

Factors Influencing Consumer Complaint Intentions: Saudi Online Shopping

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Abstract

This study investigated various factors influencing consumer complaint intentions among Saudi online shoppers. Specifically, it examines five key factors that influence consumer complaint intentions: demographic characteristics, attitude towards complaining, product attributes, previous shopping experience, and previous complaint experience. To achieve this aim, this study conducted descriptive, quantitative research involving 412 Saudi online shoppers who have experienced dissatisfaction with the items they bought online. A survey questionnaire measuring the variables of interest was used to collect data. Five main hypotheses were tested, with two of these having sub-hypotheses. The study findings indicated significant differences in consumer complaint intention by age group and education, while no difference was found among consumers based on their gender. It was also found that attitudes toward complaining significantly predict consumer complaint intention. Furthermore, the shopping experience also positively affects consumer complaint intention. These factors, like information quality, platform design, security and privacy, delivery service and product range available in the e-commerce platform, affect consumer complaint intention. Finally, previous complaint experience also influences consumer complaint intention. This paper provides valuable information for online businesses in improving their e-commerce business model and considers the various factors that could affect the complaint intention of customers. Overall, the study bridges the knowledge gap regarding factors influencing customer complaint intention within the Saudi online shopping context.

Keywords: complaint intention, dissatisfaction, e-commerce, online shoppers, Saudi Arabia

1. Introduction

Physical businesses activities are replicated rapidly due to the revolutionary influence of technology. Hence, e-commerce usage is also increasing by integrating digitalization by retail companies into their business, enabling them to have physical and online stores. E-commerce has provided many benefits to businesses and customers, as it has allowed businesses to reach a more significant number of customers around the world and allowed the customer to access different products and services at different prices at anytime and anywhere. The number of users of e-commerce continues to increase even before the Covid-19 lockdowns (Tokar et al., 2021). In order to meet the competitive requirements of the current business environment, online retailing has become a key focused area for companies. Currently, the importance of the internet cannot be ignored by any business (Kumar and Ayedee, 2021, Terziu, 2022). Therefore, online retailing is expanding exponentially as retail networking shifts from brick-and-mortar businesses towards online activities (Rao, 2019). In this regard, digital marketing-based sales practices flourish from different online sources, including social media platforms and websites. This revolution provides an opportunity for the customers to perform purchase actions and initiate communication in the form of feedback and review (Zhao, 2020). In this way, customers can communicate their opinion more conveniently and publically.

In the Middle East and North African, Saudi Arabia is one of the biggest e-commerce markets as the transaction expenditures of C2B in 2016 was estimated at 29.7 billion Saudi riyals (Communication and Information Technology, 2017). Similarly, the internet usage rate in the country is also increasing rapidly in the last few years. The Saudi government's support for e-commerce growth is a critical factor as Saudi Monetary Agency has established the SADAD payment system, an electronic payment system throughout the kingdom. This system

provides highly secured online financial transactions (Soomro, 2019).

In business, whether in e-commerce or the traditional market, customers are the essential source for a company's survival and success in the market; as a result, companies place a significant focus on pleasing, keeping, and earning the loyalty of their customers. Customer satisfaction leads to loyalty, trust, retention, repurchase, and positive word of mouth. While customer dissatisfaction results in negative word of mouth, switching to another brand, negatively affecting repurchase intention, or complaints.

Nowadays, the tendency of customers to buy online has increased significantly. The more shoppers online, the more complaints (Nasir, 2004). Day (1984) argues that customers' responses to dissatisfaction vary, one of which is the customer's choice of the complaint. A complaint can be viewed as the action taken by the consumer to express dissatisfaction about the service or product. The customer complaints could have resulted during the purchase or post-purchase events. Zemke and Bell (1990) argue that when customers complain about their inconvenience, they have an opportunity to obtain an apology and an appropriate solution (as cited in Tronvoll, 2008). On the other hand, the complaint allows companies to improve their products and services (Braga, 2007, Bendall-Lyon and Powers, 2001). This concept allows the company to analyze and manage customer relationships from current, past, and future perspectives. Companies are not always able to avoid consumer dissatisfaction due to several uncertainties.

In order to understand customers' complaint behavior, it is crucial to focus on the continuous assessment related to negative feedback and criticism from the customers. For this purpose, firms cannot only use technology but can also develop direct contact with customers (Verma and Kaur, 2001). These efforts help the company develop effective customer service strategies and attract new customers. On the other hand, if a firm does not identify the proper ways to handle customer complaints, it may lose its customers easily attracted by competitors (Ateke et al., 2015).

In the e-commerce industry, it is effortless to generate and promote negative words of mouth about a company or seller. In this way, chances of customer loyalty and retention are significantly reduced. Customers have to face several issues in the online marketplace, which make them dissatisfied. These issues could be in response delay, delay in delivery, defective product, wrong product, product different from what is offered, or lousy packaging of the product. All these issues may be caused to negatively impact company reputation due to loss of time, money, and customer trust. In this regard, the significant reasons regarding dissatisfaction are indicated in terms of carelessness and unprofessionalism. When the customers experience this failure of product or service, they have several options in the form of switching behavior, complaints towards sellers directly or through third-party, or negative words of mouth, etc. Dissatisfied customers who direct complain to the company usually desire to find a tangible solution in terms of exchange, refund, apologies, and other social benefits and preventing causes related to customer dissatisfaction (Blodgett et al., 2018). The information about complaints could help the companies satisfactorily recover (Ateke et al., 2015). It is easier for the customers to switch sellers without any search hassle in the online environment. Therefore, companies must be more prudent to respond to dissatisfied customers.

1.1 Problem Statement

It is apparent that customer satisfaction is the primary intent of every business. In different areas, customers' complaint behavior is varied significantly due to cultural and social diversity (Badghish, Stanton and Hu, 2018). Recognition of customer complaints-related issues is becoming an essential concern for businesses worldwide. Developing a comprehensive understanding of customer complaints and related factors provide the information and guidelines to develop appropriate strategies regarding service recovery and improvement in customer support services. In this way, customers could develop a positive attitude towards online purchase systems with low-level uncertainty.

No doubt, the e-commerce industry of Saudi Arabia is growing rapidly like in another world, and as Saudi Communication and Information Technology report (2017) stated that the development of e-commerce may contribute to achieving the goals of the vision 2030 of the Saudi Arabia Kingdom. However, the research to explore consumer complaint behavior and its issues and factors in Saudi Arabia is minimal. According to Badghish, Stanton and Hu (2018) there are lack of research studies on Arab culture and complaining behavior. A wide range of studies has been conducted in Western and Asian countries to evaluate customers' complaints such as Cho et al. (2002), Jasper and Waldhart (2013), Simanjuntak (2019), and Vipin and Nadda (2020).

Saudi Market is based on a wide range of customer segments with diverse attitudes and customer segments. According to literature insights, the research work to assess customers' complaint intention and behavior in e-commerce, is lacking in the context of Saudi Arabia. Therefore, it is essential to investigate customers' issues and problems related to online business practices. By focusing on this absence, the research study aims to explore

Saudi consumers' complaint intentions toward online shopping.

1.2 Research Aim and Objectives

The study aim is to explore Saudi consumers' complaint intentions in online shopping. The following are the main objectives of study:

RO1: To determine the effect of demographic variables on Saudi consumer complaint intentions in online shopping.

RO2: To determine the effect of attitude on Saudi consumer complaint intentions in online shopping.

RO3: To determine the effect of product attributes on Saudi consumer complaint intentions in online shopping.

RO4: To determine the effect of the previous shopping experience on Saudi consumer complaint intentions in online shopping

RO5: To determine the effect of the previous complaint experience on Saudi consumer complaint intentions in online shopping.

1.3 Research Questions

A main research question sought to be addressed in this study is: What are Saudi consumers' complaint intentions related online shopping? Based on this main research question, sub-questions were determined:

RQ1: How do demographic characteristics affect Saudi consumer complaint intentions in online shopping?

RQ2: How does attitude affect Saudi consumer complaint intentions in online shopping?

RQ3: How do product attributes affect Saudi consumer complaint intentions in online shopping?

RQ4: How does the previous shopping experience affect Saudi consumer complaint intentions in online shopping?

RQ5: How does the previous complaint experience affect Saudi consumer complaint intentions in online shopping?

2. Literature Review

2.1 Consumer Complaint Intention

A complaint is a formal expression of dissatisfaction with the administration, activities, or lack of activity by an association toward a specific product or service. It is an act of a person that includes the transmission of negative information about a product is known as a negative endorsement. According to Istanbuluoglu et al.'s (2017) (the complaint is motivated by dissatisfaction with the product or service, as well as an incident that occurred during the course of the purchase process or the course of use. Dissatisfaction results from a mismatch between consumer expectations and actual product performance (Hamza and Zakkariya, 2014). Jacoby and Jaccard (1981) stated that even a satisfied customer might complain; the complaint from satisfied customers may be the result of expressing their loyalty, helping the service provider to provide better services on an ongoing basis, or it may be by giving valuable comments to improve the services (Nimako, 2012).

The complaint intention is the motivator for complaint behavior. According to Ajzen (1991), the intentions are "the motivational factors that influence a behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior". Kim et al. (2003) defined complaint intention as the intention of the dissatisfied individual to submit the complaint to the company. As for Gong, Stump and Maddox (2013), customer complaint behavior (CCB) is the action associated with the evaluation or assessment of the consumer experience, with the consumption of the product. Basically, the outcomes of product consumption can be positive or negative, depending on the quality and needs of the customer. Many scholars have explained that various factors influence complaint intention, including demographic characteristics, attitudes toward complaints, and product attributes (Heung and Lam, 2003; Liu and Zhang, 2007; Bodey and Grace, 2007; Richins, 1982; Hansen et al., 2010; Keng et al., 1995).

2.2 Demographic Characteristics

Several research has found that customer complaints about product/service failure are associated with demographic determinants such as gender, age, and educational attainment (Day and Landon, 1977; Kim, Wang and Mattila, 2010). Others, however, have stated that individuals who complain are more likely to have professional positions, be highly educated, make a high salary and be younger in age than those who do not complain. Besides, consumers' coping behaviour may be influenced by their gender. Some studies have found that female customers are more inclined than male customers to express their dissatisfaction (Heung and Lam, 2003), while others have found that male customers are more likely than female customers to participate in face-to-face complaining (Heung and Lam, 2003). The majority of research found that younger consumers are more likely than older consumers to file a complaint (i.e., Bearden and Mason, 1984). Some studies have discovered that middle-aged consumers are more

likely to file complaints (Bearden and Mason, 1984). Educational attainment is also an important determinant shared by complainers where customers with higher levels of education are more likely than those with lower levels of education to file complaints (Tronvoll, 2007). Singh (1988) hypothesized, however, that consumers with less education had a higher frequency of complaints. Given this, the study hypothesized that:

H₁: Demographic variables/characteristics have effect on consumer complaint intention

H_{1a}: There is a significant difference on the consumer complaint intention between male and female consumers

H_{1b}: There is a significant difference on the consumer complaint intention across consumer age groups.

H_{1c}: There is a significant difference on the consumer complaint intention across the level of education of consumers.

2.3 Attitude

In understanding the drivers of the complaint intention, it is essential to look at the role of attitude. Attitude toward complaining (ATC) indicates the customer's willingness to request redress resulting from disappointment in a product or service (Singh and Wilkes, 1996; Bearden and Mason, 1984). There is an effect of the attitude on the intent to complain and the CCB. Attitudes determine whether the complaint decision will be made or not (Day, 1984). Day's conceptual model (1984), which was followed by Badghish (2016), addressed the dimensions affecting the attitude, which are "perceived significance of the consumption event; consumer knowledge and experience of the product and complaint process; perceived cost of complaint; and assessment of the likelihood that complaining will be successful". Richins (1982) also addresses three aspects of attitudes: "whether complaining tends to be worth the trouble involved (a balancing of objective and psychological costs with perception of business responsiveness to complaints), the individual's norms concerning complaining, and perceptions of societal benefits likely to result from complaining". Bozionelos and Singh (2017) investigated the relationship between Emotional Intelligence (EI) and job performance. The effect of the attitude on the intent and complaint behavior was studied as a mediating variable (Richins, 1982; Day, 1984; Badghish, 2016). Previous studies have shown that consumers who complain have a positive attitude towards the complaint (Phau & Sari, 2004; Kim & Chen, 2010). Older consumers tend to complain, and more educated consumers have positive attitudes toward complaining (Richins, 1982). On the other hand, Badghish (2016) finds that because less-educated consumers evaluate the possibilities of complaints' success, their tendency to complain increases. This study, therefore, hypothesized (Figure 1) that:

H₂: Attitudes toward complaining has positive influence on consumer complaint intention

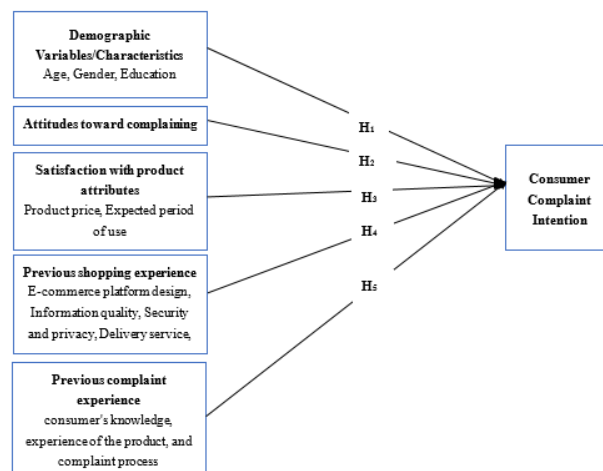


Figure 1. Conceptual framework of the research

2.4 Product Attributes

Regarding the effect of product attributes on the behavior of the complaint, it was shown that the customer tends to complain when the product's actual performance does not match the performance expected of it (Day and Landon, 1977). According to Day (1977), the higher price of the product, the more the customer expects the outstanding performance of the product or service; the product or service includes indirect costs and benefits to obtain them, including "time and effort to shop for a product or service, opportunity cost, and the reactions of peers to the product/service that consumers use". The higher the product's price, the greater the consumer's tendency to complain (Keng et al., 1995). In terms of durable and non-durable products, the consumer tends to complain if the

products are durable (Khareaim, 2006). For example, Ha (2021) found that product characteristics (particularly of limited-edition-shoes) were positively linked with social and economic values, except self-expression and social value relationships. Therefore, it is hypothesized that:

H₃: Satisfaction with product attributes (price, expected period of use, and frequent use) has influence on consumer complaint intention

2.5 Previous Shopping Experience

In the context of online shopping, it is essential to look at the consumer experience. Yang and He (2011) investigated the effects of goals on customer experience, by identifying the different relationships among various dimensions of customer experience, which can affect the purchase intention. Using structural equation model (SEM) data from China, results showed that: (a) utilitarian-oriented goals have significant effects on sensory experience and social experience, but had insignificant effect on emotional experience; and (b) hedonic-oriented goals have positive influence on sensory experience. In terms of customer experience, they found that higher sensory experience can bring higher emotional experience and higher social experience. There was an insignificant relationship between emotional experience and social experience. Lastly, the researchers found that both emotional experience and social experience have positive effects on purchase intentions, while sensory experience had indirect impact on purchase intentions.

Guo (2003) defines the customer's shopping experience as the series in which the customer interacts with e-stores. According to Wu (2013) the e-shopping process is the process through which the consumer obtains goods or services from the e-store through effort, time, and money the consumer provided, so this process consists of an interaction between the consumer and the e-store interface. Previous studies found many factors affecting e-satisfaction, which in turn affect the complaint intention, including website or e-store design, information quality, goods variety, security and privacy, and delivery (Wu, 2013; Kim and Stoel, 2004; Zeng et al., 2009; Liu et al., 2008; Szymanski and Hise, 2000). Therefore, it is hypothesized in this study that:

H₄: Previous shopping experience affects consumer complaint intention.

H4a: Satisfaction with information quality of the e-commerce platform affect consumer complaint intention

H4b: Satisfaction with e-commerce platform design affects consumer complaint intention

H4c: Satisfaction with security and privacy of the e-commerce platform affect consumer complaint intention

H4d: Satisfaction with delivery service of the e-commerce platform affect consumer complaint intention

H4e: Satisfaction with product range available in the e-commerce platform affect consumer complaint intention

2.6 Previous Complaint Experience

Day (1984) explained that the complaint decision is a systematic process that includes several factors, including the consumer's knowledge and experience of the product and the complaint process, which in turn affects the consumer's attitude towards the complaint and determines whether the consumer will complain or not. Singh and Wilkes (1996) Smith and Wilkes (1999) proposed that prior complaint experience increases customers' intent to make a complaint, demonstrating a direct correlation between prior complaint experience and intent to file a complaint. The intent to complain is influenced by the consumer's previous experiences of the complaint and that there is a positive relationship between them. Jin (2010) indicated that the consumers' confidence in filing a complaint increases if they have previous complaint experiences. It is hypothesized, therefore, that:

H₅: Previous complaint experience has positive influence on consumer complaint intention

3. Methods

3.1 Population and Sample

The present research employed a descriptive quantitative research design. The descriptive research design permits the researcher to gather, analyse and describe data about a specific phenomenon. Therefore, the descriptive research design is the most appropriate to accomplish the study's objectives, as it is a social study of the consumer's complaint intention (Walter, 2006). Given the research design, the deductive approach was adopted as the research approach. More so, in this study, all Saudi consumers who have experienced dissatisfaction with their online shopping experience were the target population. From this population, a total of 421 participants completed the survey.

3.2 Instrumentation

A survey questionnaire was developed as the primary tool for collecting the data of this study. The initial survey

questionnaire comprised of general questions related to the demographic variables (e.g. gender, age, nationality, location, residence, education level, job and monthly income), and items measuring the study's constructs – product attributes (Phau & Sari, 2004), dissatisfaction experience of online shopping aspects including information quality, online store design, privacy and security, delivery service and product availability (Liu et al., 2008), previous experience of complaint (Day, 1984), attitude towards complaining (Day, 1984), and complaint intention (Wu, 2013). In the initial survey questionnaire, there were a total of 54 items measuring the study's constructs. However, after conducting a pilot study involving 30 and testing the reliability and validity of these items, modifications were made and the final version of the survey questionnaire comprised of 42 items in measuring the study constructs. Table 1 shows the items included in the final survey questionnaire.

Table 1. Final survey items measuring study constructs

Construct	Code	Measures	References
Product Attributes	PA1	The higher the price of the product, the more likely I'm to complain	Phau, and Sari (2004)
	PA2	If the product is meant to be used for a long time, I'm likely to complain if it is faulty	
	PA3	The more frequently I have to use the product, the more likely I'm to complain if it is faulty	
Information Quality	IQ1	I believe the online store has provided accurate information to consumer	Liu et al. (2008)
	IQ2	The information provided at the online store was reliable.	
	IQ3	The information provided at the online store was easily understandable	
	IQ4	I was able to all detailed information of goods I need	
Online Store Design	OSD1	I liked the layout of the online store	Liu et al. (2008)
	OSD2	I found it easy to move around in this online store	
	OSD3	I liked the color combination of the online store	
	OSD4	The online store was user friendly	
Privacy and Security	PS1	I felt secure when I gave my credit card information at this online store	Liu et al. (2008)
	PS2	The online store has adequate security features	
	PS3	I felt can trust this online store	
	PS4	I felt safe in my transaction with this online store	
Delivery Service	DL1	The product is delivered by the time promised by the company	Liu et al. (2008)
	DL2	You get what you ordered from this online store	
	DL3	The items sent by the online store are well packaged and perfectly sound	
	DL4	I am satisfied with delivery mode of the online store (post, express delivery, home delivery)	
Product Availability	PAV1	Most of the goods I need can be found at this online store	Liu et al. (2008)
	PAV2	There are more choices for goods of a particular type at the online store	
	PAV3	The online store has provided products with the features I want.	
Previous experience of complaint	PCE1	I have previously purchased the same product category	Day (1984)
	PCE2	I have previously purchased the same brand	
	PCE3	I thought I had sufficient knowledge and expertise about the product.	
	PCE4	I thought I knew my rights as a consumer	
	PCE5	I have had significant experience in complaining when dissatisfied about this product category	
Attitudes toward complaining	ATT1	Complaining about anything to anyone is distasteful to me.	Day (1984)
	ATT2	Complaining is mostly done by people with little else to do	
	ATT3	I am embarrassed to complain regardless of how bad the product is	
	ATT4	I don't always complain when I am dissatisfied because I feel it is not my duty	
	ATT5	It is not good to get my dissatisfaction and frustrations off my chest by complaining	
	ATT6	Anyway, businesses will not cheat me if I do not stand up for my rights	
	ATT7	The people I know who complain about things they buy are neurotic	
Complaint intentions	CCI1	I would definitely complain about a problem to the manager of the online store.	Wu (2013)
	CCI2	I would not forget about the incident in online shopping, and I would do something about it	
	CCI3	I ask online store to take care of the problem	
	CCI4	I would discuss the problem with managers or employees of the online store	
	CCI5	I inform online stores of the problem so they will do better in the future	

3.3 Reliability and Validity

The final survey questionnaire was tested for validity and reliability. To test the construct validity of the questionnaire, Pearson correlation coefficients were calculated between the score of each item for each construct, with findings indicating all times within acceptable validity range. Similarly, reliability test was conducted through Cronbach's alpha, with overall reliability of the survey indicating good internal consistency. Cronbach's alpha values of the constructs are in the range between 0.7 and 0.903 (Table 2).

Table 2. Cronbach's Alpha test

Dimension	No. of items	Cronbach's Alpha	Interpret
Product Attributes	3	0.7	Acceptable
Information Quality	4	0.739	Acceptable
Online Store Design	4	0.846	Good
Privacy and Security	4	0.903	Excellent
Delivery Service	4	0.762	Acceptable
Product Availability	3	0.709	Acceptable
Previous experience of complaint	5	0.726	Acceptable
Attitudes toward complaining	7	0.705	Acceptable
Complaint options	5	0.745	Acceptable
Overall reliability	39	0.86	Good

4. Results

4.1 Descriptive Findings

There were a total of 421 participants in this study. Majority of the participants (50.1%) are males, while females represent 49.9% of the sample size. In terms of age, majority of the participants are aged between 25 and 34 years old, accounting for 41.3% of the sample size. There were only 1.9% who are below 16 years old. All participants are Saudis, and majority of them are living in the Western region of the country (43.0%), while there were only 6.9% living in the northern region. Of the 421 participants, 31.1% of them are living in Jeddah, 17.1% in Riyadh, 7.4% in Dammam and the other 44.4% living in other Saudi cities. In terms of education level, majority of participants have “Bachelor’s degree” (54.4%) of the sample size, while (6.2%) of participants have “Diploma”. Majority of participants have a “5000 SR or less” monthly income with (51.3%) of the sample size, while (11.2%) of participants have a “17000 SR or more” monthly income. The participants were also asked about the type of products they have bought online, with the most common items bought include apparel, clothing and accessories, personal care products, food and groceries, sports equipment, games and consoles as well as electronic appliances and luxury goods.

Table 3 shows the overall questionnaire dimensions ranked according to their means. Dimension “Complaint intention” comes first with a mean of (4.02 / Agree) and a standard deviation is (0.845), while dimension “Information Quality” comes last with a mean (3.27 / Neutral) and a standard deviation is (0.846). The overall questionnaire mean is (3.61/ Agree), and the standard deviation is (0.507).

4.2 Hypothesis Test Findings

H1 posited that demographic characteristics of consumers have effect on their complaint intention, in which this hypothesis is sub-divided into three sub-hypotheses. First, H1_a was not supported, as independent t-test findings showing that there no sufficient evidence indicating that there is significant difference on the consumer complaint intention between male and female consumers ($t = 1.313$, $p\text{-value} = 0.189$). H1_b was tested using a one-way ANOVA test, and was supported. There is a significant significant difference on the consumer complaint intention across consumer age groups ($F = 3.117$, $p\text{-value} < 0.05$). Further analysis indicated differences in the consumer complaint intention were in favour of the (25-34 years old) and (35-44 years old) age categories. Similarly, H1_c was also supported, indicating that there is a significant difference on the consumer complaint intention across the level of education of consumers ($F = 7.143$, $p\text{-value} < 0.05$). Differences in the consumer complaint intention were in favor of the (Bachelor’s degree) and (Postgraduate degree) education levels categories.

A simple linear regression was used to test H2. Findings supported H2, and the overall regression was statistically significant ($R^2 = 0.05$, $p\text{-value} < 0.05$). Attitudes toward complaining positively influence consumer complaint intention, with the former being a significant predictor of the latter ($\beta = 0.212$, $p\text{-value} < 0.05$). H3 was also supported, in which the overall regression was statistically significant ($R^2 = 0.13$, $p\text{-value} < 0.05$). Product attributes positively influence and is a significant predictor of consumer complaint intention ($\beta = 0.358$, $p\text{-value} < 0.05$). H4 posited that previous shopping experience affects consumer complaint intention. There were five sub-hypothesis tested. First, H4_a was supported, concluding that satisfaction with information quality of the e-commerce platform affects and is a significant predictor of complaint intention ($R^2 = 0.11$, $\beta = 0.328$, $p\text{-value} < 0.05$). Second, H4_b was also supported, indicating that satisfaction with e-commerce platform design affects and predicts consumer complaint intention ($R^2 = 0.16$, $\beta = 0.398$, $p\text{-value} < 0.05$). Third, H4_c was supported claiming that satisfaction with security and privacy of the e-commerce platform affects and predicts consumer complaint intention ($R^2 = 0.12$, $\beta = 0.34$, $p\text{-value} < 0.05$). Fourth, satisfaction with delivery service of the e-commerce platform also affects and predicts consumer complaint intention ($R^2 = 0.14$, $\beta = 0.376$, $p\text{-value} < 0.05$); hence

supporting H4d. Lastly, satisfaction with product range available in the e-commerce platform has significant effect and predictive value on consumer complaint intention ($R^2 = 0.13$, $\beta = 0.361$, $p\text{-value} < 0.05$); hence, supporting H4e.

The last hypothesis of this study, H5, posited that previous complaint experience has positive influence on consumer complaint intention. Test findings indicated that the overall regression was statistically significant ($R^2 = 0.16$, $p\text{-value} < 0.05$). Previous complaint experience was also a statistically-significant predictor to consumer complaint intention ($\beta = 0.402$, $p\text{-value} < 0.05$). Table 3 shows the summary of the hypothesis test findings.

Table 3. Dimensions ranked descending according to dimensions' means

Dimension	Mean	SD	Rank	Scale
Complaint intention	4.02	0.845	1	Agree
Product Attributes	3.82	0.997	2	Agree
Online Store Design	3.79	0.758	3	Agree
Attitudes toward complaining	3.67	.813	4	Agree
Delivery	3.58	0.851	5	Agree
Product Availability	3.57	0.844	6	Agree
Privacy and Security	3.41	0.902	7	Agree
Previous experience of complaint	3.32	0.783	8	Neutral
Information Quality	3.27	0.846	9	Neutral
Overall Questionnaire	3.61	0.507	Agree	

Table 4. Summary of hypotheses test's results

Research Question	Research Hypotheses	Result
RQ1: How do demographic characteristics affect Saudi consumer complaint intentions in online shopping?	H ₁ : Demographic variables have effect on consumer complaint intention.”	H ₁ is partly satisfied
	H _{1a} : There is a significant difference on the consumer complaint intention between male and female consumers.	H _{1a} is not satisfied
	H _{1b} : There is a significant difference on the consumer complaint intention across consumer age groups	H _{1b} is satisfied
RQ2: How does attitude affect Saudi consumer complaint intentions in online shopping?	H _{1c} : There is a significant difference on the consumer complaint intention across the level of education of consumers.	H _{1c} is satisfied
	H ₂ : Attitudes toward complaining has positive influence on consumer complaint intention.	H ₂ is satisfied
RQ3: How do product attributes affect Saudi consumer complaint intentions in online shopping?	H ₃ : Satisfaction with product attributes has influence on consumer complaint intention	H ₃ is satisfied
	H ₄ : Previous shopping experience affects consumer complaint intention.	H ₄ is satisfied
RQ4: How does the previous shopping experience affect Saudi consumer complaint intentions in online shopping?	H _{4a} : Satisfaction with information quality of the e-commerce platform affects consumer complaint intention.	H _{4a} is satisfied
	H _{4b} : Satisfaction with e-commerce platform design affects consumer complaint intention.	H _{4b} is satisfied
	H _{4c} : Satisfaction with security and privacy of the e-commerce platform affect consumer complaint intention.	H _{4c} is satisfied
	H _{4d} : Satisfaction with delivery service of the e-commerce platform affects consumer complaint intention.	H _{4d} is satisfied
RQ5: How does the previous complaint experience affect Saudi consumer complaint intentions in online shopping?	H _{4c} : Satisfaction with product range available in the e-commerce platform affect consumer complaint intention.	H _{4c} is satisfied
	H ₅ : Previous complaint experience has positive influence on consumer complaint intention.	H ₅ is satisfied

5. Discussions and Conclusions

This study aimed to explore Saudi consumers' complaint intentions in online shopping and to contribute to the field of complaint intentions in the context of Saudi consumers. The study addressed several factors that affect the intentions of the complaint, such as demographic characteristics, product attributes, previous shopping experience, attitudes, and previous complaint experience. Due to the increase in internet usage, consumers may now interact with businesses and other customers online. According to studies, the Internet impacts consumer behavior, especially after a purchase (Neale et al., 2006). When considering the increase in Internet usage rates concurrently, it is thought that online consumer complaints are increasing. Most businesses find it simpler to access consumer complaints online. The consumer may be shown online goods via websites, blogs, chat rooms, or email (Zhang &

Tran, 2011). In addition, the timeliness of the resolution of consumer complaints significantly impacts procedural justice in real-world commercial settings (Voorhees & Brady, 2005). Online shopping can rapidly show a recovery from a process breakdown and allows businesses to maintain virtual interaction with their consumers anywhere at any time. However, the existing response time for a product or service breakdown might not live up to consumer expectations. Consumers can exchange their thoughts and experiences with products and services with other consumers through web-based consumer opinion platforms. Through complaint websites, consumers can quickly post their grievances for millions of consumers to read (Unal, 2020).

One of the key findings in this study is that there is no statistically significant difference between females and males in complaint intentions, which is matched with the findings of (Vipin & Nadda, 2020; Mensah & Nimako, 2012); the results contradict with study findings (Heung & Lam, 2003), which indicates that there are differences between females and males. More so, it was also concluded in this study that there are differences in the complaint intentions regarding educational level, as the complaint intentions are higher among the consumers with higher education levels; this finding is matched with the study (Tronvoll, 2007; and He, 2012). Singh (1989) and Day and Landon (1997) noted that high-educated consumers tend to complain more than low-educated ones; the findings of their studies are consistent with those of this study. In terms of age, that there are differences in the complaint intentions based on age, as these findings were matched with the study of (He, 2012; and Bearden & Mason, 1984) since the findings indicated that the intentions of the complaint increased in the category group age of (25-34 and 35-44) years old. Age is frequently used to predict complaint intention. Bearden, et al. (1979) discovered that age negatively correlates to complaint behavior in the automotive industry, although its effects are typically imperceptible. Age is shown to correlate positively with complaints in a global context. Because they have accumulated more knowledge and experience coping with the complaint or service failure scenarios to which Kim et al. (2003) refer, older consumers tend to complain more openly than younger ones.

In line with Rizwan et al. (2013), the findings of the current study highlighted that attitudes positively affect the complaint intentions and that Saudi consumers have a positive attitude towards the complaint as the findings of previous studies which are also matched with this outcome, indicated that consumers with positive attitudes toward complaints have higher complaint intentions. These findings also agree with Bodey & Grace (2007); and Richins (1982). In terms of the effect of product attributes on complaint intentions, the study's findings indicated a positive effect; in other words, the higher the product price, expected period of use, and frequent use, the higher the Saudi consumers' complaint intentions. These findings match with the findings of Nagel & Santos (2017), Phau & Sari (2004); Khareaim (2006); Keng et al. (1995); and Day (1977), who also found a positive effect of product attributes on complaint intentions.

The previous experience of online shopping; previous studies have shown that factors such as information quality, online store design, delivery, and privacy and security affect consumer satisfaction, which in turn affects the complaint intention. (Wu, 2013; Kim and Stoel, 2004; Zeng et al., 2009; Liu et al., 2008; Szymanski and Hise, 2000). Surprisingly, the findings of this study indicated that during the previous experience of dissatisfaction in online shopping, Saudi consumers were satisfied with the variables that were mentioned above, as they had a positive effect on Saudi consumers' complaint intentions; these findings indicate that consumers have high complaint intentions even if they are satisfied with these variables. Thus, the interpretation of these findings is that the consumers' dissatisfaction with previous online shopping experiences was unrelated to these variables.

Finally, the study's findings concluded a positive effect of the previous complaint experience on complaint intention. This means that Saudi consumers who had sufficient experience with the product and the complaint process had higher complaint intentions. These findings are consistent with those of Day (1984), Kim et al. (2003), and Kim & Boo (2011), which indicated that previous complaint experience influences the complaint intention.

In conclusion, the current study highlights the complaint intentions of Saudi consumers in online shopping. The study proposed a model that takes into consideration demographic characteristics, attitudes, product attributes, previous shopping experience, and previous complaint experience. The current study used a questionnaire to test this model for a random sample of Saudi consumers who had a dissatisfied experience in online shopping. The current results showed a statistically significant difference in complaint intentions based on age and education. Moreover, results indicated a statistically significant relationship and a positive effect of attitudes, product attributes, e-commerce platform design, security and privacy, delivery service, and previous complaint experience on Saudi consumers' complaint intentions.

5.1 Recommendations

Saudi Communication and Information Technology report (2017) stated that the development of e-commerce may contribute to achieving vision 2030 of the Saudi Arabia Kingdom. Accordingly, Saudi e-businesses must develop

and improve their complaints handling to maintain consumers and their loyalty.

- Develop a fast and effective system to respond to consumer complaints. Exist of eeffective complaints management system will help e-businesses identify complaints and ways to address and get rid of them, in addition to identifying weaknesses that need improvement, which helps eliminate the causes of complaints.
- Develop a transparent and effective complaints policy explaining the procedures necessary to file a complaint to the consumer. The e-businesses' complaint policy should be clear to help the consumer knows how to file a complaint, and the language used should be easy for the public to understand. Transparency should cover all information related to the handling of a complaint.
- Implementing a social media strategy in a customer service model of e-business since Saudi consumers prefer to use social media to communicate with sellers and submit complaints, such as WhatsApp and Twitter.
- Finally, there is an urgent need to familiarize consumers with their rights during purchases from online shopping stores and increase their awareness of purchasing methods, which contributes to increasing purchases from online shopping stores all over the country to increase economic development

5.2 Limitations and Future Work

This study has several limitations that future studies could address. First, this study was not conducted on a specific type of product. Future studies can focus on studying the complaint intentions in online shopping for a particular type of product or service. Second, the study focused on the complaint intentions of Saudi consumers only. Future studies could focus on comparing Saudi consumers and residents in Saudi Arabia, and the study could be conducted in other countries for more precise results about the complaint intention of online shopping. Third, the present study examined some of the factors affecting complaint intentions. Future studies could study other factors, such as consumer personality and lifestyle's effect on customer complaint intentions in online shopping. Fourth, the current study focused on complaint intentions. Future studies could address the actual complaint behavior and action in the online shopping. Future research could also investigate other related variables, such as trust, satisfaction, loyalty, and purchase intention, to provide a more thorough understanding of the mechanisms that underlie consumer behavior. Finally, future researchers are recommended to find moderating factors influencing the relationship between online purchase experience and complaint intention.

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