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Affordances as Self-Extension:

Conceptualising the Affordances of Online Communication Features
(OCFs) for Consumer Complaints

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**A thesis submitted in fulfilment of the requirements for the degree of Doctor of Philosophy
in Marketing, The University of Auckland, 2019.**

ABSTRACT

The trend for consumers to complain about their negative experience online following a service failure is on the rise. Consumer complaints are damaging to consumers and also detrimental to the reputation of the defaulting firm. Despite a considerable number of consumer complaint behaviour (CCB) studies that have taken into account the various online platforms or channels that dissatisfied consumers use to complain about their negative service encounters, the actual online communication features (OCFs) (e.g. review, and chat features) that consumers use for online complaints have received very limited attention. Studies that have investigated this aspect have been rather platform-dependent, and the usage and impact of these features for online consumer complaints have not been the primary interests of prior research. This study asserts that the lack of independent examinations of OCFs as mechanisms for consumers' online complaints is due to the idiosyncratic nature of how these features are known to consumers (the users), which leads to inconsistency in results and limited generalisable findings. Also, the platform-dependent limitation may be due to the lack of consideration of blurred boundaries between complaints and negative word-of-mouth, stemming from the dynamics of Web 2.0-empowered online features for complaints, where the primary intended audience of consumers' written complaint is not clear.

This research developed a novel conceptualisation of affordances resembling three dimensions of communication: the exchange of communication (conversationality); privacy in terms of the identity of the online complainer (identifiability); and privacy in relation to the written content (visibility of content) offered by OCFs. Structured in a thesis by publication format, this research contributes to the CCB domain, information system realm (online media and communication), and the consumer psychology domain by positioning OCFs as the new online channels that consumers use for online complaints, through the notion of affordances. The conceptualisation of OCFs' affordances was examined using two theories, Uses and Gratifications theory, and Conservation of Resources theory, with regard to the online CCB context. In summary, this thesis proposes OCFs' affordances as the self-extension of consumers' complaint motivations. These affordances also act as a resource that provides directionality through which they, in conjunction with consumers' intentions, and all other conditions of complaint-related resources, can significantly shape the trajectories of the emotional and cognitive states of consumers. Ultimately, this thesis reveals that the impact of complaint motivations on the emotional states and return intention of online complainers can be altered by the affordances of OCFs. A review of the implications and limitations of all studies conducted in this thesis is provided in the final two chapters.

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Chapter Two. Featuring the features: The role of affordances of online communication features (OCFs) in influencing online consumer complaint behaviour, 'Reject and Resubmit' Journal of Interactive Marketing.	
Nature of contribution by PhD candidate	Conceptualization, Research Design, Data Collection, Data Analysis, Results Interpretation and Primary Write-up of the Chapter
Extent of contribution by PhD candidate (%)	70%

CO-AUTHORS

Name	Nature of Contribution
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The undersigned hereby certify that:

- ❖ the above statement correctly reflects the nature and extent of the PhD candidate's contribution to this work, and the nature of the contribution of each of the co-authors; and
- ❖ that the candidate wrote all or the majority of the text.

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Please indicate the chapter/section/pages of this thesis that are extracted from a co-authored work and give the title and publication details or details of submission of the co-authored work.

Chapter Three. Resource integration practices for online consumer complaint behaviour

Nature of contribution by PhD candidate

Conceptualization, Research Design, Data Collection, Data Analysis, Results Interpretation and Primary Write-up of the Chapter

Extent of contribution by PhD candidate (%)

70%

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Certification by Co-Authors

The undersigned hereby certify that:

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- ❖ that the candidate wrote all or the majority of the text.

Name	Signature	Date
Dr Laszlo Sajtos		4/10/2018

1.1 Set-up of the thesis

This thesis is structured according to the thesis by publications format in accordance with the 2011 Statute and Guidelines for the Degree of Doctor of Philosophy of the University of Auckland, whereby the chapters consist of a series of papers of publishable quality, for which the candidate was the lead author of each paper. The University of Auckland does not require all papers to have been published upon submission of this body of work. Each paper, presented as a chapter in this thesis, can be navigated, read and understood independently without requiring pre-requisite knowledge from other chapters, thus each is a self-reliant study with its own theoretical and conceptual development, which makes an independent contribution to the relevant fields of study, yet adds to an overall theoretical understanding of the key domains underlying this research. The overarching aim of this thesis across these papers is explained in the first chapter, while the research objectives for individual papers are developed and explained in the relevant chapters. The first chapter presents the background to the study, problem orientation, the overarching research aim and the rationales of the subsequent chapters, followed by the epistemology and the methodology employed in this research, and the associated ethical considerations for this thesis.

1.2 Background to the study

Following a service failure, consumers tend to express their dissatisfaction about the negative incident in the forms of complaints and negative word-of-mouth. Negative emotions arising from the negative experiences have been found to significantly place impact on the re-patronage intention of customers (López-López, Ruiz-De-Maya, & Warlop, 2014). These studies also shed light on the impact of negative expressions on the emotional states of consumers and their behavioural intentions toward the defaulting firm (Baker, Meyer, & Chebat, 2013; DeWitt, Nguyen, & Marshall, 2008; Schoefer & Diamantopoulos, 2008; Strizhakova, Tsarenko, & Ruth, 2012). A considerable number of studies in the

past have examined the motivations and impacts of consumer complaint behaviour which ultimately provide insights to firm to intervene, to minimise or reverse the negative impacts of complaints on the relationship between consumers and the firm. Traditional online complaints involve dyadic communication between the consumer and the firm (Homburg & Fürst 2007; Mattila & Wirtz 2004; Bell & Luddington, 2006), while negative electronic word-of-mouth (NeWom) involves negative online sharing of the experiences with publics (Hennig-Thurau et al. 2004; Singh & Wilkes, 1996). By definition, the distinction between these behaviours lies in the primary intended audience of negative expression. In which, the intended audience of a written negative expression is examined based on the nature of channels (cf. Chu & Kim, 2011; Pfeffer, Zorbach, & Carley, 2014). For instance, a complaint made using the official website of the defaulting firm is naturally being considered a complaint (Einwiller & Steinlen, 2015); and negative expressions written on a social networking site as NeWOM. Being able to identify the primary intended audience of consumers' negative expressions is crucial to firms because when negative expressions that are intended for them is not addressed and responded, it deteriorates the relationship between the firms and the consumer who complain about the negative experience. On the contrary, if firms respond to a negative expression that is not intended for them, it could backfire their relationship with the consumers. The context of this thesis is centred on online written complaints that are intended for firms.

Before the advent of Web 2.0, it was relatively more straightforward to identify the primary intended audience of negative expressions, this is because the online channels that people use for negative online expressions indicate a stronger association to a specific group of audience (e.g. feedback form on a company's website, commenting on a consumer-generated forum). However, the rise of Web 2.0 technologies and the emergence of interactive online platforms and features (Constantinides & Fountain, 2008; Kietzmann, Hermkens, McCarthy, & Silvestre, 2011) have blurred the boundaries between online complaints and NeWOM (Berry, Tanford, Montgomery, & Green, 2014; Choi & Mattila, 2008; Robertson, 2012; Rothenberger, Grewal, & Iyer, 2008). Unlike in their

traditional forms, Web 2.0 empowered online channels enable both online complaints and NeWOM to take place through a single feature. Instead of disseminating the written negative expressions multiple times through different online channels as in the past, it is now possible for negative expressions to be written and conveyed with intentions for both the firms and others using a single feature. Consumers can now voice their complaints ubiquitously (Nasr, Burton, Gruber, & Kitshoff, 2014; van Noort & Willemsen, 2012; Ward & Ostrom, 2006) through a multitude of online platforms such as social networking sites (Bach & Kim, 2012; Berger & Iyengar, 2013), review sites (Bolton et al., 2013; Heinonen, 2011), online complaint sites (Ward & Ostrom, 2006) or send them directly to the firm (Homburg & Fürst, 2007; Mattila & Wirtz, 2004). The fact that these channels comprise of a wide range of features that allow consumers to direct their written negative expressions to different audiences has been largely overlooked by extant studies. Hence, the lack of insights on the impacts generated from the dynamicity of OCFs in allowing consumers to write about their negative experiences. For instance, on Facebook alone, consumers can write about their negative experiences using a variety of features that include features that are being known as status updates, chats, reviews, comments, and wall-posting (Smock *et al.*, 2011; Boyd and Ellison 2008). These features are introduced in this thesis as *online communication features (OCFs)* and defined as '*online tools embedded in online (firm-owned or third-party) platforms with a common core functionality of allowing consumers to express themselves in writing*'. These OCFs have different names on different platforms, such as status updates on Facebook or Tweets on Twitter, but they share an identical core function, that is- allowing consumers to express themselves in writing.

1.3 Problem orientation

The key issue arising from the complex nature of the online landscape catering for online consumer complaints is that it has become increasingly difficult for firms to recognise the primary intended audience of a consumers' negative expression. By examining various online platforms as the channels that consumers use for online complaints, prior research overlooked the ambiguity in terms of

the primary intended audience of a negative expression generated by the dynamic of OCFs. For instance, it is difficult for a firm to recognise whether a negative expression on the ‘wall’ of a social media page of a firm is directed to the firm as a complaint and/or it is actually an electronic negative word-of-mouth that is intended for others. One may see it as firm-intended because it is posted on the firm’s social media page, while others may see it differently as the written expression is also visible to others. Therefore the primary audience of the expression is indistinct. Hence, there is a need to introduce OCFs as the new channels that consumers use for complaints and NeWOM. Through which, consumers’ perceptions of them can determine the primary intended audience of negative expression.

Extant studies examined various online platforms (e.g. general online channels, social networking sites and review sites) (Clark, 2013; Einwiller & Steilen, 2015; Mattila & Wirtz, 2004; Pinto & Mansfield, 2012; Racherla, Connolly, & Christodoulidou, 2013; Yoo & Gretzel, 2008) as the channels that consumers use for online complaints . However, the drawback of these studies is that they were established within the context of a channel and had not taken into consideration the diversity of OCFs within a single channel regarding their affordances in allowing online consumer complaints. While these features fundamentally allow consumers to write about their experiences, consumers may perceive each of the OCFs within a channel differently regarding the abilities of OCFs in allowing their complaints to take place in the desired manner. The second limitation of examining platform as the channel that consumers use for complaint is that- it generates idiosyncratic outcomes. Consequently, the findings generated from these studies have limited generalisability to understand consumer complaint behaviour that are made using different OCFs from a single platform.

A further issue arising from extant studies when examining consumer complaint channels is these studies tend to overlook the fact that the majority of the online platforms that are known to consumers are built on a similar set of OCFs when it concerns about writing an online complaint, which are packaged under different names. Hence, they appear to be distinctive to the consumers who

use them for a particular task. This implies that a new set of measures need to be set-up every time a new platform is introduced in the online realm. This poses a challenge to scholars and marketers alike, as it is difficult to establish a consistent unit of analysis that can be applied to examine online consumer complaints through the media that they use for online complaints, without having to consider the apparently endless appearances of online platforms and features packaged under new names.

Despite a considerable number of CCB studies taking into account a variety of online platforms as the channels that dissatisfied consumers use to complain about their negative service encounters, the actual online communication features that consumers use for online complaints have received very limited attention. This research asserts that the lack of independent examinations of these OCFs as the online channels for consumers to complain about a negative incident is due to the idiosyncratic nature of how these features are known to consumers (the users). For instance, how a status updates feature is known on Facebook or Twitter. What seems to be largely overlooked is that these independent online media that have been examined in the past cannot be properly compared as they are idiosyncratic in their names, this has resulted in varied perceptions by users. Without the perceptions of these OCFs being empirically examined, it remains difficult for firms to determine the order to respond in which a vast amount of online negative expressions. Mishandling of these responses by the defaulting firm has serious consequences (Berry et al., 2010; Fournier & Avery, 2011; Lee & Song, 2010). The following research objective is established to address the gaps and limitations in the extant CCB literature as established in this section.

1.4 Research objectives

This thesis positions online communication features as the new channels that consumers use for online complaints and proposes to examine OCFs through the notion of affordances- as the units of analysis for this research. The difference in consumers' usage of OCFs for online complaints is argued to be influenced by consumers' perceptions of OCFs they see as fit for their purposes. Media and CCB

studies have provided evidences on *why* users in general and consumers in particular disclose online, with media studies relating to gratifications arising from the media themselves (Boyd & Ellison, 2008; Raacke & Bonds-Raacke, 2008) and CCB studies relating solely to motivations for online complaints (Hennig-Thurau et al., 2004; Sundaram, Mitra, & Webster, 1998). Consumers' perceptions of OCFs and the impacts resulted from their choice of OCFs for online complaints have not been explored.

Examining the differences between consumers' perceptions of OCFs based on the primary intended audience of their written complaint and based on the notion of affordances of OCFs can eliminate the idiosyncratic findings of online complaints as in the past. Unlike prior studies that did not emphasise on the role of online channels that people use for online complaints, this research centres on the role of affordance-based consumers' perceptions on how media allow their complaints to be written and conveyed in the desired manner. Features of media are relevant to the activity/task that people intend to use them in attaining a goal (DeSanctis & Poole, 1994; Orlikowski & Yates, 1995) and these media may be used in similar, overlapping, or different ways depending on their technical features and communication purposes of the users (Kim, Kim, Park, & Rice, 2007; Wright & Street, 2007). The notion of affordances denote the mechanistic characteristics that a feature allows, which refer to the extent that two-way communication is possible (conversationality) (Johnson et al. 2006; Liu and Shrum 2002); the extent to which a written content can be made private or public (visibility of content) (Sheehan 2002; Joinson 2001) and the extent to which a person can remain anonymous or more identifiable (identifiability) (Qian & Scott, 2007; Tufekci, 2008) in an online complaint. These affordances set up the fundamental functions that are inherently embedded in each feature (Huang & Benyoucef, 2013; Wellman & Gulia, 1999)- which leads this research to view the OCF as a more consistent unit of analysis for examining how consumers perceive the features that they use for online complaining based on the notion of affordances. The same set of affordances of OCFs can be applied to understand any future development of online platforms and features as they are anticipated to be built on the bases of these affordances.

In addition to examining consumers' perceptions of OCFs through the notion of affordances, it is also crucial to determine their perceptions of OCFs from the perspective of primary intended audience. Relevant knowledge to date is lacking with regard to positioning OCFs as media from the affordance perspective also limited in substantiating the perceptions of OCFs by the users including consumers, the impacts of the perceptions of OCFs and choice of them on the users (consumers) and the defaulting firm. The *overarching objective* of this thesis was to examine the role of affordances (of OCFs) in understanding online consumer complaint behaviour. This objective was tested using two theories with two conceptualisations but interrelated outcomes. In general, the studies conducted in this thesis aim to answer the following questions:

Research question 1: How do consumers' perceptions differ according to the notion of affordances and primary intended audience?

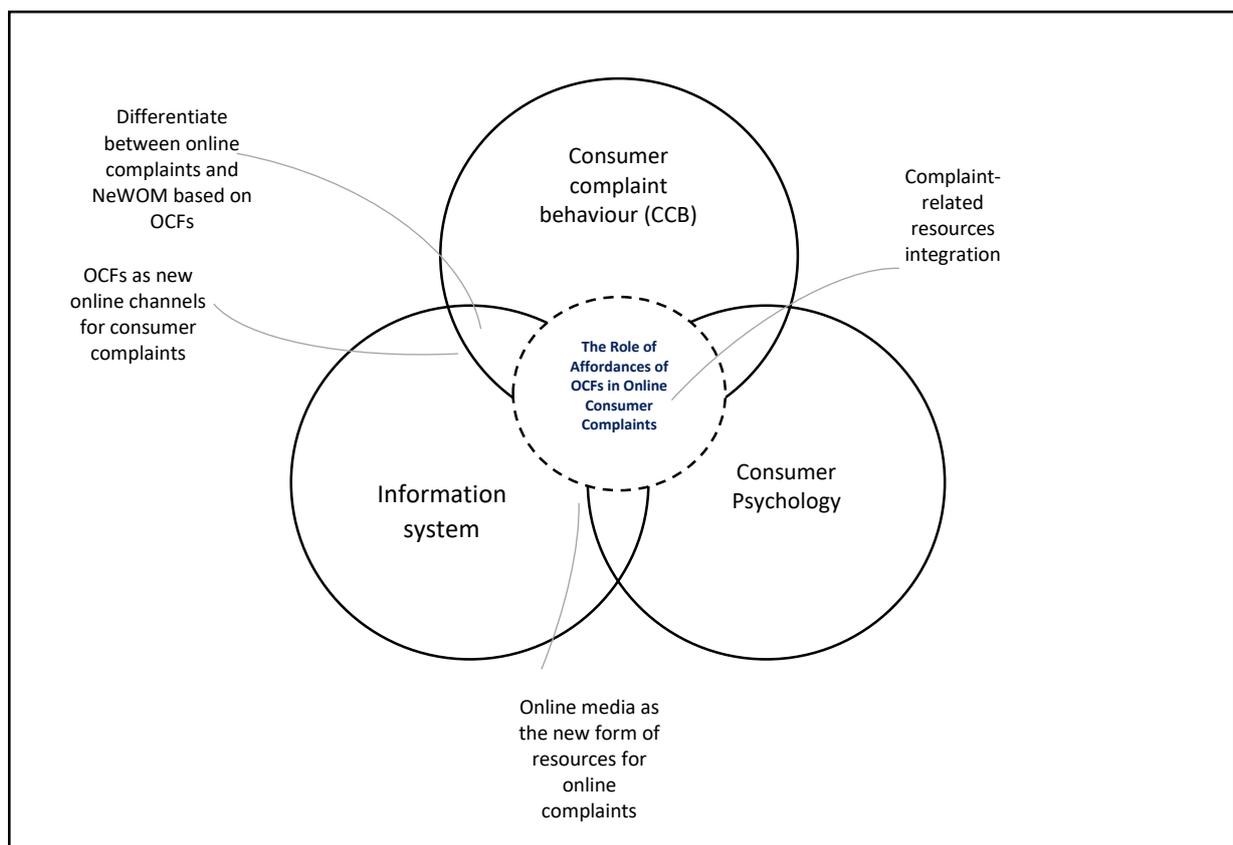
Research question 2: How do consumers' perceptions of OCFs affect their online complaining behaviour?

Research question 3: What is the role of affordances of OCFs for online consumer complaints?

The following section details the rationale of Chapters Two and Three. To understand the role of affordances of OCFs in understanding online consumer complaint behaviour, Chapter Two first centred on the impacts established between consumers' intentions for online complaint and the affordances of OCFs, in which the role of affordances is understood from a functional perspective using the Uses and Gratifications theory (Katz, Blumler, & Gurevitch, 1974). Chapter Three examined affordances of OCFs as part of the complaint-related resources, the loci and impacts of affordances of OCFs as a form of resources were determined, using the Conservation of Resources theory (Hobfoll, 1989). In which, this theory is deemed fit for the use of this investigation as it provides a basis to explain people's reactions following a stressful situation and references in establishing the structure of various resources involved in a stressful event. Ultimately, as indicated in Figure 1-1, this research

spans three domains of research, in the field of consumer complaint behaviour, online media and communication (information system), and consumer psychology domains. Specifically, by providing a novel conceptualisation on OCFs based on the notion of affordances, this study developed new units of analysis regarding the online channels that consumers use for online complaints. Second, a differentiation between online complaints and NeWOM are made clear through the OCFs that consumers use for online complaints. Third, the impact generated from the integrations of complaint-related resources were determined. And lastly, for the first time in the consumer psychology literature, the functional aspects of online media which refer to the affordances of OCFs are being conceptualised as a form of resources that are available to consumers for online complaining.

Figure 1-1 Domains of the research



1.4.1 Using the Uses and Gratifications (U&G) theory to understand online consumer complaints

This theory proposes that media users are active (Katz et al., 1974), and it has been used equally on traditional and new media, drawing on users' goals, motivations and needs in explaining media

choices (Robert LaRose & Eastin, 2004; Ruggiero, 2009). This research is presented as Chapter Two in accordance with the publishable paper format in this thesis, with the title- '*Featuring the features: The role of affordances for consumer complaints*'. By building on the assumptions of U&G theory, a conceptualisation of the affordances of OCFs is first developed, followed by examination of the joint impact of what consumers expect to attain with their complaint (motivations for online complaint) and their perceived likely effect of the affordances of OCFs on their emotional states, and relationship with the defaulting firm. The findings of this research propose that the affordances of OCFs provide a self-extension mechanism for consumers with different complaint motivations, and also broaden the application of U&G theory to understand non-media- inherent gratifications. In summary, using this perspective, the conditions under which the emotional states and behavioural intentions of consumers with different motivations for online complaints can be altered by the affordances of OCFs are investigated. Ultimately, the OCFs' affordances are proposed and encapsulated as the functional extension of consumers' complaint motivations.

1.4.2 Using the Conservation of Resources (COR) theory to understand online consumer complaints

While it is crucial to examine the impact of the perceived affordances of consumers and their motivations for online complaining on both the consumer and the defaulting firm, it is also important to consider online consumer complaint as a response that consumers engage in to protect or regain what they have lost in the service transgression. The second paper, presented as Chapter Three in this thesis with the title '*Resource integration processes for online consumer complaints*', positions the affordances of OCFs as resources that consumers can draw on for online complaining, in the attempt to recover and/or to gain resources in the face of the losses incurred in a service transgression.

Affordances of OCFs are positioned as part of a broader model that aligns and combines all other components of online consumer complaints including the loss of resources experienced by consumers, their conditions resources, and the potential personal and non-personal resources, that can be drawn on when making online complaints. This study looks at the impacts of this integrative model on consumers' affective, cognitive and behavioural states, drawing on the COR theory. This study also

shifts away from the traditional view of coping theories that have explained online consumer complaints as being situational and reactive, to a more proactive approach that has better predictive capabilities and, most importantly provides an understanding on the role of OCFs' affordances in influencing consumers' emotional states and their behavioural intentions towards the defaulting firm. Using this perspective, affordances of OCFs not only functionally extend the expected motivations of consumers in an online complaint but also a form of energies resource that provides directionality in altering relational outcomes.

The details of the research objectives for each of these papers are articulated in the relevant chapters. This chapter provides readers with only a preview of the rationales underlying the two key chapters.

1.5 Epistemology

This section provides an overview of the methodology used in examining the proposed research objectives. The epistemological assumption underlying research drives the execution of the research (Creswell, 1998; 2003). It is the theory of knowledge embedded in the theoretical perspective and thereby in the methodology. The epistemological stance in this research is objectivism (rather than subjectivism or constructivism) because it holds that meaning, and, therefore, meaningful reality. It exists separately from the operation of any consciousness. In an objectivist's belief, what it means to know, understanding and values are considered (Crotty, 1998). There is two new conceptualisations developed in this thesis, in which, they are interrelated yet contributing to the theories of independent fields of study. The key conceptualisation that serves as the foundation of the entire work is built on the assumption of the conservation of resources theory, in which a resource integration model for online consumer complaints is developed. Another conceptualisation was developed to support the examination of the proposed research objective as well as necessary to support the primary conceptualisation of the resource integration idea. We conceptualised the online media that consumers use for their complaints as online communication features (OCFs) through the notion of affordances.

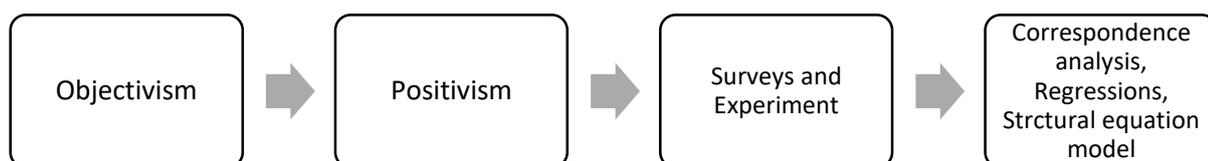
Conceptualisation is where perceptually given data are organised and thus expand the knowledge beyond the level of perceptual concretes. Specifically, conceptualisation is the ability to regard entities as units.

Objectivist epistemology also believes that the more one knows about a topic, the closer the representation of knowledge in that person's mind is to the reality of the world (Evans, 2000). Ryan and Aikenhead (1992) state that "one vestige of objectivism is the belief that scientific knowledge connects directly with reality, unencumbered by the vulgarity of human imagination, dogma, or judgements" (p.561). This research is based on the belief that if conceptualisations and methods are appropriately planned, the objective truth can be discovered. Existing literature has evidenced that there are associations between customers' loss of personal resources in a service failure, the presence of complaint motivations, the use of media to complain online and their resulting consequences. The strong conceptualisations support the exploration of these relationships and unravel their structure systematically in an objective way, through deductive reasoning. In subjectivism, different interpretations are likely to affect customers' actions and the nature of their social interactions with others. Customers who are being studied not only interact with their environment, they also seek to make sense of it through their interpretation of events and meanings that they draw from these events. In subjectivism, Crotty (1998) states that "meaning does not come out of the interplay between subject and object but imposed on the object by the subject" (p.9). It endorses the idea that reality is what each person interprets it to be. The current research proposes to examine the interplay between proposed constructs, consequently this research taking an objectivist, rather than a subjectivist perspective.

The theoretical perspective of this research, therefore, stems from a positivist point of view, where what is real and how we determine the truth of what is being studied is investigated through hypothesis testing, variable measurement and sampling (Creswell, 2003). The positivist approach of research is to investigate and write about human experience free of the values, passions, politics and ideology of the researcher. The dominance of positivist assumptions about research leads people to

assume that if social research is done properly, it will follow the model of the natural sciences and provide a clear, unambiguous road to the causes of certain social or psychological phenomena (Creswell, 2003). Positivist research places faith in quantification and on the idea that using correct techniques will provide correct answers. It concerns to some extent with prediction and with control. Positivism believes that the experiment as the scientific method is the way to uncover the truth and to achieve it the researcher needs to predict and control it. Researchers often use deductive reasoning to postulate theories that can be tested. Empiricism resides in the positivist belief in the idea that measurement is the core of scientific discovery, and the tested results may not reflect the facts, and that theory may then needs to be revised for a better prediction (Hamlyn, 1995). This justifies the perspective that this research is adopting, where hypotheses are formed drawing from existing literature and theories. The subsequent processes are to predict and control the relationships and associations through scientific processes, and objective measures, without any subjective elements that involve emotions and cultural biases in the processes. Therefore, survey and experimental designs are considered to be the most appropriate methods and are explained later in this chapter.

Figure 1-2. Flowchart of the methodology of this thesis



1.5.1 Critical incident technique

Critical incident technique (CIT) are employed in examining the recent negative incidents experienced by the respondents. Scholars suggest that CIT is particularly useful when the topic being researched is sparingly documented (Grove & Fisk, 1997), in our context, the role of affordances of online communication features, consumers' perceptions of them, and the joint impact of them on people who perceive and use them, as well as impacts on their relationship with the defaulting firm. Therefore, CIT is deemed appropriate as the approach for this thesis to gain an understanding of

incidents from the perspective of individuals involved. Further, CIT has been used in service encounters research in investigating sources of satisfaction and dissatisfaction (Gremler, 2004). CIT has also been used in service research where the data collected are from the perspectives of the respondents (Edvardsson, 1992), in which incidents are the most relevant to them for the phenomenon and context being examined. It is undeniable that CIT has a design that may be flawed by recall bias (Bitner, Faranda, Hubbert, & Zeithaml, 1997) but it may not be a problem in this study as the purpose of requiring respondents to recall a negative incident is to identify respondents' trends and tendencies in perceiving different online communication features rather than introducing new hypotheses from the recalled incident. Hence, the applications of CIT in this thesis is not subject to recall bias hazards.

1.6 Ethical Considerations

This research follows the ethical codes set out by the University of Auckland. Obtaining informed consent and maintaining the confidentiality of respondents. This study required respondents to recall a negative service incident that they have encountered not more than six months, which may trigger their negative emotions associated with the incident and subsequently intensifies their stress level. Hence, associated potential risks that may be experienced by the respondents in taking part in this research are outlined in the 'Participant Information Sheet (PIS)' to participate in this study. Contacts to reach professional help in case of stress arises due to the participation in this research are detailed in the PIS (Appendix A).

Figure 1-3 Schematic overview of the thesis

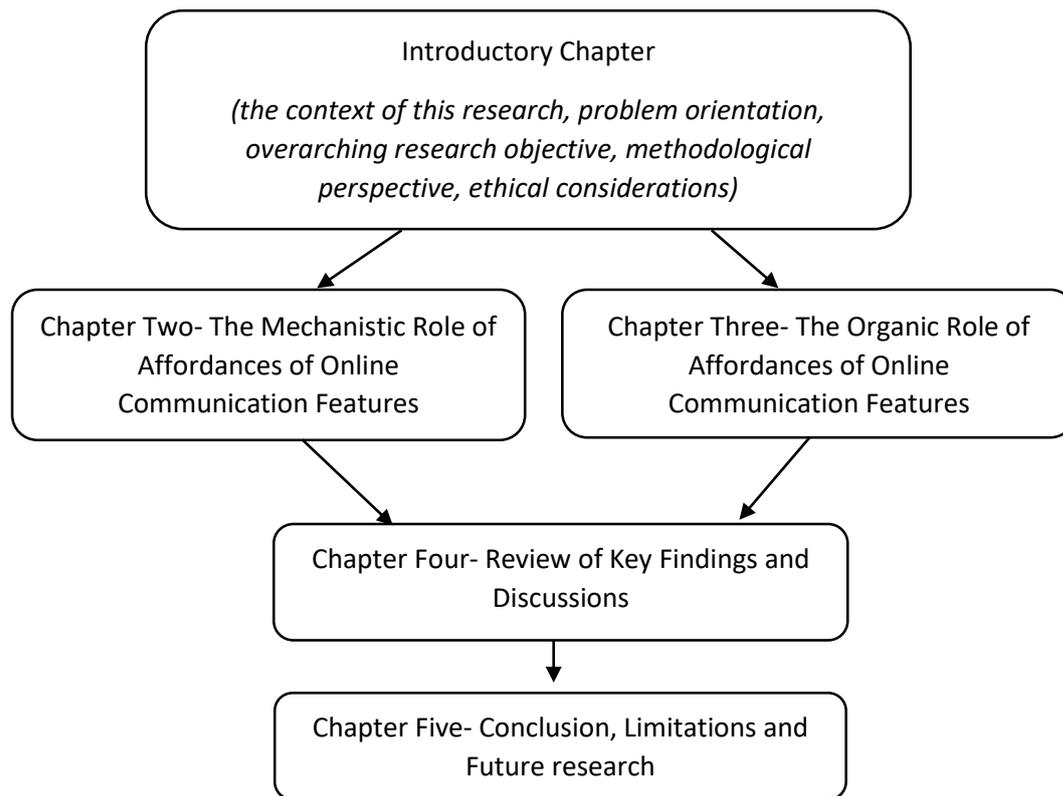


Table 1-1 Overview of studies conducted in this thesis

Chapter	Chapter Two				Chapter Three
Study	Study 1	Study 2	Study 3	Study 4	Study 5
Overarching research objective	To examine the role of affordances of online communication features for online consumer complaints				
Research objective	To examine consumers' perception of OCFs in terms of primary intended audience.	To examine the directionality between complaint motivations and the affordances of OCFs.	To examine consumers' perception of OCFs based on the notion of affordances.	To examine the impact of the interplay between complaint motivations and affordances of OCFs on the emotional states and behavioural intention of consumers.	To unravel the relationship between complaint-related resources in an online complaint context and the emotional and cognitive states of consumers, as well as the relational impact on the firm.
Concepts developed	Perceived affordances of OCFs	Externally triggered gratifications sought, Media gratifications as self-extension	Perceived affordances of OCFs	Gratifications integration	Personal resource integration, Joint resource integration
Theory	Uses and Gratifications theory				Conservation of resources theory
Research design	Survey research	Experimental research	Survey research	Survey research	Survey research
Data collection method	Online panel survey				
Analysis	Descriptive analysis	Multiple regressions	Correspondence analysis	Structural equation modelling	
Statistical software	SPSS	SPSS	MPLUS	MPLUS	

2.1 Introduction

The trend for consumers to make complaints online has been on the rise (Causon, 2015). The emergence of Web 2.0 technologies has made it easier for consumers to express their negative views online via a multitude of online platforms: social networking sites such as Facebook and Twitter (Berger & Iyengar, 2013), review sites like Yelp and Google reviews (Bolton et al., 2013), online complaint sites such as ripoffreport.com (Ward & Ostrom, 2006), and the official social media pages and feedback forms of individual firms (Homburg & Fürst, 2007). In contrast to studies that have focused on circumventing and mitigating the impact of online complaints and negative word-of-mouth, which are often consumer-to-consumer (C2C) focused, this study aims to examine consumers' motivations to complain to companies, with special attention to the online media that they use for their complaints. Furthermore, while previous studies have addressed various facets of online (public) complaints, including online complaint platforms, the particular features (such as review, and chat features) of online platforms used by consumers for their complaints have received very limited attention.

The large differences between these platforms are deeply rooted in their features (Smock et al. 2011); the primary ways for consumers to interact with the intended audience of their communication. For instance, on Facebook alone, consumers can write about their negative experiences through a status update, chat, review or comment features (Smock et al., 2011). In general, prior studies that looked into this aspect were rather platform-dependent (e.g. Jansen, Zhang, Sobel, & Chowdury, 2009; Sparks & Bradley, 2014). This research asserts that the lack of independent examination of these online features as the media for consumers to complain about a negative incident results from the idiosyncratic nature of how these features are known to consumers (the users of media). For instance, a chat feature is known as a messenger on Facebook or 'direct message' on Twitter, which leads to inconsistency in

results as well as limited generalisability of findings. The implication of this is that it challenges firms to recognise feedback that is intended for them because some of these features intuitively have a strong connotation of being public when they are in fact inherently possessed by the firm; for instance a wall-posting feature on a firm's page (Einwiller & Steilen, 2015). This blurs the boundary between complaint and negative word-of-mouth. Due to the diversity of these features across platforms and the focus of this study on complaints, this study refers to these features as 'online communication features (OCFs)'. Although they are not designed specifically for the purpose of consumer complaints alone, in this study, they are defined as '*online tools embedded in online (firm-owned or third-party) platforms with a common core functionality of allowing consumers to express themselves in writing*'; as such, they are often used for complaints about unsatisfactory service experiences.

When examining OCFs, rather than examining the platforms themselves, this study first examines the perceptions of consumers about the OCFs that they use for online complaints in terms of the primary audience of their expressed complaint. As a result, the distinction between online complaints and negative word of mouth (NeWOM) can be made through a comparison of their features. Second, this study draws on the notion of affordances when examining OCFs, which centres on the potential actions that OCFs offer consumers (Bazarova & Choi, 2014; Daft, Lengel, & Trevino, 1987; Gibson, 1977; Treem & Leonardi, 2012; Zhao, Liu, Tang, & Zhu, 2013). This study develops an affordance-based conceptualisation of OCFs, which includes the level of conversation expected by the online complainer (conversationality), the perceived visibility of written content and the perceived identifiability of the online complainer. This provides comparable units of analysis in understanding OCFs and eliminates the idiosyncratic nature of different features and platforms. Subsequently, this study examines the directionality of consumers' motivations for online complaints and the affordances of OCFs. Specifically, it looks at whether people with different complaint motivations have a tendency to express their negative experiences through OCFs with certain affordances. Previous studies have underlined the importance of (online) complaints as behaviour in mitigating the stress on consumers who are responding to a service failure (Bell & Luddington, 2006; Susan Folkman, Lazarus, Dunkel-

Schetter, DeLongis, & Gruen, 1986; Lazarus & Folkman, 1984). This research focuses on the media people use to post their complaints – the OCFs and their perceived affordances that allow consumers' complaints to be expressed in written form.

By building on the uses and gratifications (U&G) theory (Katz et al., 1974), and developing a conceptualisation of the affordances of OCFs, this study examines the impact of complaint motivations, affordances and their interaction in modifying the emotional reactions of consumers to negative incidents and their subsequent behavioural intentions towards the defaulting firm. In essence, the conceptualisation allows this study to connect the gratifications sought in the form of consumers' complaint motivations to the affordances of their chosen OCF, and their relationship with the defaulting brand. The study extends the U&G theory by incorporating gratifications inherent to the user (but external to the media). In addition, by conceptualising complaints media as a set of OCFs through their affordances, this study argues that these extensions allow the application of U&G theory; to examine the customer-brand relationship, and further, help advance the theory's predictive abilities, which have been criticised in prior U&G research (Severin & Tankard, 1997). The study ultimately proposes and tests whether the OCFs of the media – where people use them to post their complaints – play a significant role in shaping the customer-brand relationship. To the knowledge of the researchers, this is the first study to explore the conjecture that media affordances can interact with gratifications that are external to the media but inherent to the consumers (users) and their complaint motivations. The interplay of these factors can influence how people feel and behave in the future when interacting with the defaulting firm.

The structural equation model-based main study confirms the interplay between complaint motivations and the affordances of OCFs in shaping consumers' emotions and behaviours towards a defaulting firm after complaining. Hence, it is crucial for firms to gain an in-depth understanding of consumers with different types of complaint motivations, consumers' tendencies to use a particular

affordance of OCFs, and consumers' perceptions of different OCFs based on their affordances. How features are perceived by consumers can provide insights to firms about how to minimise or even completely reverse the negative impact of complaints (van Noort & Willemsen, 2012). The following section introduces the key aspects of U&G theory, the limitations of this theory in terms of its application, and the extensions that this study proposes to it. Subsequently, this study presents the conceptualisation of OCFs based on consumers' perceived affordances and then introduces the notion of gratifications integration; that is, the interplay between complaint motivations and the affordances of OCFs. Finally, the development of the research hypotheses, the conceptual model, and the findings, discussions and implications of this study are discussed.

2.2 Concept and Hypothesis Development

2.2.1 *Complaint motivations as gratifications in the Uses and Gratifications Theory*

Central to the U&G theory is the assumption that media choice is goal-directed, which means that users have an active role in selecting the medium for the gratifications they seek to obtain (Katz, Blumler, & Gurevitch, 1974; Raacke & Bonds-Raacke, 2008). Hence, research using the U&G theory has explored the gratifications people have sought or obtained through the selection and use of particular media – gratifications such as satisfying a need for information by watching a television program (Wenner 1986) – with the aim of explaining people's recurrent media use. Some other studies have focused on the predictive effect of recurrent media usage through gratifications sought and obtained (Wenner 1982; Palmgreen & Rayburn 1979; Quan-Haase & Young 2010). In terms of impact, studies that apply the U&G theory have been either solely user- (Flanagin, 2005; Hicks et al., 2012; Whiting & Williams, 2013) or media-focused (Malik, Dhir, & Nieminen, 2016; Rubin, 2009), including how users can be affected through the use of media and the gratifications that users can expect from the media themselves. The relationship of users with the brand involved in the interaction via the media has not been addressed. By addressing this issue, the application of U&G theory may not be restricted to pure user- or media-focused outcomes but may reveal the impact of media usage on others in conjunction with the users' goals.

The gratifications uncovered by previous studies are often criticised for being rather idiosyncratic and medium-specific (Ruggiero, 2009; Severin & Tankard, 1997; Smock et al., 2011), which prevents generalisations from the findings beyond that particular medium. This study aims to overcome this criticism by firstly incorporating incident-specific, but medium-independent user complaint motivations into the conceptualisation and by developing an affordance-based conceptualisation for OCFs (i.e. the complaint medium). The following sections will discuss incident-specific complaint motivations, followed by the conceptualisation of OCF affordances, and finally, their interplay, in which the idea of gratifications integration is presented.

Studies using U&G have shown that people use particular media to seek gratifications, fulfil their needs, and gain certain benefits that they have in mind from the use of the media (Bae, 2018; Ku, Chu, & Tseng, 2013). Following a negative service incident, people often choose to voice their complaints, and through these complaints, they aim to restore what they have lost. Hence, their complaint motivation serves as a mechanism to fulfil their needs, and this study conceptualises complaint motivations as a form of gratification that consumers seek to attain (Leung, 2013). The complaint motivations of consumers are introduced as the gratifications sought, through their media use in this study. The gratifications sought are related to the needs, expectations and motivations for media use, which can arise from and be shaped by the characteristics of the individual (Dobos, 1992; Bae, 2018). When it comes to complaining, people do so to obtain two major benefits- approval utility, which concerns self-enhancement (Einwiller & Steilen, 2015; Hennig-Thurau et al., 2004; Nadkarmi & Hofmann, 2011; Sridhar Balasubramanian, 2001; Sundaram et al., 1998; Yen & Tang, 2015), and moderator-related utility, which often relates to the convenience of complaining and the availability of problem-solving support (Hennig-Thurau et al. 2004; Sparks and Browning 2010; Harrison-Walker 2001). People who complain for egoistic reasons aim to enhance their sense of self-worth (Wasko & Teigland, 2004) or increase their own welfare (Baruch, May, & Yu, 2016), whereas, at the other extreme, people can focus on resolving the problem (e.g. the defaulting firm) by expecting the firm to rectify the problem through various means, such as apology, explanation or compensation (Heung &

Lam, 2003; Mattila & Wirtz, 2004; Singh, 1988). Egoistic motivation does not necessarily require the involvement of other parties in order for their gratifications to be realized, whereas redress-seeking does. Hence, in contrast to previous research on U&G using media-specific gratifications (Hollenbaugh & Ferris, 2014; Kreis & Gottschalk, 2015), this study uses the motivations that emerge from a negative incident by conceptualising them as gratifications that complainers seek to obtain. This study argues that the distinction between approval and moderator-related utilities-driven motivations represents differences in whether consumers' goal achievement is solely dependent on the latent needs underlying their complaints, and therefore, the utilities that consumers aim to gratify through their complaint about a negative incident are critical to the understanding of the choice of OCFs' affordances.

2.2.2 Affordances of OCFs

Research employing U&G theory has focused primarily on traditional (non-interactive) media (Albarran et al., 2007; Diddi & LaRose, 2006; Papacharissi & Rubin, 2000), such as television (e.g. Rubin, 1983), but recently researchers have also employed U&G to consider interactive media platforms (Park, Kee, & Valenzuela, 2009; Quan-Haase & Young, 2010) such as the Internet generally (Parker & Plank, 2000) and social media (Bonds-Raacke & Raacke, 2010; Zhang, Tang, & Leung, 2011). Facebook, unlike traditional media, allows its users to perform a wide range of tasks and activities (Pagani, Goldsmith, & Hofacker, 2013; Shim, Lee, & Park, 2008); hence it cannot be considered as a single, uniform medium (Joinson, 2001). Smock et al. (2011) note that Facebook users can choose from a range including status update, chat, review and comment features, to write about their negative experiences. This study proposes that these new online media should be regarded as bundles of so-called features – such as status updates or review features – that consumers can use to interact with content and with other users. These features are the ones that lend functionality to platforms (Bazarova & Choi, 2014; Taina & Helmond, 2017) because they are the actual mechanisms that consumers use for their complaints. As defined earlier in the chapter, this study describes them as online communication features; they share a similar core function in allowing consumers to express themselves in writing.

OCFs are based on Web 2.0 technology, whose primary function is to facilitate social interaction and communication on social websites and new media applications (Chan-Olmsted, Cho, & Lee, 2013). When consumers are composing complaints online, the writing process will be likely to make them aware of the features of the medium they are using, and they will perceive their affordances (Greeno, 1994). In order to develop the conceptualisation of OCFs, this study draws on the notion of affordances (Bazarova & Choi, 2014; Boyd, 2010; Gibson, 1977; Leonardi, 2011; Treem & Leonardi, 2012) to understand the ways in which users perceive features as enabling interactions with other users. People do not interact with an object prior to or without perceiving what that object is good for (Gibson, 1977). An important aspect of the concept of affordance is that although the features of an object are common to each person who encounters them, the affordances of that artefact are not (Treem & Leonardi, 2012). These explanations indicate that users' perceptions of the objects they are using for their purpose have different implications for different people. And hence, the affordances of OCFs are relative to the conditions and purposes of the people who intend to use the OCFs (Gaver, 1991). This further supports the definition of OCFs, which states that while consumers may be using the same feature for online complaints, how that particular feature is seen to afford the expected gratifications (operationalised as complaint motivations) differs between people. Thus, OCFs' affordances represent features with the same core functionality that enable different forms of interaction between people to take place online (Bazarova & Choi, 2014). Prior studies have also pointed out that an object can provide multiple affordances, thus producing multiple outcomes (Majchrzak, Faraj, Kane, & Azad, 2013; Treem & Leonardi, 2012). If online complainers deliberately select features with certain affordances, these choices can facilitate the achievement of their desired goal. This study draws on the consumers' perceptions of affordances of OCFs to examine their interactions with complaint motivations in the U&G framework.

Online communication features that allow consumers to express themselves in writing are dynamic; the functional aspects that OCFs display are the key factors that shape different users' (consumers') perceptions about them, and they are the properties that build up the image projected to

users (Katz & Rice, 2002; Licoppe & Smoreda, 2005; Nardi, Whittaker, & Bradner, 2000). Web 2.0 literature has attempted to explain the activities that new online media allow people to do; these revolve around generating, sharing, editing, syndicating and disseminating information (Constantinides & Fountain, 2008; Han, Choi, & Ji, 2011). One similarity that arose as an issue in the U&G- and Web2.0-based research for this study is that previous research emphasizes the activities and impact of these media on users, and describes the features that are seen in this study as the key to shaping users' perceptions of how these media can help users to attain their desired goals. It is, therefore, necessary to develop a functional approach to assessing the characteristics of online communication features.

To develop the concept of OCF perceptions, this study draws on the notion of affordances (Boyd 2010; Leonardi 2011; Norman 1999; Treem & Leonardi 2012; Bazarova & Choi 2014; Gibson 1977), which integrates the intended use of the actual technology for communication and sharing with the potential use of a technology for action based on the perceptions of those who use it. Gibson's view of affordances highlights the interplay between the user (agent) and the OCF in enabling an interaction; it emphasises that this interplay has requirements for both the user and the system – the user's motivation to complain, and the characteristics of the OCF. The outcome is influenced not only by the properties of the medium but by users' motivations and goals in making the complaint (Bazarova & Choi, 2014; Choi & Toma, 2014; Greeno, 1994; Sundar & Limperos, 2013).

By examining online complaint platforms, and drawing on studies on Web 2.0 and online expression and information exchange (Constantinides & Fountain, 2008), this study proposes three affordances of OCFs. These three affordances are linked to the complaint content, the online complainer and the information exchange. These affordances are related to the privacy of content, the identity and the communication aspects of a complaint as a form of interaction. The first affordance is the visibility of the content in the complaint; whether or not the user can provide access to the information to an audience pool of varying size (Bazarova & Choi, 2014; Sheehan, 2002). Hence, this affordance is based on the extent to which the content is meant for public or private use (Weintraub

1994). The affordance of content visibility differentiates who can view the complaint. When wide visibility is selected deliberately, it can facilitate the desired outcome for a consumer who made the complaint seeking a public audience (Bazarova & Choi, 2014; Zhao et al., 2013).

The second affordance is the identifiability of the online complainer and refers to a situation where a message can be linked directly to the real identity of the online complainer (Halpern & Gibbs, 2013; Qian & Scott, 2007). At one extreme, identifiable means that the real identity of an online complainer is readily available, whereas complete anonymity refers to situations where a person who posts a complaint is not identifiable at all by his or her audience through their written complaint. Although it is rarely possible, an example of complete anonymity would be a centralised managed opinions page. In online settings, while people often present themselves through fictitious names (pseudonyms), their identities may be traced to the owner through clues, patterns and hints in their complaint. Identifiability plays a major role when it comes to disclosing personal and sensitive information (Bazarova & Choi, 2014), as people may feel more secure in selecting features that allow higher levels of anonymity. Depending upon the online complainers' motivation for publicising their negative service experience, this affordance allows them to select the degree of anonymity they desire.

The third affordance – the conversationality expected by online complainers – captures the perceived potential for continuity in the communication with a one-off message (monologue) being at one extreme and continuous, dialogical communication at the other (Burgoon et al., 2000; Chan-Olmsted et al., 2013). Distinct from traditional communication methods, complaining online about an incident is not restricted to broadcasting information but can also involve the exchange of information with the audience of the written complaint (Constantinides & Fountain, 2008). For instance, when complaining through a feedback form, the conversationality expected by the online complainers may be lower than when a complaint is made directly to a chat feature, in which intuitively, by its name, it appears to be relatively conversational. This affordance caters for online complainers who may have a

range of expectations in engaging with the intended audience of their written complaint (Levy, 2009; Liu & Shrum, 2002; Qian & Scott, 2007).

2.2.3 Affordances of OCFs as the extension of gratifications sought

To this point, this study has introduced complaint motivations as gratifications sought and have developed a conceptualisation of the affordances of OCFs. The aim is to explore the relationship and directionality between them. The affordance of an OCF as perceived by consumers is a function of its characteristics, and the ability of a consumer to use an OCF to advance the goals of a complaint depends upon the congruency of the perceived affordance with the gratifications sought by consumers. If consumers intend to make a complaint, then writing a complaint is the functional part of the activity that will make the person attentive to whether the environment is relatively congruent with their intent (gratifications sought) (Beal, Weiss, Barros, & MacDermid, 2005).

Complaint motivations involve the intentions or thoughts that consumers have in mind when they complain about a negative incident, while the affordances of the OCFs that they use to serve as the functional extension of their thoughts in the form of online media. This can be further explained by the notion of self-enhancement, which relates to people's need to seek experiences that will improve their self-concept (Baumeister, 1998). People may be selective in revealing what they want others to know about them, as part of self-enhancement (Walther, 2007). This study's approach to the directionality of complaint motivations and the affordances of OCFs is supported by McLuhan's (1994) extensions of man theory, which explains that the medium is an extension of oneself, resulting from the "new scale that is introduced into human's affairs by each extension of oneself or by any new technology" (p.7). Consumers may choose to express themselves in different media according to their needs and hence may express themselves differently in different media (McLuhan, 1994; Rogers, 2000). In this context, the choice of affordances connected with OCFs made by consumers reflects what they seek to attain through their complaint and is the functional extension of their desired gratifications.

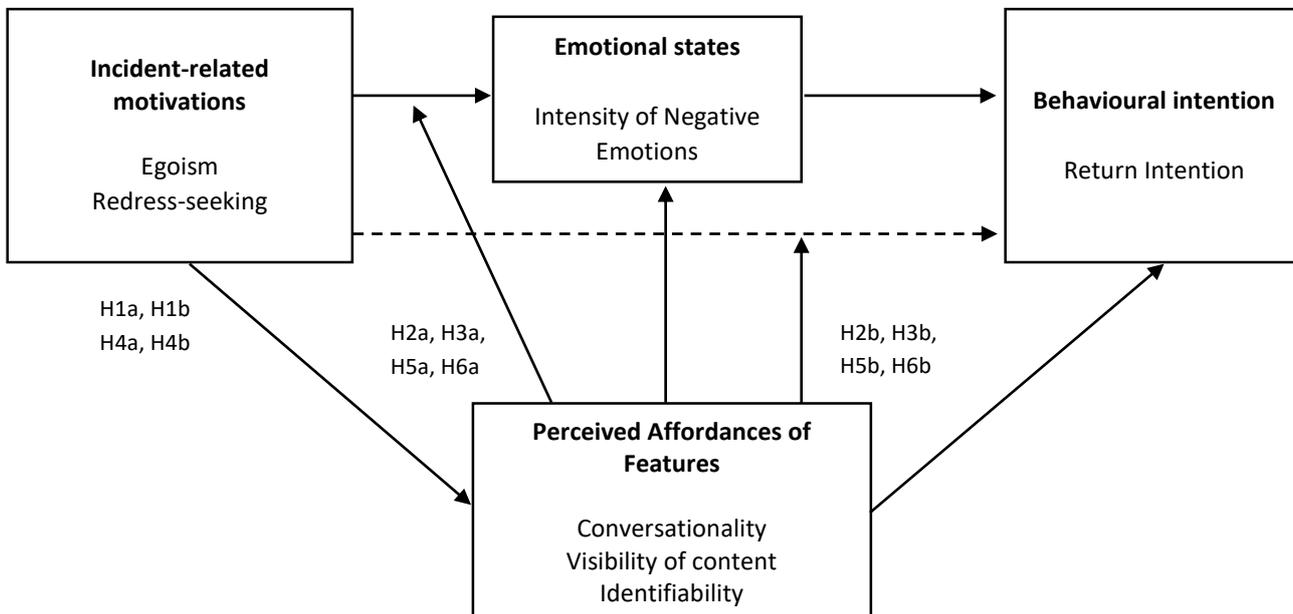
In summary, the choice of OCFs that consumers make for online complaints is a functional extension of their goals and a reflection of their needs. The self-extension concept explains consumers' tendencies to express their experiences through OCFs with specific affordances. The interplay of gratifications sought and the affordances of OCFs has yet to be discussed. This study proposes a gratifications integration proposition to encapsulate the potential effect resulting from the interplay between the combinations of gratifications sought by users and the affordances offered by the media on consumers and their relationships with defaulting firms.

2.2.4 Gratifications integration

The concept of gratifications integration proposed in this study assumes that the impact of consumers' intent to complain can be altered through the affordances of the available media. Consumers' motivations for online complaining not only manifest as the goals they intend to attain but also translate their latent needs. For instance, egoistic online complainers may be expected to make a complaint through OCFs that allow conversationality, which could potentially increase the likelihood of them receiving approval-utility. In this study, the impact generated by the interplay between gratifications sought (complaint motivations) and media gratifications (affordances of OCFs) is introduced as a gratifications integration effect. The proposed gratifications integration effect assumes that in the situation when there is a fit between the gratifications sought and associated utilities, the impact of complaint motivations on the emotional states and return intention of online complainers can be altered through the affordances of OCFs. The interplay between the two gratifications is thus a necessary condition for emotional states and behavioural outcomes to be controlled. This study will examine the impact of consumer gratifications on the consequences of the media choice used to make the complaint about the defaulting firm. By examining the interaction between motivations and affordances, this study proposes three conditions under which a particular affordance-motivation interaction will bring a beneficial outcome to the online complainer (and to the firm) in the form of continuing the person's relationship with the defaulting firm. The conceptual model (Figure 2-1) shows

the direct effect of motivations on OCF affordances, and the effect of their interactions on the intensity of negative emotions and the potential for relationship continuation.

Figure 2-1. Conceptual model



For the first time in the marketing literature, this study proposes a framework that examines the relationship between incident-related complaint motivations and the affordances (visibility of content, identifiability, conversationality) of the OCF chosen for making the complaint, in influencing the emotional states and behavioural outcomes in respect of a defaulting firm, following an online complaint.

2.3 Development of hypotheses

The hypotheses developed for this study are organised around two aspects, based on the two extensions that this study proposes to the U&G theory. The first aspect concerns the relationship between complaint motivations and the affordances of the chosen OCF. The hypotheses are (H1 and H4) that consumers with specific complaint motivations tend to use OCFs with certain affordances. The second aspect focuses on the interaction between complaint motivation and the affordances of OCFs

(H2, H3, H5 and H6) in influencing the online complainer's emotional states and behavioural intentions towards the defaulting firm after posting the online complaint.

Research into negative expressions has shown that when people share their negative experiences, especially if they use strong emotional language (Wetzer et al., 2007; McColl-Kennedy et al., 2009), they are likely to opt to remain anonymous. Customers who vent their frustration in this way often do not want to be identified and held accountable for their statements (Jessup et al., 1990; Lapidot-Lefler & Barak, 2012). However, when negative sharing is driven by an approval utility-related motivation like egoism, it is likely that online complainers aim to maximise the benefits to themselves, minimise the cost (Lakhani & Von Hippel, 2003), and thus increase their own welfare (Batson, 1994; Grant, 2008), with the ultimate aim of improving self-enhancement. Therefore, people with egoistic motivations are likely to vent negative feelings (van Doorn et al. 2010) and also to create a detailed summary of the negative incident, outlining their argument in a logical way (Kowalski, 1996; Schindler & Bickart, 2005), which supports their need (and goal) to present their 'self' in the most positive light (Mehdizadeh, 2010; Rosenberg & Egber, 2011) and enhance their self-worth. Egoism is often referred to as motivation with approval utility, where the approval can come from the online complainer's own satisfaction with their complaint by feeling that the defaulting firm is now being held accountable for its actions (Barnes & Pressey, 2008; Tuzovic, 2010). This approval or recognition (Wasko & Tieglund, 2004; Seidman, 2013) can also come from others whom the complaint might have benefited (Balasubramanian, 2001), and so conforms to the worldview of the online complainer. By considering the need for self-affirmation and recognition jointly in people who complain for an egoistic reason, it is likely the sense of being recognised may be realised by using affordances that are relevant to the exchange and identity aspects will create positive effects for the online complainers (Toma & Hancock, 2013). In our context, online activities such as writing a complaint may be a reflection of a person's ability to satisfy ego needs that are fundamental to the human condition (Toma & Hancock, 2013). This study proposes that people with egoistic complaints are more likely to use OCFs that allow them to be identifiable (rather than being anonymous). OCFs that allow high identifiability heighten the

likelihood of being recognised by others, and indicate that the online complainer is likely to expect a response. Finally, this study proposes that egoistic complaints combined with affordances with a high conversationality will make the online complainer more likely to stay with the defaulting firm as they feel valued and possibly regain their sense of self-worth as a result of the interaction. The relevant hypotheses are thus:

H1: Egoistic online online complainers are likely to use OCFs with (a) high identifiability and (b) high conversationality.

H2a: The impact of egoistic motivation on the intensity of negative emotion is moderated negatively by identifiability in such a way that high egoistic motivation with high (vs. low) identifiability reduces the intensity of negative emotions.

H2b: The impact of egoistic motivation on return intention is moderated positively by identifiability in such a way that high egoistic motivation with high (vs. low) identifiability increases return intention.

H3a: The impact of egoistic motivation on the intensity of negative emotion is moderated negatively by conversationality in such a way that high egoistic motivation with high (vs. low) conversationality reduces the intensity of negative emotions.

H3b: The impact of egoistic motivation on return intention is moderated positively by conversationality in such a way that high egoistic motivation with high (vs low) conversationality increases return intention.

Consumers who seek redress from a defaulting firm want a remedy, solution or compensation from the firm (Orsingher, Valentini, & de Angelis, 2010; Singh, 1988; Tronvoll, 2007). Redress-seekers are interested in being heard and ‘righting the wrong’, and they are confident of the likelihood

of success by making a complaint (Andreassen & Andreassen, 2000). However, redress-seeking in an online environment can be accomplished in multiple ways; online complainers can complain to the firm directly, or they can choose an indirect route by posting their complaint on a site that creates visibility for their case. The use of these potential strategies as well as the ambiguity of the intended audience of their written complaints contributes to a blurring of the boundaries between online complaint and negative electronic word-of-mouth (Nasr et al., 2014). Since the attainment of their goal of redress-seeking is critical for online complainers (Mattila & Wirtz, 2004), the content and exchange aspects of OCFs' affordances are important for them. They are likely to expect a response and want to create visibility for their complaint. When redress-seekers are confident that their goal is highly attainable through their chosen affordance – conversationality and visibility – it means that the gratifications they seek are likely to be realised (Kreis & Gottschalk, 2015), which will result in better emotional outcomes (Wenner, 1986; Lo & Leung, 2009), and a higher likelihood of their return to the company. Thus, based on the above this study hypothesises that redress-seeking will encourage online complainers to seek out OCFs that they perceive allow high conversationality and content visibility. Also, the interaction between redress-seeking and high conversationality and content visibility will reduce the intensity of negative emotions and increase return intention:

H4: Redress-seeking online online complainers tend to use OCFs offering (a) high conversationality and (b) high content visibility.

H5a: The impact of redress-seeking motivation on the intensity of negative emotion is moderated negatively by 'conversationality' in such a way that high redress-seeking motivation with high (vs. low) conversationality reduces the intensity of negative emotions.

H5b: The impact of redress-seeking motivation on return intention is moderated positively by conversationality in such a way that high redress-seeking motivation with high (vs. low) conversationality increases return intention.

H6a: The impact of redress-seeking motivation on the intensity of negative emotion is moderated negatively by visibility in such a way that high redress-seeking motivation with high (vs. low) visibility reduces the intensity of negative emotions.

H6b: The impact of redress-seeking motivation on return intention is moderated positively by visibility in such a way that high redress-seeking motivation with high (vs. low) visibility increases return intention.

2.4 Methodology

This research consists of four studies. Study 1 is a pre-study that examine consumers' perceptions of OCFs in terms of the primary intended audience of their written complaint. Study 2 is an experimental study, which was conducted to examine the directionality between complaint motivations and the affordances of OCFs. The study specifically focused on whether consumers' motivation to complain after a negative incident influences their choice of OCF affordances. Study 3 examines consumers' perceptions of different online communication features based on the notion of affordances. Study 4 examines the relationship between complaint motivations and OCF affordances, as well as the interactions between motivations and affordances in influencing the emotional state and behavioural intention of online complainers.

2.4.1 Procedure and results for Study 1: Consumers' perception of in terms of the primary intended audience of their written complaints

A survey was designed using Qualtrics, and it was distributed through Amazon Mechanical Turk- an online panel platform. A total of 109 valid responses were retained after eliminating those cases that did not follow instructions. A list of online communication features, as shown in the left column in Table 2-1, was displayed to the respondents who were asked to rate whether they thought by expressing complaints through each of these features, their complaints were meant for the firm, the public or both. Those who selected both were directed to the next question that asked them to indicate

whether complaints expressed through these features were primarily meant for the firm or others, using a six-point scale (see Appendix B). A mean score >3.49 indicates the firm as the primary intended audience of the written complaint. This study distinguishes between expressions directed primarily as complaints or negative word-of-mouth. The composition of male respondents (58.7%) is slightly higher than the female. Respondents between the age range of 25-34 consisted 35.8percent of the total sample size.

The results established that some features, apparently directed to the public and used by consumers used for their complaints, were counterintuitively found to be targeting the firm as the primary audience. Some thought-provoking results included complaints posted via a wall-posting feature, which is expected to be publicly visible from a firm's perspective (Malhotra & See, 2013) (in contrast to the view of this study which examines perception from the consumers' perspective), where the negative expressions were primarily intended for the defaulting firm. Review features and feedback forms on third-party sites were also primarily aimed at the defaulting firm, these findings also contradict with what firms thought about third-party websites (Sparks et al., 2016), and complaints made on social media in general (Hudson & Thal, 2013). The implications of these results will be discussed, together with the results of Studies 2 and 3, at the end of this chapter. By unravelling such new perception of features in terms of primary intended audience from the consumer perspective, companies may need to reconsider the nature of social media and third-party websites when they are used by consumers for complaining purposes, as opposed to prior studies that see these platforms as word-of-mouth oriented (Elsingerich et al., 2015; Sparks & Bradley, 2014).

Table 2-1. Mean scores for consumers' perception of features based on intended audiences

	Mean
Direct message (firm-owned)	4.31
Live Chat	4.22
Wall-post	4.15
Comment (firm-owned)	4.08
Feedback form (firm-owned)	3.92
Feedback form (complaint-site)	3.89
Review (social media)	3.86
Direct message (others)	3.48
Status updates	3.37
Review (review site)	3.30
Comment (non-firm-owned)	3.25

2.4.2 Procedure for Study 2: The directionality of the effect of motivations on affordances

This purpose of this study was to examine the directionality of complaint motivations and OCF affordances, in particular, the choice of OCFs' affordances for consumer with specific complaint motivation. The purpose of this experiment was not to make comparisons between the two groups; rather, it sheds lights on the directionality of a specific motivation on affordances of OCFs. Two scenarios of negative service experience at a restaurant were developed. These scenarios consisted of egoism and redress-seeking complaint motivations, with one type of complaint motivation in each scenario. These scenarios were randomly assigned to respondents, in which each respondent was only exposed to one scenario- consisted of 73 and 75 responses for the two scenarios (Appendix C), respectively. A scenario was displayed to respondents, and they were then asked to write about their recent experience of being dissatisfied in a restaurant. Next, they were asked to rate their complaint motivation on a seven-point scale as a manipulation check. They were then asked to answer three questions about the affordances of the OCFs they thought they would use for their complaint in the online context – one item for each affordance, using a three bi-polar scale ('not visible to the public – publicly visible', 'no response – 'high level of response' and 'anonymous – identifiable'). Demographic questions followed. Two questions asking about respondents' motivation to complain were used to check for consistency with the motivation included in the scenario displayed to them. A mean score above 4 indicates consistency between the displayed scenario and their complaint motivation. Multiple regression was used to examine consumers' preferences, for specific complaint motivations, in terms of

the affordances of the OCFs they intended to use to complain online. Data were collected through an online panel survey platform, using a US sample.

2.4.3 Results for directionality between complaint motivations and the affordances of OCFs

As a manipulation check, as shown in Table 2-2, all of the mean scores for complaint motivations corresponding to the scenario given were above 4. The results of multiple regression indicate that consumers with egoistic motivation tended to use OCFs that offered them more identifiability, which supports H1a, ($b = .369(.111)$, $p < .01$); however, there is no statistically significant result supporting H1b. The results also show that consumers with a redress-seeking motivation tended to use OCFs that allowed high content visibility, ($b = .286(.115)$, $p < .05$), and high conversationality, ($b = .712(.057)$, $p < .01$), which supports H4a and H4b. An additional finding indicates that redress-seeking consumers also aim to use OCFs that allow high identifiability. These results confirm the directionality between complaint motivations and the use of the affordances of OCFs, which explains gratifications sought as the drivers for the choice of media as expected. The results suggest that consumers use the varied affordances of OCFs to enhance their self-concept (Baumeister, 1998). Their choice of OCF affordances manifests the underlying needs in their complaint motivations. For instance, aligned with the expectations expressed in earlier section of this study, egoism-based complaints have a self-focused motivation. People who complain about a negative incident, for this reason, have a need to be identified as an individual because this will provide the potential to feel approved of by those who read their complaint and they achieve the benefits of being recognized and acknowledged. Redress-seekers tend to use OCFs that allow high conversationality for their complaints, which reflects their need to feel assured about receiving a remedy or solution. A desire for self-enhancement has also been suggested to leading people use to select the aspects of self that they reveal to others (Walther, 2007), so the affordances of OCFs chosen for complaints about a negative incident serve as an extension of their latent needs at a functional level. The relationships complaint motivations and their choice of OCFs' affordances, to fulfil their latent needs, can be explained by the goal-based choice model (van Osselaer & Janiszewski, 2012). In particular, van Osselaer & Janiszewski's (2012) model explain the

way the relationship between means and goals contributes to choosing between the means. While van Osselaer and Janiszewski focus on consumption benefits, and on goals and products as means, we believe their framework can be adapted to complaint motivations and affordances. Although our study does not investigate the choice of affordances for a given goal explicitly, this research proposes and finds – in a correlational study – that certain affordances are associated with particular goals, and thus we propose that these affordances serve as extensions of the complainers’ latent goals.

Table 2-2. Results of Study 2 about the directionality between complaint motivations and affordances of OCFs

		Mean	Multiple Regressions		
			Content visibility	Conversationality	Identifiability
Egoism	I complained about the negative experience online to...	4.49	.024(.122)	.224(.119)*	.369(.111)***
	improve my sense of self-worth.	4.24			
	improve my reputation.	5.12			
	feel valued by those whom I think may have gained benefits from my complaint/sharing.				
Redress-seeking	I complained about the negative experience online to...	5.01	.286(.115)**	.712(.057)***	.665(.075)***
	seek a remedy and solution for the negative experience from the restaurant I complained about.				
	look for compensation from the restaurant I complained about.	4.07			
	ask for a refund from the restaurant I complained about.	4.19			

Note: p-value significant at .01***, .05**, .10*

2.4.4 Data collection procedures for Study 3 and analysis: the perceptions of consumers of online communication features based on the notion of affordances

This study used a critical incident technique to investigate the perceptions of consumers about online communication features based on the notion of affordances. The critical incident technique part of the survey asked the respondents to name and describe in detail a negative service incident that they had experienced. 109 valid responses were collected using an online panel survey platform- Amazon Mechanical Turk, with a US sample. A list of OCFs that have been frequently used by people to share information and express feedback was compiled after reviewing relevant previous studies. This study included only those features that allowed people to post their thoughts in writing. An online questionnaire (Appendix D) designed in a cross-tabulation format, with the rows being the list of

features and the columns consisting of wordings that resembled the three affordances of OCFs, was displayed to respondents. They were asked to characterise these OCFs by selecting as many options as applicable. The aim was to capture these characteristics using short, concise descriptors.

Correspondence analysis was used to analyse the data. Correspondence analysis allows analysis of the pattern of relationships between several categorical variables (Abdi & Valentin, 2007) in a low-dimensional space (Sourial et al., 2010).

2.4.5 Results of correspondence analysis for Study 3

The correspondence analysis showed that there was an association between OCFs and affordances. Table 2-3 shows that the two dimensions in the bi-dimensional plot account for 85.5% and 9.8% of the variance, respectively. Dimension 1 represents the visibility of content, where objects above and below 0.25 represent low and high visibility, respectively. Dimension 2 represents identifiability with objects below and above 0.25 representing low and high identifiability, respectively. These results indicate that consumers do indeed have different perceptions about the OCFs that they use for online complaint, based on the affordances of the features.

Consumers' perceptions of these OCFs and their affordances are shown in Table 2-3 and Figure 2-2. Table 2-4 includes the rows and columns profile of the correspondence analysis, which indicates the association between OCFs and their affordances based on the calculated distance points. The lower the point, the closer it is to the affordance of OCF on the map. Figure 2-2 is a bi-dimensional plot, which shows that consumers perceived the 'wall-posting' feature as fairly low anonymity. This finding is similar to that of previous research that found wall-posting to have low anonymity (Malhotra & See, 2013) although these authors considered the firm's viewpoint. While the studies by Chan & Guillet (2011) and Wei et al. (2013) were also undertaken from the firm's perspective, our findings align with theirs: users do not anticipate a response from the public or firm to content distributed through a comment feature, and similarly; firms consider the comment feature to be low in conversationality, while Malhotra & See (2013)'s studies argue the otherwise. Status updates, review features on social

media, and ‘commenting’ features offer more content publicity, while ‘chat’ features offer less public content publicity. Making a complaint by writing a comment may be done for egoistic reasons – where consumers do not seek approval from others, but the purpose of their complaint is instead derived from their feeling of being able to benefit others through their complaint, which satisfies their own ego needs (Toma & Hancock, 2013). Hence, while a ‘comment’ feature appears to be conversational in nature, consumers who use the feature for making a complaint appropriate to their goals may not perceive it the same way. Content visibility seems to be imperative to consumers when they are evaluating the affordances of features. The fact that content visibility is not being perceived differently by consumers who complain for either egoistic or redress-seeking reasons may indicate that high content visibility is a necessary condition for a complaint to take place.

Table 2-3. Summary results of correspondence analysis

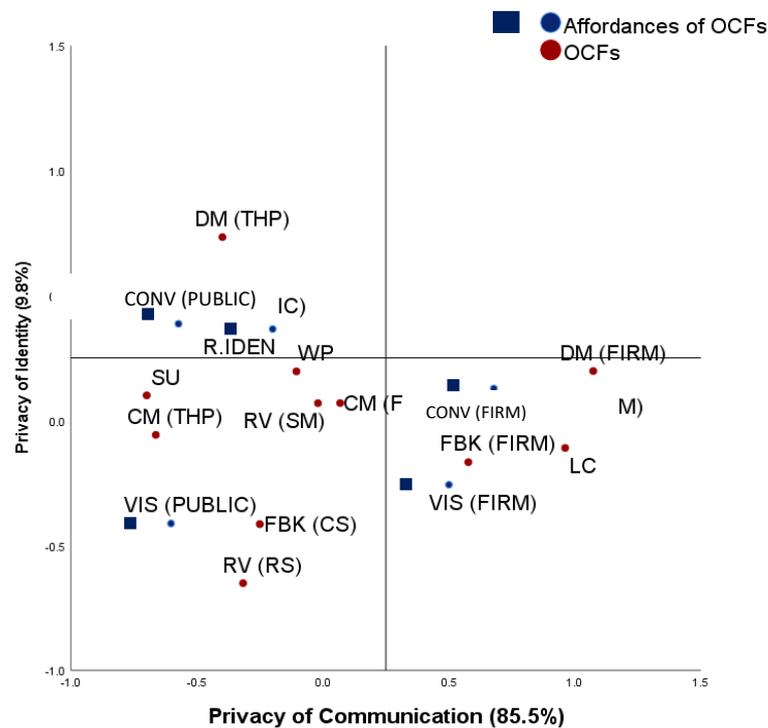
Dimension	Singular Value	Inertia percentage	Cumulative	Standard Deviation	Correlation	Chi-square	Sig.
1	.304	.855	.855	.019	.009		
2	.103	.098	.953	.022			
3	.065	.038	.991				
4	.031	.009	1.000				
		1.000	1.000			241.661	.000

Table 2-4. Rows and columns profile of correspondence analysis

Features	Overview Row Points									
	Mass	Score in Dimension			Inertia	Contribution				Total
		1	2	Inertia		Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		
						1	2	1	2	
Wall posting	.121	-.105	.196	.001	.004	.045	.331	.390	.721	
Live chat	.078	.961	-.110	.023	.237	.009	.968	.004	.972	
Status updates	.096	-.699	.100	.015	.155	.009	.929	.006	.936	
Review (RS)	.085	-.317	-.652	.006	.028	.350	.406	.582	.989	
Review (SM)	.107	-.020	.069	.000	.000	.005	.028	.118	.146	
Comment (F)	.107	.069	.069	.000	.002	.005	.394	.136	.530	
Feedback (CS)	.083	-.250	-.415	.004	.017	.140	.452	.421	.873	
Feedback (F)	.083	.577	-.167	.009	.091	.023	.944	.027	.971	
Comment (THP)	.087	-.663	-.058	.012	.125	.003	.972	.003	.975	
Direct message (F)	.080	1.073	.197	.029	.303	.030	.978	.011	.989	
Direct message (THP)	.073	-.398	.733	.009	.038	.382	.403	.461	.864	
Active Total	1.000			.108	1.000	1.000				

Overview Column Points									
Features	Score in Dimension				Contribution				
	Mass	1	2	Inertia	Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		Total
					1	2	1	2	
Real identity known	.155	-.199	.365	.007	.020	.201	.286	.326	.612
Visible to firm	.219	.500	-.258	.019	.180	.141	.892	.080	.972
Visible to public	.229	-.602	-.413	.029	.273	.378	.859	.137	.996
Response from firm	.229	.678	.127	.033	.346	.036	.966	.012	.978
Response from others	.168	-.573	.386	.021	.181	.244	.817	.126	.942
Active Total	1.000			.108	1.000	1.000			

Figure 2-2. Correspondence analysis map of the relationship between OCFs and affordances



Notes:

OCFs	Descriptors	Affordances	Descriptors
DM (THP)	Direct Messaging (third-party)	CONV (PUBLIC)	expect to receive a response from the public about their complained experience
DM (FIRM)	Direct Messaging (firm)	CONV (FIRM)	expect to receive a response from the firm about their complained experience
SU	Status updates	R.IDEN	real identity can be easily known by others
CM (THP)	Comment feature (third-party)	VIS (PUBLIC)	complaint visible to public
CM (FIRM)	Comment feature (firm)	VIS (FIRM)	complaint visible to firm
WP	Wall-posting feature		
RV (SM)	Review feature (social media)		
RV (RS)	Review site		
FBK (CS)	Feedback form feature (complaint site)		
FBK (FIRM)	Feedback form feature (firm)		
LC	Live chat feature		

2.4.6 Sample and data collection procedure: Study 4- the relationship and interplay between complaint motivations and the affordances of OCFs

The survey of this study was designed using Qualtrics. A critical incident technique (CIT) was employed to examine consumers' perceptions of the affordances offered by a set of OCFs. The CIT part of the survey asked respondents to name and describe in detail a negative service experience that they had experienced. The data were collected through an online panel survey -Crowdfunder, with a US sample. The screening criteria for respondents were that they had a negative product- or service-related experience within the past six months *and* that they shared this experience online by using one of the OCFs (wall-posting features, status updates, feedback forms, chat features, review features, or comment features). Respondents who met the selection criteria by describing a negative incident and indicating how they had responded were then asked to answer a set of survey items, including their complaint motivations, their felt emotional state and their behavioural intention regarding the focal brand, after their complaint. To enhance the internal validity of our findings, we asked the dependent construct (return intention) first, followed by the intensity of negative emotions and motivations. After eliminating people who did not follow the instructions or did not provide a valid negative incident, the sample contained 255 responses for the main study. The respondents' ages ranged between 18 to 64 years and slightly more males (56.9%) than females completed the survey. A sample of this survey is attached as Appendix E.

2.4.7 Measures for the conceptual model

In this main study, two online complaint motivations from a C2B perspective (egoism and redress-seeking) were adapted to the current study's setting from a set of pioneering articles on this topic (Einwiller & Steilen, 2015; Hennig-Thurau et al., 2004; Kim, Wang, & Mattila, 2010; Nadkarni & Hofmann, 2011; Beverley Sparks & Browning, 2010; Yen & Tang, 2015). The intensity of negative emotions was measured using three items (frustration, aggravation, and disappointment), which represent the emotions that commonly arise after negative encounters (Nguyen & McColl-Kennedy, 2003; Stauss et al., 2005; Mattson et al., 2004). The behavioural outcome was measured using a scale

of return intention, which represents consumers' level of intention to continue their relationship with the defaulting firm after expressing their negative views of the service failure (Tsarenko and Tojib 2011). The items regarding the characteristics of OCFs (conversationality, identifiability, and content visibility) were adapted from studies by Chan-Olmsted et al. (2013), Wu & Wu (2006) and Hite & Voelker (2014). 'Conversationality' captured items relating to two-way communication (Chan-Olmsted et al. 2013) and items about responsiveness (Wu & Wu 2006). Identifiability was measured by multiple items concerning whether one's identity can be easily determined by others, using the perceived anonymity scale (Hite & Voelker, 2014). Content visibility was measured using a scale of perceived control in which wordings were rephrased to make it relevant only to the content aspect. This was adapted from a study by Wu and Wu (2006) to suit the context of the present study. The constructs and their respective items that were used for the conceptual model are listed in Table 2-5.

Table 2-5. Results from the Confirmatory Factor analysis

Constructs		Factor loading
Egoism (EGO)	I complained about the negative incident online to improve my sense of self-worth.	.893
	I complained about the negative incident online to improve my sense of self-worth and reputation.	.936
	I complained about the negative incident to feel valued by those whom I think may gain benefits from my complaint/sharing.	.845
Redress-seeking (RS)	I complained about the negative incident online to look for compensation from the firm I complained about.	.944
	I complained about the negative incident online to ask for a refund from the firm I complained about.	.741
Conversationality (CONV)	[Selected feature choice] It allowed me to engage in meaningful dialogues about the negative incident with the audience of my complaint.	.693
	[Selected feature choice] It allowed me to receive responses about the negative incident from the audience of my complaint.	.776
	[Selected feature choice] It allowed me to have flowing conversations about the negative incident that was the cause of my complaint.	.911
	[Selected feature choice] It allowed me to have ongoing dialogues about the negative incident with the audience of my complaint.	.911
	[Selected feature choice] It allowed me to have a fast exchange of conversation about the negative incident with the audience of my complaint.	.770
Identifiability (ID)	[Selected feature choice] It allowed me to keep my real identity from being known to the audience of my complaint.	.757
	[Selected feature choice] It allowed me to remain anonymous while complaining about the negative incident.	.989
Content visibility (VIS)	[Selected feature choice] It allowed others, including my friends and the public, to view my complaint about the negative incident.	.950
	[Selected feature choice] It allowed anyone to view my complaint about the negative incident.	.788
Intensity of negative emotions (INE)	Not frustrated: extremely frustrated	.883
	Not aggravated: extremely aggravated	.869
	Not disappointed: extremely disappointed	.787
Return intention (RI)	I continued my relationship with the firm I complained about.	.955

I made an effort to be friendly in my future interactions with the firm I complained about.	.714
I cut off my relationship with the firm I complained about.	.630

2.4.8 Data preparation and analysis

This study tested the conceptual model in which the impact of incident-related online complaint motivations and OCF affordances, as well as their interaction with consumers' behavioural intentions, were examined using structural equation modelling (SEM). SEM was undertaken using Mplus (Muthen & Muthen 2012). Construct validity was tested following Fornell and Larcker's (1981) approach by using confirmatory factor analysis, with construct reliability above 0.7. Table 2-6 includes the standardised factor loadings of our confirmatory factor model. All constructs had an average variance extracted (AVE) of above 0.5 and a factor loading above 0.6, meeting the threshold of acceptable values for convergent validity. Discriminant validity was confirmed by establishing that each construct's AVE was greater than the squared correlation of the two constructs (Table 2-6). The computational intensity of testing a large number of interactions in a single model (Model 3) meant that the Montecarlo resampling method was used with 5000 iterations (Muthen 2017; Muthen & Muthen 2012).

Table 2-6. Inter-construct correlations and discriminant validity

	AVE	EGO	RS	CONV	ID	VIS	INE	RI
EGO	.796		.06	.10	.11	.06	.04	.01
RS	.839	.25***		.06	.00	.04	.00	.00
CONV	.667	.32***	.24***		.08	.17	.14	.01
ID	.749	-.33***	-.02	-.28***		.11	.01	.00
VIS	.753	.24***	.20***	.42***	-.33***		.16	.06
INE	.720	.20***	.07	.12*	-.12*	.40***		.07
RI	.579	.12**	.08	.10	.03	-.24***	-.28***	

P-value significant at .01***, at .05**, at .10*, AVE- average variance extracted, values above the diagonal are squared correlations, values below the diagonal are inter-construct correlations, Constructs: EGO- egoism, RS- redress seeking, RES- conversationality, ID- Identifiability, VIS- content visibility, INE- intensity of negative emotions, RI- return intention.

2.4.9 Results of the structural equation model

Table 2-7 shows three models; Model 1 (CFI= .99, RMSEA= .04, SRMR= .03) includes the impact of the two motivations on the intensity of negative emotions (INE) and return intention (RI). Model 2 (CFI= .96, RMSEA= .052, SRMR= .072) adds the three affordances and examines the impact of the

three motivations on the OCF affordances, and the impact of the OCF affordances on INE and RI; whereas Model 3 incorporates the interactions between motivations and affordances. The structural models provided an acceptable fit to the data (Anderson & Gerbing, 1988; Hair, Bush, & Ortinau, 2000; Hu & Bentler, 1999; Lomax & Schumacker, 2004).

Table 2-7. Results of the structural equation model

Model	Constructs	VIS	ID	CONV	INE	RI
Model 1	EGO	-	-	-	.199(.070)***	.169(.068)**
	RS	-	-	-	.004(.079)	.054(.072)
	INE	-	-	-	-	-.300(.066)***
Model 2	EGO	.224(.067)***	-.354(.066)***	.281(.064)***	.140(.073)*	.170(.073)**
	RS	.135(.074)*	.071(.078)	.174(.069)**	-.028(.076)	.058(.072)
	VIS	-	-	-	.380(.073)***	-.254(.076)***
	ID	-	-	-	.021(.075)	.029(.078)
	CONV	-	-	-	-.066(.073)	.160(.071)**
	INE	-	-	-	-	-.224(.071)***
Model 3	EGO	.229(.067)***	-.319(.063)*** (H1a)	.288(.064)*** (H1b)	.144(.073)**	.166(.068)**
	RS	.135(.074)* (H4b)	.108(.066)*	.162(.067)** (H4a)	-.044(.073)	.069(.065)
	VIS	-	-	-	.365(.080)***	-.322(.075)***
	ID	-	-	-	.002(.070)	.021(.066)
	CONV	-	-	-	-.030(.081)	.241(.070)***
	INE	-	-	-	-	-.241(.068)***
	EGO x VIS	-	-	-	-.038(.085)	-.088(.075)
	EGO x ID	-	-	-	-.027(.072)	.081(.066) (H2b)
	EGO x CONV	-	-	-	.137(.082)* (H3a)	.156(.072)** (H3b)
	RS x VIS	-	-	-	-.115(.072) (H6a)	-.180(.063)*** (H6b)
	RS x ID	-	-	-	-.117(.069)*	-.096(.059)
	RS x CONV	-	-	-	-.040(.065) (H5a)	.083(.064) (H5b)

Notes: p-value significant at .01***, .05**, .10* level. EGO- Egoism, RS- Redress-seeking, VIS- Content visibility, ID- Identifiability, CONV- conversationality, INE- Intensity of negative emotions, RI- Return intention

Model 1 shows that egoism, but not redress-seeking, had a significant positive impact on both INE (b= .199(.07), p<.01), and RI (b= .169(.068), p<.05), and in turn INE, as one would expect, reduced RI (b= -.300(.066), p<.01). It is interesting to note that while egoistic online complainers intensified negative emotions, those making the complaints nonetheless had a positive intention to continue their relationship with the defaulting firm. One explanation for this finding is that egoism as a complaint motivation is self-focused, in which the rumination while complaining about the incident and the resultant emotions may, in fact, increase the associated negative emotions, but the gratifications

sought may be fulfilled through self-affirmation and hence the approval utility is satisfied. The other party has less influence on egoistic online complainers than on other types of the online complainer, and hence this group may not carry a grudge about a defaulting firm. The inclusion of affordances (Model 2) did not change the effects of motivations. However, Model 2 also shows that 4 out of 6 motivations-affordance paths were significant at the .05 significance level.

This section discusses the findings based on Model 3. With regard to motivation-affordance paths, egoistic motivation had a positive impact on visibility ($b = .224(.067)$, $p < .01$), a negative impact on identifiability ($b = -.319(.063)$, $p < .01$), and a positive impact on conversationality ($b = .288(.064)$, $p < .01$). These findings not only confirm H1a (EGO->ID) and H1b (EGO->CONV), but they suggest that egoism also positively influences visibility. These findings suggest that negative sharing online with the aim of enhancing the online complainer's self-worth draws on a variety of OCF affordances (Kreis & Gottschalk, 2015; Wojnicki & Godes, 2011). On the other hand, redress-seeking motivation was positively related to conversationality ($b = .162(.067)$, $p < .05$), and to a lesser extent, to visibility ($b = .135(.074)$, $p < .1$) and identifiability ($b = .108(.066)$, $p < .1$). Consumers complaining about the aim of seeking redress are likely to seek OCFs that offer high conversationality (and visibility) to convey their negative experiences, which supports H4a and H4b. Most importantly, these findings support the two potential strategies of consumers in complaining by both direct and indirect routes. With the direct route strategy, they aim to increase conversationality, whereas with the indirect route strategy they aim to increase the visibility of their complaint. With regard to the effect of affordances – although not hypothesized – their effect is rather pronounced. It is interesting that content visibility has a strong positive and negative effect on INE ($b = .365(.080)$, $p < .01$) and RI ($b = -.322(.075)$, $p < .01$), respectively. Furthermore, conversationality has a positive effect on RI ($b = .241(.070)$, $p < .01$), whereas identification has no significant impact on either of them. These findings support the proposition that OCF affordances, in general, are important in shaping customers' emotions and behavioural intentions. In particular, visibility's role is especially pronounced in creating a double negative impact by both generating an emotional upsurge and reducing customers' intention to stay with the company, whereas

OCFs with conversationality – as one would intuitively think – prolong people’s relationship with the firm. The interaction between egoism and conversationality has a significant positive effect on both INE ($b=.137(.082)$, $p<.01$) and RI ($b=.156(.072)$, $p<.05$), and thus supports H3b but not H3a. This interaction effect between EGO and CONV on INE and RI is depicted in Figures 2-3 and 2-4 which show that although high conversationality intensifies the negative emotions of online complainers, it also increases return intention for egoistic online complainers.

Figure 2-3. Interactions between egoism and conversationality on return intention

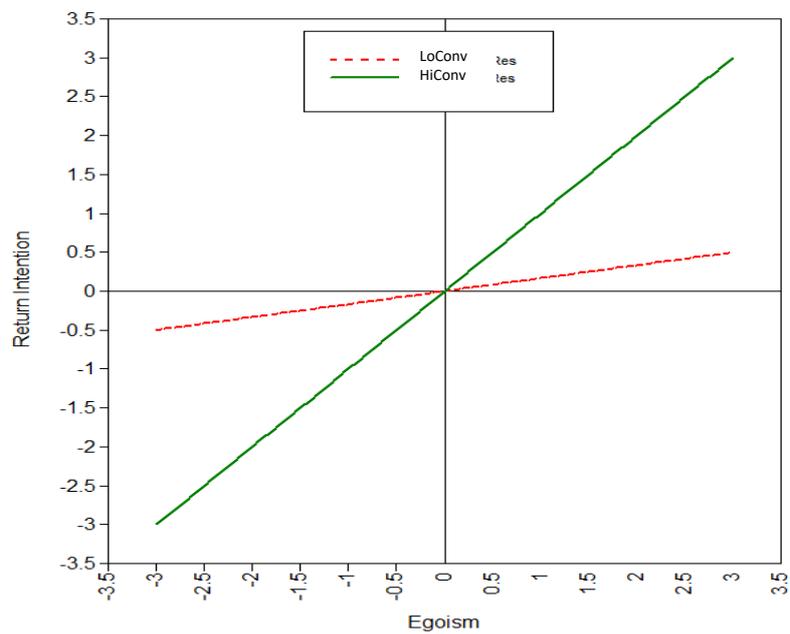
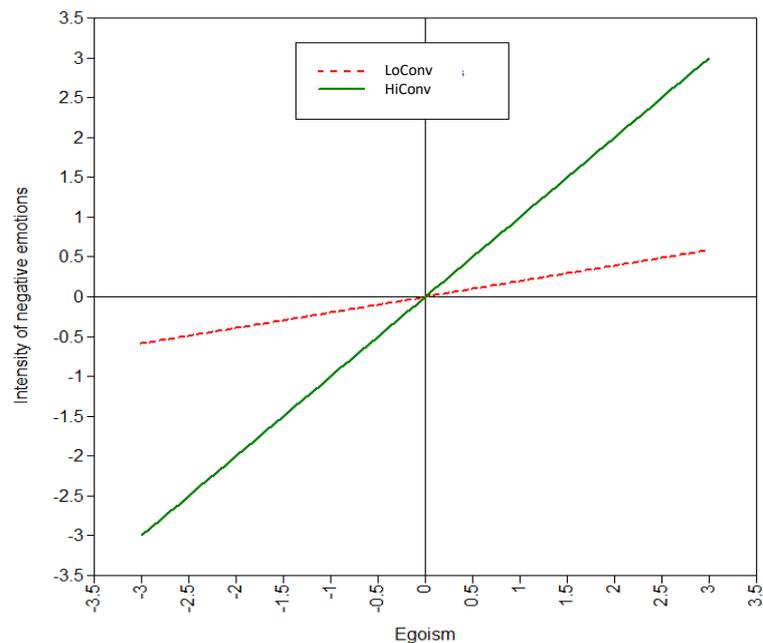


Figure 2-4. Interactions between egoism and conversationality on intensity of negative emotions



While previous research has underlined the self-focused nature of egoistic behaviour as it aims to enhance an individual's sense of self-worth (Wasko & Teigland, 2004), this study indicates that combined with the 'right' affordances, this self-focused behaviour can be transformed into an other-focused behaviour. In contrast, when egoistic online complainers are not offered an OCF with high conversationality, then they are likely to perceive that their goal attainment is being blocked, which means that their self-focus remains. Similarly to egoism's impact on RI, this research also shows that egoism has a positive rather than a negative impact on intention. This finding aligns with previous research, which has shown that people with egoistic motivation are more likely to ruminate about a negative incident (Rime, Philippot, Boca, & Mesquita, 1992; Worthington, 2006), explaining the positive interaction rather than a negative one. Although the findings of the effect of egoism on RI suggest clearly that egoistic online complainers should be offered a feature that provides a more interactive OCF, which would have benefits for the firm, the use of the same OCF also makes people more emotional, making this OCF a double-edged sword.

The interaction between redress-seeking and identifiability (anonymity) has a significant negative effect on the intensity of negative emotions ($b = -.137(.082)$, $p < .01$). As shown in Figure 5, high anonymity intensifies negative emotions for redress-seeking online complainers, while low anonymity reduces the negative impact. The interaction between redress-seeking and content visibility has a significant negative effect on return intention ($b = -.180(.063)$, $p < .01$). This interaction – depicted in Figure 2-6 – shows that high content visibility increases return intention for redress-seeking online complainers, and thus H6b is supported. Return intention is significantly reduced under the condition of low content visibility. This indicates that content visibility to the intended targeted audience of their complaint is a fundamental condition for redress-seekers in building their confidence that their complaints will reach the target audience of their complaint and help to establish a conversation with them.

Figure 2-5. Interactions between redress-seeking and identifiability on intensity of negative emotions

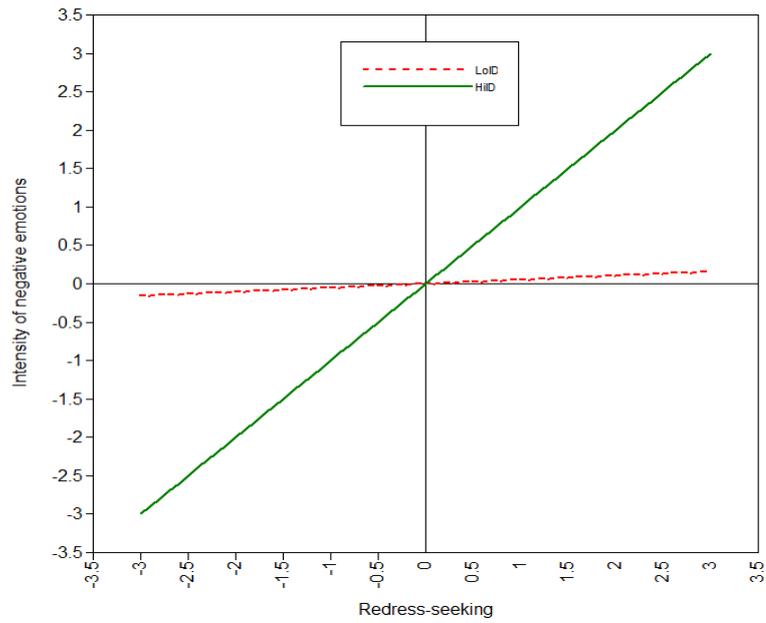
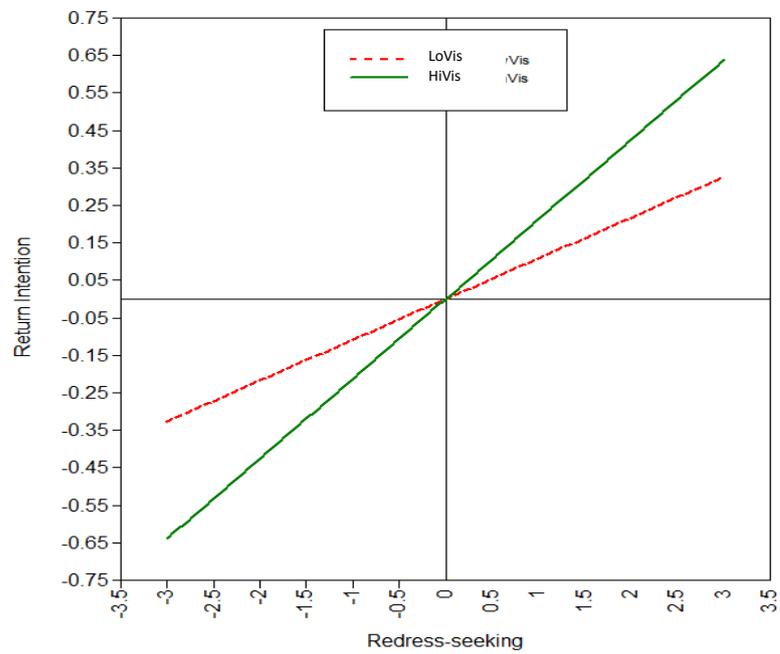


Figure 2-6. Interactions between redress-seeking and visibility of content on return intention



2.5 Discussion and Implications

One of the most interesting findings of this study is that both links complaint motivation -> negative emotions and complaint motivations -> return intentions are moderated by the OCFs affordances. While redress-seeking has been found to result in lower return intention previous studies (Ro, 2013), the results from Study 4 reveals that when redress-seekers complain through features that allow high conversationality, it increases their return intention. This finding can help companies- they can employ more effective features with affordances that are likely to result in increased return intentions by their online complainers. This study advances the knowledge domain of online consumer complaints by providing a holistic framework that helps firms to prioritise complaints in terms of importance, so they can decide what to pay attention to first.

For the first time in the marketing and online media domains, the distinction between an online complaint and NeWOM can be observed through the features that people use for online complaining. Second, in contrast to previous U&G studies that have examined the consequences of gratifications sought and obtained – satisfaction and recurrent media usage (Bonds-Raacke & Raacke, 2010; Quan-Haase & Young, 2010; Wang & Zhu, 2012) – this study offers a functional perspective of media gratifications in that the affordances of OCFs are the extension of gratifications sought, specifically consumers' latent needs when complaining for a specific goal. In which, consumers' choice of OCFs' affordances reflect the goals underlying their complaint motivations. Hence, affordances of OCFs are the functional extension of consumers' motivations for online complaints. These are proven by this study to be effective in predicting emotional states and behavioural outcome in terms of the return intention to the defaulting firm, but with more constructive insights for firms. By proposing the affordances of OCFs as the extension of consumers' goals in the context of online consumer complaints, this research connects gratifications sought and media gratifications via an explicit link. More importantly, the relationships between gratifications sought and the outcome through different affordances result in a predictive model for understanding the consequences of media usage. Third, in contrast to research using U&G to predict the use of different types of media that are not necessarily

comparable, which has resulted in the elicitation of often large sets of idiosyncratic motivations or gratifications, this study specified media based on identical functionality (allowing people to express their opinions in writing) and conceptualised them through their affordances. Using media with the same functionality enabled the creation of a meaningful comparison between them and prediction of the effect of perceived affordances of OCFs, which will provide enhanced reliability of the findings in replication studies. This study also introduced a gratifications integration effect, where the impacts generated from the motivations for people complaining online can be altered by affordances through their interactions (but not by affordances alone).

For managers, this research underlines the importance to companies of the design of features, and this also applies to web designers and intermediaries such as Facebook. Given that consumers' complaint motivations often result from the negative incident itself, it indicates that the defaulting firm has no control over the complaint motivations that arise after a negative incident. Although firms cannot influence consumers' decisions as to when they express their views online, by observing their main motivations (Yap, Soetarto & Sweeney, 2013), firms can offer the most appropriate affordances and facilitate complaints that will create mutual benefits for both the consumer and the company. Understanding the interplay between motivations for online complaints and the affordances of OCFs, the implications for consumers' emotions and behavioural intentions will also enable companies to prioritise consumers' feedback rather than responding to all feedback as if it were equally important. By amalgamating the findings of the studies in this chapter, managers can identify and attend to complaints that are intended for them (compared to those only secondarily intended for the firm) by observing the features that consumers use for online complaining. For instance, negative experiences that are written on the wall-posting feature of a firm's social media page are not solely intended for the firm to justify themselves, which is the norm in today's practice (van Noort & Willemsen, 2012; Willemsen, Neijens & Bronner, 2013). Rather, firm managers should understand that they are the primary target consumers intend to reach when they write their complaints using that medium. Therefore, they should be prioritised over other sources.

In terms of the approaches to be taken by firm managers when responding to complaints written as ‘wall-posts’, by drawing on the findings of the correspondence analysis-perceptual map depicted in Figure 2-2 in this research, the functional needs of consumers can be anticipated. Based on the map, wall-posting features are perceived as highly identifiable and publicly conversational. Therefore, these two affordances of OCFs need to be taken into account when designing responses or intervening strategies. Approaches such as switching the public expression to a private solution through direct-messaging or personal chat features may not be ideal in such situations. As the results from Study 2, which investigated the directionality of motivations and affordances of OCFs indicate, consumers who consider the use of these two affordances are often people who complain because of egoistic reasons. Hence, resorting to direct message features or chat features is likely to be a blockage for consumers looking for approval-utility and may result in negative outcomes in terms of return intention towards the defaulting firm. Finally, future research could explore whether consumers’ expectations regarding company responses differ across media, which would enable companies to design media-appropriate response strategies.

2.5.1 Limitations

Studies in the past have placed great emphasis on understanding the impact of online complaints and negative electronic word-of-mouth in the C2C context. The limitation of these studies is that they do not provide direct advice to firms to allow them to design response strategies that could mitigate negative impacts. There are also several notable limitations in the current study. First, because the purpose was to provide relevant insights for firms for better facilitation and intervention in response to online complaints, complaint motivations that have been viewed traditionally as having a strong C2C basis were not included in this study. Hence, the results may not be generalizable to C2C online communication about a negative service experience. Second, this study did not take into consideration the potential influence of third-party communication targets (non-firm) on the interactions of complaint motivations and OCF affordances with negative emotions and return intention. While this study proposed to firm in responding to redress-seeking complaints to benefit the company, it is crucial to

note that the observer effect (Einwiller & Steilen, 2015), in which, the impacts generated from the interactions between the defaulting firm and the online complainers on others who are observing their conversations has not being taken into consideration in this study.

Third, the causation of relationships between complaint motivations and the affordances of OCFs was not tested using a within-subject design as the aim was not to compare consumers' affordance usage tendencies across different motivations; rather it was to understand consumers with specific motivations and their tendency to complain through specific affordances of OCFs. Instead for that purpose, this research employs a between-subject design. Hence, the approach applied aimed to confirm the directionality between complaint motivations and perceived affordances of OCFs. Lastly, all the data collected for this research were self-reported, which cannot be verified independently (Reynolds & Harris, 2009). However, potential associated biases that may arise from self-reported data, such as selective memory, were kept to a minimum using the critical incident technique, where responses that did not indicate a valid recalled incident were excluded.

Future research could explore whether consumers' expectations regarding responses from a firm differ across media, which would enable firms to design media-appropriate response strategies. Based on the current model, potential interactions with third parties may also be incorporated to produce more generalizable results. Using the findings in understanding the message characteristics and motivations discussed by Yap et al. (2013) to supplement our model of study, it may be possible to provide a holistic framework for firms to enable them to design an advanced complaint detection and response plan, anticipating the goals of consumer complaints through the complaints as written online and the use made of the affordances of OCFs.

3.1 Introduction

Service failure breaches consumers' expectations about the outcome of a service interaction, which is detrimental to their psychological resources, including their confidence and control over the service setting (Hobfoll, 1989; Hobfoll, 2011; Kania, 2001; Smith, 2013). Prior studies reveal that a violation of consumers' resources resulting from a service failure elicits negative emotions in consumers and causes them to complain about the incident and the defaulting firm (Brotheridge & Lee, 2002; Hobfoll, 2011; Schneider, Bowen, & David, 1999). Due to their viral potential, among the different types of response that consumers demonstrate following a stressful service encounter, online complaints tend to have a greater impact on the reputation of the firm (Harrison-Walker, 2001). Hence, it is imperative for firms' managers to understand and intervene in online complaints in ways that will be beneficial not only to the consumers but also ultimately to the firm. Resorting to complaints rather than exiting the customer-business relationship indicates an attempt by consumers to resist the dissolution of existing relatedness with the firm (Baumeister & Leary, 1995); by complaining they make an effort to influence or change the practices of the firm (Kinard & Capella, 2006). This study was conducted within the context of online consumer complaints, which generally refer to both complaint and negative word-of-mouth responses. For the purpose of this study, consumer complaints refer to any negative written expressions made by consumers about a negative service encounter or the defaulting firm in an online context.

To explain the reactions of consumers following a stressful situation, past studies often draw on the coping literature, which emphasises stress appraisal and coping actions that encompass the emotional, cognitive and behavioural actions taken by individuals to control the resultant stress (for a comprehensive overview of relevant studies see (Duhachek, 2005). To put it simply, from a coping perspective, stress is not seen as a direct response to a stressor, but rather, as a result of one's resources and ability to cope and mediate the response by rendering the stress controllable (Lazarus, 1966;

Lazarus & Folkman, 1984). Hence, in coping terms, consumer complaint is a behavioural result of stress appraisal (Bougie, Pieters, & Zeelenberg, 2003; Grégoire & Fisher, 2008; Stephen & Gwinner, 1998; Yi & Baumgartner, 2004; Zeelenberg & Pieters, 2004) and in some studies it is seen as a behavioural consequence of coping (Strizhakova et al., 2012).

Despite the emphasis in coping studies on the appraisal of stress by evaluating whether one has sufficient resources to deal with the incident, the underlying structure and mobilization of the resources involved in an online complaint in deriving different emotional, cognitive and behavioural outcomes from the appraisal have not been fully understood; this has resulted in a reactive and idiosyncratic understanding of the strategies that consumers engage in when responding to a stressful situation. Consequently, it limits the generalizability of the findings of such studies. To understand the resources involved in consumer complaint behaviour following a service failure, this study draws on the conservation of resources (COR) theory to examine the types of resources involved in online complaints, their structure, and their impact when they are mobilised by consumers for complaints under various conditions. While both coping and resource perspectives in examining consumer complaint behaviour have a parallel in illuminating the reactions of people following a stressful situation, the strength of COR theory is its motivational nature; it advocates that individuals constantly seek for surplus resources through their behaviours even when they are not confronted with stress, rather than focusing solely on managing or controlling the stress of a stressful incident, which has been the central focus of coping studies. In this sense, COR theory has the ability to look beyond proximal mitigation of stress by integrating the accumulated stress potential of consumers and the resources available to them for making a complaint, thus providing better predictive indicators of consumers' potential reactions.

In the following section, this study details the locus of consumer complaints in the coping literature and identifies the limitations of examining consumer complaints using the extant coping

approach. This is followed by a discussion of how these limitations can be addressed by COR theory in this study.

3.2 Understanding consumer complaint behaviour in the coping literature

Lazarus and Folkman (1984) defined coping as “constant changing cognitive and behavioural efforts to manage specific external and or internal demands that are appraised as taxing or exceeding resources of the person” (p.141). Building on this definition and the findings of other coping studies, Duhachek (2005) further defined coping as “a consequence of emotion... the process is dynamic, spanning cognitive, behavioural and emotional domains of consumer response” (p.42). Current studies in understanding coping behaviours are rather action-oriented. As a result, consumer complaint behaviours have been examined as the consequence of appraisal that produces a confrontational coping strategy (Bolton, Warlop, & Alba, 2003; Bougie et al., 2003; Grégoire & Fisher, 2008; Stephens & Gwinner, 1998; Yi & Baumgartner, 2004; Zeelenberg & Pieters, 2004) and/or indirectly examined under varied names such as seeking social, emotional and instrumental support, and seeking assistance and advice. Consumer complaint behaviour has been investigated either as part of a unidimensional coping structure or independently as one of the outcomes of coping (Duhachek, 2005). These responses involve either self-regulation or the assistance of others in alleviating the stressful situation (Duhachek, 2005). A considerable number of studies have investigated emotions and cognitive appraisal as the predictors of the adoption of coping strategies; however, it is not clear how evaluation and involvement of resources define the (in)sufficiency of consumers’ resources that lead to different outcomes.

In addition to being action-oriented, this study also argues that the coping approach to understanding consumer complaint is reactive. As outlined earlier in this chapter, both prominent definitions of coping emphasise the outcome of appraisal (whether there is a presence of stress or not) and the subsequent actions (coping strategies) people engage in to mitigate the resultant stress. These definitions are focused on proximal stress mitigation and control, in the sense of people only reacting emotionally, cognitively and behaviourally when they are confronted by a stressful incident, rather than

being proactive in preparation for potential stress. Prior studies focused on managing situations rather than gaining mastery over them, which highlights the adoption of coping strategies (Duhachek, 2005; Godwin, Patterson, & Johnson, 1999; Rao, 2009; Ronen, Hamama, Rosenbaum, & Mishely-Yarlap, 2016; Seiffge-Krenke, 2013; van Ingen, Utz, & Toepoel, 2016). This thesis views that coping strategies, including rational thinking, instrumental, and emotion-venting, are idiosyncratic and vary depending on the situation, which has resulted in contrasting and overlapping understandings of similar coping behaviours under different names. The idea is further strengthened by the number of studies that have attempted to re-categorize similar sets of coping strategies based on task-approach, such as problem- versus emotion-focused (Lazarus & Folkman 1984), approach vs avoidance (Krohne 1993), behavioural and cognitive (Holohan & Moos 1987), problem-focused vs social support vs avoidance (Amirkhan 1990) and lastly, a consumer coping model by Duhachek. The lack of focus in examining consumer complaints, defined as any negative expressions made by consumers about a negative service incident or defaulting firm as a coping response or a motivational behaviour to acquire resources, results in an idiosyncratic understanding of the behavioural actions that consumers adopt following a service failure. All of these coping strategies, while informative about the nature of the actions that individuals will engage in, lack specificity about what consumers expect to attain or receive as a result of their behaviours. Consequently, by being situational and reactive, the coping perspective has weak predictive abilities about outcomes. The efforts that people exert to gain resources in the face of their losses have not been examined, and there is no clear taxonomy for investigating the efforts that people exert in making complaints.

In addition to these drawbacks, idiosyncratic examination of consumers' responses following a service failure means that prior studies primarily focused on self-regulation such as emotional venting or rational thinking or dependence on assistance from others (social support) to mitigate stress resulting from a negative incident. The impact of the medium that people use for complaining, specifically in the online context, has not been considered. Given the varied online media that consumers use to convey their complaints, it is challenging for firms to identify whether an online complaint is primarily

intended for the firm or targeted others, which limits the generalizability of past findings in understanding consumer complaint behaviour in the online context. Given these limitations, this study aims to answer the following questions:

Research question 1: What is the role of the different complaint-related resources used by consumers in online consumer complaint behaviour?

Research question 2: Under what conditions do complaint-related resources interact to affect the emotional, cognitive and behavioural outcomes of online consumer complaint behaviour?

Being action-oriented, reactive, idiosyncratic and reliant on others to respond to a stressful situation are the critical issues in current coping approaches to understanding consumer complaints. In short, there is a lack of an inclusive model that take into account all of the complaint-related resources that are available to consumers in understanding consumer complaint behaviour. This study addresses these limitations by creating a taxonomy of complaint-related resources using COR theory, in which the different resources involved in a consumer complaint are aligned and combined to understand how a particular outcome is derived or altered. By conceptualising the stressors, prior complaint experiences, motivations for online complaining, and the media that people use for online complaining from a resource perspective, the structure and mobilisation of the resources involved in making a complaint are unravelled. By understanding consumer complaint behaviour (CCB) from a resource standpoint, this research can eliminate the reliance on different contexts of idiosyncratic coping strategies, because all behaviours and actions after a service transgression are viewed as resource protection and acquisition attempts in this study. This approach establishes a more systematic pattern for predicting affective, cognitive and behavioural outcomes. In addition to these contributions, the conceptualisation and inclusion of online media as resources using the notion of affordances remove the need to differentiate between different CCB responses in the online context. Instead, for the first time in the CCB and coping domains, the results of this study reveal that the functional effect of online media (the affordances of OCFs) and the locus of affordances in a consumer complaint, in which, as a

form of energies resources they can alter the emotional and cognitive states and behavioural intentions of consumers without having to consider the nature of different consumer complaint responses and assistance from others.

The results of this study demonstrate different sets of resource integration in delivering resource outcomes at both personal and relational levels, including those of positive and negative valences. When certain sets of resources are combined, they activate changes in the emotional and cognitive states of consumers after a service transgression, and also alter the return intention of consumers towards the defaulting firm. A resource viewpoint allows this to be explained simply. The structure of the rest of this chapter is as follows. First, a resource integration model is presented to enable the understanding of online consumer complaint behaviour by including the losses consumers' experience, their history of complaints, and their motivations for online complaining, their emotional and cognitive states, and the use of online media based on the assumptions of the conservation of resources theory. This is followed by the development of hypotheses, the methodology section and the findings and discussion of the results. The final section summarises the findings and discusses their implications.

3.3 Conceptual development

3.3.1 Consumers' online complaints as a resource acquisition behaviour: the COR perspective

The conservation of resources theory is used as a model of stress and motivation in this study to understand the behaviours of consumers following a stressful situation. The central tenet of the COR theory as proposed by Hobfoll (1989) is that *"people strive to retain, protect, and build resources and that what is threatening to them is the potential or actual loss of these valued resources"* (p.516). In addition, COR theory suggests that even when people are not confronted with stress, they constantly attempt to achieve a surplus in their resources in order to offset potential losses in the future (Hobfoll, 1989). Building on these assumptions, consumer complaint behaviour is viewed as a resource-building response in the face of resource loss, instead of a response to stress as suggested by past studies (Smith & Bolton, 1998; Stephens & Gwinner, 1998; Yi & Baumgartner, 2004). Perceived and actual loss or

the lack of gain is sufficient to produce stress (Hobfoll, 1989). Hence, the structure of resources needs to be understood before proceeding to investigate the impact of losses. The difference between the fundamental views offered by past studies and COR theory is significant in understanding the relationship between the resources of, and available for consumers during a complaint process; it projects directional impacts on their subsequent behaviours and consequences of their actions.

3.3.2 *The resource standpoint of this study*

Hobfoll's definition of a resource has been criticised for its contextual inclusion and exclusion of the same resource as something that can be either valuable or counterproductive to the same individual in different contexts (Halbesleben, Neveu, Paustian-Underdahl, & Westman, 2014). It is crucial to clarify the standpoint of this study in defining the term "resource" as it has a significant impact on the conceptualisation of resources in subsequent sections. Given that this study specifically investigated complaint-related resources for consumers, it adopts Halbesleben et al.'s (2014) view of resources, in which they proposed that "*resources can hold value to the extent that they are perceived to help one achieve his or her goals*" (p. 1340). This means that anything perceived by consumers to be beneficial in realising their complaint and the sub-goals of it can be considered as a resource by them.

3.3.3 *Object resources*

In order to conceptualise the different complaint-related resources of, and for, consumers in a complaint process, several key concepts and terms from COR theory need to be understood as they are prominent in determining the structure and relationships among different types of resource. In general, the COR theory explains four types of resources, the presence or absence of which may result in stress or eustress. Object resources are material possessions that are valued either for their physical nature or that have a secondary status value based on their rarity and cost (Hobfoll 1989; Dohrenwend, 1978). With regard to the negative service encounter setting, the loss of a material resource does not directly impose any negative impact on people; rather, it is the deprivation of latent needs resulting from the

object's loss that negatively affects people's wellbeing (Bradley et al. 2010; Ng & Feldman, 2012).

Therefore, this study excludes object resources from its scope of the examination.

3.3.4 Personal characteristics: (loss) of psychological resources

In a complaint process, personal characteristics, as a form of resources defined by the extent to which they generally aid stress resistance, such as personal traits and skills (Hobfoll 1989), are presumed to be affected in service failure. In a service failure context, it is always the deprivation of latent needs that trigger stress, indicating that it is the violation of consumers' psychological resources invested in a service exchange that poses a threat to and causes actual resource losses to consumers. The feeling of not being valued by a firm as an esteemed patron despite having been a loyal customer (Smith, 2013; Yagil, 2001) affects consumers' confidence in a service setting as they doubt their own decisions for putting themselves in such a situation (Ng & Feldman, 2012). Consequently, it deflates the consumers' sense of self-worth (Ng & Feldman, 2012). Also, a service transgression signifies a loss of ability to control a situation which consumers previously thought they had confidence in (Surachartkumtonkun, Patterson, & McColl-Kennedy, 2013; Ward & Ostrom, 2006). Not being able to manage the outcome of an event that occurs in a situation consumers are in, impedes their sense of mastery over circumstances (Bradley et al. 2010; Hui & Bateson 1991). In other words, service transgression negatively affects consumers' sense of confidence and sense of control over a situation (loss of psychological resources) as well as their ability to make a similar decision in the future (threat to psychological resources). Such violations of psychological resources, if not contained, protected or regained in the face of the losses, are detrimental to consumers' resource levels for offsetting stresses in the future (Hobfoll 1989). The role of psychological resource loss in online consumer complaints is that it serves as an indicator that a consumer's resource level has decreased and is under threat. Explaining the locus of psychological resource loss based on the central tenet of COR theory, a loss of resources resulting from service failure activates a resource protection process in order to protect resources from further losses and to reduce the impact of resource losses (stress), and also raises the need for the weakened stress resistance potential to be replenished.

3.3.5 Conditions resources: prior complaint experiences

The resource-building principle of COR theory offers insights on the relationships between the loss of psychological resources and other resources of consumers. The theory assumes that even when individuals are not confronted with stressors, they constantly seek ways to produce resource surpluses to offset any future loss, which is stored as conditions such as relationships, satisfaction and experiences. In contrast, when individuals are ill-equipped to gain resources, they become more vulnerable and tend to engage in the prevention of resource loss (Arkin 1981; Cheek & Buss 1981; Hobfoll 1989; Hobfoll 2001; Wright & Hobfoll 2004). Therefore, whether consumer complaint behaviour as a response to stress is preventive (avoiding losing further resources) or to build up more resources (acquiring resources) is dependent on the level of loss and the consumer's accumulated complaint experiences. This principle serves as the basis of this study, positioning consumer complaint behaviour (as a potential proactive response of consumers to stress) as an attempt to generate resource surpluses depending on their conditions, which in this case refers to complaint-related experiences that have been accumulated as 'resources'. Conditions are resources to the extent that they are valued and sought after (Hobfoll 1989); often, they are regarded as stress mediating effect and signify the stress-resistance potential of individuals. Those who have built a stronger collection of resources are well prepared to withstand severe and traumatic stress, by building on their already resilient resource reservoirs proactively (Updegraff & Taylor, 2000).

With relation to consumer complaint behaviour studies, prior complaint experience, in terms of the amount of complaint experience people have had before the current incident, reinforces their attitudinal and behavioural dispositions in future situations (Singh & Wilkes 1996; Ursic 1985; Bitner, Booms and Tetreault 1990). In addition to the extent of prior complaint experience, CCB research has also revealed that consumers' satisfaction with their prior complaint experiences has an impact on their expectations in future similar situations (Singh & Wilkes 1996; Tax, Brown, & Chandrashekar 1998; Kim et al. 2003; Singh 1989; Kelly & Davis 1994). From a learning theory perspective, a consumer's expectations about their current complaint are based on revised information and existing knowledge

from their prior complaint experiences (Tax et al. 1998). Hence, both the amount of prior complaint experience and the satisfaction obtained from prior complaint experiences are considered as complaint-related conditions resources for consumers in the face of resource losses; these stored, accumulated experiences may be recalled and drawn on whenever similar events occur. Similar to the role of psychological resources, conditions resources are related to the stress resistance potential of individuals in that they play a role in offsetting the negative impacts resulting from resource loss and preventing consumers from experiencing further losses. The consumption of conditions resources in buffering the effect of resource loss indicates a decreased level of satisfaction with complaint experiences. However, unlike psychological resources, which may be restored in alternative areas (Halbesleben & Bowler, 2007; Siegall & McDonald, 2004), complaint experience and the satisfaction of complaints are not resources that can be gained through one's actions; rather they depend on the situation and the response from others in regard to a specific complaint experience. Hence, the consumption of conditions resources indicates a more strategic and selective use of resources by consumers in online complaints, with the aim of conserving the remaining reservoir of resources. This argument is in line with COR's assumption that a lack of resources leads to defensive attempts to conserve the remaining resources (Hobfoll, 2001; Wells, Hobfoll, & Lavin, 1999; Wright & Hobfoll, 2004).

3.3.6 Energies (personal): consumers' complaint motivations

Energy resources are often considered a form of resource investment. This resource is not defined by its value but rather it is valued in aiding the acquisition of other kinds of resources such as psychological and conditions resources (Hobfoll 1989; Hobfoll 2002; Hobfoll 2011). As discussed earlier, these resources are accumulated by consumers over time and are stored as stress resistance potentials. Hence, any attempt to acquire resources in the face of losses will contribute to the replenishment and restoration of these resources. In this study, the complaint motivations of consumers are conceptualised as a form of energy that is personal to them. Motivations have been proposed by COR studies as a form of energy resource (Hobfoll 1989; Halbesleben & Bowler 2007), and are often specific to consumers. People with different extents of psychological resource losses and different

conditions may complain about a negative incident for different reasons. The resource investment principle of COR suggests that people must invest resources (in addition to their losses) in order to protect, recover and regain what they have lost in a stressful situation (Hobfoll 1989; Hobfoll 2001; Wright & Hobfoll 2004; Halbesleben et al. 2014). Based on this principle, personal energy resources are conceptualised as a form of energy resource that arises due to the occurrence of a negative incident; they are posited as a form of resource investment by consumers in the expectation of more resources being gained in return, in the face of their losses. Losses that consumers experience are translated into their complaint motivations, which provide directionality to the goals that they intend to attain through their complaint. In short, complaint motivations are the translations of the goals that consumers want to attain through their complaint in order to obtain other valued resources (Halbesleben & Bowler, 2007). This can be further explained by the resource signals concept (Halbesleben et al., 2014). For instance, egoistic complaint motivation signals the needs for reputation and for recognition, which will in turn replenish a consumer's sense of confidence in the face of confidence loss. People tend to distance themselves from the situation that caused them the loss and therefore they have a tendency to gain resources from alternative areas (Halbesleben & Bowler, 2007; Siegall & McDonald, 2004). This means they may not necessarily attempt to recover what they lost; instead it can be substituted or replaced.

Egoistic and redress-seeking complaint motivations are positioned as energies that are personal to consumers, which dictate the needs and directions of what consumers aim to gain in the light of their losses. In this study, egoism is introduced as a complaint motivation with approval-utility; egoistic online complainers aim to enhance the consumer's sense of self-worth and re-establish a sense of self-value (Wasko & Teigland, 2004). Egoistic motivation has a strong connection with actions for self-enhancement with the goal to benefit oneself (Hobbes 2011). Therefore, egoism signals the needs for recognition and reputation. Redress-seeking complaint motivation is viewed as having moderator-related utility, in the sense that the complaint may be easier or more able to be heard through the use of a specific medium (Cheung and Lee 2012; Engel, Blackwell & Kollat 1978). The signals provided by

these motivations as energy resources provide directionality to the subsequent behaviours of consumers. The utilities of these motivations resemble the resources consumers desire to regain in light of their losses. Complaint motivations do not merely function to mitigate stress, which coping strategy describes as seeking advice, assistance or remedy; rather, they move beyond that by serving as a driving force for people to acquire more resources.

3.3.7 Energy (non-personal): perceived affordances of online communication features (OCFs)

For the first time in the marketing and consumer psychology domains, how consumers perceive the affordances of the OCFs they use for their complaints is being considered a form of resource. OCFs are defined as *'the online social tools that allow consumers to express their complaints in writing'* in this study, and include review features, chat features, status updates, wall-post features and feedback forms. Although they are non-personal to the consumers, they can be drawn on by consumers to aid in the acquisition of other kinds of resources. These are the perceived functionalities of OCFs available in the online sphere for consumers to draw on to complain about a negative incident. However, how they are perceived to help consumers to attain their goals is dependent on the consumers themselves. It is important to differentiate between the focus of this study and other studies in terms of the units of analysis and the reference to online media. Other media-related studies often looked at platforms as the unit of analysis, while in this study, the affordances of the OCFs are regarded as the media. Other online affordances-related studies also tend to emphasise the consequences of media functionalities, such as relationship building (Cabiddu, De Carlo, & Piccoli, 2014; Maier & Fadel, 2009; Zhao et al., 2013), rather than the mechanistic aspects of how they help individuals to attain their goals. In this study, the perceived affordances of OCFs are introduced as a form of energy resource as they also have value in aiding the acquisition of other kinds of resources. Specifically, the motivations of consumers for making online complaints signal what consumers need in order to acquire resources in the face of their losses. The affordances of OCFs refer to how consumers perceive OCFs as affordances that can result in their needs and goals being reflected as utilities of their complaint motivations.

This study embeds Gibson's view of affordance, in which people do not interact with an object prior to or without perceiving what that object is good for (Gibson, 1977). An important aspect of the concept of affordance is that although the features of an object are common to each person who encounters them, the affordances of that object are not (Treem & Leonardi, 2012). These explanations indicate that users' perceptions of the object they are using for their purpose are different for different people. Consumers may use the same feature e.g., a feedback form, to complain about their negative service experiences. However, how they perceive the OCF being able to help them in attaining their goals differs between people depending on their perceptions of the affordances of OCFs. Studies have also pointed out that an object can provide multiple affordances, thus producing multiple outcomes; this is especially meaningful in explaining why people using the same technology may engage in similar or disparate activities. The concept of affordances has been extensively applied to understand the dynamics of technology so that objects can be better designed (Majchrzak et al., 2013; Treem & Leonardi, 2012). Affordance is measured relative to individuals (Gibson, 1986), and the affordances consumers use are relevant to the motivations of their online complaints (Beal et al., 2005). In this study, the concept of affordance is more relevant to the intent of the 'user' of media than to the activities people can perform using the media. It is considered as the potential for actions that can be taken using a given technology (Gibson, 1979; Hutehby, 2001; Leonardi, 2011; Majchrzak & Markus, 2013).

Three affordances of OCFs are identified with regard to how consumers perceive them as allowing their needs to be satisfied: visibility of content; identifiability (of the online complainers); and conversationality (Walker & Johnson, 2006; Wu & Wu, 2006). Visibility of content considers the privacy of written content, as well as the affordance of a feature in limiting access to information (Sheehan, 2002) from the customers' point of view in complaining about the defaulting firm. Identifiability refers to a situation where a message can be linked to an online complainer and their real identity can be immediately determined from their complaint (Halpern and Gibbs, 2013; Suler, 2004; Qian & Scott, 2007). The potential ability of a feature to enable conversational exchange among individuals in an online network is referred to as conversationality (Koch, Fuller, & Brunswicker 2011;

Chan-Olmsted, Cho & Lee 2013; Fulk & Yuan 2013). Consumers' choice of OCFs' affordances lies in their belief that a particular affordance can realise their desired outcome (Beal et al., 2005; Majchrzak et al., 2013). The following example further illustrates the relationship between complaint motivations and perceived affordances of OCFs. If egoistic complaint motivation arises after consumers experience losses, their complaint behaviour needs to allow them to build their reputation or gain benefits from recognition, so an OCF that has a high identifiability affordance may be perceived by these consumers as a feature that helps them achieve their goals. Without the perceived affordance of OCFs, motivations remain only an intention. In this case, both personal and non-personal energy resources are interactional and interrelated.

3.4 A resource integration lens to understand the impacts of different resources on online consumer complaint behaviour

So far, this study has introduced three kinds of resources, and discussed their roles and loci in relation to consumer complaint behaviour based on the assumptions of COR studies. Using a COR approach, psychological resources and conditions resources activate the need for resource protection, while energy resources, including both personal and non-personal forms, are crucial in resource acquisition, and thus essential in altering the impacts of a service failure on the resource outcomes. What remains unexplored is the impact of the combination of these resources under different conditions on consumers' emotional and cognitive states and also on their relationship with the firm in terms of return intention. Therefore, in this section, this study develops a resource integration model for online consumer complaints, to unravel the structure of these resources and their potential impacts when they are integrated in different ways. The development of this model aims to determine the structure and relationships of these resources with regard to various resource outcomes, specifically examining the interactions between two forms of energy resources in allowing online consumer complaints.

3.4.1 Personal resource integration

Attempts at self-regulation have been found to result in diminished capacity for sustained goal-directed effort (Baumeister, Bratslavsky, Muraven, & Tice, 1998). As conceptualised in the earlier sections, after a service transgression, the conditions resources of consumers, including prior complaint experiences and satisfaction with prior complaint experiences, are activated to offset the negative impact resulting from the negative incident on consumers' psychological resources. Unlike other studies, which emphasised resource appraisals to determine whether consumers would complain, this focus of this study is online consumer complaints and the impacts of various resource integrations on the emotional, cognitive and behavioural outcomes for consumers. The idea of personal resource integration primarily addresses the effect of personal energy resources (complaint motivations) in conjunction with psychological resource losses and conditions resources on various resource outcomes.

Past studies revealed that people recall how a similar event was addressed in previous disagreements (Magnini, Ford, Markowski, & Honeycutt, 2007; Strizhakova et al., 2012). Those who have more complaint experiences are more likely to know how a firm might respond to their complaints (Kim et al., 2003). Therefore, prior complaint experience is likely to shape situational expectations based on revised information, and may be relevant to people who encounter a sense of loss of control in a service situation (Singh & Wilkes, 1996). This may be translated into redress-seeking motivation, which indicates consumers' attempt to regain control over a service setting via alternative areas, by feeling justified as a result of a remedy or solution offered by the defaulting firm. Those who have more positive experiences or higher satisfaction from prior complaint experiences are likely to have more positive expectations (Singh & Wilkes 1996; Tax, Brown, & Chandrashekar 1998; Kelley & Davis 1994). Positivity in such situations probably allows consumers with egoistic motivation to regain lost confidence, which tends to be more relevant to the emotional and cognitive states of consumers as it is related to self-interest, compared to the motivations of redress-seeking consumers.

In this proposed integration of conditions resources, interest centres on the impact of personal energy resources in conjunction with psychological resource losses on complaint motivations. Energy is invested to acquire more resources, in addition to the existing resource consumption that is activated by consumers after a service failure to prevent themselves from experiencing further losses. As discussed, complaint motivations are related to the goals that consumers wish to attain through their complaint about a negative experience; therefore they provide directionality to the outcomes. Based on several COR studies, this study advocates that the investment of personal energy resources is expected to be taxing on the resources of consumers dealing with losses, in addition to their reduced conditions resources. The motivations that consumers use to complain about a negative incident are considered an additional expenditure of energy resources (Halbesleben & Bowler, 2007); hence, personal resource integration is expected to result in negative outcomes. By nature, human beings organise their thinking processes and experiences into structures in order to help them to understand a situation. However, when something out of the ordinary happens, such as service outcomes not being delivered as expected, an internal conflict causes cognitive disequilibrium (Grasser & Olde 2003; Graesser et al. 2005; Otero & Graesser 2001). In addition to these arguments, CCB studies have revealed that the higher the satisfaction from prior complaint experience, the higher is the expectation in the current situation; hence the impact may be damaging if the current event exceeds what the accumulated resources can handle (Tax, Brown, & Chandrashekar 1998; Kelley and Davis 1994). Therefore, this study hypothesises that:

H1: When egoistic online complainers with higher satisfaction from prior complaint experience encounters confidence loss, their cognitive disequilibrium is expected to be intensified.

H2: When redress-seeking online complainers with more prior complaint experience encounters control loss, their satisfaction of complaint is expected to be lessened.

3.4.2 Joint resource integration

In this section, joint resource integration refers to the investment of energy resources from both personal and non-personal sources. Following stressful circumstances, consumers have a depleted

resource pool with which to combat further stress (Hobfoll & Lily 1993). Consumers become more selective and strategic in investing their resources in their attempts to acquire resources to replenish what they have lost, and also attempting to create surpluses to be stored as potentials. The notion of joint resource integration assumes the activation of a resource acquisition process. The integration explains that when a specific affordance of OCFs for consumers with a particular complaint motivation is seen as beneficial for them to attain their desired utility, they are indeed beneficial to those consumers. While complaint motivations provide directionality to goals that consumers aim to acquire, non-personal energy resources are perceived as resources that consumers could potentially draw on to increase the perceived likelihood of attaining their goal (Halbesleben et al., 2014). Consumers are likely to draw on resources that are accessible to them that best align with their interests (Halbesleben et al., 2014). The resources people draw upon are relevant to the sub-goal they are trying to accomplish, and the variability in sub-goals between people leads to variation in both their ability to achieve these goals and the resources required to do so (Halbesleben et al., 2014). Perceived affordances of OCFs are relevant to the complaint motivations of consumers, in terms of which OCFs individuals see as being likely to help in the realisation of their goals. Conversationality affordance may be perceived as a resource worth using by consumers with redress-seeking motivation, as the potential conversational exchange is necessary for remedies, solutions or opinions to be exchanged between the intended audience and consumers who are complaining about their experience. Identifiability affordance may be seen as useful by egoistic consumers, because the potential to build a reputation or gain recognition through their complaint may be increased by complaining through OCFs with this affordance. Lastly, visibility of content affordance is deemed essential for both motivations, because a fundamental condition is for the expressed content of the complaint to be seen by intended audiences. The role of complaint motivations as resource signals, and the perceived affordances of OCFs, indicate the possible combinations of joint resource integration to alter resource outcomes (Halbesleben et al., 2014; vanDellen, Campbell, Hoyle, & Bradfield, 2011).

The effect of joint resource integration alone is not hypothesised in this study, as the primary aim is to understand the structure of complaint-related resources following a service transgression. Hence, the effect of joint resource integration is examined in conjunction with different losses, and the emotional and cognitive states of consumers. When joint resource integration is examined in conjunction with the loss of resources, negative impacts are expected on the emotional states of consumers because resource investments are considered as further expenditure of energy, which causes stress on consumers' current resource reservoir. The interaction between complaint motivation and affordances of OCFs is not relevant to resource protection, resulting in a mismatch of expected service outcomes. Rather, it is a proactive strategy used by consumers who expect resource gains in return.

The violation of psychological resources of consumers in terms of both their confidence and control over a service setting contributes to degradation in consumers' sense of self-worth (Ng & Feldman, 2012). People who experience a loss of confidence or control in a service setting are expected to aim for egoistic-related utility in the face of their losses, in order to achieve self-enhancement (Wasko & Teigland, 2004; Yoo & Gretzel, 2008) and approval-utility (Hennig-Thurau et al., 2004; Sridhar Balasubramanian, 2001). Visibility of content affordance is deemed to be a necessary condition required for approval-utility to happen in conjunction with the loss of confidence/control, to ensure the written complaint reaches the intended audience. In conjunction with confidence loss, the impact is likely to be on the emotional states of consumers as it is related to consumers' affective aspects. On the other hand, in the face of control loss, the impact is likely to be on the situation and the service setting. Therefore, this study suggests that:

H3: When egoistic online complainers experience confidence loss, visibility of content affordance is expected to intensify their negative emotions.

H4: When egoistic online complainers experience control loss, visibility of content affordance is expected to reduce their (a) return intention, and to intensify their (4b) negative emotions.

So far, this study has posited the potential impacts that various resource integrations may have on personal-related outcomes for consumers, which include their emotional states, state of cognitive equilibrium and their level of satisfaction with the outcome of their complaint. Past studies indicate that under stressful situations, consumers seek to restore the equilibrium they had before the occurrence of the incident (Craig, Graesser, Sullins, & Gholson, 2004; Graesser & Mello, 2011; Lazarus & Folkman, 1984; Sullins & Graesser, 2014) and to gain resources in light of the losses they experienced in the service failure. Past studies found that cognitive appraisal and emotions determine subsequent behaviours (Kim et al., 2010; Yi & Baumgartner, 2004). The emotional states and state of cognitive equilibrium of consumers have been found to influence their subsequent behaviours (Lu, Lu, & Wang, 2012). Consumers tend to distance themselves from the source of harm or alter the harm conditions and engage in behaviours that allow them to realign their situational self-feelings with their desired self-feelings. Therefore, egoistic complaint motivation and visibility of content affordance in conjunction with emotional disequilibrium are expected to have an impact on consumers' return intention. Cognitive disequilibrium and negative emotions of people indicate an increased demand for cognitive activity, as an attempt to restore the balance. Naturally, human beings are cognitive misers (Fiske and Taylor 1989), which means they tend to switch to strategies that seem easier to implement. Often these strategies are heuristic in terms of what an individual considers to be less taxing on their resources and optimal to their case. Therefore there is potential for the decision to be inaccurate, biased and not representative of one's real thoughts (Garbarino & Edell, 1997). The interactions between egoism/redress-seeking motivations, and the perceived affordances of OCFs in conjunction with cognitive disequilibrium are expected to have an impact on return intention and consumers' satisfaction with their complaint.

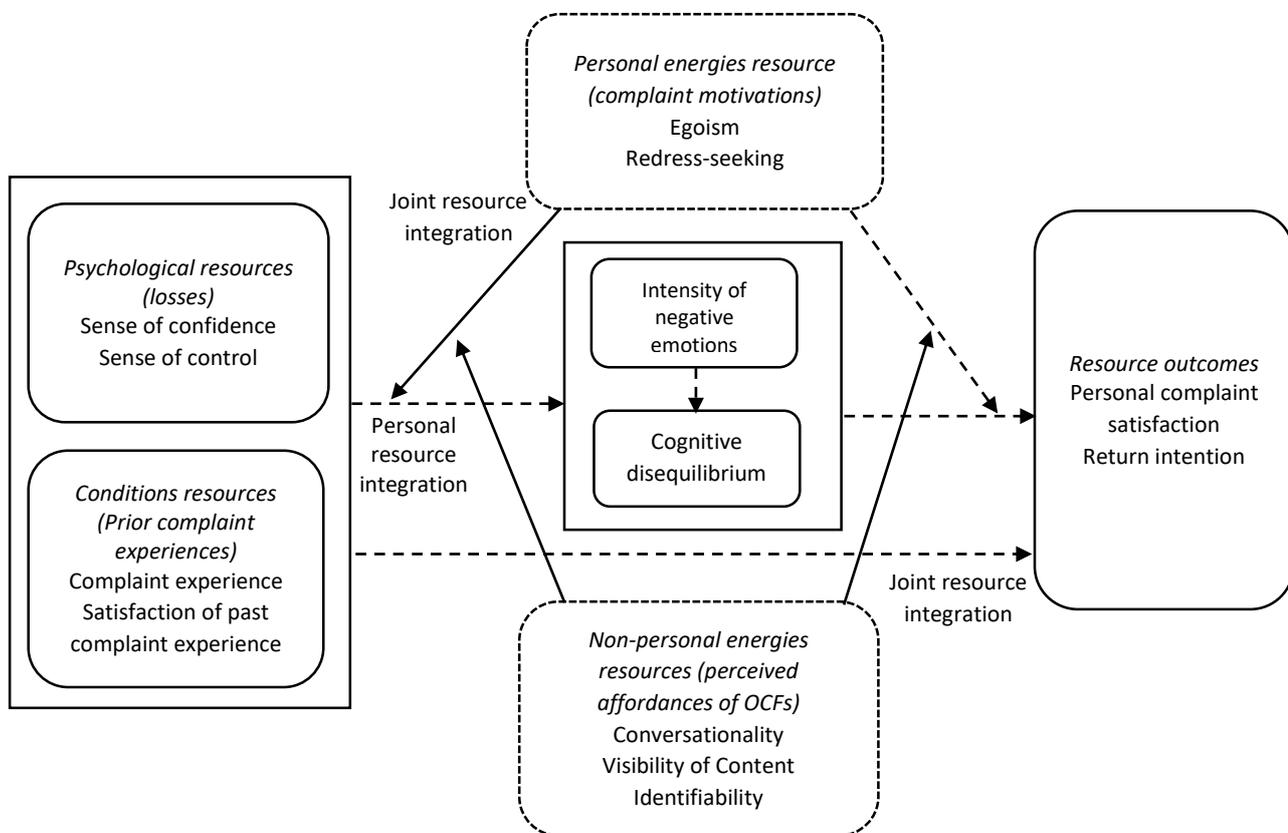
H5: When online complainers experience (5a) high cognitive disequilibrium and (5b) intensified negative emotions, the interactions between egoistic complaint motivation and visibility of content affordance are expected to have an impact on their return intention.

H6: When online complainers experience high cognitive disequilibrium, the interactions

between egoistic complaint motivation and identifiability affordance are expected to have an impact on their return intention.

H7: When online complainers experience intensified negative emotions, the interactions between egoistic complaint motivation and identifiability affordance are expected to have an impact on their return intention.

Figure 3-1. Conceptual model of resource integration processes for online consumer complaints



3.5 METHODOLOGY

3.5.1 *Sample and data collection procedures*

The survey was designed using Qualtrics and the data in this study were collected using an online panel survey through Amazon Mechanical Turk (Mturk). The screening criteria for respondents were that they had experienced a negative product- or service-related experience in the past six months, and, have had complained about the experience online to the defaulting firm and/or others by using one of the following OCFs: wall-posts, status updates, a feedback 'box', review features, a comment 'box', or a chat feature. A critical incident technique (CIT) was used to capture consumers' negative service experiences. CIT is useful in obtaining descriptions of the occurrence of an event that is significant to the respondent (Chell, 2004). Respondents who met these selection criteria were prompted to recall a negative service incident and to describe the experience. This was followed by questions about the OCFs they used to complain about the incident; the relative resource loss that resulted from the incident, their emotional states, cognitive states and return intention. After eliminating people who did not follow the instructions, 300 responses were retained, with 53percent of male respondents and 47percent of female respondents. Respondents between the age of 25-34 made up 47.7percent of the total sample size, followed by those between 35-44, 20 percent of the total sample size.

3.5.2 *Measures*

The relative resource loss caused by the negative incident was measured using two constructs based on the basic psychological needs framework, consisting of the loss of sense of confidence and loss of sense of control (Ryan & Deci, 2000). Motivations drawn from online consumer complaint behaviour, in particular those with a consumer-to-business (C2B) orientation, were adapted to measure complaint motivations, which included redress-seeking and egoism (Hennig-Thurau et al., 2004; Mattila & Wirtz, 2004; Ro, 2013; Wasko & Teigland, 2004). Resource outcomes were measured in relation to personal outcomes, which refers to emotional and cognitive states. The relational aspect was measured using return intention. Stored resources were measured with two single-item questions relating to the amount of complaint experience the respondents had prior to the current complaint

experience and their satisfaction with the resolution of their previous complaints. The intensity of negative emotions was measured using three items (frustration, aggravation, and disappointment), which underline the negative emotions that typically arise after negative encounters (Nguyen & McColl-Kennedy, 2003; Stauss & Seidel, 2005). Cognitive states were measured in terms of cognitive disequilibrium by reversing items that reflect an internal state of peace and harmony with items such as: my mind would be (...[not] at ease, in an [un]comfortable state, and [un]settled) (Lee, Lin, Huang, & Fredrickson, 2013). The behavioural-related outcome was measured using a scale of return intention, which represents customers' level of intention to continue their relationship with the firm that they complained about after their negative view of the service failure (Tsarenko & Tojib, 2011).

The items regarding the affordances of OCFs (conversationality, visibility of content and identifiability) were adapted from studies by Chan-Olmsted et al. (2013), Wu & Wu (2006) and Hite & Voelker (2014). Conversationality captures items relating to two-way communication (Chan-Olmsted et al. 2013) and items about responsiveness (Wu & Wu 2006). We adopted the perceived anonymity scale by Hite & Voelker (2014), which determines whether one's identity can be hidden from or easily discovered by others. Visibility of content was measured using a scale of perceived control in which wordings were rephrased to make it relevant to only the content aspect, adapted from work by Wu & Wu (2006) to suit the context of the current study. The results of the confirmatory factor analysis for the constructs used in this study are listed in Table 1. The questionnaires for this study is attached with this thesis as Appendix F.

3.5.3 Data preparation and analysis

This study first tested the interaction effects of personal resource integration by looking at the impact of psychological resource losses (sense of confidence and sense of confidence), conditions resources (prior complaint experience and satisfaction of prior complaints) and personal energy resources (egoistic and redress-seeking complaint motivations) on personal-related outcomes (emotional states, cognitive disequilibrium and satisfaction with the complaint). Second, the impact of

joint resource integration (complaint motivations and perceived affordances of OCFs) in conjunction with psychological resource losses on personal-related outcomes was determined. Finally, the impact of joint resource integration in conjunction with emotional states and cognitive disequilibrium on return intention and satisfaction of complaint were assessed. These interactions were tested as separate structural equation models in conjunction with different losses, with the inclusion of a base model of different types of losses (Model 1).

Each of these constructs was measured with multiple items. Construct validity was tested following Fornell and Larcker's (1981) approach. All constructs had an average variance extracted (AVE) of above 0.5 except for INE and PS; however, the Cronbach's alpha values for both were respectively, 0.737 and 0.747. The validity of the constructs is still considered adequate if composite reliability is higher than 0.6, even if AVE is below 0.5 (Fornell & Larcker, 1981). Discriminant validity was confirmed by establishing that each construct's AVE was greater than the squared correlation of the two constructs (Table 3-1). The model fit information for Model 1 were (CFI= .902, RMSEA= .052, SRMR= .057) which indicates an acceptable fit (Anderson & Gerbing, 1988; Hair et al., 2000; Hu & Bentler, 1999; Lomax & Schumacker, 2004). All factor loadings were above 0.6 (Table 3-2), meeting the threshold for the acceptable value of convergent validity. To test a large number of interactions in a single model, models that involve three-way interactions in conjunction with affordances of OCFs were run separately. Also, because these models were computationally intensive, we used the Montecarlo resampling method, which was set at a range between 30,000 and 35,000 iteration points depending on the necessary adjustment requested by the system (Muthen, 2017).

Table 3-1. Inter-construct correlations and discriminant validity

	AVE	EGO	RS	CONV	VIS	ID	CFD	CTRL	INE	CD	PS	RI
EGO	.530		.052	.096	.043	.023	.000	.004	.002	.040	.062	.018
RS	.527	.227***		.129	.015	.010	.002	.013	.038	.001	.154	.000
CONV	.521	.310***	.359***		.046	.047	.062	.096	.007	.081	.141	.104
VIS	.652	.207***	.123**	.214***		.013	.005	.003	.004	.009	.037	.002
ID	.633	.151***	.098	.216***	.116**		.001	.013	.006	.021	.016	.004
CFD	.562	.017	.048	-.249***	.070**	.038		.294	.173	.104	.155	.210
CTRL	.605	.064	.115**	-.050	.067	.115**	.542***		.144	.056	.070	.099
INE	.485	.039	-.194***	-.084	.061	-.076	.416***	.380***		.133	.094	.038
CD	.548	.199***	-.028	.285***	.096	.144**	-.323***	-.237***	-.365***		.284	.485
PS	.468	.248***	.392***	.375***	.193***	.125**	.394***	-.265***	-.306***	.533***		.154
RI	.502	.134**	-.003	.323***	.047	.065	-.458***	-.315***	-.195***	.485***	.392***	

P-value significant at .01***, at .05**, at .10*, AVE- average variance extracted, values above the diagonal are squared correlations, values below the diagonal are inter-construct correlations, Constructs: EGO-egoism, RS- redress-seeking, CONV- conversationality, VIS- visibility of content, ID- identifiability, CFD- loss of confidence, CTRL- loss of control, INE- intensity of negative emotions, CD- cognitive disequilibrium, PS- satisfaction of complaint, RI- return intention

Table 3-2. Results of Confirmatory Factor Analysis

Constructs		Factor loading
Sense of control	I felt I lost control over this situation.	.741
[loss] (CTRL)	I felt I lost control over dealing with this firm.	.813
Sense of confidence [loss]	I lost my confidence in buying this product or service.	.758
(CFD)	I lost my sense of pride in buying this product or service.	.773
	I lost my sense of competence in buying this product or service.	.718
Intensity of negative emotions (INE)	Not frustrated: extremely frustrated	.772
	Not aggravated: extremely aggravated	.704
	Not disappointed: extremely disappointed	.613
Cognitive disequilibrium (CD)	My mind was [not] at ease.	.786
	My mind was in am [un]comfortable state.	.723
	My mind was [un]settled.	.728
Egoism (EGO)	I complained about the negative incident online to feel a good sense of self-worth.	.729
	I complained about the negative incident online to feel a sense of improved status and reputation.	.788
	I complained about the negative incident online to feel valued by the audience of my complaint.	.661
Redress-seeking (RS)	I complained about the negative service incident online to look for compensation for the negative incident from the firm I complained about.	.688
	I complained about the negative service incident online to ask for a refund from the firm I complained about because of the negative incident.	.761
Conversationality (CONV)	[Selected feature choice] It allowed me to have a meaningful dialogues about the negative incident with the firm.	.679
	[Selected feature choice] It allowed me to have an easy conversation about the negative incident with the firm.	.757
	[Selected feature choice] It allowed me to have an ongoing dialogue about the negative incident with the firm.	.703
	[Selected feature choice] It allowed me to have a fast exchange of views about the negative incident with the firm.	.746
Identifiability (ID)	[Selected feature choice] It allowed me to keep my real identity from being known to the audiences of my complaint.	.785
	[Selected feature choice] It allowed me to remain anonymous while complaining about the negative incident.	.804

Content visibility (VIS)	[Selected feature choice] It allowed others including my friends and wider public to see my complaint about the negative incident.	.783
	[Selected feature choice] It allowed anyone to see my complaint about the negative incident.	.833
Satisfaction of personal complaint(SATC)	I achieved my goal with my complaint.	.724
	I am satisfied with my complaint.	.718
	The outcome of my complaint was close to what I have imagined.	.662
Return intention (RI)	I continued my relationship with the firm I complained about.	.813
	I made an effort to be friendly in my future interactions with the firm I complained about.	.682
	[reversed coded] I cut off my relationship with the firm I complained about.	.660

3.6 FINDINGS AND DISCUSSION

3.6.1 Results of the structural equation models

Table 3-3 presents the results for all hypotheses. Table 3-4 shows the results of the base model and full interaction models. Additional analyses that were run to get better insights to supplement the explanations of the hypothesized relationships are tabulated and attached as Appendices B and C. Model 1 includes the impacts of the base model. Model 2 through to Model 4 add interactions gradually in conjunction with different losses (psychological resources), conditions resources (prior complaint experiences), personal (complaint motivations) and non-personal (perceived affordances of OCFs) energy resources on emotional states, cognitive disequilibrium, satisfaction with complaint and return intention. Due to the intensive computation requirements, interactions for each affordance were run separately. Unless specifically indicated, the coefficient of Model 1 serves as the key reference for non-interaction coefficients.

In terms of the direct effect of losses on emotional and cognitive states, the results from Model 1 indicate that the loss of both sense of control and confidence intensified the negative emotions of consumers, $b=.276(.118)$, $p<.05$ and $b=.295(.131)$, $p<.05$ respectively. More complaint experience, on the other hand, reduced the intensity of negative emotions of consumers, $b= -.127(.060)$, $p<.05$. Conditions resources and satisfaction with prior complaint experience were found to buffer the negative impact of psychological resource losses on cognitive disequilibrium. This supports this study's concept,

based on COR theory, that conditions resources are often used as a mediator of stress (Hobfoll, 1989), and is consistent with the findings from past CBB literature on the role of relationship history (Strizhakova et al., 2012) and the buffering effect of prior complaint experiences (Kelley & Davis, 1994; Kim et al., 2003; Singh & Wilkes, 1996; Tax et al., 1998).

Model 2 shows the interaction effect of personal resource integration, which investigates the moderating effect of complaint motivations and conditions resources, in conjunction with losses, on outcomes. As predicted, the interactions plot, shown in Figure 3-2, indicates that egoistic motivation worsened the state of consumers' cognitive equilibrium in conjunction with higher satisfaction with prior complaints experience and in conjunction with a high extent of confidence loss (CFD x PCE x EGO), $b=.142(.061)$, $p<.05$. Therefore, H1 is supported. Although this result seems counterintuitive, this was expected due to the predictions of the resource investment principle. When people experience loss, conditions resources and complaint motivation can be examined from a resource perspective as part of a resource integration process; in this situation, complaint motivation appears to be taxing consumers' already weakened resource levels. Naturally, human beings try to look for returns from their actions, whether in tangible or intangible forms, by maximizing benefits and minimizing costs in their actions (Cheung & Lee, 2012; Lakhani & Von Hippel, 2003). A dependency on the consumption of conditions resources in an attempt to restore their state of cognitive equilibrium drains the reservoirs of their resources, leading to negative outcomes. Hence, additional expenditure of energy resources for consumers to complain about negative incidents results in cognitive disequilibrium. Figure 3-4 indicates that redress-seeking motivation decreases satisfaction with complaints for consumers with more complaint experiences in the past in conjunction with loss of control (CTRL x COMPEX x RS), $b=-.146(.070)$, $p<.05$, hence, H2 is supported. This is consistent with predictions, based on CCB studies, that prior complaint experiences shape consumers' expectations in terms of the responses that might be made by the defaulting firm. Hence, for redress-seekers in conjunction with loss of control over the situation, there is a directional impact on their satisfaction with complaints. The effect of complaint motivations in worsening consumers' cognitive equilibrium and satisfaction with complaint

has a parallel with findings of secondary loss (Halbesleben et al., 2014; Smith, 2013) and studies that investigated complaint as a confrontational coping action (Smith, 2013; Yi & Baumgartner, 2004).

Figure 3-2. Plot for interactions between loss of confidence, satisfaction with prior complaint experience and egoistic complaint motivation (CFD x PCE x EGO → CD)

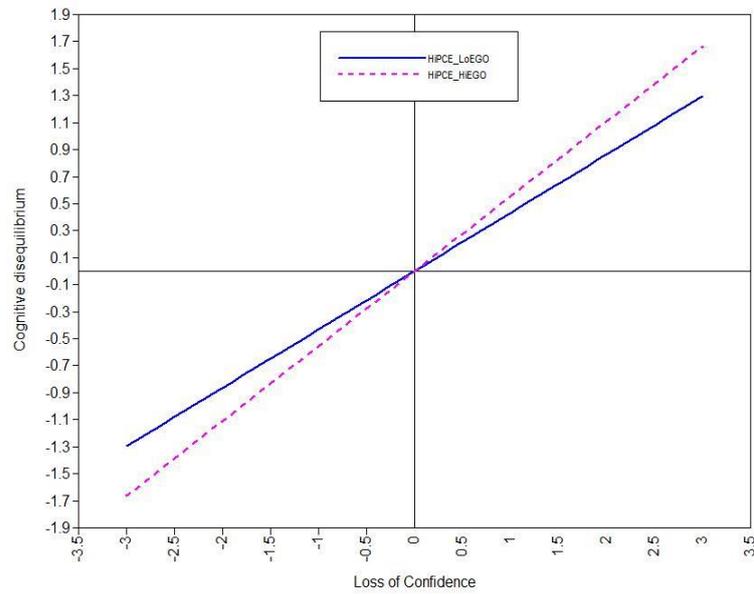
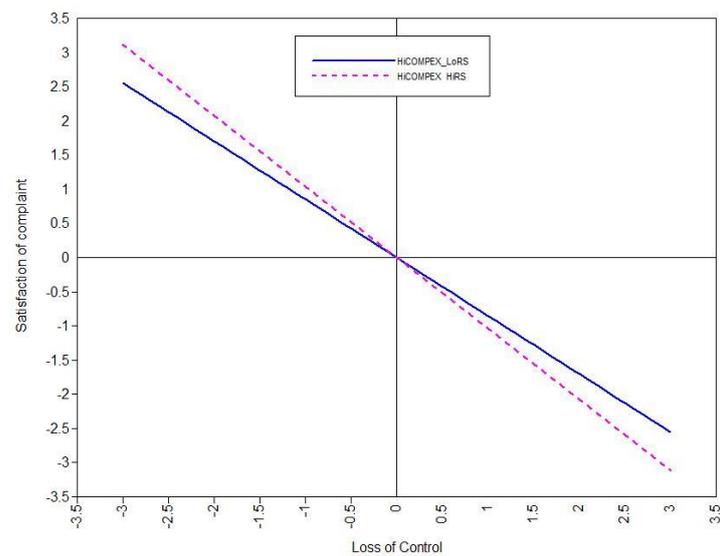


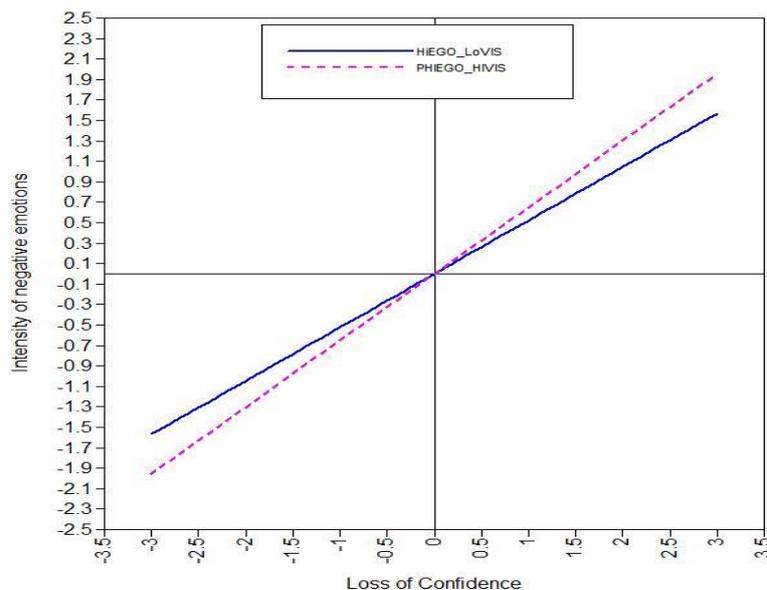
Figure 3-3. Plot for interactions between loss of control, complaint experience and redress-seeking complaint motivation (CTRL x COMPEX x RS → PS)



Although not hypothesized, joint resource integration denoting the interactions between complaint motivations and the affordances of OCFs, without taking into account consumers' psychological and conditions resources, reveals that joint integration has a negative impact on personal-related outcomes, which include consumers' emotional and cognitive states. From a relational perspective, with the same affordance of OCFs (high conversationality, approval-utility focused motivation), egoism has a positive outcome by reversing the negative impact on return intention. On the other hand, redress-seeking results in a negative relational outcome by slightly decreasing return intention. The results of joint integration alone are attached as Appendix G.

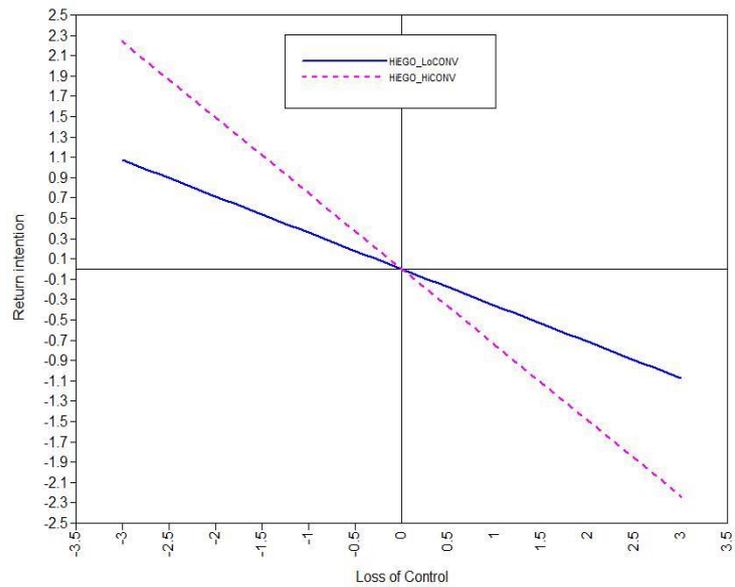
This study continued to test the interactions of joint resource integration in conjunction with consumers' psychological resource losses. Model 3 shows several significant interactions with different outcomes. First, in terms of significant results on the intensity of consumers' negative emotions, the results show that visibility of content affordance, interacting with egoistic motivation in conjunction with confidence loss, intensified consumers' negative emotions (CFD x EGO x VIS), $b=.136(.062)$, $p<.05$. Figure 3-4 shows that high visibility of content affordance intensified the negative emotions of egoistic online complainers who experienced loss of confidence following a service failure. Hence, H3 is supported. An additional finding shows that the same interactions in conjunction with a sense of control loss had a similar impact on the intensity of negative emotions, $b=.124(.062)$, $p<.01$. Both of these interactions show a similar trend.

Figure 3-4. Plot for interactions of visibility of content affordance, egoistic motivation and loss of confidence on the intensity of negative emotions (CFD x EGO x VIS → INE)



In terms of impact on return intention, five interactions were found that had a significant impact on consumers' return intention; three interactions had a negative impact and two had a positive impact. High visibility of content affordance, interacting with egoistic motivation in conjunction with loss of control had a significant negative effect on return intention, $b = -.276(.087)$, $p < .01$. Hence, H4a is supported. Instead of finding a significant effect for H4b, the results revealed that a high conversationality affordance (compared to low), interacting with egoistic complaint motivation in conjunction with a sense of loss of control had a significant negative effect on return intention, (CTRL x EGO x CONV), $b = -.207(.089)$, $p < .05$. This effect is depicted in Figure 3-5. In addition to these findings, a negative impact was found from the interaction of egoistic complaint motivation and visibility of content in conjunction with cognitive disequilibrium (CD x EGO x VIS), $b = -.165(.070)$, $p < .05$. A high visibility of content affordance, when used by egoistic online complainers who experienced high cognitive disequilibrium, decreased their return intention, thus H5a is supported.

Figure 3-5. Plot for interactions of egoism complaint motivations, conversationality affordance and loss of control on return intention (CTRL x EGO x CONV → RI)



In Model 4, in terms of positive impact on positive impact on return intention, high identifiability affordance interacting with egoistic complaint motivation in conjunction with cognitive disequilibrium, (CD x EGO x ID), $b=.129(.065)$, $p<.05$, and intensity of negative emotions (INE x EGO x ID), $b=.176(.063)$, $p<.01$ resulted in an increased return intention. Figures 3-6 and 3-7 show similar trends, whereby high identifiability reduced the negative impact on consumers who experienced intensified negative emotions and on consumers who were in a high cognitive disequilibrium state. Hence, H6 and H7 are supported.

Figure 3-6. Plot for interactions of identifiability with egoistic motivation in conjunction with cognitive disequilibrium on return intention (CD x EGO x ID → RI)

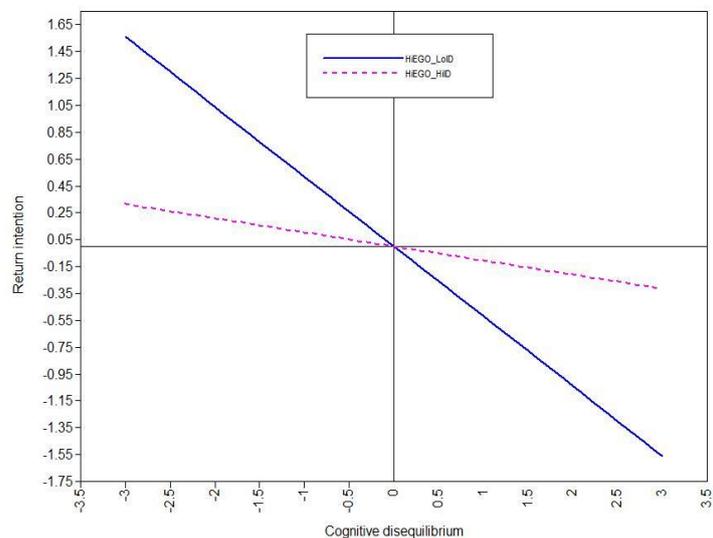
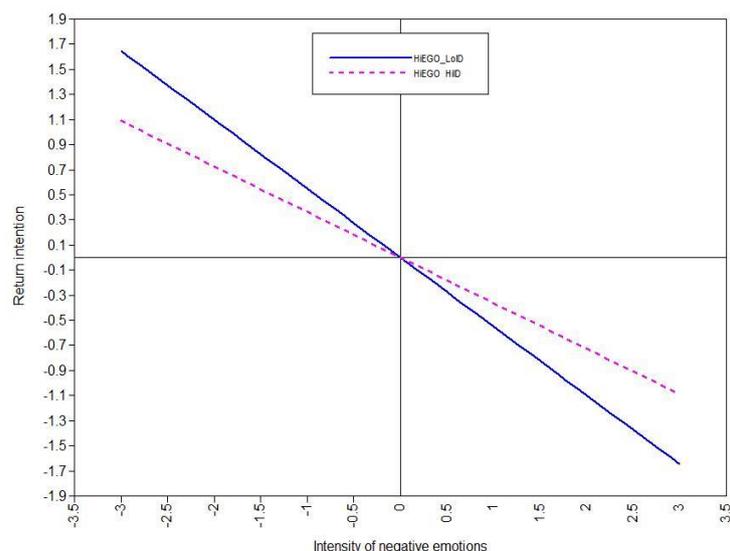


Figure 3-7. Plot for interactions of identifiability with egoism motivation in conjunction with intensity of negative emotions on return intention (INE x EGO x ID → RI)



In summary, the findings of this study reveal two primary trends in terms of resource integration. For all resources, both personal and joint, when integrated in conjunction with consumers' psychological resources, the effects were detrimental to the outcomes. However, when joint resource integration was examined in conjunction with consumers' emotional or cognitive states, some positive effects on the outcome were revealed. These trends support the resource protection and resource acquisition views of this study, which were developed based on COR theory and confirm the roles of different kinds of resources. Psychological resources and conditions resources are stress resistance potentials accumulated over time by consumers, which are stored to offset potential losses (Hobfoll, 1989). Hence, when confronted with a stressful situation, these resources are activated to prevent people from experiencing further losses (i.e., the situation does not worsen or stresses are reduced) by reducing the intensity of their negative emotions (see Appendix G). Further, when consumers are motivated to restore resources in the face of their losses, joint resource integration, which involves energy investment drawn from both personal and non-personal sources, worsens consumers' emotional and behavioural outcomes. Consistent with the argument of (Halbesleben & Bowler, 2007; Venables & Fairclough, 2009), people need to invest more resources in order to gain resources in return. Further expenditure of energy in the face of losses appears to be taxing on customers' stress resistance

potential, hence the negative outcomes. In contrast, when joint resource integration is examined in conjunction with consumers' affective and cognitive states, there are positive effects on consumers' return intention. This means that the perceived affordances of OCFs are beneficial in altering the impact of consumers' negative emotions and cognitive disequilibrium states when there is a fit between the signals and directionalities of complaint motivations and perceived affordances in influencing relational outcomes.

Table 3-3. Results summary of hypothesized relationships

Hypotheses	Structural relationships	Index
H1	CFD x PCE x EGO → CD	Supported
H2	CTRL x COMPEX x RS → PS	Supported
H3	CFD x EGO x VIS → INE	Supported
H4a	CTRL x EGO x VIS → RI	Supported
H4b	CTRL x EGO x VIS → INE	Supported
H5a	CD x EGO x VIS → RI	Supported
H5b	INE x EGO x VIS → RI	Not supported
H6	CD x EGO x ID → RI	Supported
H7	INE x EGO x ID → RI	Supported

Notes: CTRL- loss of control, CFD- loss of confidence, COMPEX- complaint experience, PCE- satisfaction of previous complaint experience, EGO- egoism, RS- redress-seeking, CONV- conversationality, VIS- visibility of content, ID- identifiability, CD- cognitive disequilibrium, INE- intensity of negative emotions

Table 3-4. Results of structural equation models

Model 1- Base model	INE	CD	PS	RI
CTRL	.276(.118)**	.010(.122)	-.075(.113)	-.083(.122)
CFD	.295(.131)**	.104(.133)	-.167(.123)	-.422(.133)***
COMPEX	-.127(.060)**	.026(.060)	.055(.055)	-.050(.060)
PCE	-.007(.063)	-.103(.063)	.248(.060)***	.212(.064)***
EGO	-.004(.081)	-.177(.078)**	.074(.075)	.062(.080)
RS	.260(.091)***	.094(.098)	.180(.089)**	-.206(.098)**
CONV	-.083(.106)	-.205(.105)**	.059(.100)	.266(.107)**
VIS	-.003(.074)	-.067(.073)	.177(.067)***	.071(.072)
ID	-.168(.073)	-.044(.077)	-.030(.074)	.050(.077)
CD	-	-	-.482(.080)***	-.063(.090)
INE	-	.384(.095)***	-.065(.099)	.199(.109)
Model 2a CFD x COND x MOT	INE	CD	PS	RI
CFD	.333(.212)	-.232(.247)	-.190(.233)	-.350(.230)
COMPEX	-.103(.055)*	.050(.059)	.069(.057)	-.076(.059)
PCE	.004(.058)	-.116(.063)*	.243(.063)***	.230(.067)***
EGO	-.011(.080)	-.118(.083)	.110(.078)	.067(.083)
RS	.303(.087)***	.069(.105)	.147(.097)	-.289(.094)***
CONV	.002(.097)	-.234(.103)**	.080(.100)	.304(.106)***
VIS	-.039(.070)	-.046(.072)	.185(.070)***	.080(.071)
ID	-.137(.068)**	.010(.078)	-.011(.078)	.018(.083)
CD	-	-	-.428(.102)***	.079(.106)
INE	-	.457(.126)***	-.091(.124)	.096(.130)
CFD x COMPEX	-.013(.068)	-.020(.076)	.013(.073)	.009(.072)
CFD x PCE	.092(.061)	.151(.067)**	-.042(.066)	-.060(.068)

CFD x EGO	-.124(.180)	-.279(.208)	-.049(.185)	.128(.215)
CFD x RS	-.229(.185)	.156(.245)	-.008(.214)	.155(.223)
CFD x COMPEX x EGO	.081(.074)	-.142(.090)	.032(.075)	.109(.086)
CFD x PCE x EGO	-.032(.058)	.142(.061)** (H1)	.042(.059)	-.065(.067)
CFD x COMPEX x RS	.025(.075)	.051(.092)	-.126(.075)*	-.069(.080)
CFD x PCE x RS	.083(.063)	-.056(.072)	.046(.067)	-.066(.067)
Model 2b CTRL x COND x MOT	INE	CD	PS	RI
CTRL	.095(.271)	-.344(.237)	-.258(.219)	-.123(.246)
COMPEX	-.138(.063)**	.049(.060)	.093(.057)	-.045(.063)
PCE	-.032(.067)	-.121(.064)*	.253(.062)***	.255(.068)***
EGO	.032(.090)	-.152(.083)*	.087(.077)	.026(.087)
RS	.362(.105)***	.173(.109)	.140(.103)	-.343(.114)***
CONV	-.225(.105)**	-.291(.098)***	.120(.097)	.514(.115)***
VIS	.032(.079)	-.070(.072)	.166(.067)**	.018(.075)
ID	-.130(.086)	.023(.080)	-.066(.077)	-.008(.086)
CD	-	-	-.468(.109)***	.038(.109)
INE	-	.306(.109)***	-.078(.099)	.123(.110)
CTRL x COMPEX	-.003(.086)	.031(.078)	.038(.069)	-.005(.078)
CTRL x PCE	.172(.077)**	.160(.070)**	-.008(.068)	-.098(.076)
CTRL x EGO	-.091(.211)	-.205(.196)	-.024(.179)	-.071(.211)
CTRL x RS	.139(.312)	.300(.226)	.349(.192)*	-.084(.273)
CTRL x COMPEX x EGO	-.057(.092)	-.042(.085)	.018(.070)	.162(.092)*
CTRL x PCE x EGO	.076(.063)	.037(.060)	.054(.055)	-.059(.071)
CTRL x COMPEX x RS	.021(.101)	-.098(.085)	-.146(.070)** (H2)	-.042(.098)
CTRL x PCE x RS	-.061(.088)	.010(.076)	-.065(.063)	.000(.084)
Model 3a- CFD x MOT x AFF	INE	CD	PS	RI
CFD	.209(.199)	-.255(.253)	-.149(.224)	-.315(.198)
COMPEX	-.109(.055)**	.046(.063)	.082(.060)	-.061(.056)
PCE	.002(.056)	-.120(.067)*	.251(.068)***	.217(.067)***
EGO	-.001(.077)	-.124(.088)	.103(.083)	.049(.079)
RS	.357(.101)***	.115(.131)	.129(.120)	-.219(.124)*
CONV	-.059(.100)	-.267(.122)**	.084(.110)	.263(.117)**
VIS	-.046(.068)	-.056(.078)	.208(.075)***	.067(.068)
ID	-.133(.069)**	.013(.083)	-.004(.082)	.015(.076)
CD	-	-	-.431(.106)***	.069(.095)
INE	-	.455(.152)***	-.068(.136)	.080(.129)
CFD x COMPEX	-.022(.062)	-.018(.075)	.020(.071)	.031(.063)
CFD x PCE	.086(.058)	.161(.070)**	-.060(.067)	-.062(.061)
CFD x EGO	-.020(.172)	-.299(.218)	-.022(.186)	.079(.188)
CFD x RS	-.099(.174)	.143(.243)	.003(.210)	.215(.177)
CFD x COMPEX x EGO	.050(.069)	-.122(.089)	.012(.074)	.102(.072)
CFD x PCE x EGO	-.054(.057)	.136(.067)**	.051(.063)	-.036(.063)
CFD x COMPEX x RS	.030(.066)	.032(.091)	-.120(.068)*	-.076(.065)
CFD x PCE x RS	.034(.059)	-.047(.073)	.038(.070)	-.081(.057)
CFD x EGO x EXPRES	.059(.053)	.001(.064)	.010(.053)	-.053(.054)
CFD x RS x EXPRES	.085(.050)*	.015(.067)	-.028(.059)	.044(.059)
CFD x EGO x VIS	.136(.062)** (H3)	-.059(.071)	.026(.063)	-.088(.080)
CFD x RS x VIS	-.072(.066)	-.062(.068)	.009(.059)	.065(.066)
CFD x EGO x ID	.013(.057)	-.062(.057)	-.023(.053)	-.025(.056)
CFD x RS x ID	.004(.055)	-.069(.049)	-.043(.052)	-.049(.054)
Model 3b- CTRL x MOT x AFF	INE	CD	PS	RI
CTRL	.106(.307)	-.394(.243)	-.217(.232)	-.167(.279)
COMPEX	-.141(.064)**	.043(.063)	.090(.061)	-.035(.064)
DISSAT PCE	-.037(.072)	-.106(.072)	.271(.071)***	.237(.074)***
EGO	.045(.095)	-.154(.089)*	.087(.084)	.041(.090)
RS	.395(.135)***	.229(.123)*	.138(.124)	-.311(.132)**
CONV	-.248(.127)**	-.354(.121)***	.118(.112)	.486(.144)***
VIS	.014(.083)	-.094(.076)	.201(.075)***	.040(.075)
ID	-.149(.084)*	-.015(.086)	-.020(.095)	.042(.088)
CD	-	-	-.462(.163)***	.083(.120)
INE	-	.279(.144)**	-.062(.107)	.121(.119)
CTRL x COMPEX	-.028(.087)	-.009(.078)	.037(.072)	.046(.082)
CTRL x PCE	.166(.096)*	.185(.071)**	-.042(.078)	-.116(.080)
CTRL x EGO	-.104(.217)	-.129(.230)	-.037(.185)	-.100(.226)
CTRL x RS	.121(.393)	.501(.231)**	.302(.231)	-.149(.370)

CTRL x COMPEX x EGO	-.029(.085)	-.021(.077)	-.002(.067)	.083(.075)
CTRL x PCE x EGO	.060(.068)	-.021(.066)	.084(.062)	.079(.071)
CTRL x COMPEX x RS	.027(.109)	-.075(.084)	-.118(.069)*	-.054(.095)
CTRL x PCE x RS	-.066(.102)	-.090(.074)	-.065(.075)	-.002(.093)
CTRL x EGO x CONV	.016(.071)	.099(.074)	.020(.064)	-.207(.089)**
CTRL x RS x CONV	.064(.073)	.116(.077)	-.037(.063)	.058(.089)
CTRL x EGO x VIS	.124(.062)** (H4b)	.037(.078)	-.053(.072)	-.276(.087)*** (H4a)
CTRL x RS x VIS	-.110(.069)	-.080(.076)	.114(.068)*	.147(.087)*
CTRL x EGO x ID	-.007(.066)	-.051(.058)	-.025(.054)	.027(.068)
CTRL x RS x ID	.048(.067)	-.097(.059)	-.097(.059)	-.051(.072)

Model 4a- CD x MOT AFF	INE	CD	PS	RI
CFD	.537(.077)***	.080(.100)	-.214(.078)***	-.508(.105)***
CTRL	.483(.084)***	.072(.089)	-.192(.088)**	-.418(.110)***
COMPEX	-.133(.060)**	-.030(.058)	.044(.044)	-.037(.055)
PCE	-.017(.064)	-.128(.060)**	.210(.054)***	.201(.065)***
EGO	-.024(.082)	-.196(.078)**	.096(.067)	.136(.084)
RS	.277(.093)***	.051(.098)	.128(.084)	-.321(.125)**
CONV	-.020(.107)	-.165(.103)	.028(.091)	.254(.120)**
VIS	-.029(.074)	-.074(.072)	.201(.064)***	.114(.095)
ID	-.138(.074)*	.001(.071)	-.022(.063)	.048(.086)
CE	-	-	-.411(.070)***	-.028(.090)
INE	-	.404(.096)***	-.050(.082)	.166(.105)
CD x EGO	-	-	.059(.055)	-.042(.079)
CD x RS	-	-	-.047(.063)	-.213(.079)***
CD x CONV	-	-	-.031(.060)	.141(.085)*
CD x VIS	-	-	.066(.054)	.153(.072)**
CD x ID	-	-	-.033(.054)	-.093(.070)
CD x EGO x CONV	-	-	.027(.041)	.007(.067)
CD x RS x CONV	-	-	.000(.047)	-.039(.074)
CD x EGO x VIS	-	-	.030(.047)	-.165(.070)** (H5a)
CD x RS x VIS	-	-	.094(.051)*	.099(.074)
CD x EGO x ID	-	-	-.003(.045)	.176(.063)*** (H6)
CD x RS x ID	-	-	-.083(.048)*	-.020(.068)

Model 4b- INE x AFF	INE	CD	PS	RI
CFD				
CTRL	.501(.072)***	.080(.093)	-.181(.086)**	-.352(.091)***
COMPEX	-.128(.061)**	.021(.060)	.055(.054)	-.039(.054)
PCE	.010(.062)	-.118(.062)*	.275(.062)***	.243(.065)***
EGO	-.023(.083)	-.164(.076)**	.076(.074)	.114(.078)
RS	.295(.097)***	.110(.100)	.092(.097)	-.279(.116)**
CONV	-.187(.099)*	-.266(.096)***	.204(.102)**	.425(.117)***
VIS	.023(.075)	-.062(.071)	.174(.071)**	.098(.084)
ID	-.133(.083)	-.023(.075)	-.015(.069)	-.004(.076)
CD	-	-	-.461(.090)***	-.012(.087)
INE	-	.396(.095)***	-.071(.109)	.055(.111)
INE x EGO	-	-	.027(.071)	.016(.081)
INE x RS	-	-	-.059(.090)	-.183(.090)**
INE x CONV	-	-	.082(.078)	.142(.082)*
INE x VIS	-	-	.039(.069)	.180(.075)**
INE x ID	-	-	.077(.064)	-.067(.067)
INE x EGO x CONV	-	-	.037(.057)	-.025(.077)
INE x RS x CONV	-	-	-.043(.066)	.073(.074)
INE x EGO x VIS	-	-	.006(.068)	-.059(.082) (H5b)
INE x RS x VIS	-	-	-.014(.071)	-.057(.079)
INE x EGO x ID	-	-	.003(.053)	.129(.065)** (H7)
INE x RS x ID	-	-	-.107(.058)*	-.009(.068)

Notes: CTRL- loss of control, CFD- loss of confidence, COMPEX- complaint experience, PCE- satisfaction of previous complaint experience, EGO- egoism, RS- redress-seeking, CONV- conversationality, VIS- visibility of content, ID- identifiability, CD- cognitive disequilibrium, INE- intensity of negative emotions, COND- conditions, MOT- motivations

3.7 DISCUSSION AND IMPLICATIONS

The objective of this research was to understand the roles of the different resources (including affordances of OCFs) involved in online consumer complaint behaviour and to understand the conditions under which resources interact to have an impact on various resource outcomes. The research objectives were developed in view of the limitations of extant CCB and coping literature, so this study aligned personal complaint-related resources and non-personal resources of technological relevance involved in consumer complaint behaviour in a single model. By conceptualising complaint-related resources based on COR theory, this study creates a new taxonomy for examining the efforts consumers make in response to losses and stress after a service failure episode, thus eliminating idiosyncratic findings in terms of the strategies that consumers adopt following a service failure (Duhachek, 2005). Additionally, this newly developed taxonomy for online consumer complaints provides a framework with comparable units of analysis, making the examination of dynamic combinations of complaint-related resources practicable. The view of platform-sensitive affordances is contested (Taina & Helmond, 2017), rather this study advocates that task-related and contextual affordances are more relevant to understand the functional and relational aspects of affordances to the users (consumers). In terms of the implications for the conservation of resources theory, this study confirms the assumptions of COR on the roles of different kinds of resources. Although energy resources are considered a form of resource investment, they are also established to be a form of loss experienced by consumers following their initial loss. Most interestingly, by looking into the combinations of resources under different conditions, it appears that personal resources, including psychological and conditions resources, play an essential role in resource protection, compared to energy resources, which have a more critical role in resource acquisition.

In terms of contributions to the coping literature, the impact of joint resource integration in conjunction with losses in altering consumers' affective and cognitive states shows that consumers' affective and cognitive states can be altered by their personal intent and media usage. This extends the understanding in this area, in contrast to previous appraisal and coping studies, which only considered

what are called conditions resources in this study as predictors or changers of appraisal states (Duhachek, 2005; Folkman & Lazarus, 1986). Furthermore, through the introduction of the affordances of OCFs as a form of energy resource that consumers use for making online complaints, this study revealed that the combination of personal and non-personal energy resources in conjunction with affective and cognitive states has a directional impact on consumers' relationships with defaulting firms. This study also established a system that indicates personal losses are more relevant to personal-related outcomes while affective and cognitive states and energy resources are more important in determining relational outcomes. This study developed an alternative conceptualisation that has parallels with coping, in which it unravels the resource involvement in stressful situations involving online consumer complaints following a service failure. The resource integration perspective provides a system for examining voice responses (rather than structural- or process-based alone) that takes into account the interaction of various resource components that may be activated in parallel in a stressful situation. Hence, a systematic method for examining consumers' complaints has more precise predictability and directionality on future behaviours and outcomes. The loci of all complaint-related resources were determined through this study. This has directional effects on the resource outcomes for the customers as well as for the defaulting firm, based on the assumptions of COR theory that people constantly accumulate and build resources in order to offset future losses.

For managers, these findings provide insights for the firm that the appraisal outcome of consumers, including their emotional and cognitive states, can be altered (worsened or potentially improved) through the actions of the consumers and non-personal energies, rather than being regulated by personal resources such as psychological and conditions resources. This opens an avenue for firms to deal more effectively with complaints, since if the emotional and cognitive states of online complainers can be altered then the behavioural outcomes of those who complain may also be intervened by the companies. By conceptualising the affordances of OCFs as resources and examining their roles and dynamics when integrated under different conditions, the findings of this study provide direct insights in terms of designing appropriate response strategies for firms to respond to online

complaints through observing complaints that are expressed through different affordances, with the aim to reduce potential further aggravation on the emotions of online complainers from the companies' response. Subsequently, it may reduce the negative impacts on consumers' return intention. Lastly, these findings provide insights to firm managers that the provision of OCFs with certain affordances for consumers who complain about a negative incident because of different motivations can reverse the negative impact on return intention, when consumers are in highly negative emotional and/or cognitive states. These findings also suggest that in the case of a consumer complaint, any attempt to work on the stressors, such as reducing impact on confidence or control losses, is meaningless to firms, as joint resource integration is efficient in improving the relationship between consumers and the defaulting firm in light of their level of stress (emotional and cognitive states).

3.7.1 Limitations

There are several limitations to this research. First, the contributions of this study may only provide insights into consumer complaint behaviour in the online context, as the concept of affordances of online communication features as a non-personal energy resource is generally a characteristic that exists in the online realm. Second, this study did not consider all complaint motivations; rather, it focused on motivations that have a C2B setting, as the relational impact with the firm was the primary audience of this study. Third, this study did not consider non-incident-specific resources such as social support or any other person-related resources that may be generated through interactions between consumers and others, or between consumers and firms prior to the complaint. Third, all the data collected for this research are self-reported data, which cannot be independently verified (Reynolds & Harris, 2009). However, potential biases that could arise from self-reported data, such as selective memory, were minimized using critical incident technique. Future research may build on this model to examine four-way interactions by taking into consideration stored resources in both personal resource integration and joint resource integration of all personal-related and relational outcomes and measuring actual resource gains of consumers after an online complaint episode.

4.1 Overview of this research

In this chapter, the key findings of all the studies conducted for this thesis are brought together. The research objectives and research questions are reviewed and discussed. This research identified gaps between the online media and communication, and the consumer complaint behaviour domains. The findings and discussion from the studies comprising this thesis were aimed at addressing the identified gaps. Prior research germane to consumer complaints in the online sphere often viewed online platform as the unit of analysis from a single direction where an online platform or channel was seen as the dependent outcome for consumer complaints (Clark, 2013; Mattila & Wirtz, 2004; Robertson, 2012; Zaugg, 2006). Even where prior studies looked beyond the choice of platform, they tend to be centred on the content expressed as a result of the choice of certain platforms (Bach & Kim, 2012; Chu & Kim, 2011; Jasper & Waldhart, 2013). In studies where the role of media attributes was examined in prior research, the studies were not in the consumer complaint behaviour domain (Berger & Iyengar, 2013; Lo & Leung, 2009; McMillan & Hwang, 2002). The role of the online communication features (OCFs) serving as the actual mechanisms that consumers use for online complaints on their behaviours has not been explored. The platform-dependent approach of looking at consumer complaint has failed to produce consistent results and generalizable (not overly platform-contextual) findings. This thesis asserts that the lack of independent examination of the OCFs used by consumers for online complaints about a negative service incident is due to the idiosyncratic nature of how these features are known to consumers.

This findings showed a need to understand OCFs (the media) as the unit of analysis, through the notion of affordances. Also, the platform-dependent approach to investigating the media that consumers use for online complaints has not considered the ambiguous boundary between complaints and negative word-of-mouth generated by the dynamics affordances of OCFs. In view of these fundamental issues in the current literature examining the relationship between online media and online

consumer responses following a service failure, the overarching objective of this research was to examine the role of affordances of OCFs on consumer complaint behaviour. This research specifically investigated the impacts of the affordances of OCFs on the emotional, cognitive and behavioural responses of consumers.

This thesis drew on the theories from both the information system (online media) realm- (Uses and Gratifications (U&G) theory) and the consumer psychology domain (the conservation of resources theory (COR) theory), to examine the role of affordances of OCFs in influencing online complaints, which ultimately contributes to the consumer complaint behaviour literature. The U&G perspective allowed media to be examined through the notion of affordances and most importantly, it allowed the impact generated by the interplay between the motivations for online complaints of consumers and the affordances of media on the consumers themselves and on others to be unravelled. The resource perspective allowed online consumer complaint behaviour to be examined as a resource protection and acquisition behaviour whereby the locus of resources that consumers possess and the affordances of OCFs as resources that are external to them was examined. In addition, the conditions and impacts when these resources are drawn on by consumers in an online complaint episode were determined.

In summary, this thesis developed a novel conceptualisation of affordances for online media consisting of the extent of the conversationality, identifiability of the online complainer and visibility of content allowed by OCFs in enabling consumers to complain about an incident in their desired manner. In the following section, the findings of this thesis are reviewed and organized with respect to the research questions that this study aimed to answer. The findings and implications are structured in the following manner. All aspects concerning OCFs and people's perception of them are dealt with first, by presenting findings regarding consumers' perceptions of OCFs based on the notion of affordances and on the primary intended audience of written complaints, directionality between the complaint motivations of consumers and their affordance-based choice of OCFs for their complaints. Subsequently, the managerial implications from the findings of this thesis are brought together and

discussed. This is followed by a review of the findings on the role of affordances of OCFs through interaction effects revealed through two theories. The first concerns the interplay between complaint motivations of consumers and the affordances of OCFs through a mechanistic perspective, which is introduced as the gratifications integration effect. The second involves an organic view, considering all complaint-related resources in a single model with the inclusion of complaint motivations and the affordances of OCFs in deriving different outcomes, followed by the managerial implications of these interaction effects. This chapter concludes by reviewing the theoretical of the presented findings.

4.2 Consumers' perceptions of online communication features based on the notion of affordances and the primary intended audience of written complaints

In addressing the issue of OCFs being idiosyncratic in terms of how they are known to the consumers (the users), which has resulted in non-comparable units of analysis of online media for consumer complaints and also has limited the generalizability of findings, a study was conducted to examine consumers' perception of OCFs based on the notion of affordances. A perceptual map was generated from the correspondence analysis (CA), and the results indicated some counterintuitive findings. While comment features appear to be conversational from the firm perspective (Malhotra et al., 2013), it seems that consumers who use them for making a complaint appropriate to their goals do not perceive them the same. This finding heightens the importance of perception rather than actual function when it comes to how OCFs are viewed by users in general. Features including status updates and wall-posting are perceived to have the potential to establish conversations with others (other than the firm). While these results from the CA analysis revealed how consumers perceive these features differently, which provides insights into the extent to which they think about these OCFs in allowing them to complain about their experiences in the desired manner, they do not shed light on the primary audience of consumers' complaints in terms of who they intend to reach with their written complaints. This finding challenges firms to recognize if whether complaints expressed through OCFs with certain affordances require immediate attention, taking priority over other types of complaints, or whether the complaints are not actually directed to the firm.

For the first time in the marketing domain, complaints and negative word-of-mouth are both defined through the online media that people use for complaints, in contrast to prior studies that examined them through their motivations (Hennig-Thurau et al., 2004; Sundaram et al., 1998), through the nature of consumers' behaviours and goals (Eisingerich, Chun, Liu, Jia, & Bell, 2015), which lacks practical insights. These studies largely looked into the effects of complaint and negative word-of-mouth where the need to consider target of audience was hinted through the results of prior studies. Although this the 'feature-based' study to recognise the primary audience of consumers' complaint does not directly contribute to the understanding of the role of OCFs' affordances in online consumer complaint behaviour, the results serve as an important bridging reference for practitioners. This study shows that while some online communication features seemed to resemble both complaints and negative word-of-mouth, they were found to be targeting the firm as the primary audience. Some thought-provoking results include complaints posted via wall-posting and review features. While having a connection of being publicly visible, the negative expressions written through this feature were primarily directed at the defaulting firm. By amalgamating the findings of both studies regarding the perceptions of consumers about OCFs, it is significant that while some OCFs may have the characteristics that seemed to be related to public comments, the expressions made through them may be directed specifically at the firm. This indicates that the three dimensions of affordance including the content, exchange and identity aspects of OCFs, - may require different types of responses attention from firm managers with regard to the intended audience of consumers' complaint.

4.3 The relationship and directionality between complaint motivations of consumers and their affordance-based choice of OCFs

The findings of this thesis continued to reveal the directionality between complaint motivations of consumers and their affordance-based choice of OCFs. Egoistic online complainers tend to react to their negative service experience using OCFs that allow high visibility of content and also high conversationality. In contrast, redress-seekers have a high tendency to complain about their negative experiences using OCFs that allow them to communicate with the intended audience of their complaint

(high conversationality), and a slightly weaker tendency to express their complaints through OCFs that allow high visibility of content and low identifiability (more anonymity). These findings strengthen the viewpoint of the self-extension concept that complaint motivations as the gratifications sought drive consumers' choices of OCFs. High visibility of content and conversationality extend the recognition and welfare aims of egoistic online complainers as projected through their OCFs' choices, which reflect their perception of OCFs' affordances having the potential for them to establish a conversational exchange with others, and receive approval-utility. In summary, these findings confirmed that complaint motivations play a major role in predicting consumers' choice of OCFs.

4.4 Managerial implications of findings regarding consumers' perception of OCFs and their choice of OCFs for online complaints

For managers, this thesis first advances knowledge in the consumer complaints domain by providing insights that help firm managers to understand the preferences and the consequences of the choices of media consumers make for online complaints following a service failure. Using the findings from Section 4.2 and Section 4.3, firm managers can identify and attend to complaints that are intended for them (rather than others) by observing the features that consumers use to write about their negative experiences. For instance, negative experiences written on the 'wall' of a social media page of a firm should not solely be attended by the firm to justify themselves, which is considered the norm in today's practice (van Noort & Willemsen, 2012; Willemsen, Neijens, & Bronner, 2013). Rather, firm managers should understand that they are the primary audience consumers intend to reach when they write their complaint using that particular feature. Hence, such complaints should be prioritized over complaints that are written using other features. In terms of the considerations to be taken by firms when devising strategies to respond to complaints written as "wall-post", by drawing on the perceptual map in Figure 2-2 generated from correspondence analysis, the functional needs of consumers can be predicted, because consumers' expectations are predictable from the features they use for online complaints. Based on the map, wall-posting features are perceived as highly identifiable and publicly conversational, which is consistent with the view of prior studies (Einwiller & Steilen, 2015), However, the utilization

of such insights in designing response or intervention strategies has not been explored. Therefore, these two affordances of OCFs need to be taken into account when designing responses or intervention strategies. In such cases, approaches such as switching the public expression to a private solution via direct-message or chat features may not be ideal.

Study 2 indicates that consumers who considered the use of these two affordances were often people who complained for egoistic reasons. If a firm resort to direct message or chat features (more private features), which is considered more in the interests of the defaulting firm, this is likely to prevent consumers from receiving approval-utility. Hence, it may result in a negative outcome in terms of worsened return intention towards the defaulting firm. Similarly, people who complain about negative experiences using the review features on social media and also feedback forms on complaint sites primarily intend to reach the defaulting firm. These two features are perceived as having high visibility of content in terms of publicity, therefore they need to be attended to in such a way that their issues are being addressed while allowing their content to stay highly visible to the public. The substance of the response by the firm should be centre on suggesting a remedy or solution. The same set of findings from this research also applies to advising firms not to prioritize complaints made through review features on review sites or complaints that are written as status updates as these tend to be negative word-of-mouth rather than primarily intended for the firms. Any response to them could potentially backfire.

Lastly, by developing a way to identify the intended audience of consumers' complaints through the features that they use, the distinction between a complaint and negative word-of-mouth can be recognized more easily by examining the motivations of consumers to voice about negative incident.

4.5 Gratifications integration effect

An earlier review of findings primarily focused on consolidating the conceptualisation of this thesis in confirming that affordances serve as a more suitable and consistent unit of analysis for

understanding consumers' choice of media for online complaints and the impacts, compared to platform- and features-dependent studies (Einwiller & Steilen, 2015; Harrison-Walker, 2001; Hughes, Rowe, Batey, & Lee, 2012; Jansen et al., 2009; Pinto & Mansfield, 2012; Smith, Fischer, & Yongjian, 2012). In addition, people also view OCFs differently based on the idea of affordances. In this section and those following, all findings discussed are relevant to the key question underlying this research, which is about determining the role of affordances in online consumer complaints. The main contribution made by examining the role of OCFs' affordances from a mechanistic perspective is the complaint motivations of consumers, and their interactions with affordances (but not affordances alone), which have a significant effect in influencing the emotional states and return intention of consumers after disclosing a negative incident. The effect resulting from the interplay was introduced as the gratifications integration effect in Chapter Two in this thesis. Complaint motivations were conceptualised as gratifications sought, which refers to what consumers expect to attain through their complaint. Affordances, on the other hand, were explained as extensions to the motivations of consumers. Hence, they are also the media gratifications that consumers expect to obtain in congruence with their expectations. The findings highlight three sets of conditions whereby emotional states are negatively affected (worsen) and return intention are positively influenced (increased).

The most noticeable interaction was between egoism and conversationality. The interaction between them intensifies the negative emotions of egoistic online complainers, but they can also increase the return intention of consumers, leading to the conclusion that OCFs with high conversationality can be a double-edged sword depending on the nature of complaint motivations. This may be supported by studies on rumination effects, which indicate that writing in detail about a negative incident may result in someone recalling the most stressful part of the incident (Rime et al., 1992; Strizhakova et al., 2012), hence intensifying the associated emotions. However, a potential conversational exchange may indicate an opportunity to receive a response that conforms to one's worldview thus reflecting on the relational aspect of the outcome. In redress-seeking, low identifiability intensifies consumers' negative emotions, while the visibility of content increases their return intention.

In summary, emotional states are likely to be influenced by the interplay of processes such as rumination in egoistic online complainers, and the need to be identified is an indicator that their negative experience is acknowledged for redress-seekers. Return intention is likely to be influenced by the integrations of these gratifications in delivering perceived benefits. Unlike the views of online affordances and social media affordance that were proposed in prior studies (Choi & Toma, 2014; Lintern, 2000), which focused on task gratifications and the consequences of media usage. From a mechanistic perspective, the current study advocates that the affordances of OCFs function as extensions of the latent needs in consumers' complaint motivations. The affordances of OCFs indicate the relative potential of needs and goals being fulfilled, and the integration of gratifications sought and media gratifications can alter how consumers feel following their complaints and also influence relationship with a defaulting firm.

4.6 Personal resource integration effect

To further the understanding of the role of OCFs' affordances in online consumer complaint behaviour, in addition to U&G theory, which primarily examined the functional aspect of OCFs, this thesis tested the conceptualisation of affordance with the COR theory. Incorporating complaint-related resources and affordances of OCFs in a single model, it creates an organic view that coherently examines the role of affordances and their loci with other complaint-related resources, using a resource perspective. The kinds of resources that are involved in a complaint were identified; the inherent relationships among them including affordances, were unravelled; and most importantly, the conditions and impacts generated by consumers drawing on resources for online complaints were revealed in this study- being introduced as the resource integration model for online consumer complaints.

A personal resource integration effect is proposed when the complaint motivations of consumers aggravate their affective and cognitive states when examined in conjunction with the consumption of accumulated psychological and conditions resources. The buffer effect on stress of

conditions proven in prior studies (Kelley & Davis, 1994; Jagdip Singh & Wilkes, 1996; Tax et al., 1998) appears to be overridden when complaint motivations are integrated into the process. These findings support the assumptions on the roles of OCFs' affordances based on the COR theory. First, psychological and conditions resources were assumed to represent consumers' accumulated resources; when confronted with losses, these resources are activated to offset the impact of the losses. Thus, the combination of accumulated resources is seen as resource protection, the primary function is to prevent consumers from experiencing further losses resulting from the stressor. These findings support COR assumptions where psychological and conditions resources are regarded as stress resistance potentials (Hobfoll, 1989). The novel contribution of personal resource integration is that it expands on the findings of prior research (Singh & Wilkes 1996; Tax, Brown, & Chandrashekar 1998; Kim et al. 2003; Kelley & Davis 1994) that examined the buffer effect of consumers' prior complaint experiences and their impact on stress. The relationship between complaint motivations, losses and conditions resources on the level of stress have not been integrated; rather complaint motivations have been packaged under different names including seeking assistance and seeking social support and advice, under the umbrella categorization of problem-focused coping strategies (Duhachek, 2005; Lazarus & Folkman, 1984). In these studies, relevant findings did not emphasize changes in the affective, cognitive states of consumers; rather they were more focused on subsequent behavioural responses.

In contrast, the conceptualisation of complaint-related resources in this thesis based on COR theory examines the aggravation impact complaint motivations have on stress in conjunction with losses and conditions resources. The central tenet of COR theory proposed that people strive to retain, protect and acquire resources when what they value as resources is threatened. Consumers' reactions following a service failure can thus be understood through resource protection, and from a resource acquisition viewpoint, in which people constantly aim to acquire a surplus in resources in order to offset future losses.

Complaint motivations are conceptualised as energy resources that are personal to consumers, and valued for their ability to aid the acquisition of other kinds of resources. Therefore, in the face of loss, consumers instinctively react to protect their resources from further losses and are also motivated to acquire more resources in the face of the loss they have experienced. Complaint motivations are thus considered a form of energy arising as a result of the negative incident, they provide directionality for resource acquisition. In the process, the investment of energy resources taxes on the weakened stress resistance potential (psychological resources) and the resources that consumers have stored to offset future losses. This parallels the loss spiral assumption proposed in COR studies (Demerouti, Bakker, & Bulters 2004; Smith 2013; Hobfoll 2001).

4.7 Joint resource integration effect

In terms of resource acquisition, this thesis proposes a joint resource integration effect that involves the combination of personal energy resources (complaint motivations) and non-personal energy resources (affordances of OCFs). The involvement of energy resources marks the behaviour as investment-driven with an expectation the return of resources. Two trends emerged from the results of joint integration in conjunction with accumulated resources (loss of psychological resources), and in conjunction with the cognitive disequilibrium states and emotional states of consumers. In conjunction with losses, joint resource integration results in a negative impact on emotional, cognitive and behavioural outcomes. However, when examined in conjunction with emotional states- and cognitive states respectively, (i.e. when egoistic complaint motivation and high identifiability affordance were examined in conjunction with cognitive and emotional states) there was an increase in the return intention of consumers towards the defaulting firm. These findings are consistent with prior findings from service failure-related studies where the impact of a service failure on return intention was often through the emotions and cognitive states of individuals (Chebat & Slusarczyk, 2005; DeWitt et al., 2008; Schoefer & Diamantopoulos, 2008). These findings also indicate that joint resource integration is more likely to be beneficial in restoring cognitive equilibrium as a form of resource replacement to what people have lost in a negative incident. These findings suggest that receiving approval utility

through recognition and self –enhancement benefits is crucial to the restoration of cognitive equilibrium state for consumers who complained for an egoistic reason. The identifiability affordance increases the likelihood of this possibility. Prior stress-related studies indicate that people strive to restore their cognitive equilibrium when it becomes unbalanced by a stressful incident (Graesser & D’Mello, 2011; Sullins & Graesser, 2014). It is interesting that non-personal energy resources-affordances of OCFs, when examined in conjunction with a high cognitive disequilibrium state consistently have a positive outcome on the return intention of consumers toward the defaulting firm. As demonstrated by the results of joint resource integration, the fit between complaint motivations and the affordances of OCFs can alter the valence of return intention. This emphasizes the role of the affordances of OCFs in enabling resource acquisition for consumers as external resources.

4.8 Managerial implications of findings from the proposed interaction effects

For firms, the gratifications integration effect provides insights that the possibility of relationship continuation by dissatisfied consumers can be altered through the provision or facilitation of OCFs with the appropriate affordances for their complaints about negative service experiences. The fact that it is the interplay between complaint motivations and affordances of OCFs (rather than affordances alone) that has significant effects on people’s emotions and behavioural intention opens up an avenue for firms to prioritize some complaints over others via the observations of motivations and understanding consumers’ expectation through the OCFs they use for their complaints. The findings regarding the role of OCFs’ affordances highlight that companies need to pay attention to the features that customers use and that they offer for customer complaints (Einwiller & Steinlen, 2015).

When the interplay between complaint motivations and affordances of OCFs is examined in a more integrative framework, the conditions that are beneficial or harmful to consumers and firms and the impact of the mobilization of resources by consumers for online complaints can be understood. The kinds of resources involved in an online complaint for the purpose of resource protection (preventing further resource losses resulting from the stressor) and resource acquisition provide insights for firms as

to how they can design response strategies or features with certain affordances to facilitate the restoration of cognitive equilibrium in consumers who complain because of different motivations. These findings also suggest that in the case of a consumer complaint, any attempt to work on the stressors such as reducing impact on confidence or control losses are meaningless to firms, as joint resource integration is efficient in improving the relationship between consumers and the defaulting firm in light of consumers' level of stress (emotional and cognitive states). These findings are significant for firms as they highlight that customers' cognitive and emotive appraisal of a negative incident can be altered by their psychological and conditions resources. In contrast to previous research that employed various constructs, including relationship quality (Bougie et al., 2003; Grégoire & Fisher, 2008; Strizhakova et al., 2012; Yi & Baumgartner, 2004), the current research proposes the interaction between consumers' complaint motivations and the feature affordances of online media that consumers use for complaining as an alternative explanation for customers' return intention.

Redress-seeking motivation seemed to place directionality on non-affective or cognitive-related outcomes compared to egoistic motivation. The development of personal resource integration contributes to the appraisal and coping domains in the context of online consumer complaints, with regard to the personal intentions of consumers following a negative incident. It is interesting that the satisfaction with a prior complaint resolution does not seem to shield (buffer) against the negative effects of negative incidents for either egoistic or redress-seeking motivations, which contradicts prior studies that evidenced this buffering effect (Hobfoll, 1989; Kelley & Davis, 1994; Kim et al., 2003; Strizhakova et al., 2012; Tax et al., 1998). The key difference between the model of this research and prior studies is that the motivation of a specific context was not being considered in past studies. This research derives that motivation for a goal or task is an energy consuming factor that have an impact on the emotional wellbeing and cognitive states of online complainers, and ultimately on their behavioural outcomes. This opens up an avenue for defaulting firms in observing that if the emotive and cognitive states of online complainers can be altered by their personal intent and media usage, then the

behavioural outcomes, specifically, the return intention of consumers can be influenced to produce beneficial outcomes for both the consumers and the firm.

In a nutshell, unlike past consumer complaint studies that provided indirect or implicit insights to firm for designing response and intervention strategies (Dekay, 2012; Malhotra et al., 2013), by extending the application of U&G theory in terms of understanding the gratifications integration effect between gratifications sought and media gratifications, this research opens up an avenue for firms to be able to detect and design media with affordances that will not further aggravate consumers and will also reduce the negative impact on their return intention. By observing the main motivations of consumers (Yap et al., 2013), firms can offer the most appropriate feature that will create mutual benefits for both the consumers and the firm. By understanding the roles of affordances as an extension of the goals of consumers and as goal-enablers in the form of energies that consumers can draw on in the face of their losses, firms may facilitate or provide features with the most desirable affordances for consumers to complain about negative service experiences in order to alter the trajectories of consumers' emotional and cognitive disequilibrium states and ultimately improve their intention to return to the defaulting firm.

4.9 Implications for theory and contributions to research domains

First, from the functional and/or mechanistic perspective in examining the role of affordances for online consumer complaints, this research extends the application of the U&G theory from user- or media-focused to a new level where the relationship between the users and the intended audience can be examined. The implication of this extension is that U&G theory can now be applied to a broader context and the framework can be adapted to suit various contexts hence it is more generalizable in terms of its uses and findings. In contrast to previous U&G studies that have examined gratifications sought and obtained (Bae, 2018; Song, Larose, Eastin, & Lin, 2004), arising from using a particular medium (Katz et al., 1974; R LaRose, Mastro, & Eastin, 2001; Raacke & Bonds-Raacke, 2008),, this research has conceptualised gratifications sought as goals that are independent of and external to the

media and, inherent to the media user. By separating user (media-independent) and media-related gratifications, this study provides a better understanding of the role of media in facilitating the goals of consumers. This research integrates external (media-independent) motivations into a U&G framework, which is considered to be novel by this research. Further, this research argues that our proposed affordances serve as extensions of the users' motivations. The notion of resembling the extension of consumers' thoughts and thus function mechanistically as goal-enablers, have further expanded the notion of communicative affordances (Hutchby, 2001). More precisely, the relationships between complaint motivations (externally triggered gratifications sought) and return intentions (outcome) through various affordances of OCFs which give rise to a new predictive model for understanding the consequences of online media usage.

Second, this study is the first of its kind to position OCFs as new online channels for consumer complaints, where each feature is seen as an independent channel through the notion of affordances. The conceptualisation of affordances of OCFs as media that enable the achievement of goals for consumers who complain about negative incidents weaves the gratifications sought and their functional extensions (affordances) in an explicit link, in contrast to previous U&G studies that focused solely on user- or media-related gratifications. More importantly, the relationships between gratifications sought and the outcomes achieved through different affordances, -result in a predictive model for understanding the consequences of media usage. In addition to these implications, by using affordances as the unit of analysis instead of platforms or features, this research delineates the limitation of prior U&G studies in predicting the use of different types of media that are not necessarily comparable, which has resulted in the elicitation of often large sets of idiosyncratic motivations or gratifications. Using media with the same functionality (allowing people to express themselves in writing) enabled, this study to create a meaningful comparison between them and predict the effects of perceived affordances of OCFs, which indicates the likelihood of enhanced reliability of the current findings in replication studies.

Third, for the first time in the consumer complaint behaviour and, online media and communication domains, empirical examinations were conducted consumers' perceptions of online communication features (the media they use for online complaining) based on the notion of affordances and on the intended audiences of their written complaint. In which, the differentiation between online complaints and NeWOM can be observed through OCFs that people use for online complaints. The significance of these breakthroughs is that by observing 'what' consumers use for online complaint (in other words the OCFs), their intended audience and the functional goals of their complaints can be easily traced.

Fourth, for the first time in the marketing domain, the media (i.e. the affordances of OCFs) that consumers use for online complaints are conceptualised as a form of energy resource that people can draw on for beneficial purpose. This is the first study of its kind that considered external resource that does not involve others to complement the personal resources of consumers in online complaints. This thesis extends the application of the conservation of resources theory by proposing a resource integration model for online complaints that introduces a taxonomy of complaint-related resources, and their inherent relationships, conditions and impacts when mobilized by consumers for online complaints. Hence, it provides better predictive abilities for understanding causes of consumer complaint behaviours, as well as the outcomes. In this model, consumer complaint behaviour is not viewed solely as an action to manage stress following a service failure; rather it is an investment decision made by consumers to acquire more resources in light of their losses. Specifically, the personal resource integration effect in this model reveals that the states of appraisal can be altered by consumers' intention and further through the joint resource integration effect, not only can the states of appraisal be affected but also the behavioural outcome. Hence, this research has produced a model that can be used to predict the behaviours of consumers who complain about negative service experiences by understanding the interplay of complaint-related resources that are related or external to them. By conceptualising the affordances of OCFs as energy resources that are external to the consumers, this research delineates the limitation of COR theory in positioning social support as a form of resource, as

opposed to past studies (Halbesleben & Bowler, 2007). COR theory does not consider social support as a resource for people because it is considered being as out of the control of individuals. By understanding the affordances that consumers to align with their complaint motivations, one can better predict if whether consumers are aiming to have a conversational exchange with others to receive approval utility or to seek redress without having to co-opt assistance from others.

Lastly, this research contributes to the consumer behaviour-related coping literature, where what known as ‘confrontational coping strategy’ is independently examined, which has broadened the views of past coping studies (Smith, 2013). It eliminates the idiosyncratic generation of coping strategies, as indicated in (Duhachek, 2005), this is because this research was centred on a single activity, i.e. consumer complaint. Unlike the emphasis of prior coping studies, this thesis has a more central focus on understanding the loci of the affordances of OCFs in online consumer complaints which ultimately sheds light on the relationship between consumers and the defaulting firm.

5.1 Conclusion

This thesis provides a novel conceptualisation on the affordances of OCFs and proposes that these are the functional self- extension of consumers' complaint motivations, where the choice of OCFs made by consumers reflect the desired goal they intend to achieve through their complaint. These affordances also serve as goal-enablers (disablers) under certain circumstances, which is explained by the proposed gratifications integration effect. In addition, these affordances are considered as a kind of complaint-related resource in the form of energies that are external to the consumer, which, when drawn upon under different complaint conditions, can alter the trajectories of the emotional and cognitive states, satisfaction with their complaints, and the return intention of consumers. The exploration of consumers' perceptions of the OCFs they use for online complaints, through the notion of affordances and based on the primary intended audience of their written complaints, opens up a new way for practitioners to approach consumer complaints from a functional perspective. This research argues that by positioning OCFs as the unit of analysis and examine them through the notion of affordances, help to eliminate idiosyncratic outcomes. Hence, the views generated from this research contested the platform-sensitive perspective of prior affordances-related studies (Taina & Helmond, 2017). Rather, this thesis proposed that when OCFs are positioned as the units of analysis, the task and context when consumers intend to use OCFs for their purposes are more relevant to understand the functional and relational aspects of affordances to the users (consumers).

The concepts developed in this thesis, including the self-extension notion of OCFs' affordances, the introduction of externally triggered gratifications sought, gratification integration effects, and personal and joint resource integration effects all consistently indicate that affordances of OCFs serve as function extensions of complaint motivations and goal-enablers (disablers) for consumers in relation to their goals. At an organic level, where the loci of all resources including affordances of OCFs are

determined for online consumer complaints, OCFs' affordances serve as a form energy resource that people can draw on when they see fit, which provides directionality to resource outcomes. This thesis contributes insights to the consumer complaint behaviour domain by bridging knowledge of the online media and consumer psychology fields via the affordances of OCFs. Furthermore, through the development of these effects, the locus of complaint-related resources following a service failure in terms of whether they are beneficial or detrimental to the emotional and cognitive wellbeing of consumers, the situational benefits they receive, and their return intention with regard to the defaulting firm, have now been unravelled.

5.2 Limitations of this research

There were several notable limitations in the present research. First, the complaint motivations that were examined in the studies conducted in this research were motivations that have strong consumer-to-business (C2B) connotations, which are considered to give more central insights into the relationship between complaining consumers and the defaulting firm. Therefore, the findings revealed in this research may not be applicable to C2C-focused online communication about negative service experiences. Second, as the context and boundaries defined for this research were directed to online consumer complaints that focused on the relational outcome with the defaulting firm, this study did not take into consideration any observer effects, as prior studies frequently did for online negative expressions (Einwiller & Steilen, 2015), or potential 'firestorm' effects (Pfeffer et al., 2014) that could influence the emotional states and return intention of consumers. Rather, the focus of this research was on the dyadic relational impacts between consumers and the firm.

Third, the causation determined using the 'directionality' study between complaint motivations and the affordances of OCFs was tested using a between-subject design. The comparison of consumers' tendencies to use different affordances of OCFs across the two complaint motivations was not the interest of this study. Rather, the study was interested in understanding consumers with specific complaint motivations and their tendencies to use specific affordances of OCFs for their online

complaints. Hence, the approach this study used to confirm the directionality between complaint motivations and perceived affordances of OCFs aligned with the purpose of this research.

Fourth, the contributions of this study are primarily relevant and practicable to understanding consumer complaint behaviour in the online context, because the affordances conceptualised in this research are generally characteristics that exist in the online realm, based on Web 2.0 principles. A further limitation concerns the conceptualisation of the resource integration model for online consumer complaints, as this study only considered complaint-related resources relevant to consumers and excluded external resources that require the involvement of others, such as social support, and other firm-related resources such as staff attitudes, service recovery attempts and outcomes.

Next, all the data collected for this research were self-reported data, which cannot be independently verified (Reynolds & Harris, 2009). However, potential biases that may arise from self-reported data, such as selective memory, were minimized using the critical incident technique, where responses that did not indicate a valid recalled incident were excluded. The focus of this research was to examine the role of OCFs' affordances in online consumer complaints, specifically the interplay between their roles and all other incident-specific resources of consumers in determining outcomes at both personal and relational levels. Therefore, the findings and application of models from this research may be restricted to the examination of consumer complaint behaviour in the online context.

5.2 Future research and directions

Future research could replicate the gratifications integration model by incorporating C2C-related motivations for negative expressions, and including the observers' effect, which is deemed to be more relevant in determining the role of affordances of OCFs in the presence of externally-driven impacts on the emotional wellbeing of consumers and the firm. Second, further investigation could be made in relation to the aspects of an affordance that make people (the users) perceive it the way they do; this

would be an extension to the findings generated by this thesis about consumers' perceptions of OCFs. Third, it may be worth exploring whether the expectations of consumers regarding receiving responses from firms differ across media, which would enable firms to design media-appropriate response strategies that have more functional and direct insights, in addition to the research on response strategies proposed in prior research (Dekay, 2012). Fourth, based on the newly developed resource integration model for online complaints, potential interactions with third parties may also be incorporated to derive more generalizable results. Using the findings to understand message characteristics and motivations as discussed by Yap, Soetarto, & Sweeney (2013) may supplement the model proposed in this study. It may be possible to provide a holistic framework for firms to design an advanced complaint detection and response plan, anticipating the goals of consumer complaints, using complaints as written online and the use made of the affordances of OCFs. Future research may build on the model proposed in this study to examine four-way interactions by taking into consideration conditions resources in both personal resource integration and joint resource integration in conjunction with stressors on all personal-related and relational outcomes and may also develop a scale to measure the actual trajectory changes based on this model in terms of resource acquisition at the end of an online complaint episode.



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PARTICIPANT INFORMATION SHEET

Study title:

When written expression benefits the writer: complaint writing as an emotion-focused coping strategy

Locality: Worldwide/ Unrestricted

Principal Investigator: Laszlo Sajtos

Student Investigator: Yean Shan Beh

Ethics committee ref: 017255

Introduction

Hello! I'm Yean Shan, a second year Ph.D. candidate at the University of Auckland's Department of Marketing under the supervision of Dr. Laszlo Sajtos. You are invited to take part in a study that helps to identify the associations between customer complaints' needs, complaint channel characteristics and channel choice. This is a study that is contributing towards the final doctoral research titled 'when written expression benefits the writer: complaint writing as an emotion-focused coping strategy'. If you are not interested in taking part, no reason is required. If you do want to participate now, but change your mind later, you can pull out of the study at any time. We would like to go through some critical information that would help you to decide if you would like to get involved in this research. It sets out the purposes of this study, what your participation would require, what the benefits and risks to you might be, and what would happen after the study ends.

Eligibility to Participate

To be an eligible participant in this study, you need to be at least 18 years old or older at the point of this questionnaire is answered. You have had at least a negative service experience with a service provider in the past, and you have at least an experience of online complaining about a service or have written online negative feedback about the company as the result of poor service, or both.

Details of the Project

The primary aim of this research is to identify the associations between customer complaints' needs, complaint channel characteristics and channel choice. A survey will be the primary tools for data collection. As this is a sectional study that is contributing towards the final doctoral research, the outcomes of this study are expected to serve as a foundation for subsequent studies.

Duration

12 months

Benefits

Your participation in these studies will help to realize the establishment of an integrated theoretical foundation. That, these findings will enhance the existing body of knowledge in the online customer complaint realm, specifically in apprehending customers' complaint needs in the online context. The outcome of these studies will be the clear guides for the practitioners as to what online complaint channels they should invest in, hence, an impact on the nature of business complaint channels. When a business can better apprehend the dynamic of customer feedback, you and me, as the consumers who may potentially complain or expressing feedback instead of services we received may benefit from a better service design.

Access to Collected Data and Results

Only the research team (the principal investigator and student investigator) would have access to the collected data; there will be no data access granted to third-party without your consent. The interpreted results contributed from the data may be incorporated into the completion of my doctoral thesis, research publications, journal publications, conference presentations, and academic publications in the form of combined results. No individual result will be presented or published.

Invitation to Participate

You are invited to participate in this research if you have had any negative experience with any company, and if you had complained online about the negative incident either formally to the company (online complaint), or informally to friends, or others via online platforms (electronic-word-of-mouth). Your participation is voluntary, and you may decline this invitation without penalty. You can withdraw your participation at any time before the completion of the survey.

Project Procedures

Electronic Administered Questionnaires

You will be asked to answer a set of electronic questionnaires that consists of some multiple-choice, text entries and scale rating questions. You may be requested to recall and write the negative experience you had with the company in detail. The expected time commitment from you for this will be 30 minutes. You can choose to withdraw from participation at any time without penalty.

Data Storage

We will collect the data using an electronically administered questionnaire. The data will be stored in the database of the service provider. The research team may download the data into password protected statistical software, spreadsheet and other research analyses software on secured data processing machines such as a computer for further studies by the research team. The data will be stored for a minimum of six years. After the maximum storage time has elapsed, the data will be destroyed by the research team.

Anonymity and Confidentiality

The preservation of confidentiality is paramount. The information you share with the research team for the purpose of this research project will remain confidential, and will only be accessed by the research team. If the information you provide is reported or published, this will be done in the way that does not identify you as its source. However, please take note that by providing the research team the file or link that is related to the negative incident may breach the anonymity. Thus, the research team assures you that the questionnaire results will be kept in confidence but are not anonymous.

A copy of the research findings will be made available to you if you wish by leaving your email address to us at the end of the survey. The provision of findings is however only available after the completion and official publications of the relevant papers.

Contact Details and Approval

Student researcher name and contact details	Supervisor names and contact details	Head of department name and contact details
Yean Shan Beh Department of Marketing b.shan@auckland.ac.nz	Dr Laszlo Sajtos Department of Marketing l.sajtos@auckland.ac.nz Contact no.: +6499232724	Professor Margo-Buchanan-Oliver Department of Marketing m.buchanan-oliver@auckland.ac.nz Contact no.: +6499236898

For any enquiries regarding ethical concerns, you may contact the Chair, The University of Auckland Human Participants Ethics Committee, The University of Auckland, Research Office, Private Bag 92019, Auckland, 1142. Telephone 09 373-7599 ext. 83711. Email: ro-ethics@auckland.ac.nz

Approved by the University of Auckland Human Participants Ethics Committee on 10 Jun 2016 for three years. Reference number **017255**.

Appendix B. Questionnaires for Study 1

Perception of consumers on online communication features in terms of primary targeted audiences

Section A. Introduction

You are invited to take part in a study about your experience of complaining online to a firm/others about a negative service-related incident. Your feedback will help us to understand the online features that you used to make the complaint.

To be eligible, you need to have had experience using at least one of the following features to complain about the incident.

- (1) wall-posting on a firm's page (website/ social media)
- (2) feedback form
- (3) status update
- (4) comment
- (5) review
- (6) chat

Please proceed with the survey only if you believe you meet all of the eligibility criteria.

IMPORTANT NOTE: Honest contributors who have attempted the survey properly will receive a bonus payment. We will communicate the extra payment to the survey hosts using your worker ID - this will be requested at the end of the survey.

Consent:

By proceeding with the survey, you agree that you've read, understood, and accepted the details stated in the Participation Information Sheet (a link to the PIS is provided).

The survey will take about 5 minutes.

Thank you.

Q1.

Do you reach the public, the firm or both when using each of the following feature?

Please tick one for **each feature (i.e. row)** below.

	the firm you complained about	public (including your friends)	Both (the firm and public)
Wall-posting feature on the social media page of the firm you complained about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live chat feature on the website of the firm you complained about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Status update on your social media newsfeed/timeline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Review feature on review sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Review feature on social media page of the firm you complained about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leave 'comment' on post that is initiated by the firm you complained about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feedback form on complaint sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feedback form on the website of the firm you complained about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leave 'comment' on post that is initiated by anyone else but firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Direct message/personal message' to the firm you complained about via social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Direct message/personal message' to others but firm via social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2. (this question is only displayed if respondent ticked the third choice-**both**, for the features listed in Q1)

In the previous question you indicated that these features reach **both** the public and the firm. Which one would you consider your primary target to be when using each of the following feature?

	to the public					to the firm you complained about
Wall-posting feature on the social media page of the firm you complained about	<input type="radio"/>					
Live chat feature on the website of the firm you complained about	<input type="radio"/>					
Status update on your social media newsfeed/timeline	<input type="radio"/>					
Review feature on review sites	<input type="radio"/>					
Review feature on social media page of the firm you complained about	<input type="radio"/>					
Leave 'comment' on post that is initiated by the firm you complained about	<input type="radio"/>					
Feedback 'box' on complaint sites	<input type="radio"/>					
Feedback 'box' on the website of the firm you complained about	<input type="radio"/>					
Leave 'comment' on post that is initiated by anyone else but firm	<input type="radio"/>					
'Direct message/personal message' to the firm you complained about via social media	<input type="radio"/>					
'Direct message/personal message' to others but firm via social media	<input type="radio"/>					

Section B. Demographics

I am a

- male
- female

Please select your age range

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85 or older

Please indicate your ethnicity

- Caucasian
- Latino/Hispanic
- Middle Eastern
- Carribean
- South Asian
- East Asian
- Mixed
- African
- Others

Please enter your worker ID

Please let us know any comments you might have about this survey.

END OF SURVEY

Appendix C. Scenarios for Study 2

The 'directionality' between complaint motivations and the affordances of online communication features

Introduction

You are invited by researchers at a large university to take part in a study regarding customers' complaint behaviour. This study consists of one survey that will take approximately 3-4 minutes. You are under no obligation to participate in this study. You must be at least 18 years old to participate in the study.

By continuing, you acknowledge that you have read the information above and agree to participate in this study.

(only one scenario is displayed to each respondent)

Section B. Scenario 1

In this study, we want you to think of a restaurant that you dined at during the last three months, in which you have

- (1) encountered a negative experience that the restaurant did not rectify to your satisfaction, and
- (2) you decided to complain online so as to feel valued by the restaurant/others and to improve your sense of self-worth.

Section B. Scenario 2

In this study, we want you to think of a restaurant that you dined at in the last three months in which you have

- (1) encountered a negative experience that the restaurant did not rectify to your satisfaction, and
- (2) you decided to complain online to alert the restaurant about your incident and to seek a solution.

Section C. Writing about the experience

Tell us about the restaurant you are thinking of and the problem you experienced that it did not rectify to your satisfaction.

Section D. About the choice of affordances

Question 1.

Please respond to the following statement regarding your complaint.

I wanted my complaint to be...

Not visible to public	<input type="radio"/>	Publicly visible							
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	------------------

Question 2.

Please respond to the following statement regarding your complaint.

I expected...to my complaint.

No response	<input type="radio"/>	High level of response						
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Question 3.

Please respond to the following statement regarding your complaint.

I wanted to be...through my complaint.

Anonymous	<input type="radio"/>	Identifiable						
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Question 4.

Please indicate what you used for your complaint from the list below

- The "review feature" on social media (including Facebook, Twitter, review sites)
- Notify the restaurant through personal/direct message features on social media (including live chat)
- Post the experience through feedback form available on the restaurant's website

Section E. Complaint motivations

Question 1.

To what extent do you agree with the following statements?

I complained about the negative experience online to

	strongly disagree (1)	<input type="radio"/>	strongly agree (7)					
improve my sense of self-worth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
improve my reputation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
feel valued by those whom I think may gain benefits from my complaint/sharing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 2.

To what extent do you agree with the following statements?

I complained about the negative experience online to...

	strongly disagree (1)	<input type="radio"/>	strongly agree (7)					
seek a remedy and/or solution about the negative experience from the restaurant I complained about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
look for compensation from the restaurant I complained about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ask for a refund from the restaurant I complained about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section F. Realism check

Were you able to think of a restaurant that fit the criteria? Please answer honestly, your response will NOT impact your payment.

- Yes
- No

Section G. Demographic

Please indicate your gender

- Male
- Female

How old are you?

Please indicate your household income levels.

- Less than \$10,000
- \$10,000- \$19,999
- \$20,000- \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$59,999
- \$60,000 - \$69,999
- \$70,000- \$79,999
- \$80,000 - \$89,999
- \$90,000 - \$99,999
- \$100,000 - \$149,999
- More than \$150,000

END OF SURVEY

Appendix D. Questionnaires for Study 3

Perception of consumers on online communication features based on the notion of affordances

Section A. Introduction

You are invited to take part in a study about your experience of complaining online to a firm or others about a negative service-related incident. Your feedback will help us to understand the online features that you used to make the complaint.

To be eligible, you need to have had experience using at least one of the following features to complain about the incident.

- (1) wall-posting on a firm's page (website/ social media)
- (2) feedback form
- (3) status update
- (4) comment
- (5) review
- (6) chat

Please proceed with the survey only if you believe you meet all of the eligibility criteria.

Consent:

By proceeding with the survey, you agree that you've read, understood, and accepted the details stated in the Participation Information Sheet (a link to the PIS is provided).

The survey will take about 3 minutes. Thank you.

Section B. About the negative incident

Please describe the negative incident in detail (e.g. what was it about, when did it happen and any other details that are related to the negative incident).

Section C. About the features

[Note - multiple responses were allowed]

	Using this feature (listed on the left) means.....				
	my real identity will be known to anybody	my complaint is visible to the firm I complained about	my complaint is visible to the public	I expect to receive responses from the firm that I complained about	I can expect to receive responses from others about my complaint
Wall-posting feature on the social media page of the firm you complained about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live chat feature on the website of the firm you complained about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Status update on your social media newsfeed/timeline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
review feature on review sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Review feature on social media page of the firm you complained about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leave 'comment' on post that is initiated by the firm you complained about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

feedback 'box' on complaint sites	<input type="radio"/>				
Feedback 'box' on the website of the firm you complained about	<input type="radio"/>				
Leave 'comment' on post that is initiated by anyone else but firm	<input type="radio"/>				
'Direct message/personal message' to the firm you complained about via social media	<input type="radio"/>				
'Direct message/ personal message' to others but firm via social media	<input type="radio"/>				

Section B. Demographics

I am a

- male
- female

Please select your age range

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85 or older

Please indicate your ethnicity

- Caucasian
- Latino/Hispanic
- Middle Eastern
- Carribean
- South Asian
- East Asian
- Mixed
- African
- Others

Please enter your worker ID

Please let us know any comments you might have about this survey.

END OF SURVEY

Appendix E. Questionnaires for Study 4

Impact of the interplay between complaint motivations and the affordances of online communication features and their effect on the emotional states and behavioural intentions of consumers.

Section A.

You are invited to take part in a study about your service-related online complaining experience. Your feedback will help us to understand the online features that you used to make the complaint.

To be eligible, you need to have had

(a) a negative service-related incident in the past six months,

AND

(b) have complained about the negative incident online through any of the following platforms:

- (1) social media e.g. Facebook, Twitter (including your own timeline or on the page of the firm that you complained about),
- (2) review sites e.g. Yelp, Trip Advisor and etc.,
- (3) the website of the firm you complained about,
- (4) complaint websites e.g. ripoffreport.com, consumeraffairs.com, etc.

Please proceed with the survey only if you meet all of the eligibility criteria.

Consent:

By proceeding with the survey, you agree that you've read, understood, and accepted the conditions stated in the Participant Information Sheet.

The survey will take about 6 minutes.

Thank you.

Throughout the entire survey please think of **ONE** negative service-related incident you have complained about online, within the past six months.

Section B. About the negative incident

Question 1.

Please describe the negative incident in detail (e.g. what was it about, when did it happen and any other details that are related to the negative incident).

Question 2.

Did you complain to the firm offline (e.g. face to face, phone, etc) before complaining about the incident online?

- Yes
- No

Section C. Behavioural outcomes

Question 1. How did you feel after complaining about the negative incident online?

Please indicate the extent of your agreement with each of the following statements.

	Strongly disagree (1)						Strongly agree (7)
I continued my relationship with the firm I complained about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I made an effort to be friendly in my future interactions with the firm I complained about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I cut off my relationship with the firm I complained about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 2. How did you feel after complaining about the negative incident online?

not frustrated	<input type="radio"/>	extremely frustrated						
not aggravated	<input type="radio"/>	extremely aggravated						
not disappointed	<input type="radio"/>	extremely disappointed						

Section D. Motivations for online complaining

Question 1. To what extent do you agree with the following statements?

I complained about the negative incident online to...

	Strongly disagree (1)						Strongly agree (7)
improve my sense of self-worth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
improve my status and reputation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
feel valued by those whom I think may gained benefits from my complaint/sharing about the negative incident.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 2. To what extent do you agree with the following statements?

I complained about the negative incident online to...

	Strongly disagree (1)						Strongly agree (7)
seek remedy and solution about the negative incident from the firm I complained about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

look for compensation about the negative incident from the firm I complained about.	<input type="radio"/>						
ask for a refund about the negative incident from the firm I complained about.	<input type="radio"/>						

Section E. Choice of features

Question 1.

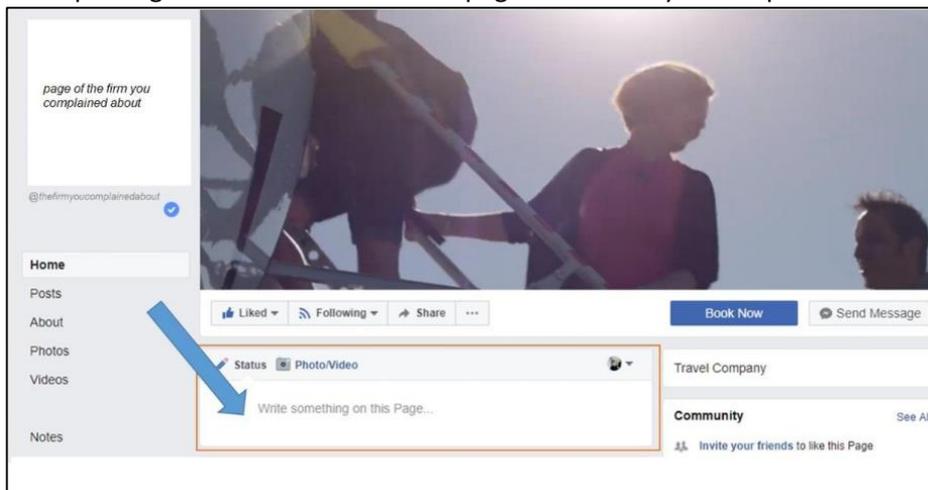
Which platform did you use to complain about the negative incident?

- Facebook
- Twitter
- Corporate websites of the firm you complained about
- Forum (please specific)_____
- Google reviews
- Yelp
- Amazon
- Trip Advisor
- PissedConsumer.com
- ComplaintsBoard.com
- ConsumerAffairs.com
- Complaints.com
- ripoffreport.com
- Others (please specify)_____

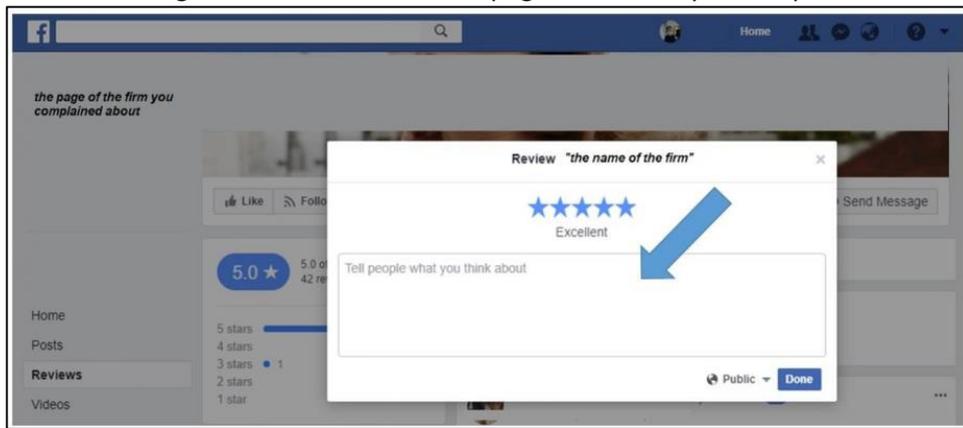
[The following question is displayed if **Facebook** is selected in the previous question]

Using the SEVEN examples below as a guide, which feature on [Facebook] did you first use to complain about the negative incident?

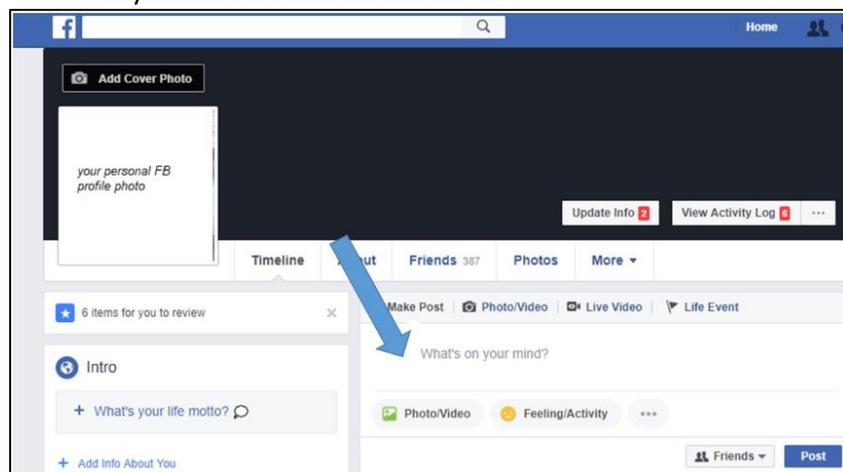
- 'Wall-posting' feature on social media page of the firm you complained about



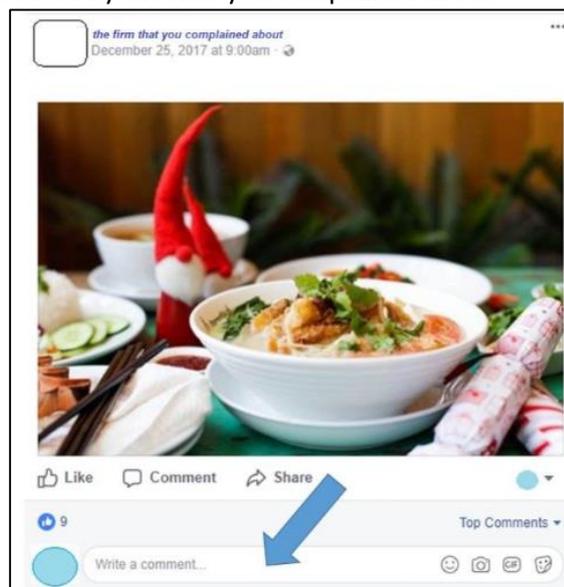
- 'Review writing' feature on social media page of the firm you complained about



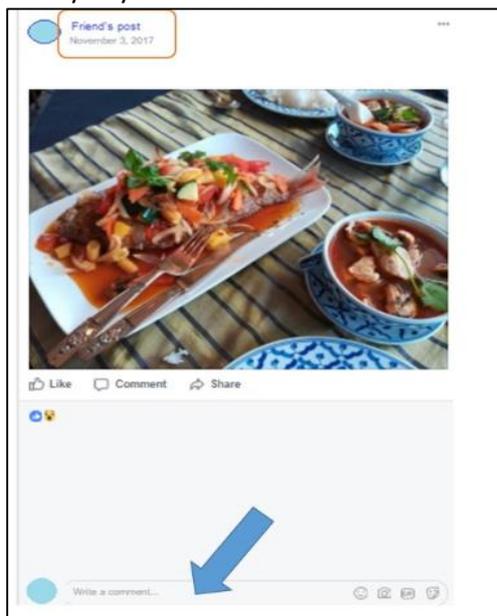
- 'Status update' feature on your Facebook's timeline



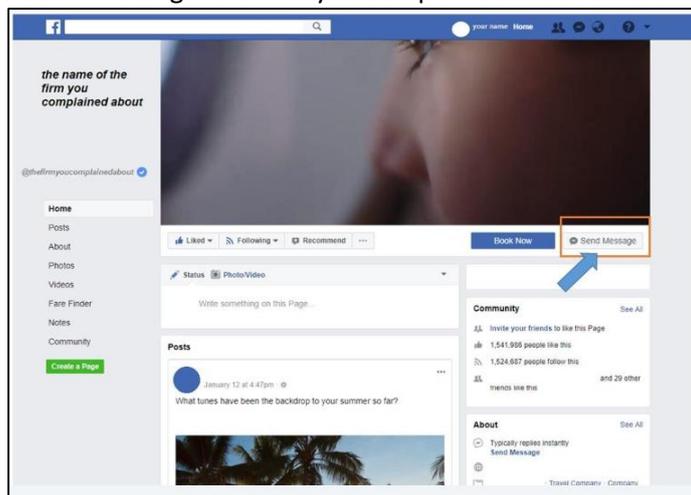
- Leave 'comment' on post initiated by the firm you complained about



- Leave 'comment' on post initiated by anyone else but firm



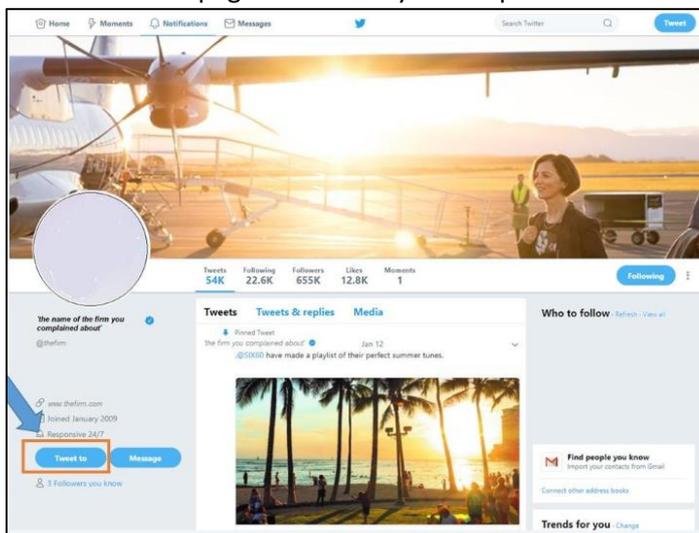
- Direct message/ personal message' the firm you complained about on social media



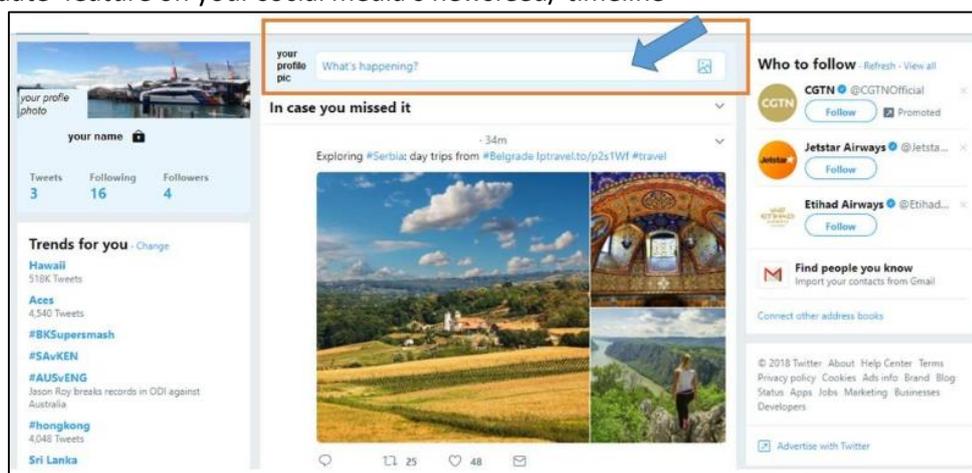
[The following question is displayed if **Twitter** is selected in the previous question]

Using the THREE examples below as a guide which feature on [Twitter] did you first use to complain about your negative experience?

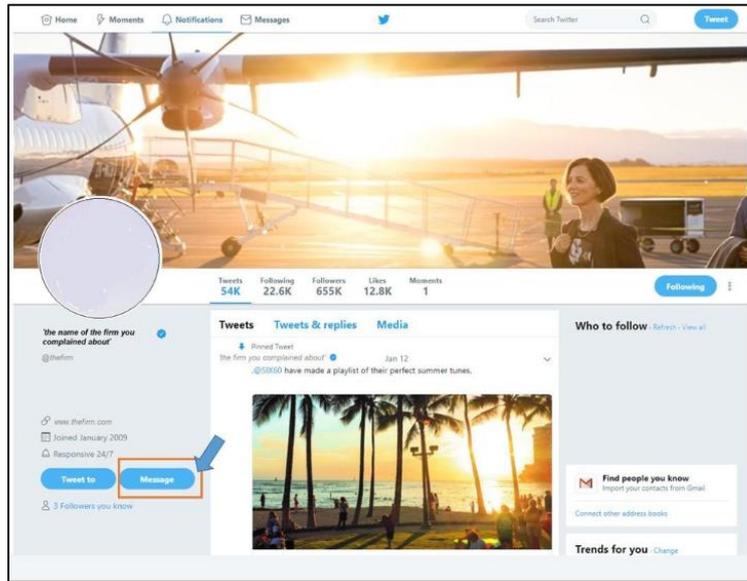
- 'Wall-posting' feature on social media page of the firm you complained about



- 'Status update' feature on your social media's newsfeed/ timeline



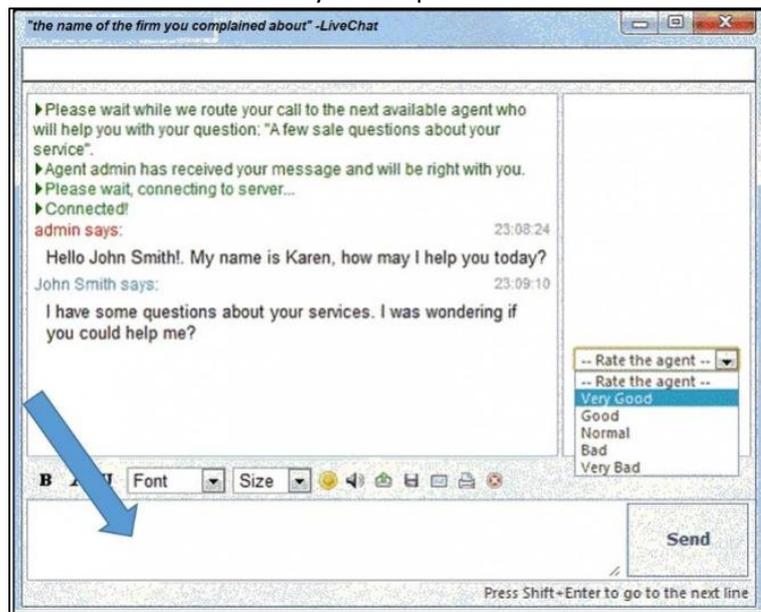
- 'Direct message/ personal message' friends and others than firms on social media



[The following question is displayed if **corporate website of the firm you complained about** is selected in the previous question]

Using the TWO examples below as a guide, which feature on [corporate website...] did you first use to complain about the negative experience?

- 'Live chat' feature on the website of the firm you complained about



- Feedback 'box' on the website of the firm you complained about

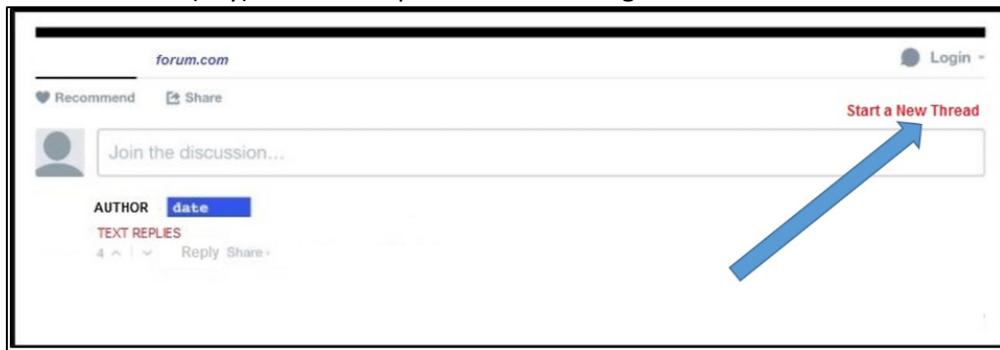
The screenshot shows a feedback form with the following elements:

- Title: **Give us your feedback**
- Introductory text: "If you want to get in touch you can ring us, write to us or even tweet us. We'd love to hear from you."
- Section: **What's your query about?**
- Buttons: **Products** (highlighted in red) and **Services**
- Text: "Give us the details" and "Please be as specific as possible"
- Text area: A large white box for entering details, with a blue arrow pointing to it.
- Text: "This relates to..." and "This helps us find the right person so you'll get a faster response"
- Dropdown menu: "How to join" with a downward arrow.
- Text: "Are you a customer?"
- Radio buttons: No and Yes
- Text input fields: "First name" and "Last name"
- Text input field: "Your email address"

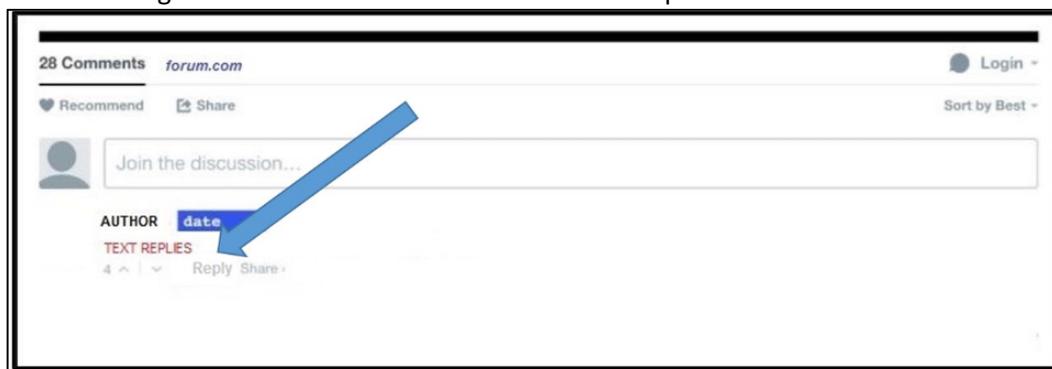
[The following question is displayed if **Forum** is selected in the previous question]

Using the TWO examples below as a guide, which feature on [Forum] did you first use to complain about your negative experience?

- Started a new 'thread' in (any) forum to express about the negative incident



- Shared about the negative incident with others in a form on a post that someone else initiated



Section F. Affordances of OCFs

Question 1. Please rate the extent to which [the selected feature] has allowed you to achieve the following

It allowed me to...

	Strongly disagree (1)						Strongly agree (7)
engage in meaningful dialogues about the negative incident with the audiences of my complaint.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
receive responses about the negative incident from the audiences of my complaint.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
have flowing conversations about the negative incident with the audiences of my complaint.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
have ongoing dialogues about the negative incident with the audiences of my complaint.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
have fast exchange of conversations about the negative incident with the audiences of my complaint.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 2. Please rate the extent to which [the selected feature] has allowed you to achieve the following

It allowed ...

	Strongly disagree (1)						Strongly agree (7)
the firm that I complained about to view my complaint about the negative incident.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
others including my friends and public to view my complaint about the negative incident.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
anyone to view my complaint about the negative incident.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 3. Please rate the extent to which [the selected feature] has allowed you to achieve the following

	Strongly disagree (1)						Strongly agree (7)
It allowed me to keep my real identity from being known to the audiences of my complaint.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It allowed me to remain anonymous while complaining about the negative incident.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

It allowed me to be easily identified as a particular person by others.	<input type="radio"/>						
Others were likely to know who I am through my complaint.	<input type="radio"/>						

Section G. Gratifications obtained

	Strongly disagree (1)	<input type="radio"/>	Strongly agree (7)				
I am satisfied with my complaint about the negative incident.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The outcome of my complaint was close to my ideal.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have achieved the purpose of my complaint about the negative incident.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If a similar negative incident occurs again in the future, I will handle it in the same way as I did in this incident.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section H. Demographics

Finally, just a few questions so we can understand our sample better

I am a...

- male
- female

Which age group do you fall into?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85 or older

Please indicate your ethnicity

- Caucasian
- Latino/Hispanic
- Middle Eastern
- Caribbean
- South Asian
- East Asian
- Mixed
- African
- Others

Please enter your worker ID

Please let us know any comments you might have about this survey.

END OF SURVEY

Appendix F. Questionnaires for Study 5

Relationship between complaint-related resources in an online complaint context and the emotional and cognitive states of consumers, as well as the relational impact on the firm.

Section A. Introduction

You are invited to take part in a study about your experience when complaining online about a product or service. Your feedback will help us to understand the online features that you used to make the complaint.

To be eligible, you need to have experienced

(a) a negative product/service-related incident in the past six-months,

AND

(b) to have complained about the negative incident online using any of the following platforms:

- (1) social media e.g. Facebook or Twitter (including your own timeline or the page of the firm you complained about),
- (2) review sites like Yelp or Trip Advisor;
- (3) the website of the firm you complained about,
- (4) complaint websites like ripoffreport.com, or consumeraffairs.com,

Please take in part in the survey only if you meet all of the eligibility criteria. The survey will take about 5 minutes.

Consent:

By proceeding with the survey, you agree that you've read, understood, and accepted the conditions stated in the [Participant Information Sheet](#).

Section B. About the negative incident

Think about a negative product- or service-related incident you have complained about online within the past six months.

Question 1.

Briefly describe the details of the negative product/service-related incident that you have just recalled.

Question 2.

Did you complain to the firm offline (e.g. face-to-face, phone, etc.) before complaining about the incident online?

- Yes
- No

Question 3.

How long ago did the negative incident happen?

- less than a month
- 1-2 months
- 3-4 months
- 5-6 months

Question 4.

Had you had any complaint experience (offline or online) prior to this negative incident?

- A great deal
- A lot
- A moderate amount
- A little
- None at all

Question 5.

How satisfactorily were your previous complaints resolved?

Extremely satisfactory	<input type="radio"/>	Not satisfactory at all							
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Section C. Emotional and behavioural outcomes

After complaining about the negative incident, ...

	Strongly disagree (1)							Strongly agree (7)
I continued my relationship with the firm I complained about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I made an effort to be friendly in my future interactions with the firm I complained about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I cut off my relationship with the firm I complained about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How did you feel after the negative incident?

not frustrated	<input type="radio"/>	extremely frustrated						
not aggravated	<input type="radio"/>	extremely aggravated						
not disappointed	<input type="radio"/>	extremely disappointed						

How did you feel after the negative incident?

	Strongly disagree (1)							Strongly agree (7)
My mind was at ease.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My mind was in a comfortable state.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My mind was settled.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section D. Satisfaction of complaint

Please rate the extent that you agree with the following statements.

	Strongly disagree (1)						Strongly agree (7)
I achieved my goal with my complaint.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with my complaint.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The outcome of my complaint was close to what I had imagined.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section E. Losses

Question 1. As a result of this negative incident, ...

	Strongly disagree (1)						Strongly agree (7)
I felt I lost control over this situation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt I lost control over dealing with this firm.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt it was an unpredictable situation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 2. As a result of this negative incident, ...

	Strongly disagree (1)						Strongly agree (7)
I lost my confidence in buying this product or service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I lost my sense of pride in buying this product or service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I lost my sense of competence in buying this product or service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section F. Motivations for online complaining

Question 1.

With my complaint, I wanted to...

	Strongly disagree (1)						Strongly agree (7)
feel a good sense of self-worth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
feel a good sense of improved status and reputation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

feel valued by the audience of my complaint.	<input type="radio"/>						
	<input type="radio"/>						

Question 2.

With my complaint I wanted to...

| | Strongly disagree (1) | <input type="radio"/> | Strongly agree (7) |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| seek a remedy and a solution to the problem from the firm I complained about. | <input type="radio"/> |
| look for compensation for the negative incident from the firm I complained about. | <input type="radio"/> |
| ask for a refund from the firm I complained about because of the negative incident. | <input type="radio"/> |

Section F. Choice of features

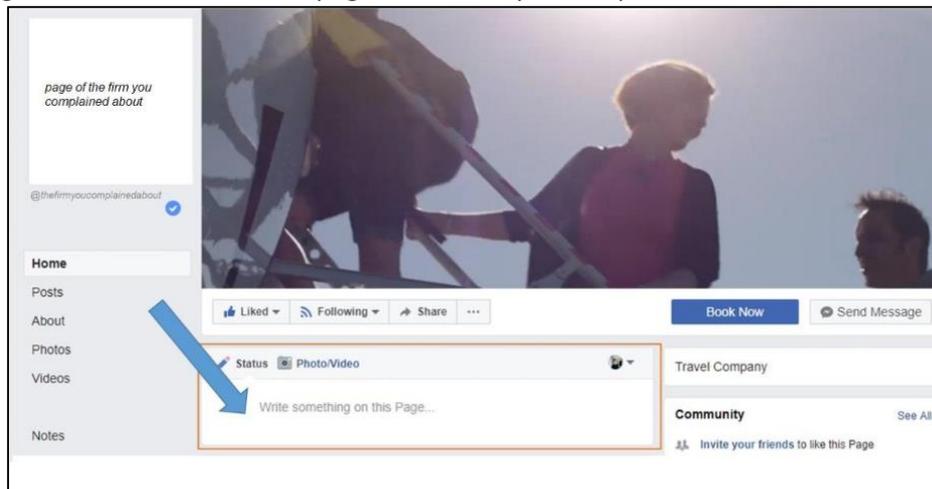
Question 1. Which platform did you use to complain about the negative incident?

- Facebook
- Twitter
- Corporate websites of the firm you complained about
- Forum (please specify) _____
- Google reviews
- Yelp
- Amazon
- Trip Advisor
- PissedConsumer.com
- Complaintsboard.com
- Consumeraffairs.com
- Complaints.com
- ripoffreport.com
- Others (please specify) _____

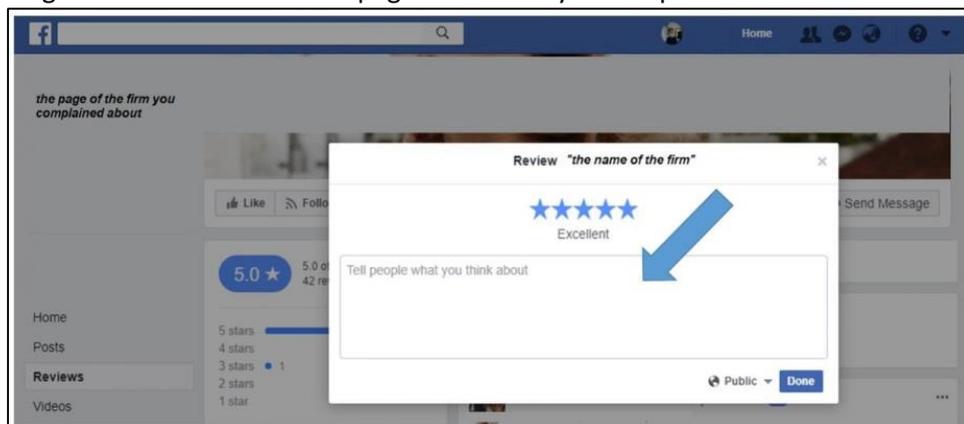
[The following question is displayed if **Facebook** is selected in the previous question]

Using the SEVEN examples below as a guide, which feature on [Facebook] did you first use to complain about the negative incident?

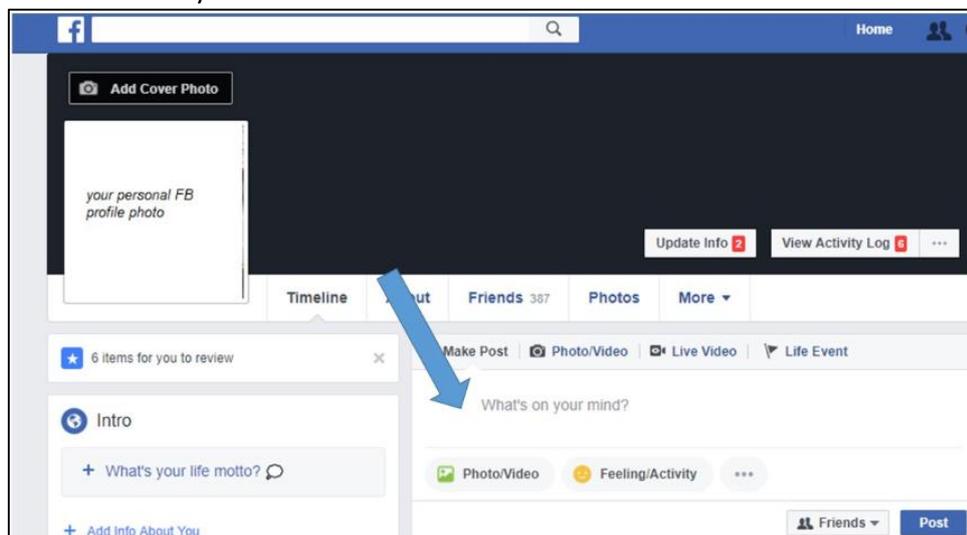
- 'Wall-posting' feature on social media page of the firm you complained about



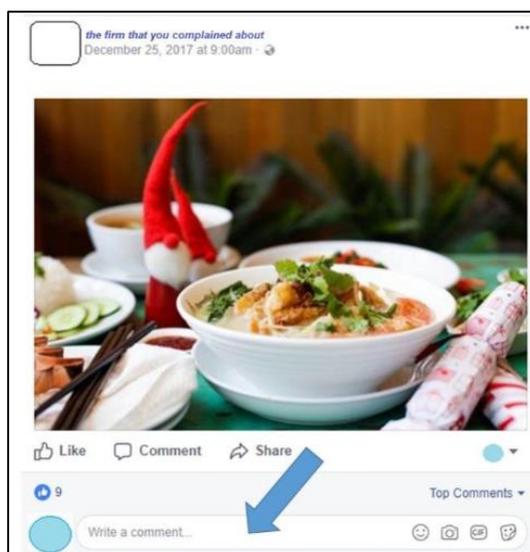
- 'Review writing' feature on social media page of the firm you complained about



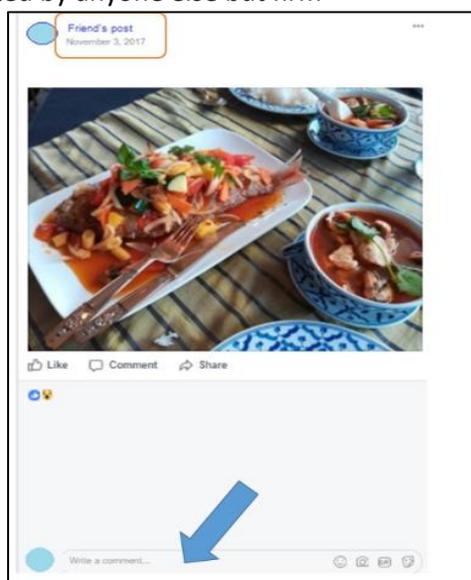
- 'Status update' feature on your Facebook's timeline



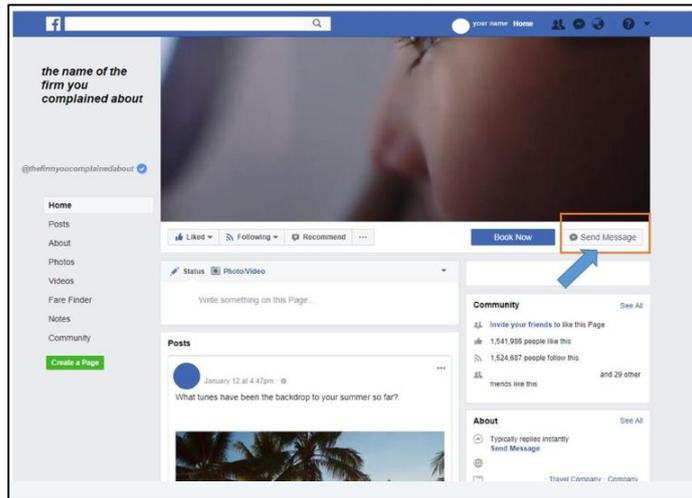
- Leave 'comment' on post initiated by the firm you complained about



- Leave 'comment' on post initiated by anyone else but firm



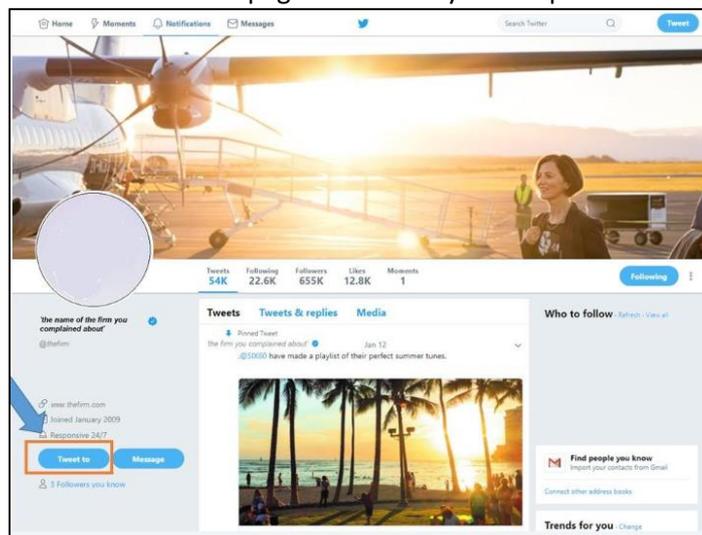
- 'Direct message/ personal message' the firm you complained about on social media



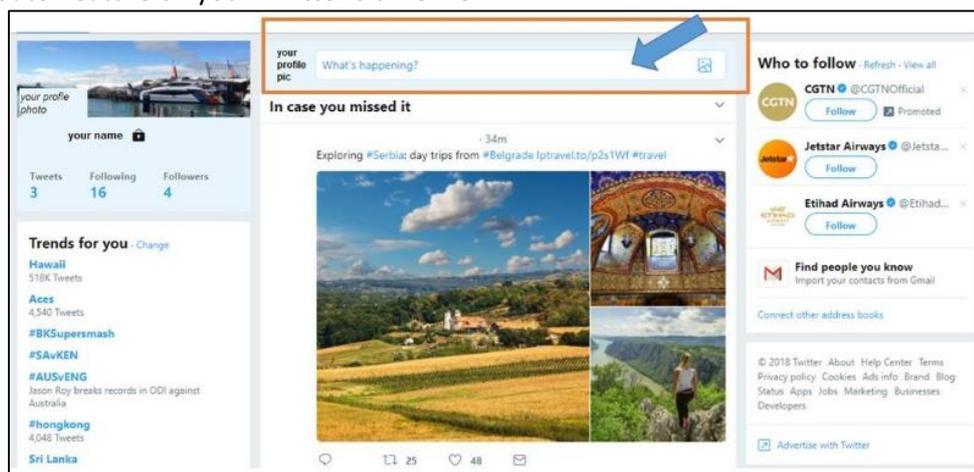
[The following question is displayed if **Twitter** is selected in the previous question]

Using the THREE examples below as a guide which feature on [Twitter] did you first use to complain about your negative experience?

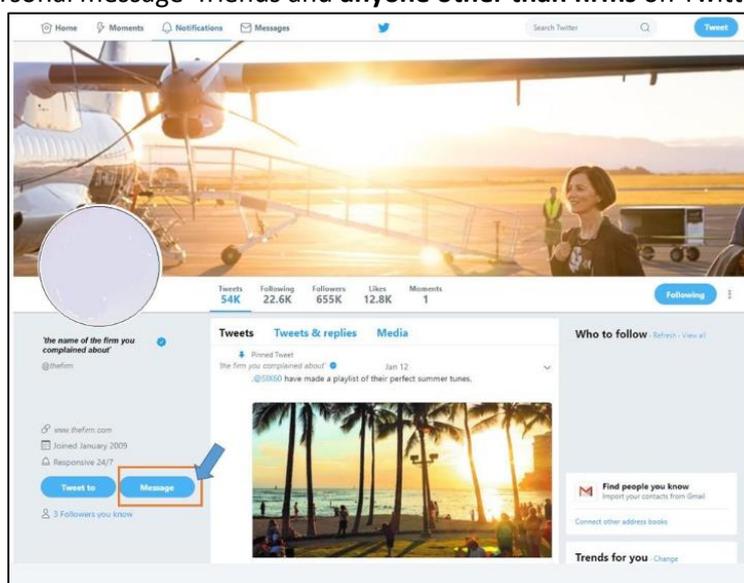
- 'Wall-posting' feature on the social media page of the firm you complained about



- 'Status update' feature on your **Twitter's** timeline



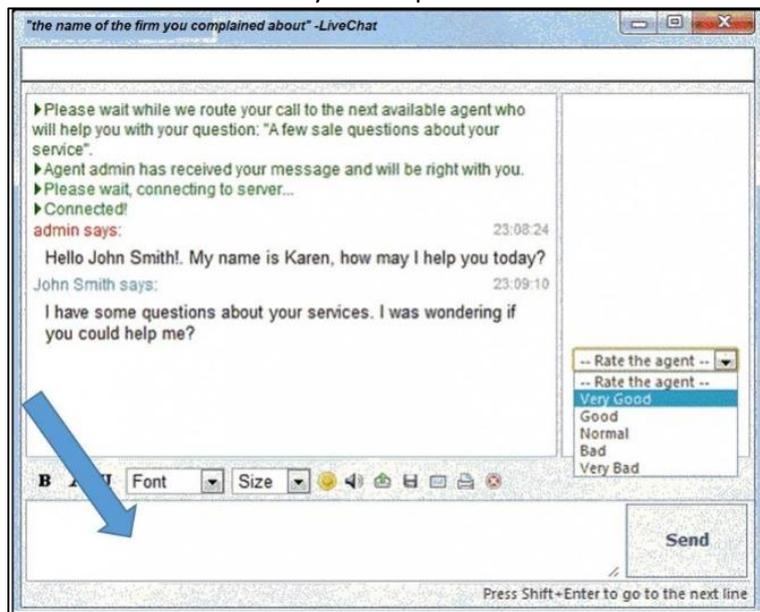
- 'Direct message/ personal message' friends and **anyone other than firms** on Twitter



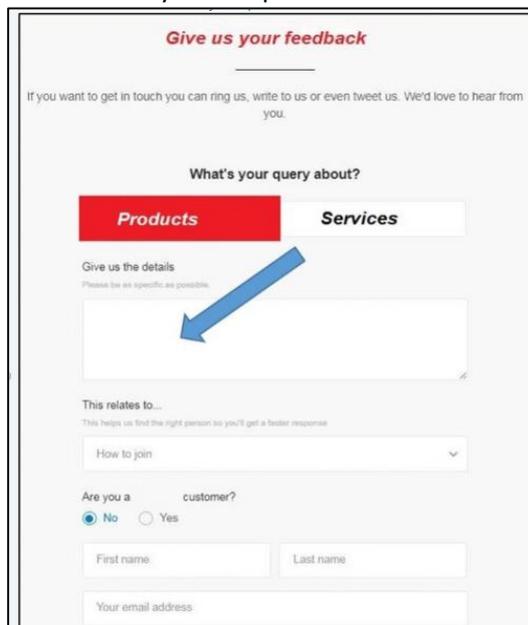
[The following question is displayed if **corporate website of the firm you complained about** is selected in the previous question]

Using the TWO examples below as a guide, which feature on [corporate website...] did you first use to complain about the negative experience?

- 'Live chat' feature on the website of the firm you complained about



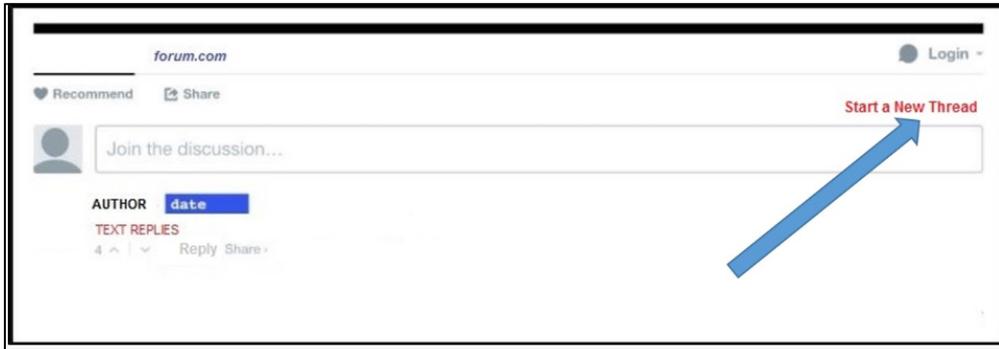
- Feedback 'box' on the website of the firm you complained about



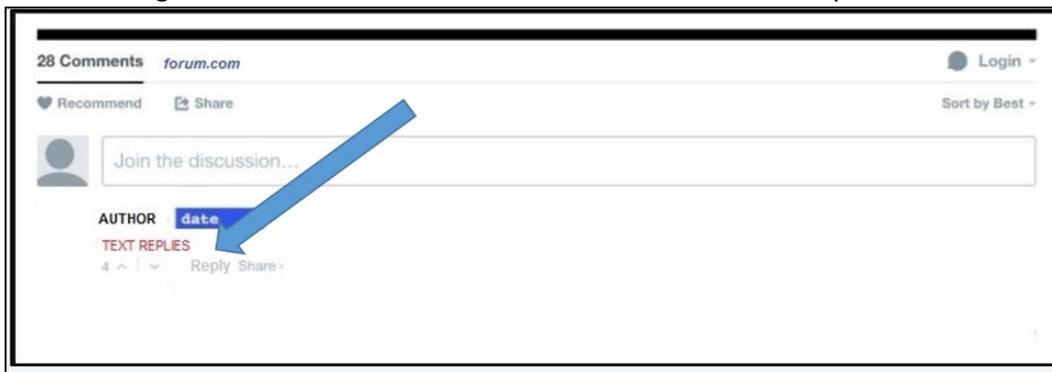
[The following question is displayed if **Forum** is selected in the previous question]

Using the TWO examples below as a guide, which feature on [Forum] did you first use to complain about your negative experience?

- Started a new 'thread' in (any) forum to express your feelings about the negative incident



- Shared about the negative incident with others in a form on others' initiated post



Section G. Affordances of OCFs

Question 1.

Please rate the extent to which [the selected feature] has allowed you to achieve the following
It allowed me to...

	Strongly disagree (1)						Strongly agree (7)
have a meaningful dialogue about the negative incident with the firm.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
receive a response about the negative incident from the firm.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
have an easy conversation about the negative incident with the firm.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
have an ongoing dialogue about the negative incident with the firm.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
have a fast exchange of views about the negative incident with the firm.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 2.

Please rate the extent to which [the selected feature] allowed you to achieve the following It allowed...

	Strongly disagree (1)						Strongly agree (7)
the firm that I complained about to see my complaint about the negative incident.	<input type="radio"/>						
others including my friends and wider public to see my complaint about the negative incident.	<input type="radio"/>						
anyone to see my complaint about the negative incident.	<input type="radio"/>						

Question 3.

Please rate the extent to which [the selected feature] has allowed you to achieve the following

	Strongly disagree (1)						Strongly agree (7)
It allowed me to keep my real identity from being known to the audiences of my complaint.	<input type="radio"/>						
It allowed me to remain anonymous while complaining about the negative incident.	<input type="radio"/>						

Section H. Demographics

Finally, just a few questions so we can understand our sample better

I am a...

- male
- female

Which age group do you fall into?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85 or older

Please indicate your ethnicity

- Caucasian
- Latino/Hispanic

- Middle Eastern
- Caribbean
- South Asian
- East Asian
- Mixed
- African
- Others

Please let us know any comments you might have about this survey.

END OF SURVEY

Appendix G. Results of additional analyses for Study 5

Results of structural equation model for interactions between loss of psychological resources and conditions resources

Loss (CTRL) x Conditions	INE	CD	PS	RI
CTRL	.508(.208)**	.274(.237)	-.124(.212)	-.328(.242)
COMPEX	-.163(.061)***	-.043(.063)	.060(.057)	-.035(.062)
PCE	-.021(.064)	-.183(.066)***	.261(.061)***	.248(.065)***
EGO	-	-	.083(.075)	.021(.082)
RS	-	-	.170(.092)*	-.191(.105)*
CONV	-	-	.132(.093)	.373(.100)***
VIS	-	-	.184(.067)***	.043(.076)
ID	-	-	-.017(.087)	.029(.082)
CD	-	-	-.475(.071)***	-.067(.081)
INE	-	-	-.063(.097)	.126(.109)
CTRL x COMPEX	-.040(.070)	-.102(.073)	-.043(.065)	-.011(.069)
CTRL x PCE	.087(.060)	.139(.064)**	-.008(.059)	-.033(.063)
Loss (CFD) x Conditions	INE	CD	PS	RI
CFD	.493(.211)**	.353(.229)	-.101(.216)	-.522(.226)**
COMPEX	-.143(.060)**	-.027(.062)	.055(.057)	-.050(.060)
PCE	.019(.063)	-.137(.066)**	.256(.061)***	.214(.064)***
EGO	-	-	.101(.075)	.057(.078)
RS	-	-	.158(.088)*	-.177(.096)*
CONV	-	-	.071(.100)	.241(.104)**
VIS	-	-	.196(.068)***	.074(.072)
ID	-	-	-.039(.078)	.021(.075)
CD	-	-	-.473(.072)***	-.055(.079)
INE	-	-	-.090(.091)	.110(.098)
CFD x COMPEX	-.026(.072)	-.110(.074)	-.038(.067)	.016(.070)
CFD x PCE	.072(.060)	.134(.064)**	-.021(.058)	-.003(.060)

****p*-value significant at .01 level, ** at .05 level and * at .1 level

Notes: CTRL- loss of control, CFD- loss of confidence, COMPEX- complaint experience, PCE- satisfaction of previous complaint experience, EGO- egoism, RS- redress-seeking, CONV- conversationality, VIS- visibility of content, ID- identifiability, CD- cognitive disequilibrium, INE- intensity of negative emotions

Results of structural equation model for interaction between complaint motivations and perceived affordances of OCFs (personal and non-personal energies resources)

(CFD) Personal x Affordances of OCFs	INE	CD	PS	RI
CFD	.598(.057)***	.425(.066)***	-.262(.104)**	-.469(.110)***
COMPEX	-.109(.059)*	.020(.062)	.068(.054)	-.050(.058)
PCE	.060(.061)	-.099(.066)	.248(.059)***	.205(.063)***
EGO	-	-	.077(.072)	.097(.078)
RS	-	-	.195(.086)**	-.167(.094)*
CONV	-	-	.072(.095)	.212(.105)**
VIS	-	-	.216(.064)***	.069(.069)
ID	-	-	-.029(.071)	.075(.071)
CD	-	-	-.490(.076)***	-.085(.086)
INE	-	-	-.041(.103)	.023(.113)
EGO x CONV	-.195(.089)**	-.148(.093)	-.089(.077)	-.317(.091)***
EGO x VIS	-.101(.084)	-.042(.090)	-.026(.074)	.071(.083)
EGO x ID	.052(.082)	-.020(.084)	-.026(.067)	.092(.083)
RS x CONV	.113(.087)	.091(.089)	.118(.073)	.295(.084)***
RS x VIS	.161(.077)**	-.024(.082)	-.243(.072)***	.005(.080)
RS x ID	-.216(.082)***	-.238(.087)***	.086(.086)	-.101(.090)
-(CTRL) Motivations x Affordances of OCFs	INE	CD	PS	RI
CTRL	.613(.061)***	.371(.072)***	-.198(.106)*	-.352(.117)***
COMPEX	-.129(.059)**	.003(.062)	.074(.055)	-.039(.059)
PCE	.013(.061)	-.144(.065)**	.261(.059)***	.237(.063)***
EGO	-	-	.062(.073)	.066(.081)
RS	-	-	.179(.089)**	-.188(.100)*
CONV	-	-	.179(.090)**	.382(.099)***
VIS	-	-	.180(.064)***	.015(.069)
ID	-	-	-.023(.073)	.064(.074)
CD	-	-	-.516(.076)***	-.114(.086)
INE	-	-	-.071(.110)	-.007(.121)
EGO x CONV	-.191(.092)**	-.161(.099)	-.098(.080)	-.324(.094)***
EGO x VIS	-.122(.083)	-.058(.093)	-.041(.074)	.062(.085)
EGO x ID	.005(.082)	-.046(.088)	-.025(.068)	.094(.086)
RS x CONV	.201(.086)**	.163(.092)*	.122(.080)	.266(.091)***
RS x VIS	.124(.077)	-.056(.083)	-.224(.072)***	.038(.080)
RS x ID	-.173(.082)**	-.203(.091)**	.061(.085)	-.120(.090)

***p-value significant at .01 level, ** at .05 level and * at .1 level

Notes: CTRL- loss of control, CFD- loss of confidence, COMPEX- complaint experience, PCE- satisfaction of previous complaint experience, EGO- egoism, RS- redress-seeking, CONV- conversationality, VIS- visibility of content, ID- identifiability, CD- cognitive disequilibrium, INE- intensity of negative emotions

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