

CONSUMER COMPLAINING BEHAVIOR ACCORDING TO CONSUMER PROBLEMS. Lee S. S., Ryu M. H. Department of Consumer Science and Housing, Kon Kuk University, Seoul 133-701, Korea.

This study was mainly to investigate consumer problems and their complaining behavior in Korea. The purpose of this study was to provide the fundamental information on public policy for consumer protection. The results of this study regarding the consumer public policy and consumer education would suggest that consumers need to have more chance of well-developed consumer education since the way of decreasing in consumer problems by acquiring the consumer knowledge.

Total 342 urban housewives living in seoul were surveyed for the analysis during February, 1995.

The major results were as follows:

Younger, more educated, small sized, white-collar and professional occupation housewives were more likely to experience consumer problems compared to other family. The housewives with higher level of consumer attitude, informational search behavior and with more consumer problems had more likely to have complaining behavior.

Consumer problem experience, information search and age variable had significant effect on the private complaining behavior, while consumer problem experience and income variable had significant effect on the public complaining behavior.

In order to test the causal relation among consumer problems experience, several independent variables and consumer complaining behavior, the path analysis was used. Only the consumer problem experience, an intervening variable in path analysis, directly affected the consumer complaining behavior. Education level, number of family, and consumer knowledge had indirect effect through the intervening variable to the consumer complaining behavior.