by interviewees to complain online and spread negative eWOM are listed in Table 1.

Table 1: Preferred Social Media Platforms for Online Complaining

Social Media Platform	Number of Respondents (N=52)		
	Female	**Male**	**Total**
Facebook	25	20	45
Twitter	17	16	33
TripAdvisor	12	14	26
Message Boards	8	9	17
Forums	7	8	15
Company's Website	8	7	15
Blogs	1	0	1
Other	6	5	11

Interviewees said that they intensely used social networking sites, especially Facebook, Twitter, TripAdvisor, company's website, message boards, forums, blogs; briefly almost all types of social media platforms to share their dissatisfaction caused by tourism service failures with others.

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Question 3. *Why do you share your dissatisfaction on social
media? Please list all the reasons why you prefer to share about your
negative tourism experience on social media.*

Based on the answers of interviewees, the motives behind sharing
dissatisfied tourism experiences online are given in Table 2.

Almost all of the respondents suggested that "warning other
people" was the most significant reason to share dissatisfied travel
experiences online. This result shows that altruistic reasons (helping or
warning friends/others) appear to be noteworthy motives which drive
consumers to engage in negative eWOM. Reciprocity, giving damage to
the company considered as the responsible party in consumer's
dissatisfaction, and egoistic reasons such as venting, anxiety reduction,
and sharing bad experiences with others to get some understanding in
return were also suggested as drivers of negative eWOM by respondents.

Table 2: Motives behind Online Complaints

Reasons	Number of Respondents (N=52)		
	Female	**Male**	**Total**
Warning friends/others	26	23	49
Helping others	27	22	49
Giving information about a "bad" company	14	11	25
Saving others from having negative experiences	25	21	46
Getting rid of anger/frustration	23	20	43
Calming down	20	19	39
Punishing the company	22	21	43
Getting revenge	21	22	43
Damaging the company caused problem	19	20	39
Damaging the reputation/image of the company	22	23	45
Discouraging friends/others from buying the company's products/services	24	22	46
Showing himself/herself as a responsible consumer	14	17	31
Interacting with others who had problems with the company	18	15	33
Looking for solace	23	16	39
Seeking advice from others	21	18	39
Seeking empathy	16	12	28
Showing my power as a conscious consumer	12	14	26

Question 4. *Do you think that online complaining in the form of negative eWOM could be a more effective way of communicating your dissatisfaction when compared to the other types of complaining?*

In order to understand motives underlying negative eWOM as a way of communicating customer dissatisfaction, the reasons why consumers prefer engaging in negative eWOM instead of and/or in addition to other complaining responses should be determined. Almost all of the respondents suggested that they prefer engaging in negative eWOM when they thought the company was unsuccessful and unfair in handling complaints. The respondents thought that negative eWOM could warn the company, force the company to understand and deal with dissatisfied customers better, and improve service quality. In addition, if the respondents felt that they were treated unfair and the company's service recovery methods were found unsatisfactory, negative eWOM was considered as the only way to voice dissatisfaction. By spreading negative eWOM, respondents suggested that they could draw others' and the company's attention to the problem.

Question 5. *What do you expect from complaining online – engaging in negative eWOM?*

According to respondents, the expectations from engaging in negative eWOM are shown in Table 3. Expectations of interviewees who engaged in negative eWOM as a complaint response were found to be parallel to the respondents' indicated motives underlying negative eWOM as a way of communicating consumer dissatisfaction. Expectations of respondents from negative eWOM were mainly identified as finding a solution to the problem, getting help/support from others, calming down, revenge/vengeance, and punishing the company. In addition to these expectations, drawing attention, appreciated by others, and showing the proof of being an active social media user were suggested by the respondents as expectations from negative eWOM.

Table 3: Expectations from Online Complaints

Expectations	Number of Respondents (N=52)		
	Female	**Male**	**Total**
Appreciation (from friends/others)	17	16	33
Advice/suggestions	21	18	39
Support	20	18	38
Revenge/vengeance	21	22	43
Exposure of a "bad" service provider	23	22	45
Calming down	22	21	43
Giving damage to the company	20	21	41
Loss of company's customers	20	19	39
Voicing dissatisfaction	25	22	47
Redress	23	20	43
Heard by others	25	22	47
Disseminate information	20	19	39
Solace	22	20	42
Empathy	23	21	44
Raising awareness	24	22	46
Attention	23	19	42
Warning the company	22	21	43
Change/improvement (the company)	21	20	41
Satisfaction (as a result of being a responsible consumer)	20	19	39
Being/perceived as an active social media user	23	21	44

CONCLUSION

Consumer complaining behavior is a complicated phenomenon; therefore, dissatisfaction caused by product and service failures cannot be enough to explain whether a consumer may engage in complaining behavior or not, or which complaining response or a combination of responses he/she may choose in order to communicate his/her frustration and anger should be examined very carefully in detail.

Anything shared by consumers on social media (information, views, comments, opinions, experiences, photographs, videos, complaints, etc.) may disseminate to a huge group of audiences in a very short time. The high speed of information proliferation causes negative eWOM become a threat to companies and brands which are the objects of consumers' online complaints.

In this study, motives and expectations of consumers spreading negative eWOM as a response to tourism service failures were examined

based on structured interviews conducted with 52 respondents face-to-face and via the Internet (via e-mail and video call).

All of the respondents stated that they preferred sharing their negative experiences and/or dissatisfaction caused by problems during their holidays or travels due to tourism service providers' faults on social media. According to the answers of interviewees, it was understood that almost all types of social media platforms (Facebook, Twitter, TripAdvisor, company's website, message boards, forums, blogs) were used to share their dissatisfaction caused by tourism service failures with others.

Based on the respondents' replies, the motives underlying negative eWOM engaged in as a complaint response by consumers were found to be as warning other people, reciprocity, giving damage to the company considered as the responsible party in consumer's dissatisfaction, venting, anxiety reduction, and sharing bad experiences with others to get some understanding in return. It was observed that altruistic reasons (helping or warning friends/others) were primarily suggested by the respondents as motives for negative eWOM as a consumer complaining response.

As suggested by respondents, negative eWOM was considered as a complaint response by consumers when they found the company insufficient in dealing with consumers' complaints. Therefore, they stated that they engaged in negative eWOM to warn the company, to force the company to take care of the problems of dissatisfied customers better, to improve service quality, to draw others' and the company's attention to the problem. Sometimes spreading negative eWOM was considered as the only consumer complaining response.

According to the respondents, the expectations from engaging in negative eWOM were identified as finding a solution to the problem, getting help/support from others, calming down, revenge/vengeance, punishing the company, drawing attention, appreciated by others, and showing the proof of being an active social media user.

Negative eWOM as a consumer complaining response can reach many people in a very short time, influence other consumers' perceptions related to companies, brand, products or services, and affect consumers' purchase decisions. Companies have limited (or no) control over consumers whom spread negative eWOM as a consumer complaining response. Since negative eWOM may damage a company's reputation and image, and company cannot find an opportunity to offer a remedy and learned from mistakes based on consumer feedbacks, understanding

motives of consumers' who engage in negative EWOM instead of or in addition to other complaining responses will provide useful information to companies.

Finally, the qualitative study was performed using a small number of respondents; therefore, the results could not be generalized to represent the whole population. Thus, a quantitative study which covers causes of consumer complaining in tourism, effect of consumer characteristics on choosing complaining responses, and the relationship between consumer perception of service failures and complaining responses should be conducted in order to get a better understanding of the topic.

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