

ONLINE CONSUMER DISSATISFACTION, PERCEIVED SOLUTION
EFFECTIVENESS AND THE SERVICE RECOVERY PARADOX

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EFFECTIVENESS AND THE SERVICE RECOVERY PARADOX

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DECLARATION OF ORIGINALITY

I, Merve Bilici, certify that

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ABSTRACT

Online Consumer Dissatisfaction, Perceived Solution Effectiveness and The Service Recovery Paradox

This study investigates service failure situations and their effect on coping behavior and emotions, moreover, inquire into service recovery paradox. This study has three main purposes: (i) to place relationship of service failure situations with emotions and solution effectiveness, also its effect on coping behavior (ii) to examine if there is a relationship of coping behavior with emotions and solution effectiveness (iii) to investigate whether there is a service recovery paradox based on company response to customer complaint.

The study uses a combination of qualitative and quantitative methodologies. Expert opinion technique is used to construct service failure situations scale with 22 items and survey is used as main data collection method.

The results are limited by the fact that the data are entirely self-reported. Moreover, the generalizability of the results is limited by Turkey. This study provides a comprehensive conceptual understanding of coping behavior and emotions that results in service failure situations; dissatisfaction induced emotions have a partial relationship with coping behavior and dissatisfaction situations induced perceived risk. Dissatisfaction induced perceived risk has no significant relationship with coping behavior, but coping behavior has a partial relationship with solution effectiveness. Solution effectiveness has three dimensions and it is found that process excellence and compensation have a positive effect on service recovery paradox. All analyses are explained in more detail in Chapter 5.

ÖZET

Online Tüketici Memnuniyetsizliği, Algılanan Çözüm Verimliliği ve Hizmet Geri Kazanımı Paradoksu

Bu çalışma, hizmet başarısızlık durumlarını ve bunların baş etme davranış ve duygular üzerindeki etkilerini, ayrıca hizmet kurtarma paradoksunu incelemektedir. Bu çalışmanın üç ana amacı vardır: (i) hizmet başarısızlığı durumlarının duygularla ilişkisini ve çözüm etkinliğini, aynı zamanda başa çıkma davranışı üzerindeki etkisini analiz etme (ii) başa çıkma davranışının duygularla ve çözüm etkinliği ile ilişkisinin olup olmadığını inceleme (iii) Şirketlerin, müşteri şikayetlerine verdikleri tepkilerin hizmet telafi paradoksunun sebep olup olmadığını araştırmak.

Çalışmada nitel ve nicel metodolojilerin bir kombinasyonu kullanılmıştır. Algılanan risk için uzman görüşü tekniği ile 22 maddelik bir ölçek oluşturulmuştur ve ana veri toplama yöntemi olarak anket kullanılmıştır.

Sonuçlar, verilerin tamamen kişilerin kendileri ile ilgili verdikleri cevaplar ile sınırlıdır. Ayrıca, çalışma Türkiye’de yapıldığı için çalışmanın genelleştirilmesi tek bir ülkeyle sınırlıdır. Bu çalışma, karşılaşılan memnuniyetsizlik durumlarından sonra ortaya çıkan başa çıkma davranışlarının ve duyguların kapsamlı bir şekilde anlaşılmasını sağlar; memnuniyetsizlikten kaynaklanan duygular, baş etme davranışları ve algılanan risklerden kaynaklanan memnuniyetsizlik durumları ile kısmen ilişkilidir. Memnuniyetsizlik kaynaklı algılanan riskin başa çıkma davranışı ile önemli bir ilişkisi yoktur, fakat başa çıkma davranışı çözüm etkinliği ile kısmi bir ilişkiye sahiptir. Çözüm etkinliğinin üç boyutu vardır ve işlem mükemmelliğinin ve tazminatının hizmet telafi paradoksu üzerinde pozitif yönlü bir etkisi olduğu bulunmuştur. Tüm analizler 5. bölümde daha ayrıntılı olarak açıklanmaktadır.

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CHAPTER 1

INTRODUCTION

Shopping is a daily activity which is done by almost everybody. Sometimes it is done for a spare time activity with friends and most of the time it is mandatory to live, we need to do grocery shopping to eat, we need to do at least basic clothing shopping, and we need to buy various things to realize and enjoy ourselves. Moreover, luxury goods are also an important shopping item for people who care for reputation and prestige. Thanks to the development of technology, needs are also shifted to more luxury goods, nowadays it is not enough just to have headphones, people need Bluetooth or wireless headphones because it makes our lives easier but also it is trendy. Fashion affects people in great deal, and people tend to buy goods that has a good brand reputation but also, they buy goods to have a prestige. It is crucial for companies to have a good relationship with customer and not just during consumption; they also must maintain a good relationship after consumption.

Shopping might be defined as the sum of activities that is involve browsing and/or purchasing items by giving some valuable items in return. Shopping is almost as old as the hills. Therefore, now shopping can be done by anyone in anywhere at any time of the day. Internet changed our lives in so many ways and shopping habits is one of them. Companies need to make profits to keep up in the market and increase in size. They enhance their market not just offline but thanks to Internet, they can extend their target market globally. However, some point, they realize as much as they need new customers, they also need to keep existing ones. Reichheld and Schefter (2000) explains in their article that keeping existing customer brings

almost five times more profit than the ratio of customer retention. They extend their research with multiple different sectors and they also found out that loyalty also very important at online shopping context. Sviri, Slåtten, Svensson and Edvardsson (2011) indicates that based on researches negative emotions have an important influence on loyalty, word of mouth and complaining behavior. Since company profitability and customer loyalty have a close relationship, it is important for companies to keep their customers happy and loyal. However, it is not always possible to keep customers satisfied and sustain perfect shopping experience for them. Sviri et al. (2011) explain in their article that service failure is inevitable since it is interdependent various factors, so it is critical to provide a good service recovery and regain their customers. When customers become unsatisfied by their shopping experience, they start to complain, and it does not only become one lost customer at the stake for companies, complaining customers may cause more damage than that. There is a turnout for companies; either they are going to give a good recovery experience, or they are going to experience loss of customers. Tronvoll (2008), supports in his article that encouraging customers to complain is a good thing because it gives a chance to both customer and company to make it better; customer may receive an apology, compensation and a solution with a good manner, and company keep hold of their customers and maybe make them even more loyal than before. Thus, it is important for companies to be able to manage a good complaint process.

There are many mediums to complain and many ways to express dissatisfaction situations. There are websites, social media, forums, customer service, call service etc. Companies should track all mediums and give proper response

because all transactions between unsatisfied customers and company are transparent and open to other existing and prospective customers. But the big question is what is a proper response; how should companies react to compensate and regain a customer? To have the correct answer, it is important to recognize the specific customer types and try to have an insight about how they should be treated. What are the trigger factors that drives a customer to complain or not complain?

In this study, dissatisfaction situations based on perceived risk theory are examined. Since negative emotions are a big factor for complain process, its relationship between dissatisfaction situations and coping theory are investigated. Also, determinants of solution effectiveness are analyzed along with its relationship between dissatisfaction situations and coping behavior. Finally, service recovery paradox is examined to see if solution that is tendered by company has an effect over it. Service recovery paradox is also investigated in terms of Internet usage habit, shopping frequency, shopping upper limit, and demographics; age, gender, marital status, income, education.

There are six chapters in this study; Chapter 1 is dedicated to introduction to give the background of this study and its methodology in general, literature review is given in Chapter 2 with all variables that is used in this study, Chapter 3 is devoted to theoretical model and hypotheses; questionnaire preparation process and data collection method is explained and hypotheses are listed, research methodology is given in Chapter 4 which is also the chapter that all variables and scales that are used in the questionnaire explained, Chapter 5 is committed to analysis and result of this study. All tests that are conducted for this study are explained in detail in Chapter 5. Finally, conclusion and implications about this study are explicated in Chapter 6.

CHAPTER 2

LITERATURE REVIEW

2.1 Customer complaint behavior

Nasir (2004) posits that customer complaining behavior is started to investigate since 1970s and it has a close relationship with customer satisfaction thus it is assumed that, customer satisfaction is the key component of profitability as well as positive WOM, loyalty, repurchase intention and increasing market share. Customer complaint behavior has six main research areas; the conceptualizing consumer complaint behavior (CCB), nature and extend of customer dis/satisfaction, determinants of customer complaint behavior, customer reactions to dissatisfaction situations, handling of complaints and the sixth one is the very recent one; Internet, customer complaint and satisfaction. In this paper, firstly customer satisfaction is briefly explained. Secondly, types of service failure situations are given, and the customer complaint behavior are examined based on customer coping behavior. Reasons and mediators of both customer complaint behavior and customer satisfaction are examined, as well customer satisfaction's effect on customer complaint behavior. Wu (2013) investigated customer complaint behavior (CCB) by considering customer satisfaction through justice, trust, expectation confirmation and perceived usefulness. In this paper, customer coping behavior is examined by using justice theory. Tronvoll (2011) studied negative emotions that lead customers to complaint behavior. Thus, emotions are also investigated to disclose their relationship with coping behavior.

After giving service failure situations, company strategies about service failure situations are explained. As it is the sixth main research area, this paper focus on online customer complain behavior but because of the limitation, offline literature is evaluated as a base for online investigation.

Sharma, Marshall, Ready and Na (2010) explains customer complaint behavior by quoting several researches; Customer complaint behavior (CCB) basically is a result of non-satisfaction; when customers are not satisfied with the service or product that s/he received; they try to change the situation with various methods or basically just exit and stop taking that service/ product. Exit is a destructive method while some CCB behaviors give a chance to company for reverse the situation from non-satisfaction to satisfaction.

Customer complaint behaviors are classified by FitzPatrick, Davey and Dai (2012) as follows; voice, negative word of mouth, third party, exit, and non-action. Also, none-action was revealed as futility, inadequate information, fear of consequences, complexity, and internalization.

2.2 Customer satisfaction

Customer satisfaction is the main focus of most research because it has a close relationship with customer complaint behavior. Customer satisfaction is not only a positive result of received product and service; it can also be a result of service failure recovery strategy which is called Satisfaction with Service Failure (SSR). SSR is an important topic because as Svavi et al. (2011) explain service failures are inevitable, but recovering it effectively is possible and as Tronvoll (2008) explains with a good recovery solution, companies may even make their customers more

satisfied than before. In many researches service failure recovery is seen as the success metric of SSR.

Del Rio-Lanza, Vazquez-Casielles, and Diaz-Martin (2009) indicates that oppose of previous research, perceived justice does influence satisfaction with service recovery for mobile phone industry. T. T. Kim, W. G. Kim and H. B. Kim (2009) also support that perceived justice and SSR have a relationship as well as SSR affects WOM, revisit intention and trust in the context of hotel service industry. Moreover, Lin, Wang and Chang (2011) also justified the effect of perceived justice on customer satisfaction, they also indicated that there was no service recovery paradox, which claims an effective service recovery action may not decrease negative WOM, repurchase intention and satisfaction, in online retailing context. They also found that customer satisfaction, negative WOM, and repurchase intention are affected by the interaction between distributive justice and procedural justice and the interaction between distributive justice and interactional justice. Perceived justice is not only a factor that affects customer satisfaction; Kuo and Wu (2012) assert that positive emotions increase the satisfaction for post recovery and vice versa. Post purchase intention was also positively affected by post-recovery satisfaction.

SSR influences complaint behavior directly but it is not the only influencer. Other factors that affect complaint behaviors are examined.

2.3 Service failure and types

Service failure is defined variously by different authors. Briefly, service failure occurs when the perception of customer about product/service is not met with the

real product/service. For online retailers, service failures may also occur within the service process when any customer requirement is not met. Holloway and Beatty (2008) identified several types of service failures in online retailing:

- Website design/interaction (all experience about web site etc.)
- Fulfillment/reliability (Gap between what is displayed what is received etc.)
- Customer service (Complaint handling, help etc.)
- Security/privacy (Credit card security, web site security etc.).

Fan, Miao and Wu (2013) classified 6 types of customer complaint reasons;

- Product defect
 - Defective new goods
 - Defective packaging process
 - Defective delivery process
 - Broken during the warranty
- Packaging errors
 - Packaging the wrong product
 - Attachment loss
 - Product stolen
 - Dishonest customer
 - Incomplete return
- Compatibility
 - No compatibility information
 - Dealer information shortage
- Pricing

- Producer discount after sale
- Dealer discount after sale
- Lower price in other channels
- Customer cognitive differentiation
 - Product not as expected
 - Buying wrong product
 - Dishonest warranty extension
 - Cancelled order
 - Poor service quality
- Delivery delay
 - Wrong customer address
 - Dealer delay
 - Logistics delay
 - Dealer inventory shortage.

Loo, Boo and Khoo-Lattimore (2013) classified service failures types by using marketing mix; process-related failure, people-related failure, product-related failure and physical-evidence related failure.

2.4 Coping theory

Folkman, Lazarus, Dunkel-Schetter, DeLongis and Gruen (1986) provide an overview about appraisal components. Even though there are some disputes about details of appraisal theories, most of theorists agreed upon what a person probably think and want to have various emotions. Folkman et al. (1986) explain appraisal

under two components; primary and secondary appraisal, with their six distinctive aspects.

Primary appraisal has three main descriptive factors; goal relevance, goal congruence and type of ego involvement. Relevancy of a situation to a person is the reason of the emotion in the first place. Goal congruence evokes the positive or negative emotion, and the type of ego involvement defines the severity of emotion.

Secondary appraisal is about coping options, one must find a way to cope with a stressful situation or a dissatisfying transaction and this option depends on various characteristics. There are three determinants for Folkman et al. (1986); blame or credit for an outcome, coping potential and future expectations. Even though they are named as primary and secondary, there is no such an order indeed. Stephens and Gwinner (1998), indicate that primary and secondary appraisal do not have to be "tout de suite". They can be simultaneous appraised by one, as well as secondary appraisal arise after the result of primary appraisal. Lazarus and Folkman (1984), mention that if a situation is positive and/ or irrelevant to one's wellbeing, there is no need for coping thus coping strategies may also be used in accordance the result of primary appraisal. To sum up, it can be said that, relevant and negative situations result in coping process. Goal relevance and goal congruence are necessary factors to evaluate whether a person need for coping.

There are several definitions of coping by different authors. Folkman, Lazarus, Gruen, and DeLongis (1986) explain coping as "person's cognitive and behavioral efforts to manage (reduce, minimize, master, or tolerate) the internal and external demands of the person-environment transaction that is appraised as taxing or exceeding the person's resources." Duhachek (2005), explicate construct of coping

as; “the set of cognitive and behavioral processes initiated by consumers in response to emotionally arousing, stress inducing interactions with the environment aimed at bringing forth more desirable emotional states and reduced levels of stress.” Coping is a way of overcoming a situation which is appraised as stressful. People cope with undesirable states by their own way which might change in terms of various variable. Lazarus and Folkman (1984) put emphasis on the flexile nature of coping. Person-environment transaction is a dynamic process, meanwhile of a coping process, appraisal of events might shift thus necessity of another coping process may be needed.

Folkman et al. (1986), elaborate coping definition by adding two main dimensions of coping; problem-focused coping, emotion-focused coping. Problem-focused coping; means handling the problem that is appraised stressful, meanwhile emotion-focused coping; means modulating one’s emotion after a stressful situation. Stephens and Gwinner (1998), introduce that in addition of these suggested coping strategies by Folkman et al., there are another coping strategy that can rather be used by consumers after appraisal of a stressful situation; avoidance. Their purpose is to put an emphasize on non-complainers and distinct avoidance coping than emotion focused coping. Problem focused coping means a direct action towards stressful event. One has power to voice his/her complaint and thinks it's worth it. Emotion-focused coping is inward, one tries to solve the situation by altering their own feelings. Even though the situation remains same, after successful emotion-focused coping, one may evaluate situation more positive and feel better. Avoidance coping different than emotion-focused coping, does not change the evaluation of events, instead one simply ignores the situation and may leave the firm for good.

Coping strategy grouping does not supported by all researchers. Some of them suggest that division of coping strategies does not possible because they can be used at the same time by same person. Duhachek (2005), oppose the distinction of coping. He asserts that people generally use both emotion–focused and problem-focused coping strategies at once, thus they cannot be mutually exclusive. Duhachek (2005), used eight coping factors in his study; action coping, rational thinking, positive thinking, emotional venting, instrumental support, emotional support, avoidance and denial, and classified them under three coping strategies; expressive coping (action coping, rational thinking, positive thinking), active coping (emotional venting, instrumental support, emotional support) and avoidance/denial coping. Sengupta, Balaji and Krishnan (2015), suggest that instead of categorizing coping factors under some strategies, factors should be studied separately as mediators. They present a multidimensional measure with eight coping strategies and used the coping strategies as mediating factors between failure severity and customer satisfaction. They also focus on the effect of failure severity and brand reputation on coping strategies. Sengupta et al. (2015), clarify that customers do not only use one coping strategy, they use a selection within eight coping strategies depend on the stressful situation. They briefly explain coping strategies based on their literature review as follow;

Action coping;

Consumers who cope with action coping try to fix the problem and make things better. After thinking over about the situation, they come out with an action plan. People who adopt action coping, mostly blame the service provider thus they most likely contact with the company, express their feelings and seek redress.

Rational thinking;

Consumers who adopt a rational thinking strategy, examine things thoroughly and do not take an action precipitately. Although they consider the failure as controllable, they may become a part of problem solving. Rational-thinking people avoid showing their feelings about the failure.

Positive thinking;

Consumers who engage in positive thinking, consider the failure as uncontrollable and do not blame service provider. They conceive the failure as an experience, and because they think it could have been worse, they focus on the good things.

Emotional venting;

Consumers who go with emotional venting, express their feeling easily towards service provider and try to get their attention. It is a way of adjusting their emotions. If consumers think the failure is preventable, they most likely show their anger.

Instrumental support seeking;

Consumers who indigenize instrumental support seeking strategy, need guidance of friends, relatives or other customers. They presume the situation controllable and get in contact with other customers to learn the process of complaint and redress.

Emotional support seeking;

Consumers who cope with Emotional support seeking strategy, aim relief by reflect their emotions to others. The main purpose of this behavior is let loose negative feelings, and this make emotional support seeking different than instrumental support seeking; it is not about getting anything, it is just about expressing feelings to let them go. Customers assume the failure is beyond the control of service provider, and they blame situational factors.

Avoidance;

Customers choose avoidance strategy to modulate their emotions by distancing themselves. They do not blame service provider and think the failure is uncontrollable. Thus, they do not take any action toward service provider.

Denial;

Consumers who engage in denial strategy, denies even a failure happened. Therefore, they do not contact with anyone or take any action regarding the problem. To balance their emotion, they refuse to admit even a failure occurred.

Folkman and Lazarus (1985), take coping in a different perspective by studying it as a process. In their study, they evaluate three stages of a stressful situation; before, during and after. They notify that people adopt different strategy combinations throughout a tense condition. Even the stressful event is in the center of the study, stress factors change during the whole process hence adopted coping strategies also changed. Folkman and Lazarus (1985), also emphasize that, as an important result of their study; there were significant distinctive personal characteristics in emotion at every stage of the stressful event. Individual differences are also another important aspect of coping process and should be examined exhaustively.

2.5 Justice theory

Perceived Justice is used in many researches to find out its relationship with customer satisfaction. Lin et al. (2011) stated that distributive, procedural and interactional justices have a significant positive influence on customer satisfaction. Kim et al. (2009) posited that perceived justice influences satisfaction with service

recovery. Del Rio-Lanza et al. (2009) indicated that in addition of previous research, perceived justice does not just influence satisfaction with service recovery (SSR), it also has an effect on negative emotions. Kuo and Wu (2011) examined effects of perceived justice on emotions, SSR and post purchase intentions. Customer satisfaction has a close relationship with customer complaint behavior thus researchers investigated perceived justice through customer satisfaction to find out complaint intentions. Wu (2013) also investigated directly customer complaint behavior (CCB) by considering customer satisfaction through justice, trust, expectation confirmation and perceived usefulness.

Moreover, perceived justice is not only investigated about its direct effects on customer satisfaction. Hui and Au (2006) studied the effects of culture on perceived justice after a service recovery strategy. People who has different cultures in individual level, perceive fairness with disparate impact after a service recovery strategy; voice, compensation and apology. Also, it was found that perceived justice positively influenced service recovery satisfaction.

- Procedural Justice

Martinez-Tur (2006) and Voorhees and Brady (2005), explains procedural justice (as cited in Wu, 2013, p. 167) as the perceived fairness of the policies, procedures and criteria used by decision makers in negotiating a disagreement or discussion. Del Rio-Lanza et al. (2009) indicated that procedural justice is the strongest perceived justice that affects customer SSR and it is the only one that affects emotions for offline mobile phone service industry. However, following papers contrast with that argument. First Kim et al. (2009) did not find procedural justice as the strongest effective one even though it has an effect on SSR for hotel service industry. Lin et al.

(2011) also stated that even though procedural justice influences customer satisfaction it is not the strongest one. Kuo and Wu (2012) found that procedural justice enhances SSR as well as procedural justice increase positive emotions and decrease negative ones. But, Wu (2013) showed that procedural justice has not a significant effect on customer satisfaction, and on complaint intentions for online shopping.

- Distributive Justice

Martinez-Tur (2006) explains distributive justice by (as cited in Wu, 2013, p. 167) as the perceived fairness, after comparison of inputs and outputs, assessing the justice of the exchange while scoring the equity. Kim et al. (2009) studied the relationship between perceived justice and SSR, and they found that distributive justice is the strongest perceived justice that affects SSR for hotels service industry. Lin et al. (2011) stated that repurchase intention is positively affected only by distributive justice, while interactions between distributive and procedural justice, and between distributive and interactional justice have a positive effect on customer satisfaction, negative WOM and repurchase intention for online retailer service. Kuo and Wu (2012) also found that distributive justice enhances post purchase intentions and SSR distributive increase positive emotions and decrease negative ones for online shopping. Positive emotions increase SSR and SSR positively affects post purchase intentions while negative emotions decrease SSR. Moreover, Wu (2013) shows that distributive justice has a significant effect on customer satisfaction, and complaint intentions as well for online shopping.

- Interactional Justice

Martinez-Tur (2006) and Son and Kim (2008) explain distributive justice (as cited in Wu, 2013, p. 167) as the perceived fairness about personal treatment that is received by individuals while making decisions. Lin et al. (2011) posit that negative WOM is affected negatively by interactional justice. Interactions between distributive and interactional justice have a positive effect on customer satisfaction, negative WOM and repurchase intention. Kuo and Wu (2012) examined that interactional justice enhances only SSR but interactional justice has no effect on emotions for online shopping failure. Wu investigates (2013) customer complaint behavior (CCB) by considering customer satisfaction through justice, trust, expectation confirmation and perceived usefulness. Interactional justice has a significant effect on customer satisfaction, and complaint intentions as well for online shopping.

2.6 Emotions

Emotions are another antecedent of complaint behavior. As it is investigated by its consequences such as perceived justice dimensions, it is also investigated as its effect on customer complaint behavior. Tronvoll (2011) examined 20 negative emotions by using critical incident method and survey. 20 emotions reduced to five negative emotions; shame, sadness, fear, anger and frustration, it can be also reduced to three categories; other-attributed (anger and frustration), self-attributed (shame and sadness) and situational-attributed (fear). Anger and frustration are caused by service provider thus consumers try to control situation so tend to complain more. He found that the best predictor for complaint behavior is frustration (Tronvoll, 2011).

Strizhakova, Tsarenko and Ruth (2012) investigated anger and its effects on positive intentions and negative intentions such as traditional WOM and online WOM by using coping strategies (expressive, active and denial) and rumination about the incident as mediators. Expressive coping affects anger on rumination, active coping affects anger on rumination in more conventional channels while denial was in less conventional channels. Active coping can be a problem-solving strategy because customers give a chance to company to make things right, but expressive coping and denial may result in negative behaviors and may have harmful results for company. Kuo and Wu (2012) indicate that positive emotions increase post-recovery satisfaction, and vice versa. Post-recovery satisfaction positively affects post-purchase intentions.

On the other hand, embarrassment is another emotion that leads to customer through complaint behavior. Wan (2013) argued that collectivists tend to complain more than individualists. That's because face value is important for people who has collectivist cultural norms.

Donoghue, Klerk and Isaac (2012) investigated emotions and complaint behavior on females for product performance failure situations. Emotions (anger, shame, sadness, guilt, frustration and surprise) depend on the accusation about failure. Blame attribution also affect emotion. Because most of the blame attributed to seller, thus customers mostly feel anger, frustration, sadness and surprise, not guilt or shame. Surprisingly, anger is not the most intense emotion, frustration; sadness and surprise are found to be strongest ones. Intensity of emotions also affects the complaint behavior as well as emotion itself. Complaint behaviors; emotion focused coping (WOM), avoidance coping (Exit, no action) and problem focused coping

(voice, third party complain, seeking redress etc.) also depend on emotions that felt. Baker, Meyer and Chebat (2013) examined the relationship between expressed and felt emotions. It is found a positive relationship between felt and expressed emotions, and between expressed emotions and complaint behavior (voice to third party). Emotions are effective for customer satisfaction hence for customer complain behavior. To have a better understanding about customer complaint behavior, various emotions are investigated in detail.

2.7 Service recovery

Service recovery is defined by Tax and Brown (2000) as a collective action alliance that includes problem diagnosis, solving customer problem efficaciously, identifying root cause of the problem, learning from them and develop service process.

Unsatisfying service occurs when there is a gap between expectation and reality. Andreassen (2000), explains that when there is a gap, and consumers think there is a deficit on their side, they try to reduce it. Complaining is an action to decrease the loss and the aim is to go back to the neutral situation. He indicates that a good service recovery, including both outcome and process, is key for satisfaction.

Gronroos (1988) defines service as a process that takes place at the same time when it is produced and consumed on most of the times. Thus, he indicates that providing quality at certain level is not always possible and customer does not always aware of the whole process, they only value what they get at the end. When perceived service quality is below than expected, there will be an unsatisfying situation on customer side. He indicates that there are six aspect of perceived service quality. Companies should pay attention to these aspects when they encounter to

customer. He also claims that when service failure occurs, it is hard to correct this situation because it is hard to encounter to customer again (Gronroos, 1988). Thus, customer complaints to company is important for because it gives a chance to correct the mistake. Most research focused on perceived justice theory when they investigate service recovery actions (Wirtz and Mattila, 2004; Wang, Wu, Lin and Wang, 2011; Andreassen, 2000). Fairness important, as well as how customers perceive it, for good service recovery. Perceived justice is always investigated with its three dimensions which are procedural, interactional and distributive justice. Gustafsson (2009), claims that service recovery includes all three dimensions since complaint process requires first interact with the company, complaint process management and the result of complaint process which represents interactional justice, procedural justice, and distributive justice. Wirtz and Mattila (2004) take a different approach while investigating service recovery and instead of using three dimensions, they used a distinctive aspect for each perceived justice dimension; compensation is used for distributive, response speed is used for procedural, and apology is used for interactional. Service recovery research focused on perceived justice theory since it includes all aspects of a service recovery process.

2.8 Risk perception

Featherman and Pavlou (2003) defines perceived risk as the consumers' subjective belief of suffering a loss in pursuit of a desired outcome. Cunningham (1967) (as cited in Featherman and Pavlou, 2003, p. 454) diverged perceived risk into two main categories; performance and psychosocial risks and furthermore, he detailed perceived risk by dividing it to six types; performance, financial, opportunity/time,

safety, social and psychological loss. Featherman and Pavlou (2003) also mentioned about overall perceived risk by referring tradeoff behavior. When consumers decide to avoid a risky behavior, there might be another risk that they have to bear. Thus, even though there are six types of perceived risk, overall risk perception is also important criteria to come to a decision.

Featherman and Pavlou (2003) define six type of perceived risk on online marketing context;

Performance risk: The risk that the product or service is not as expected. Also, it might be because of general service; from buying the product from website to delivering to them one's delivering address.

Financial risk: The risk that might cause financial lose. It might be because of expensive purchase, transportation cost or extra sustention costs of product. Also, deception about product or fraud might be the cause of financial risk.

Time risk: The risk that losing time because of wrong purchase decision, web site design, procurement procedure. Also returning the unwanted product or learning how to use a product are also might be reasons of time lose.

Psychological risk: The risk that cause shifting self-perception to a negative direction or bothering someone's mind. Also because of failing to purchase wanted product might cause disconfirmations on someone's mind.

Social risk: The risk that cause causes the image in front of society to be negatively affected.

Privacy risk: The risk about misusing of personal information by other people or web sites.

Overall risk: Perceived risk after considering all types of risk generally.

CHAPTER 3

THEORETICAL MODEL AND HYPOTHESES

In this section, details of the theoretical background of the study is illustrated. While the model of the study is explained in the context of online shopping, the hypotheses created is explained.

Figure 1 shows theoretical model of this research. Variables are listed as; dissatisfaction induced emotions, dissatisfaction situations, coping behavior, solution effectiveness and service recovery paradox.

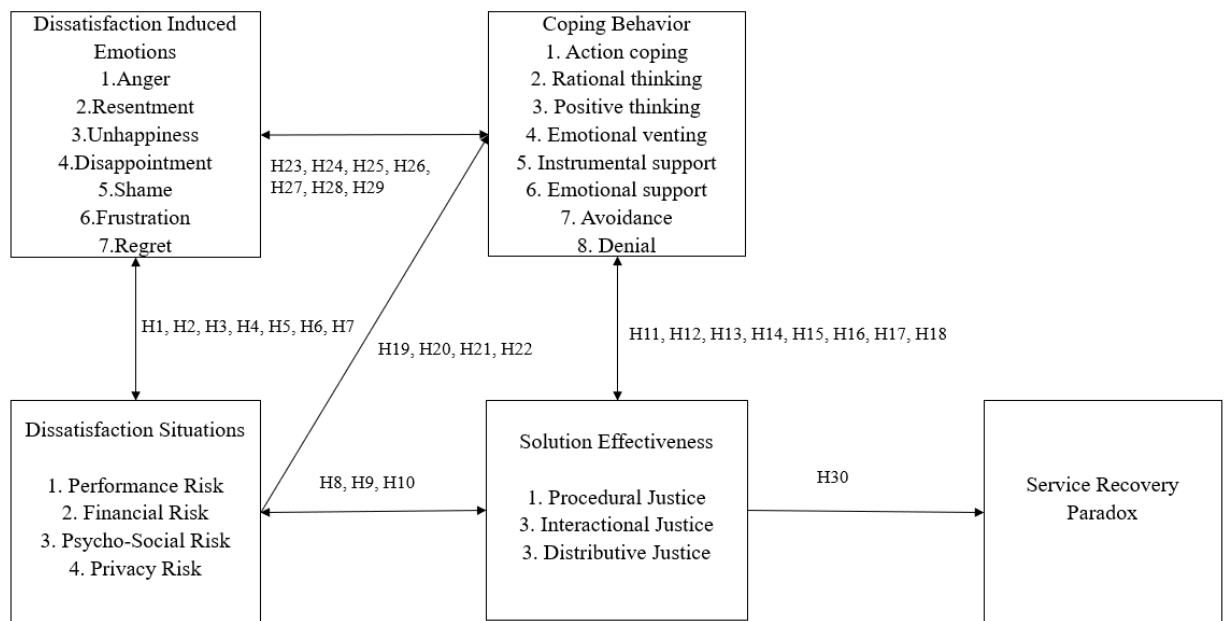


Figure 1. Theoretical model

3.1 Modules of theoretical framework

In this part, dependent and independent variables and hypotheses are explained in detail.

3.1.1 Dissatisfaction induced emotions

This independent variable constitutes of seven negative emotions. Emotions are varying upon more extrovert to introvert. The aim is to measure its relation between dissatisfaction and coping behavior. Since emotions are induced from dissatisfaction situations, negative emotions are used as follow;

- Anger: Anger is an expressive emotion and mostly caused by other attributes than oneself thus, relation between anger and perceived risk in concept of service failure situations is checked.
- Resentment: Resentment is caused by other attributes as well, but it indicates an inner emotion when one has a negative and unfair treatment from the least expected situation. It is controlled if there is a relationship between resentment and perceived risk in concept of service failure situations.
- Unhappiness: Unhappiness is a negative emotion that caused by a not satisfying result. Relationship between unhappiness and perceived risk in concept of service failure situations is controlled.
- Disappointment: Disappointment is a negative emotion that is caused by when there is a situation that is least than expected. Relationship between disappointment and perceived risk in concept of service failure situations is checked.
- Shame: Shame is an inner emotion that is caused one did something that is beneath him/her. It distorts one's self-image. Relationship between shame and perceived risk in concept of service failure situations is tested.
- Frustration: It is a negative feeling includes being upset or annoyed as a result of being unable to change or achieve something. Relationship between frustration and perceived risk in concept of service failure situations is checked.

- Regret: Regret is a desire not to have the negative situation in the first place.

Relationship between regret and perceived risk in concept of service failure situations is controlled.

3.1.2 Dissatisfaction situations in perceived risk concept

Dissatisfaction situations grouped under perceived risk to examine its effect on coping behavior and its relationship between negative emotions and perceived solution effectiveness.

- Performance Risk: Risk that contains not getting desired benefits from a product or service. Interaction between negative emotions and perceived solution effectiveness are checked as well as its effect on coping behavior.
- Financial Risk: Risk of over pricing or losing money for a product or service. Interaction between negative emotions and perceived solution effectiveness are checked as well as its effect on coping behavior.
- Psycho-social Risk: Risk of damaging one's self or social images because of a service or product. Interaction between negative emotions and perceived solution effectiveness are checked as well as its effect on coping behavior.
- Privacy Risk: Risk of compromising one's private life. Interaction between negative emotions and perceived solution effectiveness are checked as well as its effect on coping behavior.

3.1.3 Coping behavior

Coping is a mechanism that make people overcome an unwanted situation. It has eight dimensions, and it is measured that if dissatisfaction situations affect coping behavior of consumers and whether it has a relationship between perceived solution effectiveness. Also, the relationship between dissatisfaction situation induced emotions and coping behavior are investigated.

- Action coping: It is a coping mechanism to solve the negative situation. The effect of dissatisfactions situations over coping behavior is tested as well as its relation between perceived solution effectiveness.
- Rational thinking: It is a coping mechanism to understand the situation better while abstracting emotions. The effect of dissatisfactions situations over coping behavior is tested as well as its relation between perceived solution effectiveness.
- Positive thinking: Trying to make situation look better than it is and trying to find a bright side of situation. The effect of dissatisfactions situations over coping behavior is tested as well as its relation between perceived solution effectiveness.
- Emotional venting: It is a coping mechanism to understand the situation better while embracing emotions. The effect of dissatisfactions situations over coping behavior is tested as well as its relation between perceived solution effectiveness.
- Instrumental support: It is a coping mechanism to understand the situation better while learning other people's experiences about service failure situations. The effect of dissatisfactions situations over coping behavior is tested as well as its relation between perceived solution effectiveness.
- Emotional support: It is a coping mechanism that contains expressing negative feelings to other people and seek support from them. The effect of

dissatisfactions situations over coping behavior is tested as well as its relation between perceived solution effectiveness.

- Avoidance: It is a coping mechanism to hide the service failure situations from oneself. The effect of dissatisfactions situations over coping behavior is tested as well as its relation between perceived solution effectiveness.
- Denial: It is a coping mechanism to rejecting the service failure situations as if it never happened. The effect of dissatisfactions situations over coping behavior is tested as well as its relation between perceived solution effectiveness.

3.1.4 Solution effectiveness

Solution effectiveness is comprised of company responses in context of perceived justice. Solution effectiveness and its relation between dissatisfaction situation and coping behavior are tested. Also, it is the independent variable to measure its impact on service recovery paradox.

- Procedural Justice: It is the perceived fairness of the policies, procedures and criteria used after a service failure situation. Its relation between dissatisfaction situations and coping behavior and its effect on service recovery paradox are checked.
- Interactional Justice: It is the perceived fairness about personal. Its relation between dissatisfaction situations and coping behavior and its effect on service recovery paradox are checked.
- Distributive Justice: It is the perceived fairness, after comparison of inputs and outputs and check if outcome is fair enough while considering the loss. Its

relation between dissatisfaction situations and coping behavior and its effect on service recovery paradox are checked.

3.1.5 Service recovery paradox

Service recovery paradox is a phenomenon that says when consumers who have experienced a negative situation, are treated in a good way, they can be more loyal and sustainable customers even more than before. Thus, with this dependent variable it is tested if solution effectiveness has a significant impact on service recovery paradox.

3.2 Hypotheses

The following 36 groups of hypotheses are formulated based on the theoretical model of this study.

Hypothesis 1: There is a significant relationship between anger and dissatisfaction situations.

Hypothesis 2: There is a significant relationship between resentment and dissatisfaction situations.

Hypothesis 3: There is a significant relationship between unhappiness and dissatisfaction situations.

Hypothesis 4: There is a significant relationship between disappointment and dissatisfaction situations.

Hypothesis 5: There is a significant relationship between shame and dissatisfaction situations.

Hypothesis 6: There is a significant relationship between frustration and dissatisfaction situations.

Hypothesis 7: There is a significant relationship between regret and dissatisfaction situations.

Hypothesis 8: There is a significant relationship between procedural justice and dissatisfaction situations.

Hypothesis 9: There is a significant relationship between interactional justice and dissatisfaction situations.

Hypothesis 10: There is a significant relationship between distributive justice and dissatisfaction situations.

Hypothesis 11: There is a significant relationship between perceived justice and action coping.

Hypothesis 12: There is a significant relationship between perceived justice and rational thinking.

Hypothesis 13: There is a significant relationship between perceived justice and positive thinking.

Hypothesis 14: There is a significant relationship between perceived justice and emotional venting.

Hypothesis 15: There is a significant relationship between perceived justice and instrumental support.

Hypothesis 16: There is a significant relationship between perceived justice and emotional support.

Hypothesis 17: There is a significant relationship between perceived justice and avoidance

Hypothesis 18: There is a significant relationship between perceived justice and denial.

Hypothesis 19: Performance risk has a significant impact on coping behavior.

Hypothesis 20: Financial risk has a significant impact on coping behavior.

Hypothesis 21: Psycho-social risk has a significant impact on coping behavior.

Hypothesis 22: Privacy risk has a significant impact on coping behavior.

Hypothesis 23: There is a significant relationship between anger and coping behavior.

Hypothesis 24: There is a significant relationship between resentment and coping behavior.

Hypothesis 25: There is a significant relationship between unhappiness and coping behavior.

Hypothesis 26: There is a significant relationship between disappointment and coping behavior.

Hypothesis 27: There is a significant relationship between shame and coping behavior.

Hypothesis 28: There is a significant relationship between frustration and coping behavior.

Hypothesis 29: There is a significant relationship between regret and coping behavior.

Hypothesis 30: Solution effectiveness has a significant impact on service recovery paradox.

Hypothesis 31: There is a significant difference among groups with different Internet usage levels in respect of service recovery paradox.

Hypothesis 32: There is a significant difference among groups with different online shopping frequencies in respect of service recovery paradox.

Hypothesis 33: There is a significant difference among groups with different shopping upper limits on online shopping in respect of service recovery paradox.

Hypothesis 34: There is a significant difference among groups with different Internet usage levels in respect of dissatisfaction situations induced perceived risk.

Hypothesis 35: There is a significant difference among groups with different online shopping frequencies in respect of dissatisfaction situations induced perceived risk.

Hypothesis 36: There is a significant difference among groups with different shopping upper limits on online shopping in respect of dissatisfaction situations induced perceived risk.

CHAPTER 4

RESEARCH METHODOLOGY

In the previous sections, customer dissatisfaction situations in risk perception concept, negative emotions, perceived solution effectiveness, coping behavior of customers and service recovery paradox have been explored in detail. In this chapter, research methodology is explained with its technical facets. Questionnaire is used to collect data for this research, as a quantitative method.

Technical parts such as preparation of the questionnaire, the method and procedure of data collection and factors of the questionnaire, how they are prepared, and data analysis approach will be elucidated in this chapter as well as research constraints.

The questionnaire is constructed in line with the research objectives which are: (1) to determine the relationship between service failure situations in risk perspective such as performance risk, financial risk, psycho-social risk and privacy risk and perceived solution effectiveness such as procedural, interactional and distributive justice; (2) to find out whether there is a relationship between negative emotions and dissatisfaction situations; (3) to find out whether there is an impact of dissatisfaction situations on coping behavior; (4) to find out whether there is a relationship between solution effectiveness and coping behavior; (5) to identify the effect of perceived solution effectiveness on service recovery paradox; (6) to observe whether service recovery paradox differs depends on demographic variables such as age, gender, marital status, academic background, and income; (7) to determine if shoppers who differ in general online shopping habits and experience levels

including Internet usage levels, online shopping frequency, online shopping preferences, and shopping upper limit on online shopping also differs in service recovery paradox or not.

4.1 Preparation of the questionnaire

The questionnaire is prepared after a detailed literature review. Researches that includes customer dissatisfaction in context of online and offline shopping is examined. Relevant scales about dependent and independent variable of research model are listed and analyzed. Dissatisfaction situations are listed considering the risk perception and service failure types in online context. After that, with great help and contributions of Boğaziçi University professors; Hande Türker and Aslıhan Nasır in Management Information Systems department, dissatisfaction situations scale is created. All other scales are taken from existing researches however, to simplify questionnaire; some scales are shortened. Original questionnaire is created in English, notwithstanding since target of the research is Turkish people, questionnaire is translated to Turkish. Appendix A provides English version, and Appendix B provides Turkish version of the survey. After translation all questions are reviewed again, and be sure that all scales are clear, understandable and they have the same sense as in English version. There is an introduction part of the survey that explains the aim of the study, who is conducting the study and indicates the privacy of personal data. First section is about online buying behavior and it is relevant to make a clear statement of the study. Demographic questions are asked at the end of the survey. Questions are asked depends on the imaginary service failure situations, and at the beginning of the study various service failure situations are

listed to create a perspective. All respondents are applied standard survey and collected data is analyzed via SPSS 24.

4.2 Choice of people for the questionnaire

Convenience sampling method is used in this research. Since this paper aims to study customer behaviors in online retail context, target group is chosen among customers who do or did online purchase. Nowadays it is literally possible to buy everything by using web sites. Whereby Internet, things are cheaper and more accessible thus it is widely used. To reach our target group, there were a criterion for involvement in the study; we asked participants that if they want to be a part of this study, they have been done online shopping at least a few times. Also, first four questions were there as they are online shopping related questions to make a clear understanding whether participants did online shopping before. Also, it is clearly indicated the purpose of the study, which is to have a clear understanding consumer behavior after having a post consumption dissatisfaction because of a service or product.

Questionnaire is created by using an online survey tool. Paper-based data collection method is not used. In order to collect data survey link is distributed in various platforms such as; Facebook, LinkedIn, Whatsapp groups, mail groups, and university forums. All people were kindly asked the distribute survey link to reach a wide range respondent.

The dataset was gathered by using online survey tool anonymously. The survey conducted between December 2017 and April 2018 for five months. There were 513 responds but when unfinished data removed to clear dataset; 400 analyzable data is left out of 513 responds.

4.3 Components of the questionnaire

The questionnaire consists of four pages. It begins introduction which is one page and purpose of the questionnaire, the privacy of data, and owners of the questionnaire are explained in introduction part.

The survey questions covered (i) the internet usage and online shopping pattern, (ii) dissatisfaction levels after service failure situations, (iii) emotions after the incident, (iv) coping mechanism after service failure, (v) effectiveness of company responses after service failures, and lastly (vi) repurchase intentions and attitude towards company after company response to service failure situation to evaluate whether there is a service recovery paradox.

There are fourteen questions in the questionnaire. First four questions are asked to measure Internet usage and shopping behavior, one question is asked to measure dissatisfaction levels in service failure situations after online shopping that are grouped by risk perception dimensions, one questions is asked to measure emotions in case of dissatisfaction situations after online shopping, one questions is asked to understand coping behavior after online service failure and another one is asked to investigate solution effectiveness that company applied after service failure situations in online context. To measure service recovery paradox, ninth questions asked with six dimensions. Last five questions are demographic questions about education, marital status, income, gender and age.

The first component of the survey measures general online shopping traits respondents have including (1) the weekly time they spend online because of personal reasons which is ordinal scale and options are; “less than 5 hours”, “5 – 10 hours”, “10 - 15 hours” and “more than 15 hours”. (2) shopping frequency is also

ordinal scale which has four options “once in a day”, “once in a week”, “a few times in a week”, “a few times in a month” and “a few times in a year”; (3) Categories that they have shopped before is an ordinal scale and options are; “clothing”, “technology”, “food”, “health”, “shoes”, “household appliances”, “major appliance”, “books” and “hobby”; (4) the maximum shopping consumption limit in online shopping which has an ordinal scale and it consists of “less than 100 TL”, “100 - 499 TL”, “500 - 999 TL”, “1,000 - 2,499 TL”, “more than 2,500 TL”. The aim of this section is to investigate online shopping tendencies as well as to find out whether Internet usage and online shopping habits of respondents have a discriminative effect on service recovery paradox.

Second part of the survey focus on dissatisfaction situations in online shopping context. To develop service failure situations, expert opinion technique was used. Also complain sites are reviewed and multiple interviews are conducted to learn common service failure situations that people face after online shopping. Various service failure situations are listed and categorized based perceived risk facets description on Featherman and Pavlou (2003)’s research; performance, time, financial, psychological, social and privacy. Afterwards, listed service failure situations are pre-tested to detect their categorization was reliable. Situations were reduced to twenty-two items and four groups; performance, financial, psycho-social and privacy; performance risk has seven, financial has four, psycho-social has seven and privacy has four items. Respondents evaluate based on a 5-point interval scale: level of dissatisfaction (1) very high, (2) high, (3) moderate, (4) low, (5) very low. Question five in Appendix A shows all question items. The variables and statements are the following:

Performance risk (seven items);

- Product that is sent by website, is different than the product that is represented in the website
- Since the site of the store was not user friendly enough, I could not search the criteria I wanted and could not find the product I wanted.
- When I shopped at the store, I was told that I would receive the product in one day, but I received the product three days later.
- The installation of the product, which was said to be extremely fast on the site, was very time consuming.
- Product that I bought could not be delivered to my address even though it was correct. I had to go to a distant shipping company branch to pick up the product.
- The product that I sent to my friend as a birthday gift delivered to his address after his birthday.
- I found out that the product I added to the shopping cart was not in stock, only after I registered to the site, entered the address and payment information.

Financial risk (four items);

- The parts required for using the product I bought are not included in the product. I had to pay them separately.
- Shortly after I made the purchase, there was a discount for the product I bought.
- I returned the product I received from the store, but the shipping fee was not included in the refund.

- I was very disappointed by the product I bought because image of the product was misleadingly in the website and I realized that I paid an unnecessarily high price for the product.

Psycho-social risk (seven items);

- I've learned that the site I shopped has an exact opposite opinion than me in an important social demonstration.
- A health product I purchased was offered on the site by a famous doctor. However, the doctor then said that he did not give any product advice on the Internet.
- I called the free phone line on the site to find out what I should do to return a product I purchased. I was told that all the necessary information is also found on the website in a negative style, and I was not informed.
- I sent an email that saying the product I received from their website was not the same as the product on the site and that I was dissatisfied with it, but I didn't get any explanation, apology or response.
- I bought a product, and the day after there was a large discount for the product. I called the website and asked them if I can also benefit from this discount; they said it could have been applied to customers with special status and not to me.
- I don't prefer my purchases to be shown on Internet but a product that I bought was shown to my friends with my name on social media without my permission.
- After shopping from a website, I learned that the reputation of the site was very bad, and I was very worried about it.

Privacy risk (four items);

- My personal information was shared with other companies without permission.
- In order to complete my shopping on the site, I was required to fill too much personal information.
- My username was used to write comments in several websites without my permission.
- I could not find an easy-to-understand privacy and security contract on the site.

Third part of the study is about emotions that are experienced after service failure situations and their intensity. After exhaustive investigations about emotions, it is decided to use seven negative emotions that are mostly felt after a service failure situation and that may lead a customer compliant behavior. 5-point interval scale was used and since the aim is also analyze intensity, scales are constructed as; intensity about the emotions that is felt (1) very high, (2) high, (3) moderate, (4) low, (5) very low. Question six in Appendix A shows all question items. Emotion list as following:

Emotions (seven items)

- Anger
- Resentment
- Unhappiness
- Disappointment
- Shame
- Frustration
- Regret

Fourth part of the study is about coping behavior. Coping theory and coping theory dimensions are used to construct this scale. There are eight coping theory dimensions; Action coping, rational thinking, positive thinking, emotional venting, instrumental support, emotional support, avoidance and denial. Dimensions are taken from the study of Sengupta et al. (2015). To simplify questions and avoid repetitive items; one item is used for each dimension and some items are combined. 5-point interval scale is used for the question is coping behavior is relevant for respondents coping behavior after a service failure situation; (1) Not relevant at all, (2) not relevant, (3) either relevant or irrelevant, (4) relevant, (5) very relevant.

Question seven in Appendix A shows all question items. The variables and statements are the following:

Action coping (one item)

- Generate potential solutions to solve the problem

Rational thinking (one item)

- Try to control my emotions and try to be objective

Positive thinking (one item)

- Try to look at the brighter side of the problem

Emotional venting (one item)

- Acknowledge my emotions

Instrumental support (one item)

- Try to get advice from someone about what to do in such cases.

Emotional support (one item)

- To make me feel better, tell others how I feel

Avoidance (one item)

- Distract myself to avoid thinking about this experience

Denial (one item)

- Pretend that this never happened

Fifth part of the survey is about solution effectiveness in context of perceived justice. In this part perceived justice scale and service recovery scale are combined to construct solution effectiveness scale. Based on the study of Kuo and Wu, (2012) named “Satisfaction and post-purchase intentions with service recovery of online shopping websites: Perspectives on perceived justice and emotions, justice theory dimensions are distributive, procedural, and interactional are used. However, with this item, aim is to measure solution effectiveness by considering perceived justice thus, service recovery scale is used which is constructed by Li, Li and Peng (2011) with items; initiation, apology, response speed, and physical compensation. By considering a relationship between service recovery scale and perceived justice scale; they combined as solution effectiveness scale and it is used to measure solution effectiveness. Smith, Bolton, and Wagner (1999) claim and prove that below relation is valid in their article named “A model of customer satisfaction with service encounters involving failure and recovery”;

- Response Speed = Perceived Procedural Justice
- Apology = Perceived Interactional Justice
- Initiation = Perceived Interactional Justice

Items are simplified to be more precise and understandable by respondents.

Questions is asked to learn how effective service recovery strategies that are used by companies. 5-point interval scale was used; (1) Not effective at all, (2) not effective,

(3) moderate effect, (4) effective, (5) very effective. Question eight in Appendix A shows all question items in detail:

Perceived Distributive Justice

- Offer discount, redress etc. for compensation purposes.
- The solution offered to the customer is fair.
- The proposed compensation redress etc. is in a quality that will make forget the problem.

Perceived Procedural Justice

- Return a quick answer about the problem.,
- To produce a solution that is not painful and time-consuming.

Perceived Interactional Justice

- Apologize for the situation
- To accept the mistake immediately
- Make a detailed explanation about the subject.
- To convey the process improvements to be done in the name of not repeating the problem.
- Find out how satisfied the customer is with the solution.
- To be polite and understanding in the solution process.

Sixth part of the study is service recovery paradox which is the dependent variable of the research model. Service recovery paradox is not a variable that can be measure directly thus, three factors are used to measure it; loyalty, repurchase intention, positive word of mouth. 5-point Likert scale is used and measured whether they agree with the statements that are given about post-consumption attitude and behavior; (1) totally disagree, (2) disagree, (3) either agree or disagree, (4) agree, (5)

totally agree. Question nine in Appendix A shows all question items. The statements are as follows:

Loyalty

- My confidence will increase for the website
- I would be sure that my problem will be solved in the future if I face a similar problem
- I think company proves its well intentions towards its customers

Repurchase Intention

- I keep shopping from that website

Positive word of mouth

- I share my satisfaction about the way company resolve my problem with other people

Overall satisfaction

- My loyalty towards company would increase

The seventh part of the questionnaire is comprised of demographic variables including age, gender, marital status, education level, and monthly personal income.

Except monthly income, all demographics questions are mandatory questions to answer. The aim of the demographic questions to control demographic distribution of collected data and to analyze whether service recovery paradox differs depends on demographic characteristics of respondents.

At final, the questions are translated into Turkish carefully and be sure of that they don't lose their original meanings. Also, after translations, all items are reviewed again to avoid repetitiveness. Appendix B includes Turkish version of the survey. The Turkish version also has of the same parts in the same order.

4.4 Statistical analyses

Initially 513 answers are gathered, incomplete responses are deleted, and 400 answers are left to be analyzed. The following analyses are conducted:

- Descriptive analyses are made mainly for general online shopping attributes and demographic variables; however, all other variables are also included in descriptive analyses.
- Correlation analyses are made to examine relationship between emotion and online consumption dissatisfaction, online consumption dissatisfaction and solution effectiveness, coping behavior and solution effectiveness
- Multiple regression analyses are used to check the impacts of online consumption dissatisfaction to coping behavior, and solution effectiveness to service recovery paradox.
- One-way ANOVA and t-test analyses are used in order to find out whether differences in general online shopping attributes and demographic characteristics are significant in explaining service recovery paradox. One-way ANOVA analysis is used firstly for all these variables except gender and marital status, for which independent samples t-test is conducted.

CHAPTER 5

ANALYSES AND RESULTS

Chapter 5 is dedicated statistical analyses and present findings. For this purpose; descriptive, reliability, correlation, multiple regression, one-way ANOVA, and independent samples t-test analyses are performed to test the hypotheses that are given in Chapter 3.

Descriptive findings include demographic and online shopping profiles of respondents, product categories they have purchased online, and mean values of importance attached to each scale.

Correlation analyses are conducted to test the first to the third group of hypotheses and provide results of the significance of relationships among emotion and dissatisfaction situations, dissatisfaction situations and solution effectiveness, and coping behavior and solution effectiveness.

Multiple regression analyses are conducted to test first fourth group of hypotheses to test if dissatisfaction situations have a significant effect on coping behavior and then fifth group of hypotheses to test if solution effectiveness have a significant effect on service recovery paradox.

One-way ANOVA and independent samples t-test analyses are done to test the sixth group of hypotheses and show whether service recovery paradox differs in terms of online shopping characteristics and demographic variables.

5.1 Descriptive findings

Analyzable questionnaires were obtained from 400 participants. Table 1 represents the demographic characteristics of the participants.

Table 1. Demographic Profile of the Respondents

Scales	Frequency	Percentage (%)
Gender		
Male	157	39.3
Female	243	60.8
Age		
18 - 25	72	18.0
26 - 35	210	52.5
36 - 45	78	19.5
46-55	28	7.0
> 55	12	3.0
Marital		
Married	158	39.5
Single	242	60.5
Education		
Primary school graduate	4	1.0
High school graduate	10	2.5
University student	30	7.5
University graduate	215	53.8
Master's Degree/ PhD student	85	21.3
Master's Degree/ PhD graduate	56	14.0
Income		
< 1,500 TL	28	7.0
1,500 – 2,999 TL	60	15.0
3,000 – 4,999 TL	128	32.0
5,000 – 9,000 TL	99	24.8
> 9,000 TL	40	10.0

Most of the respondents were females (60.7%), single (60.7%) and young people (70.5% is younger than 36). It might be result of convenience sampling technique of collecting survey data. There is also a possibility that women find this questionnaire more relatable to their daily life and shopping experiences so, they tend to finish it.

Education level is also high; most of respondents were either university student or have a higher degree (96.5%). The percentage of people who does not have a university degree is 3.5%.

Last demographic question is monthly income and it wasn't a mandatory question since people might not feel comfortable to state their monthly income even though it is guaranteed the confidentiality of the survey data. 88.75% out of 400 respondents answered to that questions. 7% earns less than 1,500 TL, while %15 earns between 1,501-2,999. 75% of all respondents earn more than 3,000 TL; 32% earn between 3,000 – 4,999 TL, 24.8% earn between 5,000 – 9,000 TL and 10% earn more than 9,000 TL.

Table 2 shows the frequency and percentage of respondents in terms of Internet usage, and online shopping experience.

Weekly Internet usage frequency shows how much time respondents spend time online in a week apart from job related reasons. It may contain shopping, watching tv series and/ or movies, reading newspaper, or forums etc. 20.4% of 400 respondents spend less than 5 hours, 24.9% spend between 5 to 10 hours, 19.9% spend 10 to 15 hours and finally highest percentage is with 34.8% that respondents say more than 15 hours.

Table 2. Internet Usage and Shopping Profile

Weekly Internet Usage Frequency (Apart from Job related usage)	Frequency	Percentage (%)
< 5	81	20.3
5 - 10	100	25.0
10 - 15	80	20.0
> 15	139	34.8
Shopping Frequency		
Once in a day	2	0.5
Once in a week	42	10.5
A few times in a week	26	6.5
A few times in a month	195	48.8
A few times in a year	135	33.8
Shopping Upper Limit on Internet		
< 100 TL	21	5.3
100 - 499 TL	98	24.5
500 - 999 TL	66	16.5
1,000 – 2,499 TL	68	17.0
> 2,500 TL	147	36.8

Shopping frequency indicates how frequent respondents do shopping. Surprisingly, 48.8% of respondents do shopping a few times in a month and 33.8% do shopping a few times in a year. Respondents who do shopping a few times a week has the percentage 6.5%, once in a week is 10.4% and once in a day is 0.5%. It seems like, most of respondents of this survey is continues online shoppers but not frequent shoppers.

Shopping upper limit is asked to learn how much respondents are willing to pay for their online purchases. Since risk increase with the money that is spent, it is also a relevant question to learn. 36.82% of 400 respondents spent more than 2,500TL, 16.92% spent between 1,000 – 2,499 TL, 16.42% spent between 500 - 999 TL, 24.63% spent between 100 - 499 TL and finally 5.22% spent less than 100 TL.

Table 3 shows the frequency and percentage of product categories that respondents did a purchase before.

Table 3. Online Purchased product categories

Shopping Frequency Based on Product	Frequency	Percentage (%)
Clothing	319	79.8
Technology	287	71.8
Food	177	44.3
Health	124	31.0
Shoes	255	63.8
Household appliances	226	56.5
Major appliance	97	24.3
Books	303	75.8
Hobby	222	55.5

Clothing, technological products, shoes and books are four categories that most respondents did a purchase before. Clothing comes in the first place with 80%, which is quite normal with the increase of online discount sites such as Trendyol, Morhipo etc. Also brick and mortar shops also started to open online shopping sites to reach more customers. There are for sure a lot of options that an offline shop can offer, but also, they offer discounts and campaigns that are specific to online websites. They made delivering goods fast and returning items are easy. It is also same with other e-commerce sites. There are a lot of options, campaigns, discounts etc., and that make them preferred options. Most of the times it is possible to try and see something in an offline store and then buy it cheaper from its online shopping site. When returning good is possible and relatively easy, users are more willingly to do online shopping. It is less troublesome. However, when it comes to major appliances percentage is 24%, health is 31%, food is 44%, household appliance is 56%, and hobby product is 55%. The reason may be, when goods get bigger risk

increases, it may be also same when it comes to food or health products, users want to see the real product instead of trusting websites about sending the good quality products. House appliances and hobby related to products have relatively high percentage.

Table 4 shows the mean value and standard deviation with the dissatisfaction level for the item perceived performance risk. Highest score belongs to “Product being different from the represented one” with a mean 3.94. After that “Out of stock information is given late” with a mean 3.79, and “Product didn’t deliver to delivering address” with a mean 3.78. “Birthday gift was sent long after birthday” is with a mean 3.61, “Product is received later than it is promised” is with a mean 3.50, “Not user-friendly website” is with a mean 3.31 and “Time-consuming installation” is with a mean 3.10. Standard deviations of items range from 1.17 to 1.46.

Table 4. Mean Values of Items in Performance Risk Scale

Items	Mean (Over 5)	Std. Deviation
Product is different than the represented in the website	3.94	1.28
Not user-friendly website	3.31	1.28
Product is received later than it is promised	3.50	1.26
Time consuming installation	3.10	1.17
Product did not deliver to delivering address	3.78	1.46
Birthday gift was sent long after birthday	3.61	1.46
Out of stock information is given late	3.79	1.38

Dissatisfaction level is high when product is different that it is represented in the website. Also, when out of stock information is given late, it also increases dissatisfaction level as well as not delivering product to the delivering address. When product is delivered sent later than expected, they also cause more than moderate level dissatisfaction. Not user-friendly web site or time-consuming installation does

not really cause dissatisfaction. For all items, standard deviation is relatively high, this means there are different opinions that does not comply with the mean.

Table 5 shows mean and standard deviation values for perceived financial risk scale in terms of online dissatisfaction situations. “Misleading product image on website” has a mean 3.86, “Additional parts are bought separately” has a mean 3.67, “Discount after purchase” has a mean 3.41 and finally with the lowest mean there is “Shipping fee was not included in refund”, it has a mean 3.38. Standard deviations of items range from 1.28 to 1.51.

Table 5. Mean Values of Items in Financial Risk Scale

Items	Mean (Over 5)	Std. Deviation
Additional parts are bought separately	3.67	1.51
Discount after purchase	3.41	1.28
Shipping fee was not included in refund	3.38	1.44
Misleading product image on website	3.86	1.33

Even though financial risk is important while taking online purchase decision, it seems like none of them cause great dissatisfaction. Highest mean belongs to “Misleading product image on website” which cause giving more money than product deserves on consumer’s perspective. After giving to product than it deserves there is “Additional parts are bought separately” with a mean 3.67 which is close to dissatisfaction, but standard deviation is 1.51 which means there are good number of respondents that have a different opinion. “Discount after purchase” and “shipping fee was not included in refund” also cause dissatisfaction but as in first item; standard deviation implies that there are good number of respondents that have a different opinion.

Table 6 shows the mean value and standard deviation with the dissatisfaction level for the item perceived psycho-social risk. Highest score belongs to “Not answering customer service” with a mean 3.74, second highest belongs to “Unhelpful call line” with a mean 3.73. Others in order; “Unwanted revelation about purchase products” with a mean 3.68, “Fraud about health product by given a famous doctor name” with a mean 3.65, “Unhelpful and sardonic customer service” with a mean 3.30, “Website political views are opposite” with a mean 3.16 and finally “Bad reputation” with a mean 3.13. Standard deviations of items range from 1.27 to 1.66.

Table 6. Mean Values of Items in Psycho-social Scale

Items	Mean (Over 5)	Std. Deviation
Website political views are opposite	3.16	1.38
Fraud about health product by given a famous doctor name	3.65	1.52
Unhelpful call line	3.73	1.50
Not answering customer service	3.74	1.41
Unhelpful and sardonic customer service	3.30	1.45
Unwanted revelation about purchase products	3.68	1.66
Bad reputation	3.13	1.27

As mean of items imply; consumers experience more dissatisfaction when they get no response from customer service. Giving an answer even though it is in a sardonic attitude, it causes less dissatisfaction than they get no response at all. They also experience high dissatisfaction when websites reveal their purchased goods with their name. Political view and bad reputation have no big effect on customer satisfaction levels. However standard deviation is high for all items thus, for all items there are some answers that are far from mean values.

Table 7 shows the mean value and standard deviation with the dissatisfaction level for the item perceived privacy risk. Highest mean belongs to “Unwanted revelation about personal information” with mean of 3.98 and second highest belongs to “Too much personal information requirement” with mean of 3.91. “Fraud by using one's username without permission” has a mean 3.67 and “Lack of easy-to-understand privacy and security contract on the site” has a mean 3.35. Standard deviations of items range from 1.21 to 1.69.

Table 7. Mean Values of Items in Privacy Risk Scale

Items	Mean (Over 5)	Std. Deviation
Unwanted revelation about personal information	3.98	1.43
Too much personal information requirement	3.91	1.21
Fraud by using one's username without permission	3.67	1.69
Lack of easy-to-understand privacy and security contract on the site	3.35	1.34

Personal information is important for consumers and they feel higher level of dissatisfaction when they reveal too much personal information and/ or their personal information is revealed without their permission. Also, using one’s username without permission and write unauthorized comments also causes dissatisfaction. “Lack of easy-to-understand privacy and security contract on the site” does cause a dissatisfaction but it is in low levels. Standard deviation is also high for this item. Table 8 shows mean values for emotion items. Anger has the highest mean values with 4.14 and it has the lowest standard deviation. Second one is regret with mean 3.98 and its standard deviation is also second lowest. Third item is disappointment which has a mean 3.92. After that; frustration comes with a mean 3.67, unhappiness

with a mean 3.65, resentment with a mean 2.8 and finally shame with 1.92. Standard deviation is between 1.11 and 1.39.

Anger is the strongest emotion that is felt after a service failure situation. After it comes; regret and disappointment. After a dissatisfaction situation consumer feel angry which is driven by other attributes and expressive emotion. It may cause more expressive coping behaviors such as complain. Regret and disappointment are more internal emotions and they may lead more silent coping behaviors such as exit. Frustration and unhappiness are also felt after a service failure however, resentment and shame are not emotions that are led by dissatisfactory service experience.

Table 8. Mean Values for Emotion Scale

Items	Mean (Over 5)	Std. Deviation
Anger	4.13	1.11
Resentment	2	1.39
Unhappiness	3.65	1.26
Disappointment	3.92	1.19
Shame	1.93	1.19
Frustration	3.67	1.33
Regret	3.99	1.17

Table 9 shows mean values for coping behavior with its all dimensions. Respondents are answered questions by evaluation items whether they are suitable to their coping actions after a service failure situation. Producing potential solution has the highest mean with 4, after than in this order; express emotions with 3.95, controlling emotion with 3.77, seeking advice 3.86, avoidance 2.88, thinking positive 2.65, emotional support 2.61, and finally denial 2. Standard deviation is between 1.04 and 1.33.

Customers try to produce a solution to cope and solve the problem they face after a service or product purchase. Mean of controlling and expressing emotions are almost same, so even though they try to be rational, they also like to express their emotions about the failed and dissatisfying service. They also tend to seek advice which may lead overcome the situation. Other coping behaviors are not relevant for respondents such as; thinking positive, emotional support, avoidance and denial.

Table 9. Mean Values of Coping Behavior Scale

Items	Mean (Over 5)	Std. Deviation
Produce potential solution	4.01	1.04
Controlling emotion	3.72	1.10
Thinking positive	2.65	1.26
Express emotions	3.96	1.10
Seeking advice	3.87	1.16
Emotional support	2.62	1.33
Avoidance	2.88	1.33
Denial	2.00	1.21

Table 10 shows mean values for solution effectiveness scale with its all dimensions. It is asked how effective company response to customers in case of a service failure situation. Except for the apology, mean for all are above effective. “The solution offered to the customer is fair” has a mean 4.55, “Return a quick answer about the problem” has a mean 4.52, “To be polite and understanding in the solution process” has a mean 4.50, “The proposed compensation redress etc. is in a quality that will make forget the problem” has a mean 4.48, “Offer discount, redress etc. for compensation purposes” has a mean 4.39, “To produce a solution that is not painful and time-consuming” has a mean 4.32, both “Make a detailed explanation about the subject” and “To accept the mistake immediately” have a mean 4.11, both

“To convey the process improvements to be done in the name of not repeating the problem “ and “Find out how satisfied the customer is with the solution” have a mean 4.10, finally “Apologize for the situation” has the lowest mean which is 3.72. Standard deviation is between 0.79 to 1.17.

Table 10. Mean Values of Solution Effectiveness Scale

Items	Mean (Over 5)	Std. Deviation
Apologize for the situation	3.72	1.15
To accept the mistake immediately	4.11	1.05
Return a quick answer about the problem	4.53	0.79
To produce a solution that is not painful and time-consuming	4.33	1.17
Make a detailed explanation about the subject	4.12	1.03
To convey the process improvements to be done in the name of not repeating the problem	4.10	1.03
Offer discount, redress etc. for compensation purposes	4.39	0.91
Find out how satisfied the customer is with the solution	4.10	1.03
To be polite and understanding in the solution process	4.51	0.79
The solution offered to the customer is fair	4.56	0.80
The proposed compensation redress etc. is in a quality that will make forget the problem	4.48	0.93

Company response is effective after a service failure situation. Some affects more and some affects less but they are all have an effect over customers. Customers care the most if offered solution is fair. Fairness is subjective so in this case perceived fairness has the most importance. Also, when they have a quick response, it is also effective as well as company would be polite and understanding through the process. A little bit surprisingly compensation, redress etc. have less effect than the other three. They care the less when company apology about the situation. It may be related to without any corrective action, just apology has the lowest impact.

Table 11 shows mean values for service recovery scale with its all dimensions. It is asked what their response would be if company offers an effective solution as desired. Trust has the highest mean which is 4.39, “well mean” has a mean 4.34, “Positive WOM” has a mean 4.25, “Reliability” has a mean 4.22, “Repurchase intention” has a mean 4.10, and finally lowest mean is belong to “Loyalty” which is 3.86. Standard deviation is between 0.84 and 1.15.

Table 11. Mean Values of Service Recovery Scale

SRP Items	Mean (Over 5)	Std. Deviation
My confidence will increase for the website (Trust)	4.40	0.84
I would be sure that my problem will be solved in the future if I face a similar problem (Reliability)	4.22	0.96
I think company proves its well intentions towards its customers (well mean)	4.35	0.90
I keep shopping from that website (repurchase intention)	4.11	1.05
I share my satisfaction about the way company resolve my problem with other people (positive WOM)	4.25	0.97
My loyalty towards company would increase (loyalty)	3.86	1.16

When company offers a fair solution to solve the problem, it increases the trust towards company and make it more reliable and well-intentioned. Customers talks highly about the company, however, repurchase intention is not high as the others even though trust towards company increase others as well, repurchase intention does not go up as expected. Loyalty has the lowest mean, so good problem solving is effective on loyalty but not as much as its effective on other dimensions.

5.2 Internal consistency of scales

Before hypotheses testing, it is necessary to perform reliability test to affirm the validness of each construct. While reliability test is conducted, items were issued to

deletion if they have an importantly lower item reliability than others and deletion of it increases the reliability of whole. This section is dedicated to measure internal consistency of scales by using reliability test.

Table 12 shows reliability analysis result for dissatisfaction situation variable. Since dissatisfaction situations are grouped by using risk dimensions; for each perceived risk dimension reliability is measured. Cronbach's Alpha value is greater than 0.7 for all dimensions. Also, each item was checked if their deletion would increase reliability, but there is no item that significantly reduces the reliability of categories.

Table 12. Reliability of Dissatisfaction Situation

Scales	Number of Items	Cronbach's Alpha
Performance Risk	7	0.853
Financial Risk	4	0.781
Psycho-social Risk	7	0.906
Privacy Risk	4	0.823

Even though emotion has seven different items that are astride from each other thus, reliability test is not conducted.

Coping behavior also eight different item that contains eight different coping dimensions. Reliability analysis is not necessary to conduct thus, it is not performed.

Table 13 shows reliability analysis result for solution effectiveness which is measure by combining perceived risk scale and recovery measurement scale.

Perceived procedural justice scale has two items and reliability is low thus, factor analysis is conducted.

Table 13. Reliability of Solution Effectiveness

Scale	Number of Items	Cronbach's Alpha
Perceived Interactional Justice	6	0.795
Perceived Procedural Justice	2	0.524
Perceived Distributive Justice	3	0.8
Perceived Justice	11	0.864

After factor analysis, “To produce a solution that is not painful and time-consuming” is decided to be removed because communality of the item is 0.315. After its removal another factor analysis is conducted; all items have greater communality value than 0.6 except “Return a quick answer about the problem” but removing that item causes a decrease in factor numbers from three to two so, it is decided to keep that item. After factor analysis, KMO and Bartlett’s test values are analyzed. Kaiser-Meyer-Olkin measure is 0.858, which means our sample size is enough for factor analysis. Bartlett’s Test of Sphericity sig. value is 0.000 thus, solution effectiveness data is suitable for factor analysis. It is also checked factor group numbers, and the variance factor it explains; three factors can explain 65% of the variance.

Table 14 shows new grouping for solution effectiveness scale. “Find out how satisfied the customer is with the solution”, “To convey the process improvements to be done in the name of not repeating the problem”, “Make a detailed explanation about the subject”, “To be polite and understanding in the solution process”, “The solution offered to the customer is fair”, “Return a quick answer about the problem” are labeled as “Process Excellence”. “The proposed compensation redress etc. is in a quality that will make forget the problem”, “Offer discount, redress etc. for

compensation purposes” are labeled as “Compensation”. “Apologize for the situation” and “To accept the mistake immediately” are labeled as “Apology”.

Table 14. Factor Analysis Result for Solution Effectiveness Scale

Group Name	Scale	1	2	3
Process Excellence	Find out how satisfied the customer is with the solution.	0.831		
Process Excellence	To convey the process improvements to be done in the name of not repeating the problem.	0.746		
Process Excellence	Make a detailed explanation about the subject.	0.744		
Process Excellence	To be polite and understanding in the solution process.	0.665		
Process Excellence	The solution offered to the customer is fair.	0.620		
Process Excellence	Return a quick answer about the problem.	0.467		
Compensation	The proposed compensation redress etc. is in a quality that will make forget the problem.		0.889	
Compensation	Offer discount, redress etc. for compensation purposes.		0.853	
Apology	Apologize for the situation.			0.841
Apology	To accept the mistake immediately.			0.805

Table 15 shows reliability analysis result of solution effectiveness with its new grouping which is result of factor analysis. Total reliability of solution effectiveness scale is high, reliability of groups is also high except “Apology” which we will accept it as adequate level.

Table 15. Reliability Analysis for New Group of Solution Effectiveness Scale

Scale	Number of Items	Cronbach's Alpha
Process Excellence	6	0.855
Compensation	2	0.823
Apology	2	0.655
Perceived Justice	11	0.853

Table 16 shows the result of reliability analysis for service recovery paradox. Cronbach's alpha is 0.923 which is close to 1 so this means this scale has high reliability.

Table 16. Reliability Analysis for Service Recovery Paradox Scale

Scale	Number of Items	Cronbach's Alpha
Service Recovery Paradox	6	0.923

5.3 Correlation analyses

Correlation analysis is used to find out whether there is a relationship between two continuous variables and measure the strength of the relationship. Correlation analyses are performed to explore the significance of relationships between each dissatisfaction situation risk groups and emotions and dissatisfaction situation risk groups and solution effectiveness dimensions.

Table 17 shows the result of correlation analysis between performance risk and emotions. There is a significant and positive relationship between all emotions, except shame, and performance risk. There is no relationship between shame and performance risk. Anger has the strongest relationship which follows by frustration, regret, resentment, unhappiness and disappointment.

Table 17. Correlation between Performance Risk and Emotions

Scale	Pearson Correlation	Sig. (2-tailed)
Anger	.320**	0.000
Frustration	.282**	0.000
Regret	.284**	0.000
Resentment	.145**	0.004
Unhappiness	.143**	0.004
Disappointment	.163**	0.001
Shame	0.016	0.751

**Correlation is significant at the 0.01 level (2-tailed).

Table 18 shows the result of correlation analysis between financial risk and emotions. There is a significant and positive relationship between all emotions, except shame, and financial risk. There is no relationship between shame and financial risk. Anger has the strongest relationship which follows by regret, frustration, resentment, unhappiness and disappointment.

Table 18. Correlation between Financial Risk and Emotions

Scale	Pearson Correlation	Sig. (2-tailed)
Anger	.313**	0.000
Regret	.251**	0.000
Frustration	.233**	0.000
Resentment	.203**	0.000
Unhappiness	.179**	0.000
Disappointment	.157**	0.002
Shame	0.065	0.198

**Correlation is significant at the 0.01 level (2-tailed).

Table 19 shows the result of correlation analysis between psycho-social risk and emotions. There is a significant and positive relationship between all emotions, except shame, and psycho-social risk. There is no relationship between shame and

psycho-social risk. Anger has the strongest relationship which follows by regret, frustration, resentment, disappointment and unhappiness.

Table 19. Correlation between Psycho-Social Risk and Emotions

Scale	Pearson Correlation	Sig. (2-tailed)
Anger	.312**	0.000
Regret	.278**	0.000
Frustration	.275**	0.000
Resentment	.227**	0.000
Disappointment	.217**	0.000
Unhappiness	.207**	0.000
Shame	0.077	0.126

**Correlation is significant at the 0.01 level (2-tailed).

Table 20 shows the result of correlation analysis between privacy risk and emotions. There is a significant and positive relationship between all emotions, except shame, and privacy risk. There is no relationship between shame and privacy risk. Anger has the strongest relationship which follows by regret, frustration, disappointment, resentment and unhappiness.

Table 20. Correlation between Privacy Risk and Emotions

Scale	Pearson Correlation	Sig. (2-tailed)
Anger	.309**	0.000
Regret	.283**	0.000
Frustration	.233**	0.000
Disappointment	.187**	0.000
Resentment	.170**	0.001
Unhappiness	.169**	0.001
Shame	0.024	0.632

**Correlation is significant at the 0.01 level (2-tailed).

Table 21 shows H1-7 hypothesis groups and its results. Except shame, there is a significant relationship between all emotions and risk groups. All hypotheses are supported except group 5 hypotheses which are related to shame. Also, all relationship directions are positive which means there is a positive relationship between emotions and service dissatisfaction risk groups.

Table 21. Testing Results of the Group of Hypotheses between 1-7

No	Hypotheses	Result	Direction
1.a	Anger - Performance Risk	Supported	Positive
1.b	Anger - Financial Risk.	Supported	Positive
1.c	Anger - Psycho-Social Risk.	Supported	Positive
1.d	Anger - Privacy Risk.	Supported	Positive
2.a	Resentment - Performance Risk	Supported	Positive
2.b	Resentment - Financial Risk	Supported	Positive
2.c	Resentment - Psycho-Social Risk	Supported	Positive
2.d	Resentment - Privacy Risk	Supported	Positive
3.a	Unhappiness - Performance Risk	Supported	Positive
3.b	Unhappiness - Financial Risk	Supported	Positive
3.c	Unhappiness - Psycho-Social Risk	Supported	Positive
3.d	Unhappiness - Privacy Risk	Supported	Positive
4.a	Disappointment - Performance Risk	Supported	Positive
4.b	Disappointment - Financial Risk	Supported	Positive
4.c	Disappointment - Psycho-Social Risk	Supported	Positive
4.d	Disappointment - Privacy Risk	Supported	Positive
5.a	Shame - Performance Risk	Rejected	
5.b	Shame - Financial Risk	Rejected	
5.c	Shame - Psycho-Social Risk	Rejected	
5.d	Shame - Privacy Risk	Rejected	
6.a	Frustration - Performance Risk	Supported	Positive
6.b	Frustration - Financial Risk	Supported	Positive
6.c	Frustration - Psycho-Social Risk	Supported	Positive
6.d	Frustration - Privacy Risk	Supported	Positive
7.a	Regret - Performance Risk	Supported	Positive
7.b	Regret - Financial Risk	Supported	Positive
7.c	Regret - Psycho-Social Risk	Supported	Positive
7.d	Regret - Privacy Risk	Supported	Positive

Table 22 shows the result of correlation analysis between performance risk and solution effectiveness. There is a significant and positive relationship between performance risk and compensation. There is no relationship between process excellence and performance risk and, apology and performance risk.

Table 22. Correlation between Performance Risk and Solution Effectiveness

Scale	Pearson Correlation	Sig. (2-tailed)
Process Excellence	.095	0.058
Apology	.079	0.113
Compensation	.106*	0.035

*Correlation is significant at the 0.05 level (2-tailed).

Table 23 shows the result of correlation analysis between financial risk and solution effectiveness. There is a positive relationship between financial risk and apology There is no relationship between process excellence and financial risk and, compensation and financial risk.

Table 23. Correlation between Financial Risk and Solution Effectiveness

Scale	Pearson Correlation	Sig. (2-tailed)
Process Excellence	.090	0.072
Apology	.107*	0.033
Compensation	.086	0.084

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Table 24 shows the result of correlation analysis between psycho-social risk and solution effectiveness. There is a significant and positive relationship between

psycho-social risk and compensation and between psycho-social risk and apology.

There is no relationship between psycho-social risk and process excellence.

Table 24. Correlation between Psycho-Social Risk and Solution Effectiveness

Scale	Pearson Correlation	Sig. (2-tailed)
Process Excellence	.089	0.076
Apology	.110*	0.028
Compensation	.112*	0.025

*Correlation is significant at the 0.05 level (2-tailed).

Table 25 shows the result of correlation analysis between privacy risk and solution effectiveness. There is a significant and positive relationship between financial risk and solution effectiveness dimensions; compensation, process excellence and apology. Relationship strength is almost same for all; strongest one with apology, then it follows by; process excellence and compensation.

Table 25. Correlation between Privacy Risk and Solution Effectiveness

Scale	Pearson Correlation	Sig. (2-tailed)
Process Excellence	.101*	0.043
Apology	.122*	0.015
Compensation	.099*	0.047

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Table 26 shows the result of second group of hypotheses which is the correlation between solution effectiveness and risk perception in terms of online dissatisfaction situation. All hypotheses are supported except 8.a, 8.c, 9.b, 9.c and 10.b. There is no relationship between apology and psycho-social risk, apology and

psycho-social risk, process excellence and financial risk, process excellence and psycho-social risk, and compensation and privacy risk. For others there is a positive relationship.

Table 26. Testing Results of the Group of Hypotheses between 8-10

No	Hypotheses	Result	Direction
8.a	Apology - Performance Risk	Rejected	
8.b	Apology - Financial Risk	Supported	Positive
8.c	Apology - Psycho-Social Risk	Supported	Positive
8.d	Apology - Privacy Risk	Supported	Positive
9.a	Process Excellence - Performance Risk	Rejected	
9.b	Process Excellence - Financial Risk	Rejected	
9.c	Process Excellence - Psycho-Social Risk	Rejected	
9.d	Process Excellence - Privacy Risk	Supported	Positive
10.a	Compensation - Performance Risk	Supported	Positive
10.b	Compensation - Financial Risk	Rejected	
10.c	Compensation - Psycho-Social Risk	Supported	Positive
10.d	Compensation - Privacy Risk	Supported	Positive

Hypotheses between H11 and H18 are about to find out whether there is a significant relationship between coping theory and solution effectiveness. Table 27 shows the result of correlation analysis that is conducted between solution effectiveness dimensions and coping theory.

Process excellence has a positive relationship with all coping behavior items except emotional support and denial. Apology has a positive relationship with action coping, rational thinking and instrumental support. Compensation has a positive relationship with all coping behavior items except positive thinking, emotional support and denial.

Table 27. Correlation between Coping Theory and Solution Effectiveness

Scale		Process Excellence	Apology	Compensation
Action Coping	Pearson Correlation	.174**	.173**	.246**
	Sig. (2-tailed)	0.000	0.001	0.000
	N	400	400	400
Rational Thinking	Pearson Correlation	.198**	.129**	.265**
	Sig. (2-tailed)	0.000	0.010	0.000
	N	400	400	400
Positive Thinking	Pearson Correlation	.148**	0.072	0.097
	Sig. (2-tailed)	0.003	0.148	0.053
	N	400	400	400
Emotional Venting	Pearson Correlation	.131**	0.091	.274**
	Sig. (2-tailed)	0.009	0.070	0.000
	N	400	400	400
Instrumental Support	Pearson Correlation	.117*	.176**	.252**
	Sig. (2-tailed)	0.019	0.000	0.000
	N	400	400	400
Emotional Support	Pearson Correlation	0.074	0.015	0.013
	Sig. (2-tailed)	0.140	0.758	0.792
	N	400	400	400
Avoidance	Pearson Correlation	.124*	0.062	.105*
	Sig. (2-tailed)	0.013	0.217	0.036
	N	400	400	400
Denial	Pearson Correlation	0.033	0.009	-0.054
	Sig. (2-tailed)	0.511	0.863	0.280
	N	400	400	400

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

After correlation analysis, it is found out that there is a partial relationship between emotional support and solution effectiveness dimensions. Table 28 shows hypotheses groups and the result of the analysis.

Table 28. Testing Results of the Group of Hypotheses between 11-18

No	Hypotheses	Result	Direction
11.a	Action Coping - Process Excellence	Supported	Positive
11.b	Action Coping - Apology	Supported	Positive
11.c	Action Coping - Compensation	Supported	Positive
12.a	Rational Thinking - Process Excellence	Supported	Positive
12.b	Rational Thinking - Apology	Supported	Positive
12.c	Rational Thinking - Compensation	Supported	Positive
13.a	Positive Thinking - Process Excellence	Supported	Positive
13.b	Positive Thinking - Apology	Rejected	
13.c	Positive Thinking - Compensation	Rejected	
14.a	Emotional Venting - Process Excellence	Supported	Positive
14.b	Emotional Venting - Apology	Rejected	
14.c	Emotional Venting - Compensation	Supported	Positive
15.a	Instrumental Support - Process Excellence	Supported	Positive
15.b	Instrumental Support - Apology	Supported	Positive
15.c	Instrumental Support - Compensation	Supported	Positive
16.a	Emotional Support - Process Excellence	Rejected	
16.b	Emotional Support - Apology	Rejected	
16.c	Emotional Support - Compensation	Rejected	
17.a	Avoidance – Process Excellence	Supported	Positive
17.b	Avoidance – Apology	Rejected	
17.c	Avoidance - Compensation	Supported	Positive
18.a	Denial – Process Excellence	Rejected	
18.b	Denial – Apology	Rejected	
18.c	Denial - Compensation	Rejected	

To test hypothesis group H23-H29, correlation analysis is conducted between dissatisfaction situations induced emotions and coping behavior. There is a partial relationship between emotions and coping behavior.

Table 29 shows the correlation analysis between anger and coping behavior dimensions. Anger has a positive relationship with action coping and instrumental

support. There is a negative relationship between anger and positive thinking, anger and denial.

Table 29. Correlation between Anger and Coping Behavior

Scale		Anger
Action Coping	Pearson Correlation	.116*
	Sig. (2-tailed)	0.02
	N	400
Rational Thinking	Pearson Correlation	-0.061
	Sig. (2-tailed)	0.22
	N	400
Positive Thinking	Pearson Correlation	-.155**
	Sig. (2-tailed)	0.002
	N	400
Emotional Venting	Pearson Correlation	0.095
	Sig. (2-tailed)	0.057
	N	400
Instrumental Support	Pearson Correlation	.121*
	Sig. (2-tailed)	0.016
	N	400
Emotional Support	Pearson Correlation	0.052
	Sig. (2-tailed)	0.298
	N	400
Avoidance	Pearson Correlation	-0.054
	Sig. (2-tailed)	0.284
	N	400
Denial	Pearson Correlation	-.105*
	Sig. (2-tailed)	0.036
	N	400

Table 30 shows the correlation analysis between resentment and coping behavior dimensions. Resentment have a positive relationship between emotional

venting, emotional support and denial. It has a negative relationship with rational thinking.

Table 30. Correlation between Resentment and Coping Behavior

Scale		Resentment
Action Coping	Pearson Correlation	-0.096
	Sig. (2-tailed)	0.055
	N	400
Rational Thinking	Pearson Correlation	-.124*
	Sig. (2-tailed)	0.013
	N	400
Positive Thinking	Pearson Correlation	0.032
	Sig. (2-tailed)	0.529
	N	400
Emotional Venting	Pearson Correlation	.125*
	Sig. (2-tailed)	0.012
	N	400
Instrumental Support	Pearson Correlation	0.061
	Sig. (2-tailed)	0.223
	N	400
Emotional Support	Pearson Correlation	.231**
	Sig. (2-tailed)	0
	N	400
Avoidance	Pearson Correlation	0.097
	Sig. (2-tailed)	0.053
	N	400
Denial	Pearson Correlation	.130**
	Sig. (2-tailed)	0.009
	N	400

Table 31 shows the correlation analysis between unhappiness and coping behavior dimensions. Unhappiness has a positive relationship with emotional and

instrumental support. It has a negative relationship with rational thinking and positive thinking.

Table 31. Correlation between Unhappiness and Coping Behavior

Scale		Unhappiness
Action Coping	Pearson Correlation	-0.022
	Sig. (2-tailed)	0.666
	N	400
Rational Thinking	Pearson Correlation	-.108*
	Sig. (2-tailed)	0.031
	N	400
Positive Thinking	Pearson Correlation	-.157**
	Sig. (2-tailed)	0.002
	N	400
Emotional Venting	Pearson Correlation	0.043
	Sig. (2-tailed)	0.39
	N	400
Instrumental Support	Pearson Correlation	.209**
	Sig. (2-tailed)	0
	N	400
Emotional Support	Pearson Correlation	.203**
	Sig. (2-tailed)	0
	N	400
Avoidance	Pearson Correlation	0.004
	Sig. (2-tailed)	0.936
	N	400
Denial	Pearson Correlation	-0.065
	Sig. (2-tailed)	0.192
	N	400

Table 32 shows the correlation analysis between disappointment and coping behavior dimensions. Disappointment has a positive relationship with instrumental and emotional support. It has a negative relationship with positive thinking.

Table 32. Correlation between Disappointment and Coping Behavior

Scale		Disappointment
Action Coping	Pearson Correlation	-0.012
	Sig. (2-tailed)	0.814
	N	400
Rational Thinking	Pearson Correlation	-0.074
	Sig. (2-tailed)	0.139
	N	400
Positive Thinking	Pearson Correlation	-.131**
	Sig. (2-tailed)	0.009
	N	400
Emotional Venting	Pearson Correlation	0.077
	Sig. (2-tailed)	0.122
	N	400
Instrumental Support	Pearson Correlation	.197**
	Sig. (2-tailed)	0
	N	400
Emotional Support	Pearson Correlation	.129**
	Sig. (2-tailed)	0.01
	N	400
Avoidance	Pearson Correlation	0.015
	Sig. (2-tailed)	0.771
	N	400
Denial	Pearson Correlation	-0.087
	Sig. (2-tailed)	0.084
	N	400

Table 33 shows the correlation analysis between shame and coping behavior dimensions. Shame has a positive relationship with emotional support, avoidance and denial. It has a negative relationship with action coping and rational thinking.

Table 33. Correlation between Shame and Coping Behavior

Scale		Shame
Action Coping	Pearson Correlation	-.117*
	Sig. (2-tailed)	0.02
	N	400
Rational Thinking	Pearson Correlation	-.114*
	Sig. (2-tailed)	0.022
	N	400
Positive Thinking	Pearson Correlation	0.052
	Sig. (2-tailed)	0.304
	N	400
Emotional Venting	Pearson Correlation	0.03
	Sig. (2-tailed)	0.55
	N	400
Instrumental Support	Pearson Correlation	0.073
	Sig. (2-tailed)	0.147
	N	400
Emotional Support	Pearson Correlation	.288**
	Sig. (2-tailed)	0
	N	400
Avoidance	Pearson Correlation	.118*
	Sig. (2-tailed)	0.018
	N	400
Denial	Pearson Correlation	.123*
	Sig. (2-tailed)	0.014
	N	400

Table 34 shows the correlation analysis between frustration and coping behavior dimensions. Frustration has a negative relationship with positive thinking.

Table 34. Correlation between Frustration and Coping Behavior

Scale		Frustration
Action Coping	Pearson Correlation	-0.006
	Sig. (2-tailed)	0.904
	N	400
Rational Thinking	Pearson Correlation	-0.061
	Sig. (2-tailed)	0.227
	N	400
Positive Thinking	Pearson Correlation	-.134**
	Sig. (2-tailed)	0.007
	N	400
Emotional Venting	Pearson Correlation	0.081
	Sig. (2-tailed)	0.106
	N	400
Instrumental Support	Pearson Correlation	0.068
	Sig. (2-tailed)	0.177
	N	400
Emotional Support	Pearson Correlation	0.048
	Sig. (2-tailed)	0.343
	N	400
Avoidance	Pearson Correlation	0.035
	Sig. (2-tailed)	0.486
	N	400
Denial	Pearson Correlation	-0.007
	Sig. (2-tailed)	0.884
	N	400

Table 35 shows the correlation analysis between regret and coping behavior dimensions. Regret has a positive relationship with instrumental and emotional support. It has a negative relationship with positive thinking.

Table 35. Correlation between Regret and Coping Behavior

Scale		Regret
Action Coping	Pearson Correlation	0.039
	Sig. (2-tailed)	0.436
	N	400
Rational Thinking	Pearson Correlation	-0.047
	Sig. (2-tailed)	0.345
	N	400
Positive Thinking	Pearson Correlation	-.151**
	Sig. (2-tailed)	0.002
	N	400
Emotional Venting	Pearson Correlation	.109*
	Sig. (2-tailed)	0.03
	N	400
Instrumental Support	Pearson Correlation	.122*
	Sig. (2-tailed)	0.015
	N	400
Emotional Support	Pearson Correlation	0.058
	Sig. (2-tailed)	0.248
	N	400
Avoidance	Pearson Correlation	0.036
	Sig. (2-tailed)	0.473
	N	400
Denial	Pearson Correlation	-0.08
	Sig. (2-tailed)	0.112
	N	400

Table 36 shows the result of hypothesis that are built to investigate the relationship between anger and coping behavior.

Table 36. Testing Results of the Group of Hypothesis 23

No	Hypotheses	Result	Direction
23.a	Anger - Action Coping	Supported	Positive
23.b	Anger - Rational Thinking	Rejected	
23.c	Anger - Positive Thinking	Supported	Negative
23.d	Anger - Emotional Venting	Rejected	
23.e	Anger - Instrumental Support	Supported	Positive
23.f	Anger - Emotional Support	Rejected	
23.g	Anger - Avoidance	Rejected	
23.h	Anger - Denial	Supported	Negative

Table 37 shows the result of hypothesis that are built to investigate the relationship between resentment and coping behavior.

Table 37. Testing Results of the Group of Hypothesis 24

No	Hypotheses	Result	Direction
24.a	Resentment - Action Coping	Rejected	
24.b	Resentment - Rational Thinking	Supported	Negative
24.c	Resentment - Positive Thinking	Rejected	
24.d	Resentment - Emotional Venting	Supported	Positive
24.e	Resentment - Instrumental Support	Rejected	
24.f	Resentment - Emotional Support	Supported	Positive
24.g	Resentment - Avoidance	Rejected	
24.h	Resentment - Denial	Supported	Positive

Table 38 shows the result of hypothesis that are built to investigate the relationship between unhappiness and coping behavior.

Table 38. Testing Results of the Group of Hypothesis 25

No	Hypotheses	Result	Direction
25.a	Unhappiness - Action Coping	Rejected	
25.b	Unhappiness - Rational Thinking	Supported	Negative
25.c	Unhappiness - Positive Thinking	Supported	Negative
25.d	Unhappiness - Emotional Venting	Rejected	
25.e	Unhappiness - Instrumental Support	Supported	Positive
25.f	Unhappiness - Emotional Support	Supported	Positive
25.g	Unhappiness - Avoidance	Rejected	
25.h	Unhappiness - Denial	Rejected	

Table 39 shows the result of hypothesis that are built to investigate the relationship between disappointment and coping behavior.

Table 39. Testing Results of the Group of Hypothesis 26

No	Hypotheses	Result	Direction
26.a	Disappointment - Action Coping	Rejected	
26.b	Disappointment - Rational Thinking	Rejected	
26.c	Disappointment - Positive Thinking	Supported	Negative
26.d	Disappointment - Emotional Venting	Rejected	
26.e	Disappointment - Instrumental Support	Supported	Positive
26.f	Disappointment - Emotional Support	Supported	Positive
26.g	Disappointment - Avoidance	Rejected	
26.h	Disappointment - Denial	Rejected	

Table 40 shows the result of hypothesis that are built to investigate the relationship between shame and coping behavior.

Table 40. Testing Results of the Group of Hypothesis 27

No	Hypotheses	Result	Direction
27.a	Shame - Action Coping	Supported	Negative
27.b	Shame - Rational Thinking	Supported	Negative
27.c	Shame - Positive Thinking	Rejected	
27.d	Shame - Emotional Venting	Rejected	
27.e	Shame - Instrumental Support	Rejected	
27.f	Shame - Emotional Support	Supported	Positive
27.g	Shame - Avoidance	Supported	Positive
27.h	Shame - Denial	Supported	Positive

Table 41 shows the result of hypothesis that are built to investigate the relationship between frustration and coping behavior.

Table 41. Testing Results of the Group of Hypothesis 28

No	Hypotheses	Result	Direction
28.a	Frustration - Action Coping	Rejected	
28.b	Frustration - Rational Thinking	Rejected	
28.c	Frustration - Positive Thinking	Supported	Negative
28.d	Frustration - Emotional Venting	Rejected	
28.e	Frustration - Instrumental Support	Rejected	
28.f	Frustration - Emotional Support	Rejected	
28.g	Frustration - Avoidance	Rejected	
28.h	Frustration - Denial	Rejected	

Table 42 shows the result of hypothesis that are built to investigate the relationship between regret and coping behavior.

Table 42. Testing Results of the Group of Hypothesis 29

No	Hypotheses	Result	Direction
29.a	Regret - Action Coping	Rejected	
29.b	Regret - Rational Thinking	Rejected	
29.c	Regret - Positive Thinking	Supported	Negative
29.d	Regret - Emotional Venting	Supported	Negative
29.e	Regret - Instrumental Support	Supported	Negative
29.f	Regret - Emotional Support	Rejected	
29.g	Regret - Avoidance	Rejected	
29.h	Regret - Denial	Rejected	

5.4 Multiple regression analysis

Linear regression analyses are conducted to detect to find out whether dissatisfaction situations have a significant effect on coping behavior, and whether solution effectiveness has a significant effect on service recovery paradox.

After linear regression analysis to test whether perceived risk has a significant impact on coping behavior, there wasn't found any significant effect. All hypotheses are rejected for H19 to H22.

Table 43 shows the result for performance risk and coping behavior. Performance risk has no significant effect on action coping, rational thinking, positive thinking, emotional venting, instrumental support, emotional support, avoidance and denial.

Table 43. Testing Results of the Group of Hypothesis 19

No	Hypothesis	Result
19.a	Performance Risk - Action Coping	Rejected
19.b	Performance Risk - Rational Thinking	Rejected
19.c	Performance Risk - Positive Thinking	Rejected
19.d	Performance Risk - Emotional Venting	Rejected
19.e	Performance Risk - Instrumental Support	Rejected
19.f	Performance Risk - Emotional Support	Rejected
19.g	Performance Risk - Avoidance	Rejected
19.h	Performance Risk - Denial	Rejected

Table 44 shows the result for financial risk and coping behavior. Financial risk has no significant effect on action coping, rational thinking, positive thinking, emotional venting, instrumental support, emotional support, avoidance and denial.

Table 44. Testing Results of the Group of Hypothesis 20

No	Hypothesis	Result
20.a	Financial Risk - Action Coping	Rejected
20.b	Financial Risk - Rational Thinking	Rejected
20.c	Financial Risk - Positive Thinking	Rejected
20.d	Financial Risk - Emotional Venting	Rejected
20.e	Financial Risk - Instrumental Support	Rejected
20.f	Financial Risk - Emotional Support	Rejected
20.g	Financial Risk - Avoidance	Rejected
20.h	Financial Risk - Denial	Rejected

Table 45 shows the result for psycho-social risk and coping behavior. Psycho-social risk has no significant effect on action coping, rational thinking, positive thinking, emotional venting, instrumental support, emotional support, avoidance and denial.

Table 45. Testing Results of the Group of Hypothesis 21

No	Hypothesis	Result
21.a	Psycho-Social Risk - Action Coping	Rejected
21.b	Psycho-Social Risk - Rational Thinking	Rejected
21.c	Psycho-Social Risk - Positive Thinking	Rejected
21.d	Psycho-Social Risk - Emotional Venting	Rejected
21.e	Psycho-Social Risk - Instrumental Support	Rejected
21.f	Psycho-Social Risk - Emotional Support	Rejected
21.g	Psycho-Social Risk - Avoidance	Rejected
21.h	Psycho-Social Risk - Denial	Rejected

Table 46 shows the result for privacy risk and coping behavior. Privacy risk has no significant effect on action coping, rational thinking, positive thinking, emotional venting, instrumental support, emotional support, avoidance and denial.

Table 46. Testing Results of the Group of Hypothesis 22

No	Hypothesis	Result
22.a	Privacy Risk - Action Coping	Rejected
22.b	Privacy Risk - Rational Thinking	Rejected
22.c	Privacy Risk - Positive Thinking	Rejected
22.d	Privacy Risk - Emotional Venting	Rejected
22.e	Privacy Risk - Instrumental Support	Rejected
22.f	Privacy Risk - Emotional Support	Rejected
22.g	Privacy Risk - Avoidance	Rejected
22.h	Privacy Risk - Denial	Rejected

Multiple regression analysis is performed to find whether solution effectiveness has a significant impact over service recovery paradox.

Table 47 shows the regression model for solution effectiveness. R-value is 0.421 and R square value is 0.177, R square is smaller than 1 so the result is satisfying.

Table 47. Model Summary^b for Solution Effectiveness and Service Recovery Paradox

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.421 ^a	.177	.171	.76203
a. Predictors: (Constant), Compensation, Process Excellence, Apology				
b. Dependent Variable: Service Recovery Paradox				

Table 48 shows that the prognostic level by the dependent variable is high. According to ANOVA results with an F value of 28.402 and a significance level of 0.000, F is statistically significant. Therefore, it can be asserted that service recovery paradox can be disclosed by solution effectiveness.

Table 48. ANOVA^a for Solution Effectiveness and Service Recovery Paradox

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.479	3	16.493	28.402	.000 ^b
	Residual	229.956	396	.581		
	Total	279.435	399			

a. Dependent Variable: Service Recovery Paradox

b. Predictors: (Constant), Compensation, Process Excellence, Apology

Table 49 shows coefficients and significance levels for each solution effectiveness dimension. As analysis result indicates, process excellence and compensation are statistically significant with significance levels of 0.000 and B values 0.329 and 0.186 respectively. Both process excellence and compensation are

positive forecaster of service recovery paradox. For apology significance is 0.589 and B value is 0.025, apology has no significant effect on service recovery paradox.

Table 49. Coefficients^a for Solution Effectiveness and Service Recovery Paradox

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.854	.259		7.161	.000
	Process Excellence	.329	.070	.275	4.705	.000
	Apology	.025	.046	.028	0.541	.589
	Compensation	.186	.052	.190	3.558	.000

a. Dependent Variable: Service Recovery Paradox

Table 50 shows the result of fifth group of hypotheses after linear regression analysis. 30.a is rejected since apology has no significant impact on service recovery paradox. 30.b and 30.c are supported.

Table 50. Testing Results of the 30th Group of Hypotheses

No	Hypothesis	Result
30.a	Apology has a significant impact on service recovery paradox.	Rejected
30.b	Process Excellence has a significant impact on service recovery paradox.	Supported
30.c	Compensation has a significant impact on service recovery paradox.	Supported

5.5 ANOVA and independent samples t-test analyses

One-way ANOVA and independent samples t-test are used to determine whether there are any significant differences between independent groups. When groups are not homogeneous, variances are not equal, non-parametric Kruskal Wallis test is conducted. In this section, it is tested whether there is a difference between different

Internet usage, online shopping frequency and shopping upper limit in terms of service recovery paradox and perceived risk that is induced by online dissatisfaction situations.

Differences between demographic groups are also tested with independent samples t-test and one-way ANOVA test however there is no significant differences between demographics in terms of service recovery paradox except gender, education and income. Since the aim of this study is not explore the differences between demographic groups and service recovery paradox, only gender, education and income explained in this part. Tests are also conducted for other demographic groups but since there is no significant differences for them, detailed tests are placed in Appendix C.

There are some assumptions to perform ANOVA analysis. Assumptions for independent samples t-test;

- Independence: There is two independent, categorical groups which is independent variable.
- Normality: Dependent variable should be normally distributed.
- Homogeneity of Variance: The variances of the dependent variable should be equal.
- There should be at least 30 respondents per item

Some scales are regrouped to fulfil minimum requirement. Regrouped items are also explained. When homogeneity of variances is not fulfilled, Kruskal Wallis test is performed.

Table 51 shows the new grouping for weekly Internet usage for non-work-related reasons. < 5 and 5 - 10 are regrouped as < 10, 10 - 15 and > 15 are regrouped as >= 10 to have a more homogenous sample size.

Table 51. New Grouping for Weekly Internet Usage (non-work related)

Scale	Frequency	New Group	Scale	Frequency
< 5	44	1	< 10	259
5- 10	215	1	>= 10	141
10-15	85	1		
> 15	56	2		

Table 52 shows the result of one-way ANOVA test for weekly Internet usage for not-work related reasons and service recovery paradox. Levene's test for equality of variances is greater than 0.05 so this means variances are equal and this scale is suitable for ANOVA test. P value for ANOVA is greater than 0.05 which means there is no significant difference between groups that spends different online durations.

Table 52. ANOVA for Weekly Internet Usage on Service Recovery Paradox

Scale	N	Mean	Levene's Test for Equality of Variances		ANOVA	
			Levene's Statistic	Sig	F	Sig
< 10	259	4.15	3.782	0.052	0.741	0.390
>= 10	141	4.22				

Table 53 shows the one-way ANOVA test for weekly Internet usage and perceived risk. Variances are equal for all perceived risk items, but P value is greater

than 0.05 for all items thus, there is no significant difference between groups and perceived risk items.

Table 53. ANOVA for Weekly Internet Usage on Perceived Risk

Scale	Perceived Risk	N	Mean	Levene's Test for Equality of Variances		ANOVA	
				Levene's Statistic	Sig.	F	Sig.
< 10	Performance Risk	259	4.15	0.019	0.889	2.788	0.096
>= 10	Performance Risk	141	4.22				
< 10	Financial Risk	259	3.49	0.470	0.493	0.147	0.701
>= 10	Financial Risk	141	3.65				
< 10	Psycho-social Risk	259	3.46	1.528	0.217	0.094	0.759
>= 10	Psycho-social Risk	141	3.50				
< 10	Privacy Risk	259	3.73	0.899	0.344	0.003	0.954
>= 10	Privacy Risk	141	3.72				

Table 54 show the new grouping for shopping frequency. “Once in a day” and “a few times in a week” have smaller participants than 30 thus, they are regrouped with “Once in a week”.

Table 54. New Grouping for Shopping Frequency

Scale	Frequency	New Group	Scale	Frequency
Once in a day	2	1	Once in a day or once in a week or a few times in a week	70
Once in a week	42	1	Once in a month	196
A few times in a week	26	1	Once in a year	136
Once in a month	196	2		
Once in a year	136	3		

Table 55 shows one-way ANOVA test result for shopping frequency and service recovery paradox. Levene’s test for equality of variances is smaller than 0.05 which means variances are not equal, and we cannot use parametric ANOVA test. So, we need to use non-parametric Kruskal-Wallis test.

Table 55. ANOVA for Shopping Frequency on Service Recovery Paradox

Scale	N	Mean	Levene's Test for Equality of Variances		ANOVA	
			Levene's Statistic	Sig	F	Sig
Once in a day or once in a week or a few times in a week	70	4.33	3.287	0.038	1.169	0.312
Once in a month	195	4.19				
Once in a year	135	4.14				

Table 56 shows the result non-parametric Kruskal-Wallis test results for shopping frequency and service recovery paradox. Sig. value is greater than 0.05 which means there is no significant difference between shopping frequency groups regarding service recovery paradox.

Table 56. Kruskal-Wallis Test for Shopping Frequency Regarding Service Recovery Paradox

Kruskal-Wallis Test	SRP Mean
Chi-Square	1.26
df	2
Asymp. Sig.	0.53

Table 57 shows the new grouping for shopping upper limit. < 100 has less than 30 participants thus, it is combined with 100 - 499. Also, to make closer sample sizes, 500 - 999 and 1,000 – 2,499 are also combined.

Table 57. New Grouping for Shopping Upper Limit

Scale	Frequency	New Group	Scale	Frequency
< 100	21	1	< 499	119
100 - 499	98	1	500 – 2,499	134
500 - 999	66	2	> 2,500	147
1000 - 2499	68	2		
> 2500	147	3		

Table 58 shows the result of one-way ANOVA test for shopping upper limit and service recovery paradox. Levene's Test for Equality of Variances is greater than 0.05, this means variances are equal so ANOVA test can be conducted. Sig. result is 0.002 which is smaller than 0.05 so there is a significant difference in terms of shopping upper limit. When mean values are examined, it is possible to see that; when money that is spent increase, service recovery paradox effect increases as well.

Table 58. ANOVA for Shopping Upper Limit on Service Recovery Paradox

Scale	N	Mean	Levene's Test for Equality of Variances		ANOVA	
			Levene's Statistic	Sig	F	Sig
< 499	119	4.00	1.740	0.177	6.543	0.002
500-2,499	134	4.19				
> 2,500	147	4.36				

Table 59 shows the result of one-way ANOVA test for shopping upper limit and perceived risk. Levene's Test for Equality of Variances is smaller than 0.05 for all items which means variances are not equal and we cannot perform one-way ANOVA test to investigate the differences between groups of shopping upper limit and perceived risk. Non-parametric Kruskal Wallis test is used to analyze if there is any significant difference.

Table 59. ANOVA for Shopping Upper Limit on Perceived Risk

Scale	Perceived Risk	N	Mean	Levene's Test for Equality of Variances		ANOVA	
				Levene's Statistic	Sig	F	Sig
< 499	Performance Risk	119	3.42	8.270	0.000	4.791	0.009
500 – 2,499	Performance Risk	134	3.52				
> 2,500	Performance Risk	147	3.76				
< 499	Financial Risk	119	3.39	2.698	0.069	2.697	0.069
500 – 2,499	Financial Risk	134	3.61				
> 2,500	Financial Risk	147	3.70				
< 499	Psycho-social Risk	119	3.28	7.156	0.001	3.092	0.046
500 – 2,499	Psycho-social Risk	134	3.50				
> 2,500	Psycho-social Risk	147	3.63				
< 499	Privacy Risk	119	3.53	9.055	0.000	3.117	0.045
500 – 2,499	Privacy Risk	134	3.73				
> 2,500	Privacy Risk	147	3.88				

Kruskal-Wallis test is conducted for all perceived risk dimensions. Table 60 shows the result of this test; there is a significant difference between shopping upper limit groups and performance risk. For other three risk items there is no significant

difference. When we analyze the means of perceived risk items for shopping upper limit, when the upper limit increase, perceived risk also increases as well.

Table 60. Kruskal-Wallis Test for Shopping Upper Limit Regarding Perceived Risk

Scale	Kruskal Wallis Test	SRP Mean
Performance Risk	Chi-Square	6.97
	df	2
	Asymp. Sig.	0.031
Financial Risk	Chi-Square	4.37
	df	2
	Asymp. Sig.	0.112
Psycho-social Risk	Chi-Square	3.26
	df	2
	Asymp. Sig.	0.196
Privacy Risk	Chi-Square	2.58
	df	2
	Asymp. Sig.	0.275

For demographics independent samples t-test and one-way ANOVA tests are conducted. For gender, education and shopping upper limit, a significant difference is found between groups. They are explained in this part, other analyses are placed to Appendix C since there is no significant difference for them.

Table 61 shows the result of independent samples t-test for gender. Levene's test for equality of variances is 0.020 which is greater than 0.05 so results on first row is used to explicate and variance equality is assumed. Sig. (2 tailed) is smaller than 0.05 so there is a significant difference among groups in terms of service recovery paradox.

Table 61. Independent Samples T-Test for Gender Regarding Service Recovery Paradox

Gender	N	Mean	Levene's Test for Equality of Variances		t-test for Equality of Means	
			F	Sig.	t	Sig. (2-tailed)
Female	243	4.1084	1.230	0.268	-2.658	0.008
Male	157	4.3344				

Table 62 shows new grouping items for income scale. Two items; > 1,500 and 1,500 – 2,999 are combined since the number of respondents for < 1,500 is smaller than 30. To make sample sizes closer 5,000 – 9,000 and > 9,000 are also regrouped.

Table 62. New Grouping for Income Scale

Scale	Frequency	New Group	Scale	Frequency
< 1,500	28	1	< 2,999	88
1,500 – 2,999	60	1	3,000 – 4,999	128
3,000 – 4,999	128	2	> 5,000	139
5,000 – 9,000	99	3		
> 9,000	40	3		

Table 63 shows the result of one-way ANOVA test for income and service recovery paradox. Levene's test for equality of variances is greater than 0.05 which means variances are equal so we can check p value for ANOVA test. Sig. value is smaller than 0.05 which means there is a significant difference between different income groups when it comes to service recovery paradox. Mean value increases with the income so it can be said that, increase of income has a positive affect comparatively service recovery. People who has higher income affected more with affirmative company response and tend to become more loyal than before.

Table 63. ANOVA for Income Regarding Service Recovery Paradox

Scale	N	Mean	Levene's Test for Equality of Variances		ANOVA	
			Levene's Statistic	Sig.	F	Sig.
< 2,999	88	3.9697	1.929	0.147	4.75	0.009
3,000 – 4,999	128	4.2422				
> 5,000	139	4.3022				

Table 64 shows the new grouping for education level because items; “Primary school degree” and “High school degree” are smaller than 30 thus, they are regrouped with “Undergraduate student”.

Table 64. New Grouping for Education Level

Scale	Frequency	New Group	Scale	Frequency
Primary School Degree	4	1	Undergraduate student or lower	54
High School Degree	10	1	Undergraduate Degree	215
Undergraduate Student	30	1	Master's or PhD Student	85
Undergraduate Degree	215	2	Master's or PhD Degree	56
Master's or PhD Student	85	3		
Master's or PhD Degree	56	4		

Table 65 shows the result of one-way ANOVA test for education level. Levene’s test for equality of variances is smaller than 0.05 thus, variances are not equal and parametric one-way ANOVA test cannot be conducted instead non-parametric Kruskal-Wallis test is applied.

Table 65. ANOVA for Education Level Regarding Service Recovery Paradox

Scale	N	Mean	Levene's Test for Equality of Variances		ANOVA	
			Levene's Statistic	Sig.	F	Sig.
Undergraduate Student or lower	44	3.77	7.513	.000	5.553	.001
Undergraduate Degree	215	4.20				
Master's or PhD Student	85	4.22				
Master's or PhD Degree	56	4.44				

Table 66 shows the result of Kruskal-Wallis test for education and service recovery paradox. Sig. value is smaller than 0.05 so there is a significant difference between education levels.

Table 66. Kruskal-Wallis Test for Education Regarding Service Recovery Paradox

Kruskal-Wallis Test	SRP Mean
Chi-Square	10.8779
df	3
Asymp. Sig.	0.0124

CHAPTER 6

CONCLUSION AND IMPLICATIONS

This study gives a background for customer complaint behavior by investigating the effect of emotions, risk perception, and coping behavior. Furthermore, it sheds some light into the service recovery paradox in online context. Discovering if service recovery paradox exists and explicate its underlying reasons are main objective of this study.

Beginning of the research, a very exhaustive literature review is conducted. Service recovery paradox is investigated, and it is analyzed as in literature by using loyalty, repurchase intention, positive word of mouth and overall satisfaction after service recovery actions. Solution effectiveness is used as determinant of service recovery paradox which is also divided into three categories; process excellence, compensation and apology. Solution effectiveness is explored by two factors; dissatisfaction situations and coping behavior. It is also examined if dissatisfaction situations influence coping behavior and whether there is a relationship between negative emotions and dissatisfaction situations. Dissatisfaction situations are searched in online context and scale for dissatisfaction situations are prepared by using existing research about dissatisfaction situations and risk perception theory. Thereby, dissatisfaction situations are examined by four groups; performance risk, financial risk, psycho-social risk and privacy risk. Coping behaviors are listed by using eight coping theory dimensions.

After literature review, theoretical model is drawn, and hypotheses are constituted. To collecting data for this quantitative research, a questionnaire is

prepared as a data collection way by using an online survey tool. Questionnaire link is shared by using social networks and after data collection is completed; data is analyzed by using SPSS 24. Independent sample t-test, ANOVA, correlations and regression tests are conducted.

On first part of the study, descriptive analyses are carried. More than half of the respondents are female, age is between 26 – 35, single and has a university diploma. Majority has an income between 3,000 – 4,999 Turkish Liras and more than half of the respondents earn between 3,000 – 9,000 Turkish Liras. Weekly non-work-related Internet usage has an even distribution. Almost half of the respondents say they shop a few times a month which follows by people who says they shop a few times in a year. Frequent online shoppers are less than 20% percent. However, when it comes to upper limit for online shopping, most respondents say they did an expenditure which is more than 2,500 Turkish Liras. Even if people don't do frequent shopping, money that they spent is not less. Clothing is the most frequent shopping item, which is followed by books. Except major appliances, health product and food; Clothing, technology, shoes, household appliances, books and hobby goods have an even distribution.

Correlation analyses are performed to find out whether there is a relationship between emotions and dissatisfaction situations; emotions and coping behavior; dissatisfaction situations and coping behavior and, coping behavior and solution effectiveness. There is a positive relationship between emotions and dissatisfaction situations except shame. There is no relationship between dissatisfaction situations and shame. Shame is an internal feeling and comes from self-blame. This means customers who have a negative online shopping experience do not tend to blame

themselves. Thereby it is not surprising that anger is the emotion which has a highest correlation between dissatisfaction situations. Anger also has the highest mean with lowest standard deviation. Anger follows by regret for financial, psycho-social and privacy risk. For performance risk; anger follows by frustration. Customers might strongly feel that they wish they never had this transaction when it comes to financial risk, psycho-social risk or privacy risk but when it comes to performance risk, they tend to feel frustration more than regret. Other emotions; resentment, unhappiness and disappointment have a positive relationship, but it is stronger when it comes to psycho-social risk related dissatisfaction situations. Dissatisfaction situations and solution effectiveness have partial positive relationship. Solution effectiveness has three dimensions; apology, process excellence and compensation. Apology has a positive relationship with all risk related dissatisfaction situations except performance risk. Process excellence has a positive relationship with only privacy risk. Compensations has a positive relationship with all risk related dissatisfaction situations except financial risk. There is a partial relationship between dissatisfaction situations and solution effectiveness however relationship strength is low, thus it can be asserted that relationship is not strong. Correlation analyses are also conducted to test if there is a relationship between solution effectiveness and coping behavior. Action coping, rational thinking, and instrumental support have a positive relationship with all solution effectiveness dimensions. Positive thinking has a relationship with process excellence. Emotional venting has a relationship with process excellence and compensation. Emotional support and denial have no relationship with solution effectiveness dimensions. Avoidance has a relationship with process excellence and compensation. Strongest relationships are in between

emotional venting and compensation, rational thinking and compensation, instrumental support and compensation, and action coping and compensation. Even though relationship strengths are low, it is meaningful that compensation is the one solution effectiveness dimension that has strongest relationship with four coping behavior dimensions. When it comes to relationship with emotions; denial has a negative relationship with anger which means angry customers do not have any intentions to deny the situations. Anger also has a negative relationship with positive thinking, which also implies anger prevents any positive thought. It has a positive relationship with action coping and instrumental support. Resentment has a positive relationship with emotional, emotional support and denial. It has a negative relationship with rational thinking. Unhappiness has a positive relationship with instrumental and emotional support whereas it has a negative relationship with rational and positive thinking. Disappointment has a positive relationship with instrumental and emotional support therefore it has a negative relationship with positive thinking. Shame has a negative relationship with action coping and rational thinking. It has a positive relationship with emotional support, avoidance and denial. Frustration has a negative relationship with positive thinking. Regret has a negative relationship with positive thinking, emotional venting and instrumental support. Relationships between emotions and coping behaviors are not strong. Strongest relationships are in between shame and emotional support, unhappiness and emotional support, unhappiness and instrumental support, resentment and emotional support. Thereby, even though relationships are not strong, it can be affirmed that emotions have strong positive relationship with support coping behaviors, and negative relationship with thinking coping behaviors.

Multiple regression analyses show that dissatisfaction situations have no effect on coping behavior. The aim of this study is to check if there is a service recovery paradox; thus, it is tested that if solution effectiveness has a significant effect on service recovery paradox. After regression analysis, it is found out that an apology has no effect on service recovery paradox. Even though companies admit their responsibilities and apologize for the situation, it does not increase repurchase intention, loyalty or positive word of mouth; it does not result in a service recovery paradox. However, process excellence and compensation have a positive effect on service recovery paradox. Process excellence has a higher effect on service recovery paradox than compensation. It may be deduced that when people hear that necessary actions are taken for the situation and the company will try to make it better in the future in a polite manner, people attach to the company. Also, as expected; compensation closes their gap and they might have more trust in the company and keep shopping from that website. To sum up; it is discovered that there is a service recovery paradox when companies provide good service recovery actions in terms of process excellence and compensation. However, the effect of process excellence is higher than compensation. Thus, companies should also pay attention to their recovery process and should not settle only with compensation.

Descriptive tests are also performed. There is no significant difference between shopping frequency groups regarding service recovery paradox; also, there are no significant differences between demographics in terms of service recovery paradox except gender, education and income. Mean values are higher for male, high income and high education. There is a significant difference between shopping upper

limit groups and performance risk. For other three risk items there is no significant difference.

Implications that can be derived from this study is both about service recovery paradox and company solutions. Service recovery paradox exists with a good recovery actions that includes compensation, solution explanations, quick response, and assurance of customers that they will take necessary actions to not to cause same problems. Just apologizing has no effect on service recovery paradox. Companies should pay attention to recovery actions to retrieve their customers. Depends on the failed service, they can adopt recovery actions. Such as when there is a dissatisfaction situation that is related to psycho-social risk, apology might not work thus, other recovery actions; compensation and process excellence recovery actions should be used. Emotion is also an important factor. Complaint process is important for companies because it gives them a chance to correct the situation. Some emotions have higher relationship with coping behavior such as; anger which interrelates to take over the situation and seeking opportunity to correct the situation. Whereby, shame has an opposite relationship. Unhappiness, disappointment and shame have a relationship with support actions, so they seek support or share their experiences. It still gives a chance to companies because they may aware of the situations and reach out the customer. Regret, frustration and shame make customers more introvert. Companies should pay attention to their customer's feeling and try to adopt a relevant recovery action.

Limitations for this study can be listed as data collection method and target group. This study is realized in Turkey which means results are only represents Turkish customers. Also, even though multiple online platforms are used to distribute

questionnaire; still convenience sampling method is used, demographics might not be real representative of Turkey. Self-reported survey also limits this research; results only represents the understanding of respondents, and their imagination while answering survey questions.

Further research might be conducted by using other data collection methods. Self-reported surveys have their own limitations and respondents do not always manage to picture the right situation for all questions. Future research could investigate the effect of dissatisfaction situations in more detail to detect the effect of service recovery solutions, and it could also be inquired personality traits of customers. If it could be found out the best response for each dissatisfaction situations for different customer types. If companies know the exact response for specific cases, they wouldn't have to offer compensations to all customers for each situation. They might use different recovery actions interchangeable and/ or together. Finally, future research might focus on more cultural aspects, cross cultural researches can be investigated in terms of service recovery paradox.

APPENDIX A
QUESTIONNAIRE

Dear Participant,

This research is carried out to measure and evaluate the reactions of consumers towards their dissatisfaction with internet shopping. The study is an academic research and is conducted by Merve Bilici, a graduate student of Management Information Systems Department of Boğaziçi University with Hande Türker consultancy. It is a necessity to make online shopping a few times to participate in the study. Your identity and contact information will not be requested, and your responses will be kept confidential. It is very important that you participate and answer all questions in terms of the success of the research. Thank you very much for your valuable time and support.

For questions and comments about the survey, please contact Merve Bilici (mrvblc@hotmail.com) and Hande Türker (hande.turker@boun.edu.tr).

Yours respectfully.

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1. How many hours per week do you use the internet for non-work purposes?

- < 5
- 5 - 10
- 10 - 15
- > 15

2. What is your average shopping frequency on the Internet?

- Once in a day
- Once in a week
- A few times in a week
- Once in a month
- Once in a year

3. Which of the following product categories did you buy on the Internet so far? You can select more than one option.

- Clothing
- Technology
- Food
- Health
- Shoes
- Household appliances
- Major appliance
- Books
- Hobby

4. What is your shopping upper limit for online shopping?

- < 100
- 100 - 499
- 500 - 999
- 1000 – 2,499
- > 2,500

5. The following are examples of various negative situations that you may experience in online shopping sites. Please indicate the level of dissatisfaction you will experience in each of these situations.

- Product that is sent by website, is different than the product that is represented in the website
- Since the site of the store was not user friendly enough, I could not search the criteria I wanted and could not find the product I wanted.
- When I shopped at the store, I was told that I would receive the product in one day, but I received the product three days later.
- The installation of the product, which was said to be extremely fast on the site, was very time consuming.
- Product that I bought could not be delivered to my address even though it was correct. I had to go to a distant shipping company branch to pick up the product.
- The product that I sent to my friend as a birthday gift delivered to his address after his birthday.
- I found out that the product I added to the shopping cart was not in stock, only after I registered to the site, entered the address and payment information.
- The parts required for using the product I bought are not included in the product. I had to pay them separately.
- Shortly after I made the purchase, there was a discount for the product I bought.
- I returned the product I received from the store, but the shipping fee was not included in the refund.

- I was very disappointed by the product I bought because image of the product was misleadingly in the website and I realized that I paid an unnecessarily high price for the product.
- I've learned that the site I shopped has an exact opposite opinion than me in an important social demonstration.
- A health product I purchased was offered on the site by a famous doctor. However, the doctor then said that he did not give any product advice on the Internet.
- I called the free phone line on the site to find out what I should do to return a product I purchased. I was told that all the necessary information is also found on the website in a negative style, and I was not informed.
- I sent an email that saying the product I received from their website was not the same as the product on the site and that I was dissatisfied with it, but I didn't get any explanation, apology or response.
- I bought a product, and the day after there was a large discount for the product. I called the website and asked them if I can also benefit from this discount; they said it could have been applied to customers with special status and not to me.
- I don't prefer my purchases to be shown on Internet but a product that I bought was shown to my friends with my name on social media without my permission.
- After shopping from a website, I learned that the reputation of the site was very bad, and I was very worried about it.
- My personal information was shared with other companies without permission.

- In order to complete my shopping on the site, I was required to fill too much personal information.
- My username was used to write comments in several websites without my permission.
- I could not find an easy-to-understand privacy and security contract on the site.

6. Please indicate to what extent you will feel the following emotions in various online dissatisfaction situations.

- Anger
- Resentment
- Unhappiness
- Disappointment
- Shame
- Frustration
- Regret

7. If you are shopping on the Internet and have a negative result, please indicate to what extent each of the following coping methods is appropriate to you.

- Generate potential solutions to solve the problem
- Try to control my emotions and try to be objective
- Try to look at the brighter side of the problem
- Acknowledge my emotions
- Try to get advice from someone about what to do in such cases.
- To make me feel better, tell others how I feel

- Distract myself to avoid thinking about this experience
- Pretend that this never happened

8. Please evaluate the extent to which the following solutions and responses will be effective after an online dissatisfaction situation.

- Offer discount, redress etc. for compensation purposes.
- The solution offered to the customer is fair.
- The proposed compensation redress etc. is in a quality that will make forget the problem.
- Return a quick answer about the problem.,
- To produce a solution that is not painful and time-consuming.
- Apologize for the situation
- To accept the mistake immediately
- Make a detailed explanation about the subject.
- To convey the process improvements to be done in the name of not repeating the problem.
- Find out how satisfied the customer is with the solution.
- To be polite and understanding in the solution process.

9. If the web site that cause an online dissatisfaction situation, provide an effective solution.

- My confidence will increase for the website
- I would be sure that my problem will be solved in the future if I face a similar problem
- I think company proves its well intentions towards its customers

- I keep shopping from that website
- I share my satisfaction about the way company resolve my problem with other people
- My loyalty towards company would increase

10. Gender

- Female
- Male

11. Age

- < 18
- 18 - 25
- 26 - 35
- 36 - 45
- 46 - 55
- > 55

12. Marital Status

- Married
- Single

13. Education Level

- Primary School Degree
- High School Degree
- Undergraduate Student
- Undergraduate Degree
- Master's or PhD Student

- Master's or PhD Degree

14. Monthly Income (Not mandatory)

- < 1,500
- 1,500 – 2,999
- 3000 – 4,999
- 5,000 – 9,000
- > 9,000

APPENDIX B
QUESTIONNAIRE (TURKISH)

Değerli Katılımcı,

Bu araştırma tüketicilerin internet alışverişlerinde yaşadıkları memnuniyetsizliklere yönelik tepkilerini ölçmek ve değerlendirmek amacıyla yapılmaktadır. Çalışma akademik bir araştırma olup Boğaziçi Üniversitesi Yönetim Bilişim Sistemleri Bölümü Yüksek Lisans Programı öğrencisi Merve Bilici'nin Doç. Dr. Hande Türker danışmanlığında yürüttüğü tezi kapsamında gerçekleştirilmektedir. Çalışmaya katılmak için birkaç kez internetten alışveriş yapmış olmanız gerekmektedir. Ankette kimlik ve iletişim bilgileriniz istenmeyecek ve yanıtlarınız gizli tutulacaktır. Araştırmanın başarısı açısından katılımınız ve tüm soruları cevaplamanız çok önemlidir. Değerli zamanınız ve desteğiniz için çok teşekkür ederiz.

Anketle ilgili soru ve görüşleriniz için Merve Bilici (mrvblc@hotmail.com) ve Hande Türker (hande.turker@boun.edu.tr) ile iletişime geçebilirsiniz.

Saygılarımızla.

Bu anketin her hakkı saklıdır. Araştırmacıların izni olmadan tamamı ya da bir kısmı kullanılamaz.

1. İş dışı amaçlarla haftada ortalama kaç saat İnternet kullanırsınız?

- < 5
- 5 - 10
- 10 - 15
- > 15

2. İnternet'te ortalama alışveriş yapma sıklığınız nedir?

- Günde bir defa
- Haftada bir defa
- Haftada birkaç defa
- Ayda bir defa
- Yılda bir defa

3. İnternet'te bugüne kadar aşağıdaki ürün kategorilerinden hangilerini satın alırsınız? Birden fazla seçeneği işaretleyebilirsiniz.

- Giyim
- Teknoloji
- Gıda
- Sağlık
- Ayakkabı
- Ev Eşyası
- Beyaz Eşya
- Kitap
- Hobi Ürünleri

4. İnternet'te yapmayı düşüneceğiniz en üst alışveriş limiti hangi aralıktadır?

- <100
- 100- 499
- 500- 999
- 1000- 2,499
- >2,500

5. Aşağıda sanal mağazalarda yaşayabileceğiniz çeşitli olumsuz durumlar örneklenmiştir. Bu durumların her birinde yaşayacağınız memnuniyetsizlik düzeyini belirtiniz.

- Mağazanın gönderdiği ürünle sitesindeki ürün görseli birbirinden farklı
- Mağazanın sitesi yeterince kullanışlı olmadığı için istediğim kriterlerle arama yapamadım ve istediğim ürünü bulamadım.
- Mağazadan alışveriş yaptığımda ürünün bir gün içinde elimde olacağı söylendi ancak ürün bana üç gün sonra ulaştı.
- Sitede kurulumunun son derece hızlı olduğu söylenen ürünün kurulumu çok zaman alıcıydı.
- Adres bilgim hatalı olmamasına rağmen aldığım ürün adresime teslim edilemedi. Ürünü teslim almak için bana uzak bir kargo şirketi şubesine gitmek zorunda kaldım.
- Arkadaşıma doğum günü hediyesi olarak gönderdiğim ürün doğum gününden sonra eline ulaştı.
- Satın almak için alışveriş sepetine eklediğim ürünün stokta olmadığını, siteye kaydolmak, adres ve ödeme bilgilerini girmek gibi aşamaların tümünü geçtikten sonra öğrendim.
- Aldığım ürünün kullanılması için gereken ek parçalar ürüne dahil edilmemiş. Bunları ayrıca ödeme yaparak almam gerekti.
- Ben alışveriş yaptıktan çok kısa bir süre sonra sitedeki ürünler indirimde girdi.
- Mağazadan aldığım ürünü iade ettim ancak gönderim ücreti bana yapılan iadeye dahil edilmedi.

- Satın aldığım ürün mağazada yanıltıcı biçimde sunulduğundan elime geçtiğinde hayal kırıklığına uğradım ve ürün için gereksiz derecede yüksek bir bedel ödediğimi anladım.
- Alışveriş yaptığım sitenin önemli bir toplumsal bir olayda benim düşündüğümün tam tersi bir tavır aldığını öğrendim.
- Satın aldığım bir sağlık ürünü sitede ünlü bir doktor tarafından tavsiye edildiği söylenerek sunulmaktaydı. Ancak bu doktor daha sonra İnternet’te hiçbir ürün tavsiyesinde yer almadığını belirtti.
- Satın aldığım bir ürünü iade etmek için neler yapmam gerektiğini öğrenmek için sitede belirtilen ücretsiz telefon hattını aradım. Bana olumsuz bir üslupla gerekli tüm bilgilerin web sitesinde de bulunduğu, oradan öğrenebileceğim söylendi ve bilgi verilmedi.
- Mağazaya satın aldığım ürününün sitedeki ürün ile aynı olmadığını ve bundan duyduğum memnuniyetsizliği belirten bir e-posta attım ancak hiçbir açıklama, özür ya da yanıt alamadım.
- Satın aldığım bir ürün ben aldıktan bir gün sonra büyük bir indirime girdiğinden siteye indirimli fiyattan faydalanma olanağımın olup olamayacağını sorduğumda firma bunun sadece özel statülü müşterilere uygulanabileceğini söyledi.
- Satın aldığının öğrenilmesini tercih etmeyeceğim bir ürün iznim olmadan sosyal medyada çevreme gösterildi.
- Bir siteden alışveriş ettikten sonra repütasyonunun çok kötü olduğunu ve hakkında çok şikâyet olduğunu öğrendim.
- Kişisel bilgilerim alışveriş yaptığım site tarafından izinsiz olarak başka şirketlerle paylaşılmış.

- Sitede alışverişimi tamamlayabilmek için çok fazla kişisel bilgiyi zorunlu olarak vermem gerekti.
- Sitedeki kullanıcı adım kullanılarak başka sitelerde hesap açılıp çeşitli yorumlar yazılmış.
- Sitede kolay anlaşılır bir gizlilik ve güvenlik sözleşmesi bulamadım.

6. Sanal mağazalarda yaşayabileceğiniz çeşitli olumsuz durumlar karşısında aşağıdaki duyguları ne derece hissedeceğinizi lütfen belirtiniz.

- Kızgınlık
- İçerleme
- Mutsuzluk
- Hayal Kırıklığı
- Utanç
- Bıkkınlık
- Pişmanlık

7. İnternet üzerinden alışveriş yapıp olumsuz bir sonuçla karşılaştığınız bir durumda aşağıdaki başa çıkma yöntemlerinin her birinin size ne derece uygun olduğunu belirtiniz.

- Problemlerle başa çıkabilmek için potansiyel çözümler üretirim.
- Duygularımı kontrol etmeye ve objektif olmaya çalışırım.
- Probleme iyi tarafından bakmaya çalışırım.
- Duygularımı açıkça ortaya koyarım
- Benzer deneyimi yaşamış olan insanlardan tavsiye almaya çalışırım.

- Kendimi daha iyi hissetmek için başkalarından duygusal destek almaya çalışırım.

- Aklımı bu olaydan uzak tutmaya çalışırım.

- Bu olay hiç yaşanmamış gibi davranırım.

8. Olumsuz durum yaşadığınız İnternet sitesinin aşağıdaki çözüm ve tepkilerinin ne derece etkili olacağını değerlendiriniz.

- Yaşanan durumdan dolayı özür dilemek

- Hatayı hemen kabul etmek.

- Konu ile ilgili hızlı dönüş yapmak.

- Konu ile ilgili uğraştırıcı ve zaman alıcı olmayan bir çözüm üretmek.

- Konu ile ilgili ayrıntılı bir açıklama yapmak.

- Sorunun tekrarlanmaması adına yapılacak süreç iyileştirmelerini aktarmak.

- Telafi amaçlı indirim tazminat vb. sunmak.

- Müşterinin çözümden ne derece memnun olduğunu öğrenmek.

- Çözüm sürecinde çok nazik ve anlayışlı davranmak.

- Müşteriye sunulan çözümün adil olması.

- Önerilen tazminat telafi vb. yaşanan olumsuzluğu unutturacak nitelikte olması.

9. Sorun yaşadığım bir İnternet mağazası bana istediğim gibi ve etkili bir çözüm sunarsa.

- Bu mağazaya yönelik güvenim artar.

- Gelecekte de benzer bir durum olduğunda sorunumun hallolacağından emin olurum.

- Mağazanın müşteriye karşı iyi niyetini ispat etmiş olduğunu düşünürüm.
- Bu mağazadan alışveriş yapmaya devam ederim.
- Bu mağazanın sorunu çözme biçiminden memnuniyetimi çevremdekilerle paylaşıyorum.
- Bu mağazaya bağlılığım artar.

10. Cinsiyet

- Kadın
- Erkek

11. Yaşınız

- < 18
- 18 - 25
- 26 - 35
- 36 - 45
- 46 - 55
- > 55

12. Medeni Durumunuz

- Evli
- Bekar

13. Eğitim Durumunuz

- İlköğretim Mezunu
- Lise Mezunu
- Üniversite Öğrencisi
- Üniversite Mezunu

- Y. Lisans / Doktora Öğrenci
- Y. Lisans / Doktora Mezunu

14. Aylık Kişisel geliriniz. Yanıtlanması zorunlu değildir.

- < 1,500
- 1,500 – 2,999
- 3,000 – 4,999
- 5,000 – 9,000
- > 9,000

APPENDIX C

ADDITIONAL ANALYSES

Regression analysis is conducted to test whether perceived risk has a significant impact over action coping. Sig. value is greater than 0.05 thus, there is no significant effect. Table C1 shows model summary, table C2 shows ANOVA test and table C3 shows coefficients result.

Table C1. Model Summary^b for Dissatisfaction Situations and Action Coping

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.102 ^a	.010	.000	1.04
a. Predictors: (Constant), Performance risk, financial risk, psycho-social risk, privacy risk				
b. Dependent Variable: Action coping				

Table C2. ANOVA^a for Dissatisfaction Situations and Action Coping

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.500	4	1.125	1.040	.386 ^b
	Residual	427.490	395	1.082		
	Total	431.990	399			

a. Dependent Variable: Action Coping

b. Predictors: (Constant), Performance risk, financial risk, psycho-social risk, privacy risk

Table C3. Coefficients^a for Dissatisfaction Situations and Action Coping

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.64	0.21		17.74	0.00
	Performance Risk	0.03	0.10	0.03	0.35	0.73
	Financial Risk	0.01	0.09	0.01	0.11	0.91
	Psycho-social Risk	-0.05	0.10	-0.06	-0.51	0.61
	Privacy Risk	0.10	0.09	0.12	1.12	0.26

a. Dependent Variable: Action Coping

Regression analysis is conducted to test whether perceived risk has a significant impact over rational thinking. Sig. value is greater than 0.05 thus, there is no significant effect. Table C4 shows model summary, table C5 shows ANOVA test and table C6 shows coefficients result.

Table C4. Model Summary^b for Dissatisfaction Situations and Rational Thinking

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.079 ^a	0.00617	-0.0039	1.10375
a. Predictors: (Constant), Performance risk, financial risk, psycho-social risk, privacy risk				
b. Dependent Variable: Rational Thinking				

Table C5. ANOVA^a for Dissatisfaction Situations and Rational Thinking

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.98606	4	0.74651	0.61277	.654 ^b
	Residual	481.211	395	1.21826		
	Total	484.198	399			

Table C6. Coefficients^a for Dissatisfaction Situations and Rational Thinking

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.45	0.22		15.85	0.00
	Performance Risk	0.09	0.10	0.08	0.89	0.37
	Financial Risk	0.08	0.10	0.08	0.81	0.42
	Psycho-social Risk	-0.09	0.11	-0.09	-0.77	0.44
	Privacy Risk	-0.01	0.10	-0.01	-0.11	0.91

Regression analysis is conducted to test whether perceived risk has a significant impact over positive thinking. Sig. value is greater than 0.05 thus, there is

no significant effect. Table C7 shows model summary, table C8 shows ANOVA test and table C9 shows coefficients result.

Table C7. Model Summary^b for Dissatisfaction Situations and Positive Thinking

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.068 ^a	0.00	-0.01	1.26
a. Predictors: (Constant), Performance risk, financial risk, psycho-social risk, privacy risk				
b. Dependent Variable: Positive Thinking				

Table C8. ANOVA^a for Dissatisfaction Situations and Rational Thinking

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.9	4.0	0.7	0.5	.770 ^b
	Residual	626.1	395.0	1.6		
	Total	629.0	399.0			

Table C9. Coefficients^a for Dissatisfaction Situations and Rational Thinking

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.461	0.248		9.903	0.000
	Performance Risk	0.034	0.117	0.026	0.290	0.772
	Financial Risk	0.064	0.111	0.055	0.576	0.565
	Psycho-social Risk	0.059	0.126	0.055	0.466	0.641
	Privacy Risk	-0.098	0.114	-0.090	-0.861	0.389

Regression analysis is conducted to test whether perceived risk has a significant impact over emotional venting. Sig. value is greater than 0.05 thus, there is no significant effect. Table C10 shows model summary, table C11 shows ANOVA test and table C11 shows coefficients result.

Table C10. Model Summary^b for Dissatisfaction Situations and Emotional Venting

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.153 ^a	0.023	0.011	1.09218
a. Predictors: (Constant), Performance risk, financial risk, psycho-social risk, privacy risk				
b. Dependent Variable: Emotional Venting				

Table C11. ANOVA^a for Dissatisfaction Situations and Emotional Venting

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.204	5	2.241	1.878	.097 ^b
	Residual	469.986	394	1.193		
	Total	481.190	399			

Table C12. Coefficients^a for Dissatisfaction Situations and Emotional Venting

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.09	0.24		16.93	0.00
	Performance Risk	-0.17	0.10	-0.15	-1.63	0.10
	Financial Risk	-0.07	0.10	-0.07	-0.69	0.49
	Psycho-social Risk	0.25	0.11	0.27	2.28	0.02
	Privacy Risk	-0.01	0.10	-0.01	-0.08	0.94

Regression analysis is conducted to test whether perceived risk has a significant impact over instrumental support. Sig. value is greater than 0.05 thus, there is no significant effect. Table C13 shows model summary, table C14 shows ANOVA test and table C15 shows coefficients result.

Table C13. Model Summary^b for Dissatisfaction Situations and Instrumental Support

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.142 ^a	0.020	0.008	1.156
a. Predictors: (Constant), Performance risk, financial risk, psycho-social risk, privacy risk				
b. Dependent Variable: Instrumental Support				

Table C14. ANOVA^a for Dissatisfaction Situations and Instrumental Support

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.915	5	2.183	1.632	.150 ^b
	Residual	527.062	394	1.338		
	Total	537.978	399			

Table C15. Coefficients^a for Dissatisfaction Situations and Instrumental Support

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.56	0.26		13.88	0.00
	Performance Risk	-0.08	0.11	-0.07	-0.76	0.45
	Financial Risk	0.18	0.10	0.16	1.73	0.08
	Psycho-social Risk	-0.23	0.12	-0.23	-1.95	0.05
	Privacy Risk	0.21	0.10	0.21	1.97	0.05

Regression analysis is conducted to test whether perceived risk has a significant impact over emotional support. Sig. value is greater than 0.05 thus, there is no significant effect. Table C16 shows model summary, table C17 shows ANOVA test and table C18 shows coefficients result.

Table C16. Model Summary^b for Dissatisfaction Situations and Emotional Support

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.106 ^a	0.01	0.00	1.33
a. Predictors: (Constant), Performance risk, financial risk, psycho-social risk, privacy risk				
b. Dependent Variable: Emotional Support				

Table C17. ANOVA^a for Dissatisfaction Situations and Emotional Support

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.875	4	1.969	1.113	.350 ^b
	Residual	698.835	395	1.769		
	Total	706.710	399			

Table C18. Coefficients^a for Dissatisfaction Situations and Emotional Support

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.619	0.262		9.979	0.000
	Performance Risk	-0.190	0.123	-0.139	-1.539	0.125
	Financial Risk	0.145	0.117	0.118	1.238	0.217
	Psycho-social Risk	0.109	0.133	0.096	0.820	0.413
	Privacy Risk	-0.060	0.120	-0.052	-0.499	0.618

Regression analysis is conducted to test whether perceived risk has a significant impact over avoidance. Sig. value is greater than 0.05 thus, there is no significant effect. Table C19 shows model summary, table C20 shows ANOVA test and table C21 shows coefficients result.

Table C19. Model Summary^b for Dissatisfaction Situations and Avoidance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.141 ^a	0.020	0.010	1.32303
a. Predictors: (Constant), Performance risk, financial risk, psycho-social risk, privacy risk				
b. Dependent Variable: Avoidance				

Table C20. ANOVA^a for Dissatisfaction Situations and Avoidance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.066	4	3.516	2.009	.092 ^b
	Residual	691.412	395	1.750		
	Total	705.478	399			

Table C21. Coefficients^a for Dissatisfaction Situations and Avoidance

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.62	0.26		10.05	0.00
	Performance Risk	-0.16	0.12	-0.12	-1.31	0.19
	Financial Risk	0.14	0.12	0.12	1.24	0.21
	Psycho-social Risk	0.19	0.13	0.17	1.44	0.15
	Privacy Risk	-0.09	0.12	-0.08	-0.78	0.44

Regression analysis is conducted to test whether perceived risk has a significant impact over denial. Sig. value is greater than 0.05 thus, there is no significant effect. Table C22 shows model summary, table C23 shows ANOVA test and table C24 shows coefficients result.

Table C22. Model Summary^b for Dissatisfaction Situations and Denial

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.125 ^a	0.016	0.006	1.20533
a. Predictors: (Constant), Performance risk, financial risk, psycho-social risk, privacy risk				
b. Dependent Variable: Denial				

Table C23. ANOVA^a for Dissatisfaction Situations and Denial

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.136	4	2.284	1.572	.181 ^b
	Residual	573.861	395	1.453		
	Total	582.998	399			

Table C24. Coefficients^a for Dissatisfaction Situations and Denial

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.050	0.238		8.617	0.000
	Performance Risk	-0.231	0.112	-0.186	-2.062	0.040
	Financial Risk	0.033	0.106	0.030	0.316	0.752
	Psycho-social Risk	0.187	0.121	0.182	1.551	0.122
	Privacy Risk	0.002	0.109	0.002	0.015	0.988

Differences in groups in terms of demographics are tested with independent samples t-test and one-way ANOVA test.

For marital status and gender, independent samples t-test is conducted.

Table C25 shows the result of independent samples t-test for marital status. Levene's test for equality of variances is 0.020 which is smaller than 0.05 so results on second row is used to explicate. Sig. (2 tailed) is greater than 0.05 so there is no significant difference among groups in terms of service recovery paradox.

Table C25. Independent Samples T-Test for Marital Status Regarding Service Recovery Paradox

Marital	N	Mean	Levene's Test for Equality of Variances		T-Test for Equality of Means	
			F	Sig.	t	Sig. (2-tailed)
Married	158	4.2764	5.418	0.020	1.602	0.110
Single	242	4.1453				

For age, education, income, one-way ANOVA test is conducted.

Assumptions are same as independent samples t-test, but each group should have at least thirty participants thus; age, income, education, shopping upper limit and shopping frequency scales are regrouped.

Table C26 shows regrouped items for age scale. Items, that are 46 - 55 and > 55, have respondents less than 30 thus, they are combined with the age range 36 - 45 to approximate sample sizes.

Table C26. New Grouping for Age Scale

Item	Frequency	New Group Code	Item	New Frequency
18 - 25	72	1	18 - 25	72
26 - 35	210	2	26 -35	210
36 - 45	78	3	> 36	118
46 - 55	28	3		
> 55	12	3		

Table C27 shows the result of one-way ANOVA test for age scale. Levene's test for equality of variances shows that age groups do significantly differ in variances. Thus, it is not possible to perform one-way ANOVA test for age.

Table C27. ANOVA for Age Regarding Service Recovery Paradox

Scale	N	Mean	Levene's Test for Equality of Variances		ANOVA	
			Levene's Statistic	Sig	F	Sig
18 - 25	72	3.9838	3.060	0.048	2.979	0.052
26 - 35	210	4.2286				
> 36	118	4.2712				

When there is a significant variance difference between intergroups, nonparametric tests should be used. The most prevalent test that is used is Kruskal-Wallis H test. As table C28 shows, sig. value is greater than 0.05 this means there is no significant difference between age groups.

Table C28. Kruskal-Wallis Test for Age Regarding Service Recovery Paradox

	SRP Mean
Chi-Square	3.416
df	1
Asymp. Sig.	.065

Table C29 shows the one-way ANOVA test for shopping frequency and perceived risk. Variances are equal for all perceived risk items, but P value is greater than 0.05 for all items thus, there is no significant difference between groups and perceived risk items.

Table C29. ANOVA for Shopping Frequency on Perceived Risk

Scale	Perceived Risk	N	Mean	Levene's Test for Equality of Variances		ANOVA	
				Levene's Statistic	Sig	F	Sig
Once in a day or once in a week or a few times in a week	Performance Risk	70	3.63	1.509	0.222	0.484	0.617
Once in a month	Performance Risk	195	3.60				
Once in a year	Performance Risk	135	3.51				
Once in a day or once in a week or a few times in a week	Financial Risk	70	3.52	0.045	0.956	0.360	0.698
Once in a month	Financial Risk	195	3.63				
Once in a year	Financial Risk	135	3.54				
Once in a day or once in a week or a few times in a week	Psycho-social Risk	70	3.46	0.619	0.539	0.607	0.546
Once in a month	Psycho-social Risk	195	3.55				
Once in a year	Psycho-social Risk	135	3.40				
Once in a day or once in a week or a few times in a week	Privacy Risk	70	3.69	0.020	0.980	0.734	0.481
Once in a month	Privacy Risk	195	3.80				
Once in a year	Privacy Risk	135	3.65				

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