

Investigating the Effect of Relationship-Quality and Quantity Factors on Customer Complaint Reactions with Emphasizing the Role of Relational Norms

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Complained behavior of consumer is so important issue in continuing life of corporation and has been much focused in servicing part. Informing on causes and impacts of such behaviors helps corporations to use marketing philosophy not only alongside consumer satisfaction but also trying to manage lack of satisfaction and caring of complaints. The research is aimed to measure the effect of quantitative and qualitative factors on complained response of consumer focusing on communicative norms role in telecommunication and Internet first acquaintance costumers. The descriptive- analytic research has been done by survey as research method and questionnaire as gathering instrument including 31 questions (27 ones have been measured by Likert scale, 4 of them were open questions) which have been answered by 384 costumers of Internet first acquaintance costumers. The sampling population was ed by Morgan table and nonrandom available sampling. There are 8 hypotheses in the research which have been analyzed by pls software and structural equations and T test. Findings show that repeated contact and commitment have positive effects on communicative norms and in contrary, relationship time, honesty and satisfaction have no effect on it. Also, communicative norms have positive effect on costumer exit and inattention, and negative one on customer voice

Keywords : Communicative norms, commitment, satisfaction, costumer exit, relationship time, repeated contact, costumer voice, costumer inattention.

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