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Abstract
One of the major purposes for this papper is to investigate the key antecedents of Internet shoppers' complaint intentions and to study the different antecedent relationships of differnet complaint intentions. The vital purpose is to identify the consumer complaint behavior of dissatisfied internet shoppers.

There are seven variables included in this paper. They are: self-confidence, attitude towards a complaint, prior experience of complaints, product importance, intensity of dissatisfaction, attribution of blame, and expectancy value.

This paper hypothesizes that some variables influence complaint intentions directly while some of them influence complaint intentions indirectly via other variables.

This paper finds that complaint behavior can be divided into four parts-- no action, private complaint, complaining to business, and complaining to a third party. Furthermore, different kinds of complaint intentions have differnet antecedents. The relationships are summarized as follows:

1.With a higher level of self confidence, there is less possibility of a dissatisfied consumer doing nothing and a greater possibility of making a private complaint or complaining to a business and a third party.

2.With a more positive attitude towards the complaint, there is less possibility for dissatisfied consumers to do nothing and a greater possibility to make private complaints or complain to a business.

3.The more experience there is of complaining to a business or a third party, there is less possibility for a dissatisfied consumer to do nothing and a greater possibility to make private complaints or complain to a business.

4.The greater the perceived importance of the product, the greater the possibility of complaint to the third party.
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