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CONTENTS

| | |
|--|-----|
| EDITORIAL | 68 |
| <i>Erdener Kaynak</i> | |
| ARTICLES | |
| The Role of Personal Innovativeness in French Omnichannel Banking | 72 |
| <i>Souheila Kaabachi, Selima Ben Mrad, Anne Fiedler, and Monyedodo Regis Kpossa</i> | |
| The Impact of Consumer Perceptions of Social Media Advertisements on Impulse Buying Behavior: An Intercultural Investigation | 95 |
| <i>Merve Mert, Dilaver Tengilimoglu, and Turkan Dursun Kilic</i> | |
| Demarketing in Global War | 119 |
| <i>Abu N. M. Waheeduzzaman</i> | |
| The Effects of Hedonic and Utilitarian Motivations on Consumer Engagement in Gamification | 140 |
| <i>Adil Bican and N. Bilge Ispir</i> | |
| BOOK REVIEWS | |
| <i>The Chinese Market: Entry Methods & Investment Strategies</i> , by D. Krokou. (2021). | 163 |
| <i>Reviewed by Claude Cellich. International University in Geneva, Switzerland</i> | |
| CALL FOR PAPERS | |
| Covid-19 Pandemic and Its Impact on Marketing for Organizations | 166 |
| <i>Shaukat Ali, Special Issue Corresponding Editor</i> | |

EDITORIAL

Consumer complaint behavior and complaint behavior management emerge as one of the most important parameters in providing consumer satisfaction/dissatisfaction and loyalty. It is possible to elaborate consumer complaint behavior as a function of dissatisfaction that occurs as a result of not matching the expected and perceived performance by consumers. Complaint behavior emerging as a result of dissatisfaction could induce behavioral and non-behavioral outcomes. Successful complaint management creates a long-term competitive advantage by creating consumer value. Especially in today's competitive world, where word-of-mouth communication has become mainstream mainly due to Internet technologies, dissatisfied customers can cause significant damage to businesses of all types.

The research by Şekerkaya et al. aims to explain recovery satisfaction and word-of-mouth communication behavior of consumers who have experienced dissatisfaction after purchasing a good or a service and who transferred this dissatisfaction situation to the business. Another aim of the study is to evaluate the complaint behavior together with the Theory of Planned Behavior in the process. For these purposes, data were collected from consumers over 18 years old, living in Istanbul, Turkey (the largest city in Turkey, with 16 million inhabitants). Study subjects felt dissatisfaction with a good or service they purchased and reported this situation to the business they dealt with. Data collection was carried out with face-to-face interviews. The interviews resulted 459 valid responses which were analyzed by path analysis.

In general, consumer satisfaction or (if a situation of dissatisfaction has occurred) recovery satisfaction is closely related to consumer

complacency and therefore plays a critical role in achieving the goals of businesses. Successful complaint management fosters elements such as brand equity, corporate image, and customer loyalty. It is also accepted as a successful defensive strategy as it is an important tool for preventing consumer loss. This study deals with consumer satisfaction (here recovery satisfaction) together with complaint behavior and TPB (Theory of Planned Behavior). In this way, the study presents a holistic and explanatory picture on the axis of satisfaction and complaint behavior. As well, this study focuses on the viral effect created by dissatisfaction and complaint behavior, which are two important elements in the business-consumer relationship. The difference of the study is that it focuses on the viral effect of complaint behavior by considering TPB (Theory of Planned Behavior).

This study contributes to the existing literature on complaint behavior and recovery satisfaction. In addition, the study contributes to the TPB (Theory of Planned Behavior) literature in terms of explaining the theory through complaint behavior. It is also notable to handle complaint behavior together with the viral effect, as the viral effect caused by dissatisfaction could become an important risk for businesses. Recovery satisfaction is a topic that has been dealt with together with many different variables in the literature. This study, on the other hand, deals with the existing effects and relations together with the complaint behavior. As it is known, consumer complaint behavior is very important for every sector of the economy and is a challenging issue that must be managed. Although Şekerkaya et al. have determined the technology sector and the ready-made clothing sector as the sectors where the

complaint situation is most common, actually the complaint situation is the subject of every sector. This study follows the past studies of scholars such as Singh (1988), Liu and McClure (2001), Goetzinger (2007), and Maute and Forrester (1993) to understand consumer complaint behavior. As a result of the study, it was found that some sub-dimensions of the complaint behavior have a negative effect on recovery satisfaction and that TPB has different effects on the sub-dimensions of Word-of-Mouth.

In the joint paper by Kilic et al., the authors report findings regarding a study about TV commercial dramas. The effect of sympathy and empathy as mediator variables on consumers' attitudes and emotional responses regarding tourist destinations are investigated. The developed structural equation model was tested using data from a Turkish sample. The study is an extension of previous studies using data collected from an international context. This is significant because additional testing and verification of possible models explaining how sympathy and empathy interact as mediating variables shed light on using TV commercial dramas more effectively to create and/or change tourists' attitudes towards tourism destinations. Thus, the article contributes to our existing understanding by establishing a comprehensive data base in the marketing and advertising literature. It provides further insight into the behavioral foundations of marketing communications, therefore, aspects that may help marketing communicators create more sound and unified messages that impact consumers' attitudes and behavioral tendencies. The readers may find it interesting to see the relationship between sympathy, empathy, verisimilitude, and attitudes toward the advertised brand. For example, it is critical to have perceived verisimilitude to generate influential sympathy or empathy to a vignette drama. Also, a commercial's production value must be high quality and illustrate realistic scenery, thus, environmental settings. A vignette drama

commercial for a tourism product must catch attention, evoke curiosity, and involve the viewer for the intended message to get through whether or not the sympathy and empathy responses are highly stimulated.

In the last article by Yau et al., the authors present two different concepts of reciprocity: one from the Orient, which we called *Bao*, and the other from the West, which is called reciprocity initially. The purpose of it is to compare the differences between these two approaches so that managers understand how to apply them properly in the Orient and the West, respectively. To make appropriate comparisons, Yau et al. develop the following five measures:

- Value of exchanges emphasizes the economic fairness of the exchanges between two parties.
- Unit of subject refers to the basic unit involved in the repayment process. The Western sense focuses on bilateral reciprocity exchanges, while its Chinese meaning is more complicated, involving more than two parties.
- Form of repayment is a means to return favors already received.
- Timing of repayment refers to the best time that repayment should be made to return a favor to a benefactor, and
- The entity of repayment refers to the return that should be made directly or indirectly to a benefactor.

Comparison using these measures results in five different outcomes.

First, in the West, exchange value tends to be symmetric. In contrast, in Chinese society, a higher monetary value may be applied. Second, in the West, repayment may be made as soon as possible to avoid the psychological burden. However, the Chinese would tend to repay only when a good time comes. Third, Westerners return a favor in almost the same form. Differently, the Chinese return in a general form, but specific to a situation. Fourth,

repayment would be made to the original benefactor in the Western perspective and their family members or relatives in the Chinese perspective. Last, these different outcomes lead to some meaningful marketing implications for marketers in Chinese societies.

First, being one of the four components of relationship marketing orientation proposed by Yau et al. (2000a), *Bao* has served as a lubricant in building a tight relationship in B2B and B2C contexts (Yau et al., 2000b). Second, in designing marketing strategies, making customers reciprocate becomes a crucial task. Managers should have the patience to let customers delay reciprocity to a later date, showing their loyalty. Third, as it may take a long time for members in the marketing system to develop *Bao*, continuous communication with members in the system will speed up the repayment cycle. Last, marketers should skillfully design loyalty programs to let customers' family members enjoy benefits generated from the servicing organizations.

Erdener Kaynak
Editor-in-Chief

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