

Antecedents and Consequences of Customers' Complaining Behaviour in Kenya Using Social Media

Simon Peter Njuguna,
Strathmore University, Kenya
snjuguna@strathmore.edu

Abstract

This study will seek to investigate the nature, antecedents and consequences of customer complaining behaviour (CCB) using social media in retail industry in Kenya. The study will use a multi-method research strategy. To address the research questions, both qualitative (netnography non-participatory and scenario-based methodology) and quantitative (exploratory and descriptive) research design will be employed. The netnography non-participatory approach will be used at the exploratory stage of the study to inform the survey research. The qualitative data (from the netnography and scenario-based) will be analyzed thematically. A narrative approach will be used to develop a scenario that will serve to provide a detailed insight into the experience of a customer. This study will contribute to the existing CCB literature in the following ways: the study will provide an understanding of CCB via social media channels where three psychological theories will be used to help in identifying relevant factors that motivate customers to complain about a product/service failure using social media. The findings will also help the service managers to develop appropriate intervention strategies that will enable them to effectively deal with customer complaints made through social media.