

EVALUATING THE EFFECTS OF RETAIL STORE ATTRIBUTES ON CONSUMER COMPLAINT AND SWITCHING BEHAVIORS*

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ABSTRACT

Purpose- This study extends the current researches on retail behavior of consumers by indicating the importance of negative behavioral patterns and the need for strong attributes to avoid undesirable outcomes. The study aims to explore the effects of store attributes as pricing/promotion, atmosphere, personnel, location and ethical problems on consumer complaint behavior and store switching behavior. Survey is conducted to consumers having been visited at and purchased from their current retail stores.

Methodology- The sample consists of 384 customers. The data was collected by face-to-face survey method. Multiple regression analysis was used to test some hypotheses of the research and to compare consumer complaint and switching behavior in the context of consumer's perception on retail store attributes.

Findings- The results of the study reveal that pricing/promotion, atmosphere and personnel have significant effects on both complaint and switching behaviors. Pricing and promotion are found to have the strongest effect on consumer complaint behavior, whereas pricing/promotion and ethical problems have strong effects on store switching behavior. Besides, complaint behavior has also significant effect on store switching behavior.

Conclusion- This study contributes to the literature on consumer behavior by comparing consumers' negative behavioral patterns in terms of different retail store attributes. Besides, its theoretical contributions, this study also contribute retailers to present effective strategies for store attributes. Thus, the current study is expected to offer retailers for appropriate strategies on store attributes. So that, negative behavioral patterns can be avoided.

Keywords: Retail store, retail store attributes, consumer complaint behavior, store switching behavior, multiple regression analysis

JEL Codes: M31, L11, L81

1. INTRODUCTION

Consumers make a hierarchical prioritization of the retail stores and they have tendency to patronize certain stores over others. This can be conceptualized as a process. In this process, store attributes shape consumer perception and this eventually cause a taxonomy of behavioral outcomes defined as approach or avoidance (Thang and Tan, 2003: 194). Examining behavioral outcomes is vitally important for avoiding a negative marketing outcome. Two of these negative outcomes are related to complaining and switching behavior.

It is vitally important for retailers to consider complaints of consumer (Zeithaml et al., 1996), since a complaint can be opportunity for retailers to strengthen loyalty and to have positive word of mouth communication. Many successful companies motivate dissatisfied customers for complaining in order to retain current customers (Tronvoll, 2012: 285). It is also important for retailers to keep or retain customers in a long-term relationship. Keeping current customers necessitates to understand why customers complain and switch. Consumer retention and consumer switching are different behavioral aspects. Nevertheless, studies on consumer switching get more attention among companies, since it directly responds to the issues of why consumers are not retaining (Sivakumaran and Peter, 2020: 1058). Accordingly, consumer complaints and switching behaviors are two important marketing constructs having unique managerial and theoretical implications. They are

* This study is derived from the PhD thesis titled as *The Effects of Store Attributes and Attitude on Attitude and Behavior towards Retail Store Brand*, prepared by Banu Kulter Demirgunes, Niğde Omer Halisdemir University, Institute of Social Sciences (2010).

vitaly important due to its possible effects on the profitability, survival and growth of companies (Nimako and Kumasi, 2012: 74).

The rapid increase in competition in certain industries and variety of choices in the market force the consumers to switch from the previous one to other. One of the industries that competitive tools have to be hardly used is the retailing industry. Retailers have to reevaluate their store attributes, since the number of organized retailing has increased recently. The retailer needs to enhance the store attributes in terms of changing consumer needs. Most studies in literature focus on the effects of attributes, on store choice (Popkowski and Timmermans, 1997), store image (Wong and Teas, 2001) and store loyalty (Sirohi et al., 1998). Besides, some studies discussed the effects of store attributes on attitude towards retail store (Yoo et al., 1998). Since store attributes are mainly discussed in terms of positive results, (such as satisfaction, loyalty and revisit intention) their effects on negative outcomes can be considered as being neglected in the literature.

The current study tests a theoretical model examining the effects of store attributes on consumer's negative behavioral patterns, as complaint behavior and store switching behavior. Besides, it examines whether consumer complaint behavior affects the behavior on store switching. The study examines store attributes, mostly discussed in literature (Yoo et al., 1998; Pan and Zinkhan, 2006), as price, promotion, atmosphere, personnel, location and ethical problems (Nimako and Kumasi, 2012). The research model specifies a causal relationship between these attributes of retail stores and the complaint and switching behaviors. This study also allows to see the different effects of store attributes between two negative responses of consumer.

This study contributes to the literature on consumer behavior by comparing consumers' negative behavioral patterns in terms of different retail store attributes. While many previous studies focus on positive outcomes (such as loyalty, satisfaction and etc.), little work has been conducted on consumers' negative behavioral outcomes (Morschett et al., 2005; Pan and Zinkhan, 2006). Besides, its theoretical contributions, this study also contribute retailers to present effective strategies for store attributes. The study is also important for understanding consumer switching behavior in retail industry. Thus, the current study is expected to offer retailers for appropriate strategies on store attributes. So that, negative behavioral patterns can be avoided.

The following section presents theoretical background. Retail store attributes, consumer complaint behavior and switching behavior are presented and research hypotheses based on related literature are given. Then, research methodology is defined and research hypotheses are tested in the third part of the study. The results are discussed in the last section and finally, study concludes with implications for future researches.

2. THEORETICAL BACKGROUND

2.1. Retail Store Attributes

Store attributes are mainly discussed in literature as the factors being effective on store choice and attracting customers (Mulhern, 1997: 106). Most studies define store attributes as price, quality, atmosphere, personnel and location (Popkowski and Timmermans, 1997; Yoo et al., 1998; Morschett et al., 2005) These factors serve as a basis for many studies with different aims. The common point of these studies is that these attributes have been examined with the consumer's point of view and based on consumer perception. In other words, the conceptualization of a consumer's retail behavior is based on a set of information about their perception on store attributes (Thang and Tan, 2003: 193).

Many studies identified the specific attributes of stores and have found that perceptions on these factors can influence outcomes variables of interest to retailers (Yoo et al., 1998). For example, Donovan and Rossiter (1982) indicate that pleasure resulting from these factors affect consumer behaviors as willingness to visit again and amount of time spent in the store. Consumers perception on these factors are especially important, since they are the dynamics nature of the retail environment (Yoo et al., 1998: 253). Previous researches have defined a group of store attributes mentioned above (product variety, value of product given its price, location, atmosphere and facilities) (Yoo et al., 1998), but more recent study has indicated that ethical problems is also an important antecedent that is effective on consumer's perception (Nimako and Kumasi, 2012).

The price levels of the product in retail stores are likely to be associated with high quality. Dodds et al. (1991) indicate the product price and the pricing policies of the store (e.g., frequent promotion, discounting) are so likely to have significant effect on retail behavior of consumers (Sirgy, et al., 2000). Retailers are engaged in promotional activities including incentives as discounts for attracting customers to their stores. The concept of promotion is defined as a competitive tool creating public awareness of the store's activities. Studies have pointed out the importance store atmosphere, identified as physical surrounding of store attributes that trigger the emotional reaction. It is an important attribute because of increasing the desirability of the store to consumers (Thang and Tan, 2003: 195). Location is also indicated to determine store's success or failure, since the accessibility is important. Better accessibility is related to a location and includes parking facilities. Thus, positive perception on location can imply less displeasure to consumers (Thang and Tan, 2003).

Lastly, store personnel influence the consumer behavior by means of certain psychological and internal variables. Certain behaviors of retail store personnel are perceived friendly, or kindly to some degree. Similarly, certain behavior can be considered pleasing or not, because perceptual process on personnel behaviors is highly subjective. Personnel is also one attribute that infers the relation quality (Morschett et al., 2005: 429). Complaints emerging from the lack of contact between personal and customers will cause consumer negative attitude towards personnel (Külter Demirgünes, 2009).

2.2. Complaint Behavior

The concept of Consumer Complaint Behavior (CCB) is believed to be started by emotions or feelings of perceived dissatisfaction (Day, 1980). Generally, CCB responses are classified in two categories as behavioral and non-behavioral. Behavioral responses indicate all actions of consumer that express dissatisfaction. These kinds of responses are not only limited with the seller (e.g., retailers, manufacturers, firms) but involve third parties as legal actions or relatives. For instance, negative word of mouth communication is identified as in the behavioral responses category. Non-behavioral responses are defined as dissatisfying episode that can be evaluated as a silent response (Day, 1980).

CCB is outcome-oriented and it occurs as a post-purchased activity (Day et al., 1981). Most common models of CCB are based on similar definitions. However, a commonly used identification is proposed by Singh (1984). He identifies three dimensions of CCB. That is customer has three options as 1) private response (negative word of mouth), 2) voice response (seeking redress from the seller, 3) third part response (taking legal action or complain to a third party). Phau and Sari (2004) define the concept as a process constituting a set of all possible responses perceived as dissatisfaction after a purchase episode (Halim and Christian, 2013: 18). Commonly, all models of complaints are based on the activities after the purchase (Tronvoll, 2012: 286).

CCB begins when consumer perceives frustration, inequity and primary evaluation of dissatisfaction (Crie, 2003: 67). However, complaints do not always result from dissatisfaction. Simply, dissatisfaction is not only the cause for customers' complaining. So that, the concept of complain is more complex than a reaction to dissatisfaction after purchase (Tronvoll, 2012: 288). CCB does not begin suddenly, but it is the result of an evaluation process of purchasing. In this process, consumers evaluate their purchases and decisions on consumption (Manzoor et al., 2006: 206). For example, consumers visit the retail stores and develop perception on store attributes during an evaluation process. Thus, it is vital for retailers to understand how consumers evaluate retail store and to predict consumer's complaint so as to forecast switching behavior of consumer from one store to another (Wong et al., 2018).

As mentioned above many studies which focus on CCB tend to identify the dissatisfaction factor determining the consumer complaint behavior (Halim and Christian, 2013: 18). However, complaints do not always mean dissatisfaction. Conversely, the absence of complaints does not always allow responses to be drawn about the satisfaction (Meiners et al., 2021; 16). In other words, response of consumer complaints is related to not only dissatisfaction, but to other factors as personal factors, consumer perceptions, evaluations and personal experiences (Halim and Christian, 2013: 18). Differently from previous studies, the current study offers relationships between store attributes and CCB. Thus, the study proposes following hypotheses:

Hypothesis 1a: Pricing/promotion have significant effect on consumer complaint behavior.

Hypothesis 1b: Atmosphere has significant effect on consumer complaint behavior.

Hypothesis 1c: Personnel has significant effect on consumer complaint behavior.

Hypothesis 1d: Location has significant effect on consumer complaint behavior.

Hypothesis 1e: Ethical problems have significant effect on consumer complaint behavior.

2.3. Switching Behavior

Switching is one of phenomena of consumer behavior where consumers switch their loyalty from one object to other (Suryawardani and Wulandari, 2020: 14). Many studies identified that one of the consequences of dissatisfaction is consumer switching behavior (CSB). Complaint is expressed by a model of complaint process involving the dissatisfaction (Oliver, 1997); whereas CSB identifies a dynamic process developing over a particular period of time and lastly come out in the end of relation. CSB is directly defined as behavioral but not attitudinal disloyalty. When consumers perceive failures in any object (store, product, brand) or attributes (such as store atmosphere, personnel, location), negative feelings present some of the causes that consumers switch (Suryawardani and Wulandari, 2020).

Switching emerges due to some factors as internal or external. Change of consumer desires, preferences, and consumptive lifestyle are identified as internal factors. Various choices among object, promotions, social factors and recommendations from reference group and the changes of technology are described as external factors (Suryawardani and Wulandari, 2020). More recent studies focus on both internal and external factors such as consumers' demographic characteristics, psychographic and socio-economic factors in order to examine complaint and switching status (Xu et al., 2021; Kumar and Kaur, 2022). This study focuses on external factors (such as atmosphere, price, and ethical problems) therefore, the results are expected to help retailers to increase their competitive advantages. To identify external factors of retail stores that are

important on store choices, previous studies have been examined. Based on the store factors, it can be analyzed consumer's decision on switching. Positive perception on these factors is expected to correlate to switching negatively (Suryawardani and Wulandari, 2020). Besides, CSB may occurs not only one brand to another but also across the stores (Wong et al., 2018: 223).

Based on the above literature review, this study offers relationships between store attributes and consumer switching behavior of retail store. Thus, the study proposes following hypotheses:

Hypothesis 2a: Pricing/promotion have significant effect on store switching behavior.

Hypothesis 2b: Atmosphere has significant effect on store switching behavior.

Hypothesis 2c: Personnel has significant effect on store switching behavior.

Hypothesis 2d: Location has significant effect on store switching behavior.

Hypothesis 2e: Ethical problems have significant effect on store switching behavior.

The switching concept indicates a function of dissatisfaction. Accordingly, Hirschman (1970) dictates that when consumers experience a problem, they can start complaining and switch to a new store (exit), or stay with the business and hope that things would be better (Sujithamrak and Lam, 2005). Cronin et al. (1992) proposed that as the level of complaints increase, the level of switching behavior increases (Cronin et al., 1992). Besides, negative factors as regret, dissatisfaction and complaining behavior might cause switching (Cho and Song, 2012: 580). Thus, the last hypothesis is presented as following:

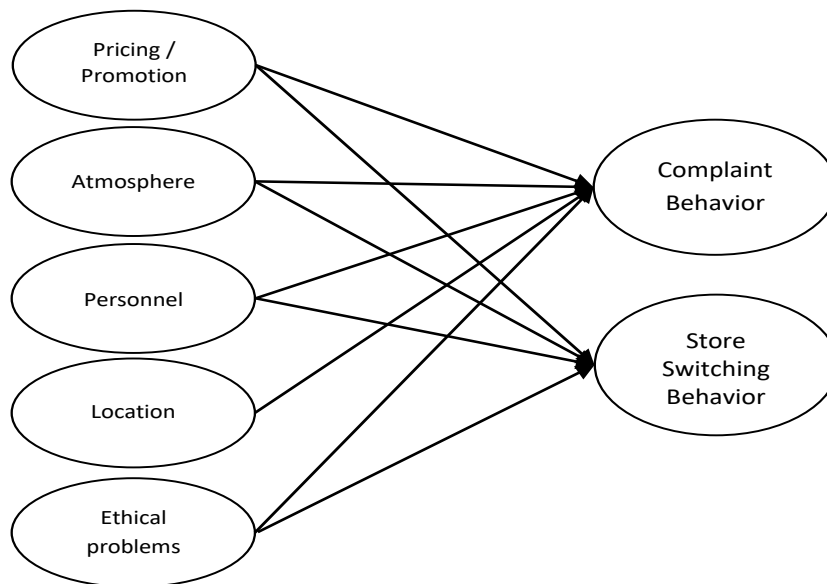
Hypothesis 3: Consumer complaint behavior has significant effect on store switching behavior.

3. RESEARCH METHODOLOGY

3.1. Research Model and Hypotheses

This study tries to answer the question whether the store attributes (pricing and promotion, atmosphere, personnel, location, ethical problems) affect complaint and switching behavior of consumer, or not. Specifically, the study predicts the relationships between five store attributes mentioned above, and complaint and switching behavior. The antecedents of the model are store attributes, and the consequents are behavioral outputs as complaint and switching behaviors. The research model is as in Figure 1.

Figure 1: Research Model



The research hypotheses based on the research model and the purpose of the study are presented below:

Hypothesis 1a: Pricing/promotion have significant effect on consumer complaint behavior.

Hypothesis 1b: Atmosphere has significant effect on consumer complaint behavior.

Hypothesis 1c: Personnel has significant effect on consumer complaint behavior.

Hypothesis 1d: Location has significant effect on consumer complaint behavior.

Hypothesis 1e: Ethical problems have significant effect on consumer complaint behavior.

Hypothesis 2a: Pricing and promotion have significant effect on store switching behavior.

Hypothesis 2b: Atmosphere has significant effect on store switching behavior.

Hypothesis 2c: Personnel has significant effect on store switching behavior.

Hypothesis 2d: Location has significant effect on store switching behavior.

Hypothesis 2e: Ethical problems have significant effect on store switching behavior.

Hypothesis 3: Consumer complaint behavior has significant effect on store switching behavior.

3.2. Sampling and Data Collection

The study focuses on consumers who have been purchasing from retail stores. Retail stores were determined as Migros and Carrefour since they are defined as the same retail types. That is both Migros and Carrefour present the type of chain store. The study does not cover the other different types of retail stores as local markets and discount stores. Besides, the study is not limited with a certain type of product sold in these kinds of retail stores. When the size of population is equal to or bigger than 10.000.000 and the study has 95% confidence interval, 384 sample size is indicated as adequate and the researcher can collect the data from individuals among the sample (Gegez, 2007: 259). Therefore, this study was carried out with sample size of 384.

To have equal distribution of the sample, approximately 200 sample were collected from each store. The data was collected with face-to-face survey method. The sample also is wanted to answer the survey according to the current retail store, recently visited and purchased from. In other words, the study includes consumers having been visited and purchased from retail chain stores, latest 2 months ago. That means sample were selected among consumers who have recently purchased. The reason for this is that negative experience on purchasing and intensity of complaint and switching can decrease after a long (Sweeney et al., 2000). Accordingly, a non-probability sampling method defined as purposive sampling technique, was used in order to cover this precondition.

3.3. Questionnaire Design and Measures

This study used the previous studies' measurement scales to design questionnaire items. To measure store attributes, 24-item measurement scale was adopted from the study of Külter Demirgüneş (2009) and Suryawardani and Wulandari (2020). Besides, the variable of ethical problems for retail stores was measured by using Nimako and Kumasi's (2012) scale of ethical problems and including five items. Questionnaire items related with store attributes were measured by a five-point scale from 1 to 5, rating from completely bad to completely good. Accordingly, measurement items for pricing & promotion, atmosphere, personnel and location indicate consumers' positive perception on each store attribute, whereas items for ethical problems cover negative perception on the retail store's ethical issues.

Measurement of consumer complaint behavior includes six items adopted from Singh (1988; Manzoor et al., 2013). Switching behavior of consumer was measured by using four items adopted from Wong et al., (2019). The indicators of all components to measure complaint and switching behavior contain negative feelings after the purchase. Measurement of complaint behavior includes items as; "convince friends and relatives not to use that retail store", "take some legal actions against the store management", "complain to a consumer agency and ask them to take care of the problem", "returned product for rework". Similarly, store switching behavior was measured with four items as "often consider changing the current retail store", "be likely to switch current store to retail store that offer better services", "do not expect to stay with current store for long" and "want to switch another store if there are many problems with the current one" and adopted from Wong et al., (2019). The questionnaire items for complaint and switching behavior were also measured by a five-point Likert scale from 1 to 5, rating from strongly disagreement to strongly agreement.

3.4. Data Analysis

Data were analyzed by using Statistical Package for Social Science (SPSS) version 20.0. Firstly, exploratory factor analysis was conducted so as to determine the factor structure. The Cronbach's alpha values were examined to evaluate internal consistency of each factor. Before applying regression analysis, Pearson correlation coefficients were calculated. Lastly, the effects of store attributes on behavioral outcomes were tested via multiple regression analysis. The last hypothesis, indicating the relation between two negative outcomes, was tested by using simple regression analysis.

4. FINDINGS

4.1. Demographic Characteristics of the Respondents

A total of 384 respondents participated in the survey. The demographic profile of the respondents is presented in Table 1. Among the respondents, 70% of them were male and 40% were married. About 19% of the respondents were between the ages of 18 and 25, 31% of them were between 26 and 35, 26% of them were between 36 and 45, and 15% of them were between 46 and 55. That is the study included different age groups. Based on the survey, 52% of the sample indicated that they had university education and 26% of them indicated having high school degree, whereas 16% of the respondents

indicated their education level as post graduate. The average monthly income of 26% of the respondents were stated to be between 5501-7500 Turkish Lira, whereas 20% of the respondents stated their income level as between 1-5500 Turkish Lira. The number of the respondents, indicating their income level as less than 1-5500 TL and indicating as more than 12,501TL is of 20% and 10% respectively. While %40 of the respondents was indicated their occupation as officer, 21% of them indicated their occupation as self-employed, 8% as retired and 10% as employee. Besides, 46% of the participants reported their frequency of shopping at the retail store as several times a week, 26% as every 15-20 days and 27% once a month. Thus, it can be said that respondents' retail shopping is defined as frequent buying. Approximately, 71% of the respondents indicated that they had mostly preferred dry foods in their purchases at the retail stores. Meat products are the least preferred (7%) category. Lastly, the results show that many respondents (88%) preferred a particular retail store.

Table 1: Demographic Characteristics of the Respondents (n=384)

<i>Gender</i>	<i>Frequency</i>	<i>Percent</i>	<i>Marital status</i>	<i>Frequency</i>	<i>Percent</i>
Female	119	31.0	Married	152	39.6
Male	265	69.0	Single	232	60.4
<i>Age</i>	<i>Frequency</i>	<i>Percent</i>	<i>Education level</i>	<i>Frequency</i>	<i>Percent</i>
18-25	71	18.5	Primary education	13	3.4
26-35	120	31.3	High school	47	12.2
36-45	98	25.5	Associate degree	63	16.4
46-55	58	15.1	University education	201	52.3
56-65	37	9.6	Post graduate	60	15.7
<i>Average income (monthly, in Turkish Liras)</i>	<i>Frequency</i>	<i>Percent</i>	<i>Occupation</i>	<i>Frequency</i>	<i>Percent</i>
No income	78	20.3	Housewife	13	3.4
1-5,500	75	19.5	Employee	38	9.9
5,501-7,500	99	25.8	Officer	153	39.8
7,501-10,000	38	9.9	Retired	30	7.8
10,001-12,500	55	14.3	Tradesman	16	4.2
More than 12,501	39	10.2	Student	52	13.5
			Self-employed (lawyer, accountant, etc.)	82	21.4
<i>Frequency of shopping at the retail store</i>	<i>Frequency</i>	<i>Percent</i>	<i>Which product line is your most purchased from a retail store?</i>	<i>Frequency</i>	<i>Percent</i>
Several times a week	178	46.4	Dry food (packaged products, pulses, biscuits, etc.)	271	70.5
Once a week	5	1.3	Delicatessen	59	15.4
Every 15-20 days	98	25.5	Meat products	29	6.5
Once a month	103	26.8	Cleaning equipment	25	7.6
<i>Do you have a particular retail store that you prefer?</i>	<i>Frequency</i>	<i>Percent</i>			
Yes	336	87.5			
No	48	12.5			

In the study, exploratory factor analysis was used to define the factor structure of the measure. Kaiser- Meyer-Olkin (KMO) measure of sampling adequacy was calculated as 0,943 and Bartlett's test of sphericity indicated statistically significant result ($p=.000$). So, it can be said that the data set for this study is suitable for factor analysis. Factor loadings of all items were calculated at the levels of greater than 50%, stated at the required level (Hair et al., 1998). Exploratory factor analysis results revealed a total of 5 factors of store attributes, with eigenvalues greater than 1. Exploratory factor analysis explained 75.126% of total variance, greater than the recommended level of 0.6 (Gerbing and Anderson, 1988). The results of exploratory factor analysis are presented in Table 2.

Table 2: Results of Exploratory Factor Analysis Results

Items	Factor loadings	Eigen value	Variance explained
Factor 1: Pricing/Promotion		13.381	20.230
Competitive price	0.886		
The coverage of promotion	0.860		
Affordability of price	0.858		
The conformity of price and quality	0.831		
The quantity of promotion airing	0.826		
The conformity of price and benefits	0.825		
The quality of promotion message delivery	0.431		
Factor 2: Atmosphere		3.582	15.632
Modern design	0.743		
Product display	0.726		
Sufficiency of signage and router	0.696		
Lighting	0.680		
Ease of shopping	0.668		
Air quality	0.644		
Cleaning	0.525		
Factor 3: Personnel		2.281	14.451
Kindness	0.831		
Sensitivity	0.818		
Friendship	0.791		
Appropriate knowledge	0.685		
Responsiveness	0.564		
Sufficient explanation	0.532		
Factor 4: Ethical Problems		1.376	12.772
Privacy violation	0.766		
Unsafety	0.759		
Conflict of interest	0.745		
Hard sell	0.708		
Deceptive sales application (deceptive pricing, etc.)	0.616		
Factor 5: Location		1.167	12.042
Location	0.932		
Transportation	0.918		
Facility of location-distance	0.913		
Space for parking	0.875		
Total Variance Explained (%): 75.126; KMO Measure of Sampling Adequacy: 0.943; Bartlett's Test of Sphericity: Approx. Chi Square: 10,472.158; df : 406; $Sig.$: 0.000			

Besides exploratory factor analysis, reliability analysis is tested to examine the internal reliability of the scale. The internal consistency of the scale in the study was tested by Cronbach's alpha coefficient. Cronbach's alpha values were calculated for pricing/promotion as (0.952); atmosphere (0.903); personnel (0.894); location (0.941); ethical problems (0.931); consumer complaint behavior (0.935) and store switching behavior (0.798). The values for each factor were calculated greater than 0.7. Thus, it can be said that there is a sufficient indicator of reliability (Fornell and Larcker, 1981; Hair et al., 1998). The results of reliability analysis are presented in Table 3.

Table 3: Results of Reliability Analysis

Items	Cronbach's Alpha
Pricing/Promotion	0.952
Atmosphere	0.903
Personnel	0.894
Location	0.941
Ethical problems	0.931
Consumer complaint behavior	0.935
Store switching behavior	0.798

Before testing the research hypotheses with regression analysis, Pearson correlation coefficients were calculated. The results of Pearson correlation are presented in Table 4. The correlation coefficient between 0.21 and 0.30 defines very weak relationship, while the coefficient between 0.71 and 0.80 defines strong relationship. Besides, the coefficient between 0.91 and 1.00 defines very strong relationship (Nakip, 2003: 322). When the results examined, independent variables in the model are stated to have not strong relations between. In addition, strong relations are stated among dependent and independent variables. Thus, it can be said that there is little or no multicollinearity data set of the study.

Table 4: Results of Pearson Correlation Analysis

	Pricing/ Promotion	Atmosphere	Personnel	Location	Ethical problems	Complaint behavior	Switching behavior
Pricing/ Promotion	1.000						
Atmosphere	-0.659** 0.000	1.000					
Personnel	-0.521** 0.000	0.681** 0.000	1.000				
Location	0.313** 0.000	-0.163** 0.001	-0.153** 0.003	1.000			
Ethical problems	-0.644** 0.000	0.731** 0.000	0.677** 0.000	-0.152** 0.003	1.000		
Complaint behavior	-0.917** 0.000	-0.554** 0.000	-0.476** 0.000	-0.257** 0.000	0.570** 0.000	1.000	
Switching behavior	-0.771** 0.000	-0.579** 0.000	-0.546** 0.000	-0.244** 0.000	0.685** 0.000	0.754** 0.000	1.000

Note: ** indicates significance level of 0.05.

After conducting correlation analysis, multiple regression analysis is conducted to see the causation. Table 5 summarizes multiple regression models, for both negative behavioral outcomes. One is for complaint behavior (dependent variable) and the other one is for switching behavior (dependent variable). Retail store attributes are the independent variables for both outcomes. Thus, the table presents the comparison of consumer's complaint behavior and his switching behavior for retail store, based on the different store attributes.

For multiple regression analysis, tolerance and variance inflation factor (VIF) values were calculated as 0.540 and 1.788 respectively. These values are at recommended levels, as >0.1 and >0.2 for tolerance value and as <10 for VIF value. Accordingly, it can be said that collinearity statistics satisfy the required levels (Tonta, 2008). Results of multiple regression analysis, t values, estimate, significance levels and model summaries are presented in Table 5.

Table 5: Results of Multiple Regression Analysis

	Complaint Behavior			Switching Behavior		
	Estimate	t value	p	Estimate	t value	p
Pricing/Promotion	-0.984	-33.686	0.000*	-0.578	-13.255	0.000*
Atmosphere	-0.122	-3.637	0.000*	-0.107	-2.137	0.033**
Personnel	-0.057	-1.939	0.053**	-0.098	-2.228	0.026**
Location	-0.039	-1.826	-0.069***	-0.017	-0.541	0.589
Ethical Problems	0.007	0.212	0.832	0.322	6.556	0.000*

Model Summary		
F	422.336	147.913
Sig.	0.000	0.000
R ²	0.921	0.813
Adj. R ²	0.848	0.662

Note: *, ** and *** indicate significance levels of 0.01, 0.05 and 0.10, respectively.

According to the results of model summary, F value was calculated as 422.34 for dependent variable of complaint behavior and 147.91 for switching behavior. These values indicate that each regression model is significant ($p=0.00$). Besides, store attributes as independent variables explain the change on complaint behavior (dependent variable), at the level of (R^2) 85%. Similarly, switching behavior as a dependent variable in the model is explained by store attributes at the level of (R^2) 66%.

The results of the research hypotheses reveal that four of five hypotheses are supported for complaint behavior and four are supported for store switching behavior. The results indicate that pricing/promotion factor has the strongest effect on both complaint behavior and switching behavior ($p<0.01$). This is one of the main results of the study. Similarly, there is still an important support for earlier studies (Sirgy, et al., 2000), dictating that the price has strong effect on behavioral outcomes.

Atmosphere is one of the store attributes having an important effect ($p<0.01$) on consumer complaint behavior. This effect is found as negative. In other words, consumer's positive perception on store atmosphere negatively affects complaint behavior ($p<0.01$). Store atmosphere is also found to have negative effect on store switching behavior ($p<0.05$). It is found that store switching behavior decreases, as the consumer perceive atmosphere positively. Similarly, as consumer perceives personnel behavior positively, his complaining and switching behaviors decrease. Thus, H1a, H1b, H1c and H2a H2b, H2c hypotheses are supported (see, Table 7). As the location factor has facilities on transportation and ease for parking, it is found that consumer complaint behavior decreases. This indicates H1d hypothesis is accepted ($p<0.10$). However, location is found to have no significant effect on store switching behavior. Thus, H2d hypothesis is not accepted ($p=0.589$). Similarly, ethical problems in retail stores are found to have strong effect on switching behavior ($p<0.01$), whereas it has no statistically significant effect on complaint behavior ($p=0.832$). That is hypothesis of H2e is accepted, while H1e is not.

Given the results of multiple regression analysis above, H1 and H2 hypotheses were tested. In order to see if complaint behavior significantly affect switching behavior, simple regression analysis was used. Results of simple regression analysis, t values, estimates, significance levels and model summaries are presented in Table 6.

Table 6: Results of Simple Regression Analysis

	Switching Behavior		
	Estimate	t value	p
Complaint Behavior	0.760	22.846	0.000*

Model Summary		
F	521.960	
Sig.	0.000	
R ²	0.760	
Adj. R ²	0.577	

Note: * indicates significance level of 0.01.

According to the results of model summary, F value was calculated as 521.96 indicating that regression model is significant ($p=0.00$). In addition, consumer complaint behavior as independent variable explains the change on switching behavior (dependent variable), at the level of (R^2) %58.

When the simple regression model is examined, it is found that complaining behavior positively affects store switching behavior ($p<0.01$). As the relation is positive, the more a consumer complaint, the more likely he is to switch his current retail store. Thus, consumer complaint behavior has statistically significant effect on store switching behavior, indicating that H3 hypothesis is accepted ($p<0.01$). This is also one of the important findings of this study and supported by previous studies (Sujithamrak and Lam, 2005; Cho and Song, 2012). The results of research hypotheses are presented in Table 7.

Table 7: Results of Hypotheses Tests

H1 The Effects of Store Attributes on Consumer Complaint Behavior	
H1a	Pricing/promotion have significant effect on consumer complaint behavior. <i>(Supported)</i>
H1b	Atmosphere has significant effect on consumer complaint behavior. <i>(Supported)</i>
H1c	Personnel has significant effect on consumer complaint behavior. <i>(Supported)</i>
H1d	Location has significant effect on consumer complaint behavior. <i>(Supported)</i>
H1e	Ethical problems have significant effect on consumer complaint behavior. <i>(Not Supported)</i>
H2 The Effects of Store Attributes on Store Switching Behavior	
H2a	Pricing/promotion have significant effect on store switching behavior. <i>(Supported)</i>
H2b	Atmosphere has significant effect on store switching behavior. <i>(Supported)</i>
H2c	Personnel has significant effect on store switching behavior. <i>(Supported)</i>
H2d	Location has significant effect on store switching behavior. <i>(Not Supported)</i>
H2e	Ethical problems have significant effect on store switching behavior. <i>(Supported)</i>
H3 Consumer complaint behavior has significant effect on store switching behavior. <i>(Supported)</i>	

5. CONCLUSION

As the number of organized retailing increases, retail store attributes need to be adopted and improved. That is more effort is needed to reduce complaining and switching behaviors. Retailers can use store attributes as competitive tools to avoid these negative behavioral outcomes. Research model in the study infers the possible effects of store attributes on complaints and switching behaviors.

The results show that three store attributes (pricing/promotion, atmosphere and personnel) have significant effects on both consumers complaining behavior and switching behaviors of retail stores. It is so distinct that pricing/promotion has the strongest effect both on complaint and switching behavior. Measurement items related to pricing and promotion cover positive perception on this store attributes. Thus, it is possible that when positive perception on pricing/promotion, the likelihood of consumer to complain about the current store or to switch the store decreases. Positive perception on store atmosphere has also strong effect on two outcomes. When significance levels between two outcomes are compared, atmosphere can be defined as more significantly effective on consumer complaint behavior. Similarly, personnel factor has significant effect on outcomes. That means, positive perception on behavior of store personnel such as kindness, responsiveness and friendship decrease the possibility of complaining and store switching behaviors.

The most effective store attributes on complaining behavior are pricing/promotion, atmosphere, personnel and location respectively. Positive perception on pricing and promotion has desirable influence on complaint behavior as to decrease or avoid complaint behavior. Thus, it is suggested for retail stores to be fair and competitive on pricing and to extend the coverage of promotion. Increasing the quality of promotion message delivery is also another strategy to create a positive perception to dissolve or to reduce complaint behavior. The second store attribute having significant effect on complaint is defined as atmosphere. That is creating a well-designed atmosphere can be a strategy for retail managers to reduce consumer complaint. Lastly, location has no significant effect on switching behavior but it is the least effective store attributes on complaint behavior.

The most effective store attribute on switching behavior of retail store is found to be pricing/promotion. Secondly, ethical problems are defined as importantly effective factor on switching behavior. Since these two attributes are severally important, it is advisable to retail store managers that they should be more competitive on pricing/promotion and should overcome the ethical problems. Managers can decrease the negative perception on ethical issues by inspiring confidence, agreeing fair price and being aware on privacy. Store personnel has also significant effect on consumer's decision on store

switching. For example, sufficient explanation of store personnel about a product/service or his appropriate knowledge can decrease the possibility of the decision on consumer switching of his current store. Lastly, store atmosphere has been found as significantly effective on switching behavior. When significance levels are compared, store atmosphere can be said to have less effect on switching rather than personnel.

Interestingly, ethical problems have no significant effect on complaint behavior. However, it is significantly effective on switching behavior. When its important effect on switching behavior is considered, this result notice that instead of complaining, consumers severally think about switching the current store, when they faced with ethical problems. So that, it is advisable for retailers to avoid negative perception on ethical problems emergently. Ethical problems as privacy violation, deceptive and hard selling applications are the important determinants of store switching behavior. The strong effect of ethical problems on store switching behavior is one of the important findings of the study, supporting the study of Nimako and Kumasi, (2012).

In terms of the simple regression analysis, complaint behavior is found to be importantly effective on store switching behavior. So that, retailers can also evaluate attributes being effective on complaint and they can also improve these factors in order to avoid or reduce switching. When strong effect of complaint on switching behavior is considered, it is advisable for retailers to care about both behavioral patterns. Because it is possible that consumer complaining for his current retail store is more likely to switch that store. This finding is consistent with the research by Cho and Song, (2012) and Manzoor, (2013). So that, the managers are advised to overcome complaints to avoid consumer switching behavior of the retail store. They can set up effective channels allowing to customers' complaining and this increases the controllability and success of store. Lastly, making up for the error can be a way for resolving complaints.

This study consists of sample visiting at and purchasing from retail chain stores as hypermarkets. Future researches can study on the sample involving customers of discount stores, as different retail types. So that, different retail types can be compared, in terms of consumers' negative behavioral patterns. The study also has not define a certain product since it is not based on purchasing behavior. The study mainly focuses on consumers' negative behaviors towards their current retail stores. So that, negative outcomes indicate, not a dissatisfaction towards a certain product, but negative perception towards the retail stores, in terms of store attributes.

One of the limitations of this study is that the sample size is small so that generalizing ability of the research decreases. Future studies are proposed to increase the sample size in order to get more accurate results.

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