T.C.

ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF GRADUATE STUDIES

THE EFFECT OF CONSUMER COMPLAINTS ON COMPANY'S

REACTION TO SOCIAL MEDIA: A STUDY OF TWITTER

MBA THESIS

Joba Joseph JEGEDE

Department of Business Administration

Business Administration Program

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YÜKSEK LİSANS TEZ SINAV TUTANAĞI

İşletme İngilizce Anabilim Dalı, İşletme Yönetimi İngilizce Tezli Yüksek Lisans Programı Y1812.130127 numaralı öğrencisi Joba Joseph JEGEDE'nin *İstanbul Aydın Üniversitesi Lisansüstü Eğitim-Öğretim ve Sınav Yönetmeliği'nin 9. (1) maddesine* göre hazırlayarak Enstitümüze teslim ettiği **"The Effect of Consumer Complaints on Company's Reaction in Social Media: A Study of Twitter"** adlı tezi, Yönetim Kurulumuzun 25.08.2020 tarihli ve 2020/12 sayılı toplantısında seçilen ve B402 nolu salonda küresel salgın COVID-19 sebebiyle Skype aracılığı ile toplanan biz jüri üyeleri huzurunda, ilgili yönetmelik gereğince ....6.0.....dakika süre ile aday tarafından savunulmuş ve sonuçta adayın tezi hakkında ...oybirliği.......* ile ...Kabul.......** kararı verilmiştir.

Danışman

Doç. Dr. İlkay
KARADUMAN

İşbu tutanak, tez danışmanı tarafından jüri üyelerinin tez değerlendirme sonuçları dikkate alınarak jüri üyeleri adına onaylanmıştır.

Tez Savunma Sınavı Jüri Üyeler

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DECLARATION

I hereby declare with respect that the study "the effect of consumer complaints on company's reaction to social media: a study of Twitter", was submitted as a Master thesis, was written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis.

Joba Joseph JEGEDE

FOREWORD

My profound gratitude goes to God for His mercy and unconditional protection. I also appreciate my supervisor Assoc. Prof. Dr. Ilkay KARADUMAN for the advice and academic support during the program. Furthermore, special thanks to my family and friends who provided me with unlimited support for the success of this project.

August 2020   Joba Joseph JEGEDE

THE EFFECT OF CONSUMER COMPLAINTS ON COMPANY'S REACTION TO THE SOCIAL MEDIA: A STUDY OF TWITTER

ABSTRACT

This investigation examined the effect of consumer complaints on company's reaction of social media: A case study of Twitter. Primary source of data was employed which was sourced from the target audience where 175 participants partake in the survey. Frequency analysis, descriptive analysis, reliability test, crosstabs test, correlation test and regression analysis were employed as the techniques. From the analysis, it was found that not all companies use Twitter to communicate to customer though customers prefer using social media to complaint about the quality of a product. It was proved that most of the time, complaints always take long duration before it is attended to, some companies do not accept social media complaints from their customer and responses are not always sincere. It was showed that companies do not put in positive energy in resolving a problem via social networks and most companies fairly give reward to their customer for poor quality of services. Equally, it was deducted that company product complaint exhibited a positive influence on company reaction but it is not significant, consumer price complaint indicated a positive but insignificant influence on company reaction, consumer service complaint showed a positive impact of consumer service complaint on company reaction with no significant, and consumer quality complaint showed a negative impact exists from consumer quality consumer to company reaction.

Keywords: Customer Complaint, Company Reaction, Service Complaint, quality and Product.

TÜKETİCİ ŞİKAYETLERİNİN SOSYAL MEDYADA ŞİRKETİN REAKSİYONUNA ETKİSİ: TWITTER ÇALIŞMASI

ÖZET

Bu araştırma, tüketici şikayetlerinin şirketin sosyal medyaya tepkisi üzerindeki etkisini incelemiştir: Twitter örneği. Araştırmaya 175 katılımcının katıldığı hedef kitlenin kaynağı olan birincil veri kaynağı kullanılmıştır. Teknik olarak frekans analizi, betimsel analiz, güvenilirlik testi, çapraz sekme testi, korelasyon testi ve regresyon analizi kullanılmıştır. Analizden, müşterilerin bir ürünün kalitesi hakkında şikayette bulunmak için sosyal medya kullanmayı tercih etmesine rağmen, tüm şirketlerin müşteriyle iletişim kurmak için Twitter'ı kullanmadığı tespit edildi. Çoğu zaman, şikayetlerin katılımdan önce her zaman uzun zaman aldığı, bazı şirketlerin müşterilerinden sosyal medya şikayetlerini kabul etmediği ve yanıtların her zaman samimi olmadığı kanıtlanmıştır. Şirketlerin sosyal ağlar aracılığıyla bir problemi çözmek için pozitif enerjiye girmedikleri ve çoğu şirketin hizmet kalitesinin düşük olması nedeniyle müşterilerine oldukça ödül verdiği gösterilmiştir. Aynı şekilde, şirket ürün şikayetinin şirket tepkisi üzerinde olumlu bir etki gösterdiği düşünüldü, ancak önemli değil, tüketici fiyat şikayeti şirket tepkisi üzerinde olumlu fakat önemsiz bir etki gösterdi, Tüketici hizmeti şikayeti, tüketici hizmeti şikayetinin şirket tepkisi üzerinde olumlu bir etkisi olmadığını, tüketici kalitesi şikayeti ise tüketici kalitesi tüketicisinden şirket tepkisine olumsuz bir etki olduğunu göstermiştir.

Anahtar Kelimeler: Müşteri Şikayeti, Şirket Reaksiyonu, Hizmet Şikayeti, kalite ve Ürün.

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I. INTRODUCTION

A. Study Overview

Over time, internet and social networks have taken a prominent place in the daily lives of people universally. There has been major growth of social networking sites such as Facebook, LinkedIn, Twitter, and Google Plus. While the use of social networking sites has affected individuals' daily lives, it has also captured the attention of organizations because it creates business opportunities for both e-business and traditional companies (Xu, Ryan, Prybutok, & Wen, 2012). Hennig-Thurau *et al.* (2004) and Verhagen *et al.* (2013) opined that social media provides consumers with a rich and easily accessible platform for sharing consumption experiences and assessing such experiences from others and to others. Consumers share experiences and evaluate products on a wide variety of commercial challenges via product review websites, forums, newsgroups, instant messaging, blogs and virtual communities (Lovett *et al.* 2013; Punj, 2013; Fang, 2014; & Hornik, Satchi, Cesareo & Pastore, 2015). The widespread of internet has changed the ways in which marketing communication traditionally operates from businesses to consumers through mass communication means (Campbell *et al.* 2011). According to Edelman (2010), consumers are not solely relying on advertisement messages to acquire information and make a buying decision. Social media conversations between businesses and consumers could stimulate consumer buying behavior due to easy accessibility of these messages. Products produced are main aimed to satisfy the final consumer but in some cases some of the products are not met as expected. This makes many consumers worried and mostly react via available channels.

Complaints are an element of life in which businesses with focus on in one way or another. The aspect of customer complaints and how firms handle these complaints have awakened universally. Various elements have made it essential for businesses to concentrate on effectively settling client complaints. Progressively focused markets point to the significance of safeguarding reliability and growing long haul associations with the customers/clients. Moreover, there is proof that long-term clients are

progressively beneficial since they will in general buy more prominent amount and more as often as possible than new clients (Reichheld & Sasser, 1990). Numerous businesses perceive that complaints show chances to cure item or administration related issues and to decidedly impact consequent client conduct. There is impressive proof that managing complaints can dramatically affect clients' assessments of retail encounters, just as upgrade their probability of repurchase and point of confinement the spread of harming negative verbal exchange to other customers (Blodgett, Granbois, & Walters, 1993).

B. Problem Identified

Ford *et al*. (2003) viewed that confrontation and coercion underpin the networking activities of the business, and thus the resolution of complaints forms an integral part of managerial activity within a networked environment. The management of complaints is a well-researched area of business-to-consumer marketing (Tronvoll, 2007). However, similar literature in business to customer complaints is scarce. This neglect is surprising, since the business-to-business literature consistently stresses the importance of effective relationship management (Håkansson & Ford, 2002). Existing research mainly compares the way in which organizations handle complaints or the effect these activities have on buyer satisfaction. Homburg and Fürst (2005) posited that after a complaint, loyalty depends essentially on complaint satisfaction and not as much on satisfaction that has cumulated over time. Henneberg, Bruber, Reppel, Ashnai and Nausde (2009) presumed that the current information about the inspirations for and articulations of business complaints conduct, and the information of the assumptions about protest and wanted goals qualities by business clients is rare. Thus, administrative proposals for an ideal complaint's management process as a feature of business relationship communications are uncommon. Notwithstanding, the convincing proof connecting complaint conduct to ensuing buy conduct, generally diminutive progress has been introduced in building up a hypothetical comprehension of how customers assess businesses' reactions to the complaints.

C. Study Questions

The questions this study aimed to provide answers to are:

- How does consumer quality complaints affect company's reaction?

- What is the effect of consumer price complaints on company's reaction?
- How does consumer product complaints affect company's reaction?
- What is the effect of consumer service complaints on company's reaction?
- What is the relationship between consumer complaints and company's reaction using Twitter channel of social media?

D. Study Objectives

The key aim of this survey is to the effect of consumer complaints on company's reaction in social media using Twitter as a case study. However, the specific objectives are:

- To investigate the effect of consumer quality complaints on company's reaction,
- To determine the effect of consumer price complaints on company's reaction,
- To ascertain the effect of consumer product complaints on company's reaction,
- To examine of the effect of consumer service complaints on company's reaction,
- To investigate the relationship between consumer complaints and company's reaction using Twitter channel of social media.

E. Study Hypotheses

This study hypotheses are stated in null form as follows:

- Consumer quality complaints does not have significant effect on company's reaction,
- Consumer price complaints has no significant effect on company's reaction,
- There is no significant effect between consumer product complaints and company's reaction,
- Consumer service complaints has no significant effect on company's reaction,
- There is no significant relationship between consumer complaints and company's reaction.

F. Purpose/ Importance

The main purpose of this study is to examine the effect of consumer complaints on company's reaction in social media using Twitter channel as a case study. The study is more or least a lingering insight in the literature because the connection nor the effect between consumer complaints and company's reaction has been solely examined. More so, this study is utmost important to businesses/organizations, managers, consumers, researchers, and governments on how companies react to the complaints made by the customers. It will also add to the existing literature with the findings that this study comes up with.

G. Scope of the Study

The scope of this study focused on companies and customers using Twitter platform in Turkey and Nigeria. Hence, Twitter is one of the leading social media platforms in the world which allows interaction between business to customer and customer to business relationship. The target audience shall be the social media users in particular Twitter in Turkey and Nigeria.

H. Definition of Terms

Complaint: This refers to an expression of discomfort, discontent, or dislike. A reason or motive for complaining; an objection.

Social Media: This is intuitive PC intervened innovations that encourage the creation and sharing of data, thoughts, vocation interests and different types of articulation through virtual networks and systems

Company Reaction: This refers to company's response, handled, or assumed in answering to a situation or incident.

Firm Performance: This refers to the effective and efficient functioning of the firm and results of its processes.

II. REVIEW OF LITERATURE

A. Concepts in Literature

1. Complaint attitude

Customers have consistently had a few distinct channels to express their disappointment with an item or service. Susskind (2006) itemized four sorts of complaints: face to face with administrator, face to face with representative, composed (letter, email, web), and remark card. While these equivalent channels exist, there are a few different ways that consumers show their discontentment. The most up to date strategy is through online life. Web based life accompanies its own arrangement of challenges. While this strategy isn't at present as pervasive as different types of shopper grumbling conduct, it might keep on developing in prevalence as the more youthful ages increase a more noteworthy portion of the market purchasing power. Day and Landon (1977) proposed consumer grievance conduct into two isolates differentiations. The principal qualification is among activity and no activity. No activity just implies that while the visitors experience a setback, they don't take part in grumbling and stay faithful to the business. The subsequent choice of activity is isolated into either private activity, or open activity. Private activity would comprise refusing the item or brand or taking part in negative communication. An open activity would be recorded as giving an outsider objection or looking for lawful activity.

Complaint disposition might be far as a lot of conceivable client reactions to disappointing buy encounters. As a rule, complaint incorporate looking for modification, for example, discount, trade or supplant, fix, or statement of regret, and so forth.), captivating in adverse verbal educating other individuals regarding one's disappointment, leaving, and reaching outsiders. These choices are not totally unrelated, and any disappointed client may take part in different reactions. Blodgett, Granbois, and Walters (1993) seen complaint as a unique procedure, in which one's underlying response(s), regardless of whether one looks for change or exits, and whether one takes part in negative informal exchange or not, depends on components, for example, the probability of accomplishment, one's frame of mind toward griping,

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and the significance of the item. Be that as it may, when a disappointed client looks for change, consequent informal conduct (both negative and positive), support expectations, and outsider objections are basically reliant upon the complainant's view of equity. There is extensive proof that if a firm handle complaint well it will in general decrease the occurrence of negative verbal exchange and outsider grievances, and improves the probability of repurchase (Kelly, Hoffman, and Davis., 1993). Significantly, complainants may in this way participate in positive informal (subsequently spreading generosity), and may in any event, bring progressively faithful clients, on the off chance that they see a high level of equity. Regardless of the experimental proof connecting grumbling dealing with resulting client reactions, restricted exertion has been exhausted in building up a hypothetical comprehension of how various aspects of equity influence purchasers' protest lead.

Besides, the vulnerability with respect with the impacts of internet-based life connections on clients' upselling conduct depends profoundly on the past help understanding of clients. Subsequently, responding suitably to protests has become a significant test (Hennig-Thurau *et al.,* 2010) and an open door for the two organizations and their online networking exercises. The examination demonstrates that organizations that take proper therapeutic activities in a convenient way demonstrate that they are delicate to client concerns (Van-Noort & Willemsen 2012). On the off chance that organizations react by means of web-based life stages, the subsequent good brand assessments are unmistakable to different clients and have an effort impact that is about proportionate to that of the grievances (For instance, User: "Help. I have had no inclusion for 3hours now. Is there an issue with the web?", Firm: "Hello, have you attempted to restart your portable? If you send us your location, we can check if there is a neighborhood disturbance."). Accordingly, enough client support by means of online life, which is called social consideration, isn't just a key need for client relationship the executives yet in addition a reasonable way to diminish client support costs. Social consideration can legitimately oversee disappointed clients and offer answers for the issues related with the protests (Bernoff & Schadler 2010). For this situation, social consideration replaces exorbitant disconnected client care contacts (e.g., by means of phone; Aksin *et al.,* 2007). Moreover, social consideration vows to be substantially more effective than past two-sided client support experiences. Organizations likewise gain advantage from the exposure that effective online life

communications among clients and organizations with respect to protests draw. To start with, clients might be kept from experiencing a similar issue and, subsequently, from encountering disappointment. Second, clients who experience a similar issue find out about the arrangement and along these lines won't have to contact the organization to look for a cure. In such manner, internet-based life associations as social consideration could diminish the quantity of client care demands and the ensuing expenses by supplanting and anticipating disconnected client assistance contacts.

2. Complaint handling

Complaint handling entails a key task in the management of customer and obviously situations complaint management is an imperative tactical instrument for businesses of all kinds. Identifying the worth of client complaints for refining the business's products and increasing long-term associations is a known marketing concept. Well management complaints upsurge the chance of improved client fulfilment and consequently replicate backing conduct whereas lessening negative word-of-mouth. Besides, evidence shows that long-time clients are more gainful since they aim to buying in larger quantity and more regularly than new clients (Reichheld & Sasser, 1990). Complaint handling as a term alludes to the technique's organizations use to determine displeasures to deal with customers repurchase dissatisfaction (Tax, Brown & Chandrashekaran, 1998). Bitner, Booms & Tetreault (1990) recommend that while these displeasures are at first issues for organizations, how workers react to these displeasures will decide how the customer will recollect the occurrence. Fitting grievance taking care of might give a chance to organizations to address the issue, yet additionally change it into an agreeable experience. Effective objection taking care of expands the odds of repurchase conduct and positive informal exchange from already unsatisfied clients (Orsingher, Valentini, & Angelis, 2010). Besides, when buyers accept that the organization endeavored to take care of the issue after their protest, post-buy consumer loyalty builds, which at that point shows a higher effect on client commitment (Cambra-Fierro, Melero-Polo, and Javier Sese, 2015a).

Ultimately, complaint handling methodologies can lower advertising use by lessening the expense of getting new clients. Then again, when complaint is insufficient, there is a high danger of losing even clients who have been fulfilled before (Homburg & Furst, 2005). At the point when an organization's endeavor to take care of the underlying issue is additionally not effective, purchasers feel baffled twice. This

could cause twofold variation, which indicates to a circumstance where the organization neglects to give fulfilling administration in any case and afterward bombs again to address the issue in a delightful way (Bitner *et al.,*1990). Thus, compelling and fruitful protest the board will empower organizations to keep up consumer loyalty in various manners, including giving proficient client criticism, diminishing negative verbal, expanding dependability and holding clients. By and by, organizations can't generally fulfill griping shoppers, for reasons, for example, restricted accessibility of individuals and monetary assets, or can do so just with a deferral on account of confounded structures for preparing, directing and observing customer grievances. Consumers can have different goals when they complaint. These can be gathered into open or private whining activities: open griping exercises include customers' activities that are noticeable by the organization, for example, change chasing or venting to third-party channels, and private exercises are those restricted to loved ones, for example, admonitions. At the point when consumers take part in broad daylight complaining exercises, they hope to see that the organization is responsive toward their grievance and expects to tackle the issue. Consequently, the responsiveness of the organization is a focal component of grumbling taking care of according to consumers (Matzler, Pechlaner, Abfalter, &Wolf, 2005).

Complaint handling objects to offer clients with benefits to offset the shortfalls encounter in purchasing a product. Hence, several initiatives of handling complaint were offered to different categories which can be grouped into two according to (Berry 1995) as economic and social benefits. The economic represents physical benefits such as item substitutes, repayments; and social rewards involve emblematic, or emotional benefits such as apologies, making the client to sense that the organization cares, and providing explanations. According to Cambra-Fierro, Melero, and Sese, (2015), they proposed three illustrations for complaint handling which include; timeliness, compensation, and communications. Timeliness: They refer to timeliness as the speed in which a firm answer to a grievance (Liao, 2007) which give access to economic and social rewards. Prompt answers offer economic rewards in assisting to upsurge the competence of the complaint management procedure, adding to economic resources and effort on customer side. Simultaneously, snappy reactions additionally give social advantages since they make the clients feel that the firm thinks about them and is being mindful. As verified by Ringberg, *et al.,* (2007), quick reactions fill in as sign that

clients are valued and being thought about by the firm. What's more, reacting rapidly reestablishes the social bonds between the gatherings by restoring the sentiments of regard and the clients' confidence. Compensation: includes discounts, value dischecks, item substitutions, fixes and installment of extra costs that associations give to grumbling clients after a help disappointment. As verified by Estelami (2000), material compensatory measures, by expanding the financial additions of the client, help improve the yield to-include proportion in the relationship (inward value) just as the harmony between the yield to-enter proportion of the client and that of the organization (outside value). Therefore, by offering material motivating forces, pay gives financial advantages to clients to counterbalance the misfortune delivered by the administration disappointment. Communications: this alludes to expressions of remorse and post-disappointment clarifications gave by the firm regarding the purposes behind the disappointment and its answer (Gelbrich, 2010). By conceding the company's error and offering the client a genuine conciliatory sentiment and a clarification, correspondences give clients social advantages. As accentuated by Smith, *et al.,* (1999), these exercises impart regard and compassion to the client. These activities, accordingly, lessen the enthusiastic trouble and enduring brought about by the disappointment and add to approving the client's feeling of significance and confidence after a help disappointment.

3. Complaint fulfilment

The complaint fulfilment derive from the response of the firm to its customers is in different fold, due to different in challenges encounter from the product(s). Complaint fulfilment refers to the assessment of customer grievances on a certain issue from the company's feedback. The consumer views complaint fulfilment from two perspectives: transaction not/fulfilled, and relationship dis/fulfilled. Transaction not/fulfilled indicates a contentment or discontentment derived from a certain goods by a consumer. When a consumer gives a complaint about a product concerning the transaction whether content or not, the consumer estimates the firm's response to the complaint level of not contention with the transaction. Basically, there is possibility that the issue of the transaction process happens in an ongoing relationship. This means that the estimation of the existing relationship (relationship fulfilment), if the consumer is faced with discontentment and regain the process of the firm. Therefore, it presumed that transaction discontentment with the complaint failure exhibited effect on the

relationship fulfilment of a product. As indicated by Tronvoll (2007), client complaint conduct can be characterized as a process that develops when a client's understanding lies outside the "contentment" during the process as well as in the client's assessment of the esteem being used of the administration. Such grumbling conduct can be communicated as correspondence (verbal as well as non-verbal) with another gathering and it can prompt behavioral changes.

4. Social blogs

This address the most dependable kind of Social Media, are uncommon sorts of locales that regularly show date-ventured segments in reverse consecutive solicitation (OECD, 2007 as cited by Kaplan and Haenlein, 2010). These are social networks similarity individual site pages and can land in countless diverse assortments, from singular diaries portraying the designer's life to once-overs of every single relevant datum in a solitary unequivocal substance area. Blogs are commonly managed by one individual specifically anyway outfit the likelihood of correspondence with others through the extension of comments. As a result of their bona-fide origins, content-based web diaries are still by a wide edge the most notable. Everything considered, blogs have in like manner begun to take different media gatherings. For instance, Justin.tv empowers customers to make altered TV stations by methods for which they can impart pictures from their webcam dynamically to various customers. Various associations are starting at now using on the web diaries to revive laborers, customers, and financial specialists on headways they consider to be noteworthy. Jonathan Schwartz keeps up an individual blog to improve the straightforwardness of his association; thusly, does vehicle mammoth General Motors. Nonetheless, much the same as the case with network adventures, online diaries don't come without risks. These overall present in two structures. In the first place, customers who for some clarification wind up being frustrated with or bewildered by the association's commitments may participate in virtual protests as contradiction locales or destinations (Ward and Ostrom, 2006), that reports in the accessibility of possibly harming data in online astronomical. Second, when organizations encourage laborers to be dynamic on destinations, they may need to live with the consequences of staff people elucidating unfavorably on the organization. In 2006, Robert Scoble, a former technical Microsoft expert, who for instance tended to severely disparage the products of his company before he voluntarily leaves the company.

5. Networking sites

These networking sites are submissions that empower clients to associate by making individual data profiles, welcoming companions and partners to approach those profiles, and sending messages and texts between one another. These individual profiles can incorporate any sort of data, including photographs, video, sound records, and web journals. As indicated by Wikipedia, the biggest long-range interpersonal communication destinations are Facebook and Myspace. Networking communications are of such high prevalence, explicitly among more youthful Internet clients, that the term "Facebook someone who is addicted" has been incorporated into the Urban Dictionary, a collective task concentrated on building up a slang word reference for the English language. A few organizations are as of now utilizing long range interpersonal communication locales to help the production of brand networks or for showcasing research (Muniz and O'Guinn, 2001).

The channel utilized for complaint dealing with can impact consumer loyalty. Web-based networking channels comprised of multi-media highlights, for example, pictures, sound, designs, and communicative parts and in this manner are more distinctive than conventional channels. From one viewpoint, clarity prompts an expansion in the entrance of data, in this way setting off the impression of prevalent quality, however then again, it likewise brings about the development of greater desires, which can antagonistically influence consumer loyalty if these desires are not satisfied (Hennig-Thurau et al., 2010). By connecting with route edifices and graphical style observations, online channels can have a solid bearing on administration quality recognitions (Montoya-Weiss, Voss, Grewal, 2003). In this manner, these channels encourage esteem co-creation among firm and customer by empowering communication and personalization (Rossmann, Ranjan & ugathan, 2016). In any case, shoppers who are contrarily arranged to online channel security likewise will in general show evasion conduct (Venkatesh, 2016). Low-innovation availability of clients can antagonistically influence their fulfillment when they are utilizing web-based social networking channels (Rupak, Rawski, Yang & Johnson 2014), and therefore they may incline toward utilizing the hotline, as they may see themselves as having control sponsored by a feeling that all is well with the world and straightforwardness. Web-based social networking, thusly, has become a twofold edged sword for firms; while it can pull in more clients, it can likewise spread

disappointment and negative WOM (Gillan, 2010). Accordingly, purchaser inclinations crosswise over channel types are not instinctive, and every ha its upsides and downsides, thus giving a significant setting to contrasting the impacts of different features of PCHQ on consumer loyalty

6. Marketers' recovery strategies

Consumers use online channel to express their unsatisfactory situation obtained from a service disappointment, through means of a remark made accessible to others potential and existing customers via internet. Suitable replies to such remarks in the form of marketing strategy offer firms the chance to regain their connection with the customer complaining. These regaining exertions classically array from self-protective replies to accommodative responses, by voicing, the relationship asserts that the firm has no or only partial concern for instigating the problem by disagreeing, for instance, that the complainant has caused the failure. In contrast, consumer complaint can contain several kind motions such as the affirmation and acknowledgment that the negative occasion has been brought about by the organization. Such reactions normally pass on kindhearted informative sign (statement of regret) as well as money related advantages offering a fiscal discount). Different analysts propose a third reaction technique, which is 'no-reaction (Lee and Song, 2010). Prompt resolve of client issues and association marketing are connected strictly in terms of their agreement in client fulfilment, confidence, and commitment (Morgan & Hunt 1994). Complaint handling tactics are so imperative especially in dealing with client associations in every business. Challenges in managing quality, combined with the role played by customers in the production process and evidence that customer loyalty drives profitability, make complaint situation critical in some cases. The management of complaint handling implies the strategies business utilize to solve and gain from service unsuccessful to reinvent the business's trust in the presence of the consumer (Hart, Heskett & Sasser 1990). Complaint information is the key function of relationship management because they could influence service design and delivery (Lovelock, 1994).

7. Social media and consumer complaints

Social-media usage has prompted massive variations and the components of human associations take on another perspective. Online long-range interpersonal communication has outfitted consumers with stages to outline a sort of inalienable

system around a thing or brand. Regardless, associations that hold onto web based as a framework must recognize that they are losing a part of control to the customer. For some organizations today, online life is their biggest web nearness, overwhelming their organization sites and email programs (Mangold & Faulds, 2009). Along these lines' web-based life has changed how associations work together and talk with their customers similarly as how they develop and execute their customer relationship the board techniques. Social media is one of the most popular slogans just as mechanical ideas, which has achieved influential changes in business-to-business correspondence, business-to-client correspondence, and client to-client correspondence (Kietzmann, *et al.* 2011). Internet based life began as a strategy for individuals to either associate or reconnect with one another. As of late, organizations are utilizing online life advertising to effectively develop their organizations and to get their statement out in an enormous manner. The best promoting methodology is one that utilizations internet-based life and customary advertising couple. Entrepreneurs have made sense of that online life has an exceptionally beneficial outcome on the achievement of business and it is a technique that takes next to no cash to achieve a strong outcome (Cohn, 2010).

Through the investigation of Facebook, Twitter, Instagram, and others, it is obvious why organizations are bouncing ready. These internet-based life outlets direct the everyday existence of many organization's prime statistic, in this way to keep in touch with consumers, they involve themselves at a point to do as such; by making an open, yet proficient nearness on these destinations. More explicitly, web-based life holds a critical spot in the lives of undergrads. Youthful grown-ups, ages 18-24, are the original to grow up with online life assuming a steady job. Sure, more established ages are getting on, anyway huge numbers of these youthful grown-ups have been using Facebook since grade school. Internet based life has become a typical piece of their everyday lives, in the way that the primary thing many do when they wake up is check their Facebook record or see what's going on by means of Twitter. Previously, to get news implied turning on a TV or perusing a newspaper.

The showcasing volume of casual activities related with web-based systems administration and the level of impact verbal trade has on the shopper essential authority strategy and attitude plan are compelled by different key components, including tie quality (Brown *et al.* 2007). Internet systems administration has caused a gigantic change in the frameworks and instruments associations use for talking with

customers. Firms are compelled in the proportion of control they have over the substance and scattering of information. Social media marketing empowers organizations to accomplish a superior comprehension of client needs to fabricate compelling connections. Writers composing on the theme of social media advertising, for example, Chaffey, Ellis-Chadwick, Johnston, and Mayer (2009) perceive gratified notifying as a normally applied means for dialog with buyers, thus far, they are incredulous of its viability in examination with other online networking channels. The speed at which online networking instruments create may make web-based life sites a perilous area for advertisers and alerts advertisers against contributing and submitting significant measures of assets to web-based marketing, alluding to internet based (Andersen, 2008). Compact bonds with customers are elementary for web-based social interacting marketing to be successful. Be that as it may, Gay, Charlesworth, and Esen (2007) think getting purchase in from different territories of the business, especially from the executives, might be a test for certain associations. The writing on social-media advertising, whereas not broad, manages procedures, devices and online customer conduct; less consideration has been centered around the region of estimation. The purpose behind this absence of regard for proportions of internet-based life promoting efforts might be halfway ascribed to the trouble of estimating such battles. It shows up the best online life strategies are frequently not as quantifiable as their less viable partners. Be that as it may, the criticalness of budgetary measures by proposing return on venture is just a single method to check the achievement of a campaign, and prompts supplementing rate of profitability with different estimates, for example, return on commitment.

The grievances of consumer affect companies' reputation and at times diminish buying behavior of the consumers (Zeithaml, *et al.* 1996). Nevertheless, discontented consumers, once swayed to about the company's brand, are afterward become more dependable and are possibly to make positive comments of the product (Pizzutti & Fernandes, 2010). In the traditional context of consumer complaints, businesses normally concentrate on the situation and determine the situation by apologizing or granting rewards. Competitive marketing is usually reactive in nature, with the goal of preventing legal problems or consumer switching. Though some studies have encouraged a more practical tactic through aggressive marketing and inspiring clients to communicate their discontent, competitive marketing is naturally different from

aggressive marketing that focuses on brand, elevation, and new client acquisition. In aggressive marketing, businesses use a variation of networks to interrelate their products information to customers.

Initial Service Failure

DO NOTHING (rarer and rarer)		**1. DIRECTNESS** Voicing directly to firms through SM (good)		**3. BADMOUTHING** Negative WOM without contacting firms (bad)
		Tweeter, Facebook		Instagram, Pinterest, Flickr, review sites

successful recovery

2. BOASTING Positive publicity about recovery (good)

Customers' tweeter, Facebook, blog

Competitors' Responses

6. FEEDING THE VULTURES Competitors amplify the situation (ugly)

Competitors' tweeter, Facebook

Double Deviation (service failure followed by failed recoveries)

4. TATTLING Online third-party complaining (bad)

Third-party website, blog, or newsletter

5. SPITE Negative publicity about recovery (ugly)

User content-generated media (e.g., YouTube)

Figure 1: Complaining Process

Source: Gregoire, Salle, and Tripp (2015)

A typical reaction to a help product disappointment involves reaching the firm legitimately and secretly to accomplish goals/fulfillment such as item substitution or discount. This private type of grumbling has consistently existed, and it is commonly seen as the principal level of client protest (Singh, 1988). What's going on is that now numerous clients utilize informal means, for example, Twitter, Instagram, WhatsApp and Facebook, to increase direct access to client care. Rather than physically returning to a store or investing energy in the phone getting the corporate go around, complainers are at profit by the accommodation of social networks to legitimately arrive at a firm for an answer. In numerous occasions, it is progressively helpful for clients to compose on an association's divider or send a tweet rather than utilizing customary correspondence channels. Now, the firm ought to be essentially worried about reviewing the circumstance, yet it can't disregard the way that everyone is viewing.

What ought to have been a private grievance is, by means of informal organizations, an open grumbling with significant open repercussions.

8. Internet and negative word of mouth

Unfortunately, not all grievances found on internet are legitimately routed to the firm; rather, another basic strategy utilized by purchasers involves revealing unacceptable encounters over their informal communities without earlier notice to the organization. Since internet makes the announcing of terrible encounters substantially more proficient and less inclined to transformation than happens among stories shared orally, this type of negative informal exchange is riskier than any other time in recent memory. To put it plainly, flawless accounts of awful encounters reach undeniably more surviving and potential clients than they used to. What might be most baffling about this type of social media complaint is that the client can speak negatively about the firm after a solitary help disappointment, without allowing a chance to fix the issue; for this situation, firms totally lack control over the situation.

Social media channels such as Instagram, Facebook, Twitter, Pinterest, and other sites may be especially effective in spreading this form of negative word-of-mouth. For example, customers can easily post pictures of dirty cutlery in a restaurant. In one case, a customer complained about the way Delta Airlines handled her luggage by posting a picture of her suitcase's broken handle on Instagram. Now that many online review sites have smartphone apps that are location-sensitive, a customer searching for a nearby business (e.g., a restaurant) will see any negative online reviews and avoid that business.

Sometimes this form of online badmouthing goes viral. In September 2013, an angry British Airways customer bought a promoted tweet to complain about his lost luggage, spending his own money to make sure his complaint was seen by a large audience.

B. Theoretical Issues

1. Expectancy dis-confirmation paradigm

The paradigm infers that consumers buy products with repurchase assumptions regarding foreseen result. The desire level at that point turns into a level against which the product is refereed. That is, when the item has been utilized, results are looked at

against desires. Confirmation occurs, when the result coordinates the desire while disconfirmation happens where there is a contrast among desires and results. A client is either fulfilled or disappointed because of a positive or negative contrast among desires and observations. In this manner, when performance is superior to at first expected, there is a positive disconfirmation within desires and outcomes that portrays in fulfillment, and when performance is true to form, there is confirmation among desires and discernments that outcomes in fulfillment. Interestingly, when administration execution isn't comparable to expected, there is a negative disconfirmation among desires and discernments, which causes disappointment.

The idea of discrepancy hypothesis proposed by Howard and Sheth (1969), they express that it is an element of the level of congruency among desires and saw truth of encounters. There are, fundamentally, two techniques for exploring confirmation or disconfirmation of desires. The first is the surmised methodology and the second is the immediate methodology (Meyer & Westerbarkey, 1996). The derived methodology includes the calculation of the disparity among desires and assessments of outcome. This expects analysts to attract separate data identifying with client support desires and saw execution. These are then deducted to shape the third factor, the confirmation/disconfirmation, or distinction, score. The immediate methodology requires the utilization of rundown judgment scales to quantify confirmation or disconfirmation, for example, superior to expected to more awful than anticipated. The computation of the distinction scores by the specialist is stayed away from, on the grounds that the respondents can be asked legitimately the degree to which the administration experience surpassed, met, or missed the mark regarding desires. As an elective methodology, emotional disconfirmation speaks to a mental develop incorporating an abstract assessment of the contrast between item execution and the examination standard (Churchill & Surprenant, 1982). That is, abstract disconfirmation includes a lot of mental procedures that may intercede apparent goods outcome inconsistency.

2. Equity hypothesis

This hypothesis was proposed by Adams, (1963) which implies that when persons encounter injustice that is, goods does not meet prospects, they attempt to lessen apparent trouble by reestablishing their mental value. Complaint via web-based networking media speaks to one's endeavor to regain the association with an

organization. This regain can be, at any rate somewhat, accomplished by acquiring explicit social apology or clarification and reimbursements classically took by the firm. It routinely passes on material remuneration measures (limits) that can reestablish equity observations by improving the yield to-include proportion in the relationship (inner value) and the equalization of the yield to-enter proportion of the client and that of the brand (outer value). This makes the complainant concoct motivations to excuse the organization and attribute the inability to outside, wild and precarious causes. Such responses are proposed by surviving writing and other means. Company prompt responses can reduce feelings of aggression and enhance brand evaluations.

On the other hand, the more likely to increase perceived unfairness and negative derivations about the organization, which can bring about an acceleration of the issue. Past research shows that an organization's refusal of its obligation regarding a negative utilization experience consistently triggers outrage and negative view of a brand (Lee, 2005). When firm uses defensive measures, consumers are tending to infer that the firm should take more obligation for the cause of the crucial occurrence (Lee & Song, 2010). Complainants who get such a reaction see the organization's response as an undependable reason and, thus, see the disappointment as progressively outer (i.e., organization's flaw), controllable and stable than when they get accommodative response.

3. Attribution hypothesis

Attribution hypothesis manages how individuals decipher occurrence or practices as far as their causal derivations, and their translations assume a huge job in deciding responses to these occurrences or practices (Kelly & Michela, 1980). It has been utilized as establishment of derivation for purchaser conduct and item achievement or disappointment, and specialists have proposed various builds when using it. Weiner (1979) arranged causes into three builds: attribution of locus, attribution of controllability and attribution of dependability, which is the most widely recognized classification of attributions embraced when examining item or administration disappointments. Attribution of locus is characterized as the degree to which the reason for a help disappointment is in either the specialist organization or the client (Browning So, and Sparks, 2013). For example, a client purchased a lot of new bookshelves, however it at that point crumbled one day after getting together. On the off chance that the buyer believed that he didn't amass it accurately, he would make

a client related attribution. On the off chance that, then again, it happened because of an imperfection in the bookshelves, the attribution would be delegated the maker's obligation (Folkes, 1984). Attribution of locus is identified with purchasers' longing to convey about their terrible encounters. At the point when client disappointment emerges from a dealer or producer as opposed to the client, the client will in general whine to the vender or maker and participate in negative verbal exchange about the disappointment.

Attribution of controllability is the degree to which clients see the reason for disappointment as volitional by the specialist organization (Hess, Ganesan, & Klein, 2007). Albeit natural limitations on specialist organizations may drive a disappointment, here and there they have chances to keep disappointments from happening. For instance, flight delays during a blinding blizzard are not controllable by the aircraft; be that as it may, a postponement because of languid loading up methods is controllable (Weiner, 2000). At the point when clients discover that a disappointment could have been stayed away from, they will lose control and be less ready to make a recurrent buy. Furthermore, the disappointment could incite retaliatory conduct proposed to hurt the organization's the same old thing (Folkes, Koletsky, and Graham, 1987).

4. Social presence hypothesis

Social presence is characterized as the level of consciousness of someone in a cooperation and the ensuing valuation for a relational relationship. This also refers to the level of feeling, discernment and response of being associated with another scholarly substance on internet communication. Factors that add to social presence are social context, internet interaction and interactivities. Intimacy and immediacy are social relation ideas stuck in close and personal settings identified with social presence. These two ideas are hard to pass on in a web-based learning condition. Intimacy a component of one on one connection, physical vicinity, point of discussion, and so on. Changes in a single will deliver compensatory changes in the others. A communication with maintained eye contact, proximity, and smiling conveys greater intimacy. The interaction is unsavory if conduct can't be modified to permit an ideal level of closeness. Immediacy is simply the mental separation communicators place and their beneficiaries. It incorporates eye to eye connection, grinning, vocal expressiveness, physical nearness, suitable contacting, inclining toward an individual, motioning,

utilizing by and large body developments, being loose, and investing energy. Online quickness becomes hard to convey on the grounds that PC connection needs social nonverbal signs; nonetheless, this doesn't nullify online instantaneousness or its significance. Promptness is essential for social contact among online students and is considerably more basic than in eye to eye learning conditions. Social nearness is a powerful factor dependent on the client's discernment and the qualities of the medium. Individuals recognize various measures of social nearness in different kinds of media. Clients survey the level of social nearness; hence, it is the inner picture the perceiver inspires of a moving, expressive body. Short *et al*., (1976) estimated social nearness with a progression of bipolar scales, friendly unsociable, individual indifferent, touchy unfeeling, and warm-cold. A more significant level of essence in a medium presents the characteristics of being progressively agreeable, increasingly close to home, progressively touchy, and hotter. Online pioneers can encourage social nearness by presenting CMC communicators in the underlying learning sessions. This allows the chance to get familiar, empowers trust connections right off the bat in the course; and enables the pioneer to support investment by everybody. Understudy's view of social nearness is affected by the educator's talented utilization of communication systems in starting on the web discussions with presentations and welcome.

C. Empirical Review

Lee and Song (2010) investigated the responses strategy of corporate through e-word of mouth and informational motive using e-shopping sites as the experimental survey in conjunction with content analysis. They proposed that there should be different between conventional response and corporate response of e-complaints. Matzler, Pechlaner, Abfalter, and Wolf (2005) carried out the response to customers enquiries via e-mail using Austria hotels. Their study reported that response rate or speed has significant effect on service quality. Mattila and Mount (2003) studied the relationship between responses and its features of internet complaints and intent return. The study revealed that positive connection exists between intent return and complaints response on satisfaction of customer.

Einwiller and Steilen (2015) wrote on social networking sites and complaint responses in US firms using Twitter and Facebook as sample study. They showed that most of the firms divert complaints away from internet networking sites and that most

firms are not emulating social media means to relate with the stakeholders. Xu *et al.,* (2012) investigated internet sites usage such as Twitter, Facebook, and others in US using partial least square method, and they depicted that the presence of website is a positive predictor of networking sites. Verhagen, Nauta and Feldberg (2013) carried out internet word of mouth among firms and they revealed that company online feedback influences motivations of informed consumer which could resulted in positive or negative emotions and conduct intension. Hornik, Satchi, Cesareo, and Pastore (2015) wrote on internet information through word of mouth and depicted that negative information moves faster and stay longer than positive information via internet.

Istanbulluoglu (2017) complaint handling and time of responses and social media on customer satisfaction using Facebook and Twitter, and the finding revealed that customers expected required company to respond to their compliant on Twitter within one to three hours while on Facebook should be between one to six hours, that is, prompt reply stimulate customer satisfaction. Strauss and Hill (2001) worked on customer complaints and firm responses through e-mail and revealed that responses to consumer complaints quickly and appended by a staff of the firm lead to a higher customer satisfaction. Jamenez and Mendoza (2013) studied factors influencing internet reviews on buying intention and product experience using an experimental research design. They revealed that agreement to review exhibited a positive effect on the intention to purchase. Tax, Brown and Chandrashekaran (2019) examined consumers' complaint experiences with marketing strategy and they showed that a many of complaining clients were displeased with current complaint management practices.

Dekay (2012) carried out the way firms respond to unfavorable comments on Facebook in USA, and the study revealed that large firms do not commonly respond to negative remarks as communal relations, but choose to edit, or disregard, critical reaction. Cambra-Fierroa, Melero and Sese (2015) examined the extent of using complaints to boost consumer profitability on service industry in Spain. Their findings showed that tackling consumer complaints affect their profitability depending on their fiasco context.

In the study of Noort and Willemsen (2011), they examined internet complaints on brand evaluation in Netherland and showed that negative comments on internet can be prevented through web-care intervention strategy. Maecker, Barrot, and Becker (2016) carried out the management of customer relationship interaction and found that internet customer interaction on web media is more profitable.

Stauss (2002) investigated complaint dimensions in relation to satisfaction of the customer and company's response in Germany. He indicated that connection exist between complaint fulfilment, transaction discontentment and relationship discontentment. Chang, Tsai, Wong, Wang, and Cho (2014) concentrated on word of mouth in a negative way and its response strategy. They found out that feedback strategies affect consumer attribution and exhibits different signs between firm's reputation and word of mouth. Mattila, Andreau, Hanks and Kim (2013) carried out internet complaint management via e-mail in USA using a qualitative method of research. They found that client does not usually observe any important variance between e-mail reply automatically and no-reply at all.

Ryngelblum, Vianna and Rimoli (2013) wrote on the means by which firm responds to customers complaint in Brazil and it was showed that firm mostly retain consumer's complaint to dampen the complainant. Berry, Tanford, Montgomery and Green (2018) focused on the connection between personality and customer complaints in University setting using questionnaire. They showed that three major channels that affect personality types such as active, delayed and passive. Tronvoll (2011) studied consumer complaint and negative emotions using bot qualitative and quantitative methods. The study found out that frustration as form of negative emotion happens to be the best predictor of consumer complaint act during service delivery. Voramontri and Klieb (2018) social media impact on customer conduct in Thailand and showed that the usage of media channels influences customer conduct during information gathering and enhance customer evaluation on purchase and repurchase of the product.

1. Summary of Empirical

Table 1: Empirical

S/N	Year	Name	Title
1	2001	Strauss and Hill	Worked on customer complaints and firm responses through e-mail
2	2002	Stauss	Investigated complaint dimensions in relation to satisfaction of the customer and company's response in Germany
3	2003	Mattila and Mount	Studied the relationship between responses and its features of internet complaints and intent return
4	2005	Matzler, Pechlaner, Abfalter, and Wolf	Carried out the response to customers enquiries via e-mail using Austria hotels
5	2010	Lee and Song	Investigated the responses strategy of corporate through e-word of mouth and informational motive using e-shopping sites as the experimental survey in conjunction with content analysis.
6	2011	Noort and Willemsen	They examined internet complaints on brand evaluation in Netherland
	2011	Tronvoll	Studied consumer complaint and negative emotions using bot qualitative and quantitative methods
7	2012	Xu *et al.,*	Investigated internet sites usage such as Twitter, Facebook, and others in US
8	2012	Dekay	Carried out the way firms respond to unfavorable comments on Facebook in USA
9	2013	Verhagen, Nauta and Feldberg	Carried out internet word of mouth among firms
10	2013	Jamenez and Mendoza	Studied factors influencing internet reviews on buying intention and product experience using an experimental research design.
11	2013	Mattila, Andreau, Hanks and Kim	Carried out internet complaint management via e-mail in USA using a qualitative method of research
12	2013	Ryngelblum, Vianna and Rimoli	Wrote on the means by which firm responds to customers complaint in Brazil
13	2014	Chang, Tsai, Wong, Wang, and Cho	Concentrated on word of mouth in a negative way and its response strategy.
14	2015	Einwiller and Steilen	Wrote on social networking sites and complaint responses in US firms using Twitter and Facebook as sample study
15	2015	Hornik, Satchi, Cesareo, and Pastore	Wrote on internet information through word of mouth
16	2015	Cambra-Fierroa, Melero and Sese	Examined the extent of using complaints to boost consumer profitability on service industry in Spain.

Source: Writer's computation (2019)

Table 1 (cont.): Empirical

S/N	Year	Name	Title
17	2016	Maecker, Barrot, and Becker	Carried out the management of customer relationship interaction
18	2017	Istanbulluoglu	Complaint handling and time of responses and social media on customer satisfaction using Facebook and Twitter
19	2018	Berry, Tanford, Montgomery and Green	Focused on the connection between personality and customer complaints
20	2018	Voramontri and Klieb	Social media impact on customer conduct in Thailand
21	2019	Tax, Brown and Chandrashekaran	Examined consumers' complaint experiences with marketing strategy

Source: Writer's computation (2019)

III. METHODOLOGY

A. Study Design

This examination shall use random technique and systematic overview. The coherent overview insinuated this expository assessment to discuss the reason behind explicit conditions. In this approach, the event of having two or more variables are commonly examined to test the investigating hypotheses. The approach empowers researchers to investigate the interrelationships among factors and to conclude valid enlistments.

B. Study Population

The study population shall be the social media users in Turkey and Nigeria particularly the Twitter users. In 2018, the social media users were around 29.3m in Nigeria, and it is predicted to increase later years with 14.89% Twitter users while Twitter users in Turkey has about 13.4% and social network users projected to grow accomplishing close to 38.74m users by 2022 (Stasticta, 2019).

C. Sample Size

Primary data shall be aimed to collect information from the participants. The sample size used was convenient random sampling which warrant the use of distributing the questionnaire conveniently to the participants though Twitter was mainly focused. 200 respondents were targeted though 176 questionnaires were successfully returned and used for the analysis.

D. Study Instrument

Questionnaire form of instrument was used to gather information from the participants in Nigeria and Turkey. The questionnaire was structured in Likert form which includes strongly agree, agree, undecided, disagree, and strongly disagree, and was constructed in twofold: the first fold covers the participants personal information demographically while the second fold covers the participants' view about customer complaints and company reaction in the two countries.

E. Validity

The validity of this study shall be based on three components such as face validity, content validity and construct validity. This study shall carry out the three validity tests where factor analysis will be employed for the construct validity, pilot study shall be used for the face validity while the content validity will be subjected to the previous studies contents to measure the structure of the questions.

F. Reliability

The instrument will be subjected to a test and retest technique using statistical techniques on the data gathered from the participants. Their responses will be analyzed using Cronbach Alpha and other reliability test. Meanwhile, Cronbach alpha suggested that, when the coefficient or value is above 0.7 (70%), the information or data is considered reliable.

G. Regression Model

Regression analysis serves as a suitable estimation technique when there exist dependent and independent variables in a study. Regression is a technique that displays the accomplishment association between a response and other explanatory factors. The example of one variable against one control variable is known as single regression method and for many control variables, it is known as multiple regressions. This study used multiple regression method with many controlling variables against the reliant variable.

1. Model specified

CR = F(CQC, CPC, CPRC, CSC)

Where

CR = Company Reaction

CQC = Consumer Quality Complaints

CPC = Consumer Price Complaints

CPRC = Consumer Product Complaints

CSC = Consumer Service Complaints

H. Variable Measurement

Table 2: Variable Descriptions

Variable	Description
Company Reaction (CR)	Company Reaction is the feedback gotten from a consumer on a product discomfort and it is measure as the dependent variable.
Consumer Quality Complaints (CQC)	Customer quality complaints is used as one of the controlling proxies which determines the compliant on the quality of a product.
Consumer Price Complaints (CPC)	Consumer Price Complaints is employed as one of the controlling variables of customer's complaint.
Consumer Product Complaints (CPRC)	Consumer product complaints is also used as one of the controlling variables of complaints that affect market reaction on a product.
Consumer Service Complaints (CSC)	Consumer service complaint is used as the moderating variable since not all firms are into product.

Source: Author's compilation (2020)

I. *A-priori* Expectation

The *a-priori* expectation shows the mathematical is shown below as;

- $\dfrac{\beta CR}{\beta CQC}>$ or < 0, consumer quality complaint is projected to be positive or negative to company reaction

- $\dfrac{\beta CR}{\beta CPC} >$ or < 0, consumer price complaint is anticipated to be either positive or negative to company reaction.

- $\dfrac{\beta CR}{\beta CPRC} >$ or < 0, consumer product complaint is anticipated to be positive or negative to company reaction.

- $\dfrac{\beta CR}{\beta CSC} >$ or < 0 consumer service complaint is anticipated to be positive or negative to company reaction.

IV. ANALYSIS AND RESULT DISCUSSION

A. Demographic Analysis
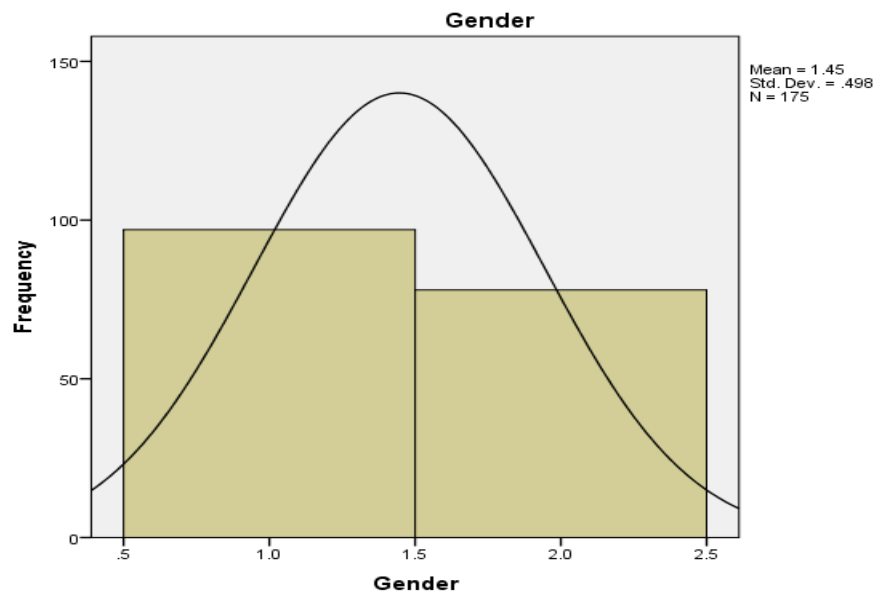
Figure 2: Gender

Source: SPSS's formation (2020)

Table 3: Gender

		Percent	**Valid %**	**Cumulative %**
Male	97	55.4	55.4	55.4
Female	78	44.6	44.6	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

Fig 2 and Table 3 shows that male mostly partake in the survey more the female respondents since male has the value of 97 with percentage of 55.4 while the female has 78 with 44.6%.
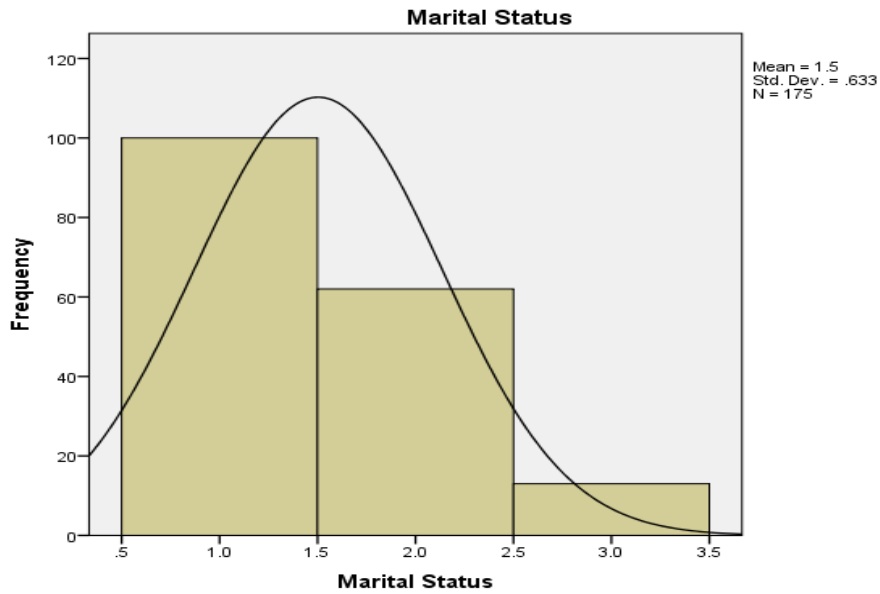
Figure 3: Marital Status

Source: SPSS's formation (2020)

Table 4: Marital Status

		Percent	**Valid %**	**Cumulative %**
Single	100	57.1	57.1	57.1
Married	62	35.4	35.4	92.6
Divorce	13	7.4	7.4	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

100 of the partakers are single representing 57.1%, 62 of them indicating 35.4% are married while 13 (7.4%) are divorce, indicating that single respondents mostly dominant during the survey followed by married and divorce respectively.
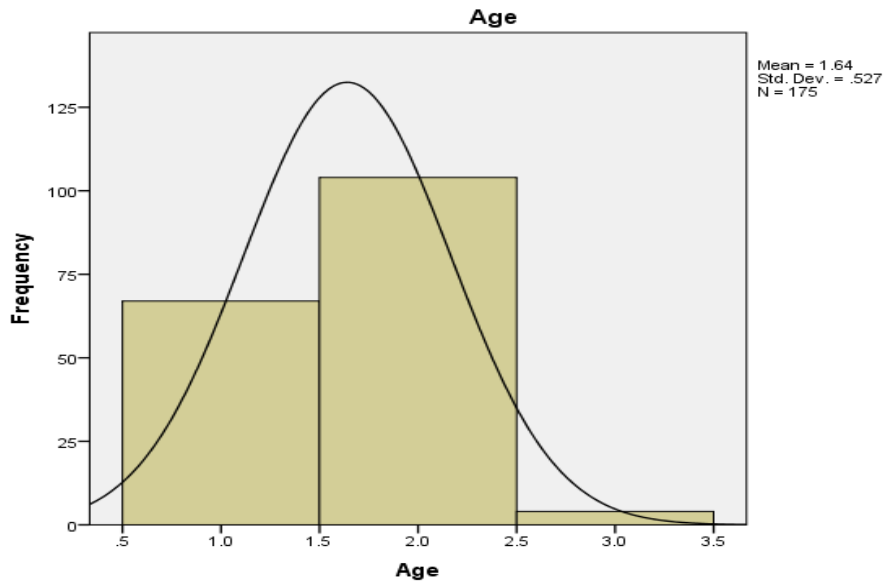
Figure 4: Age

Source: SPSS's formation (2020)

Table 5: Age

		Percent	**Valid %**	**Cumulative %**
15-29years	67	38.3	38.3	38.3
30-49years	104	59.4	59.4	97.7
50years and above	4	2.3	2.3	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

The age group of the participant reported in Table 5 shows that 67 participants with 38.3 percent are between 15-29 years, 104 participants with 59.4 percent are between 30-49 years, while 50 years above has 4 participants representing 2.3 percent. This implies that the age group between 30-49 years has the higher participants, followed by 15-29 years, and 50 years and above.
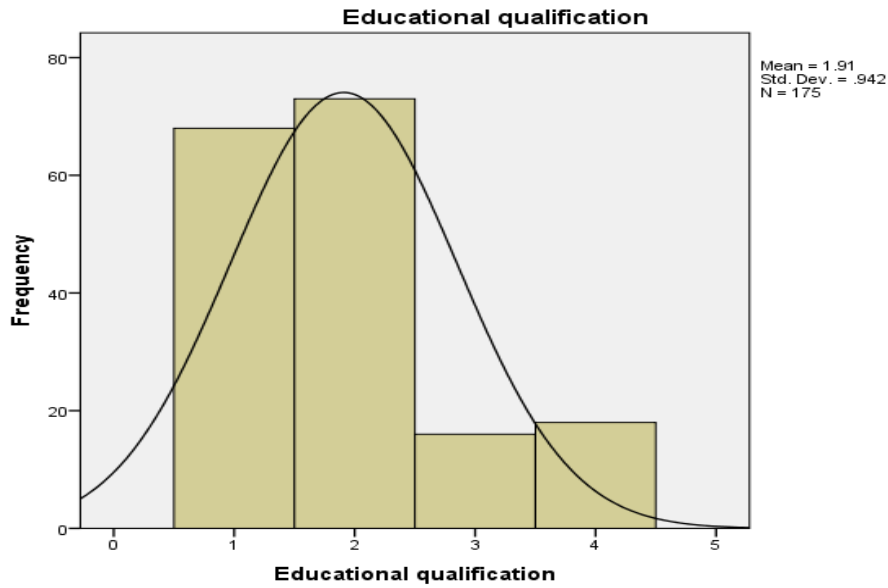
Figure 5: Education Qualification

Source: SPSS's formation (2020)

Table 6: Educational Qualification

		Percent	**Valid %**	**Cumulative %**
HND/BSc	68	38.9	38.9	38.9
MBA/MSC	73	41.7	41.7	80.6
Ph.D.	16	9.1	9.1	89.7
Others	18	10.3	10.3	100.0
Total	175	100.0	100.0	

Source: Writer's formation (2020)

Table 6 shows that 68 participants with 38.9% have HND/BSc qualification, 73 participants representing 41.7% have MBA/MSc qualification, 16 participants with 9.1% have Ph.D. qualification while 18 participants representing 10.3% have other qualifications, which signifies that many of the participants own MBA/MSc followed by HND/BSc, Other qualifications and Ph.D.

B. Frequency Analysis

Table 7: How long have you been using social network?

	Frequency	Percent	Valid %	Cumulative %
Less than a year	6	3.4	3.4	3.4
Less than three years	32	18.3	18.3	21.7
Less than five years	93	53.1	53.1	74.9
More than five years	44	25.1	25.1	100.0
Total	175	100.0	100.0	

Source: Writer's formation (2020)

The year of experience the participants have been using social network revealed in Table 7 shows that 6 participants with 3.4% have less than a year experience, 32 participants with 18.3% have less than three years' experience, 93 (53%) of the participants have less than five years' experience, while 44 of them with 25.1% have more than five years' experience, indicating that most of the participants have less than five years' experience followed by more than five years, less than three years and less than a year respectively.

Table 8: Do you have Twitter account?

		Percent	Valid	Cumulative %
No	46	26.3	26.3	26.3
Yes	129	73.7	73.7	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

The above table shows that 46 of the participants representing 26.3% do not have Twitter account while 129 of them with 73.7% have Twitter account. This signifies that many of the partakers use Twitter account.

Table 9: Do companies use Twitter account to respond to customer complaint?

		Percent	Valid	Cumulative %
No	58	33.1	33.1	33.1
Yes	117	66.9	66.9	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

The table above shows that 58 respondents representing 33.1% chose No that companies do not use Twitter account to respond to customer complaint while 117 respondents with 66.9% chose Yes, indicating that most of the participant concur that companies do use Twitter account to respond to customer complaint.

Table 10: Have you complained about a product through Twitter platform?

		Percent	Valid	Cumulative %
No	109	62.3	62.3	62.3
Yes	66	37.7	37.7	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

The question analyzed in the table above shows that 109 respondents with 62.3% chose No that they have not complained about a product through Twitter platform while 66 respondents representing 37.7% chose Yes, implying that many people do not complain about product through Twitter platform.

Table 11: Have you encountered any issues in buying product online?

		Percent	Valid	Cumulative %
No	55	31.4	31.4	31.4
Yes	120	68.6	68.6	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

Table 11 displayed that 55 participants with 31.4% chose No that they have not encountered any issues buying product online while 120 respondents with 68.6% have encountered issues in buying product online. This implies that many of the participants have encountered issues buying product via online.

Table 12: Have you never received any advertisement through Twitter before?

		Percent	Valid	Cumulative %
No	74	42.3	42.3	42.3
Yes	101	57.7	57.7	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

74 respondents representing 42.3% chose No that they have never received any advertisement through Twitter while 101 respondents with 57.7% chose Yes, indicating that many of the respondents have received advertisement through Twitter before.

Table 13: Companies mostly attend to Twitter complaints platform to avoid spreading to other customers

		Percent	Valid	Cumulative %
Strongly disagree	19	10.9	10.9	10.9
Disagree	59	33.7	33.7	44.6
Neutral	49	28.0	28.0	72.6
Strongly agree	48	27.4	27.4	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

It was displayed that 19 participants indicating 10.9% chose strongly disagree that companies mostly attend to Twitter complaints platform to avoid spreading to other customers, 59 respondents with 33.7% disagreed, 49 respondents representing 28.0% are neutral, while 48 respondents strongly agreed, implying that most of the companies do not really attend to Twitter complaints platform.

Table 14: Not all companies use Twitter to communicate to customer

		Percent	Valid	Cumulative %
Strongly disagree	6	3.4	3.4	3.4
Disagree	17	9.7	9.7	13.1
Neutral	41	23.4	23.4	36.6
Agree	89	50.9	50.9	87.4
Strongly agree	22	12.6	12.6	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

This table reported that 6 respondents with 3.4% strongly disagree that not all companies use Twitter to communicate to customer, 17 (9.7%) of them disagreed, 41 of the participants with 23.4% were neutral, 89 respondents representing 50.9% agreed, while 22 respondents with 12.6% strongly agreed. This illustrated that many of the participants concur that not all companies use Twitter to communicate to customer.

Table 15: Most customers prefer using social media to complaint about the quality of a product

		Percent	Valid	Cumulative %
Strongly disagree	3	1.7	1.7	1.7
Disagree	21	12.0	12.0	13.7
Neutral	39	22.3	22.3	36.0
Agree	75	42.9	42.9	78.9
Strongly agree	37	21.1	21.1	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

In the Table 15, the response opinion on how customers prefer using social media to compliant about the quality of a product revealed that 3 (1.7%) chose strongly disagree, 21 (12.0%) chose disagree, 39 (22.3%) chose neutral, 75 (42.9%) chose agree, while 37 (21.1%) chose strongly agree, signifying that most customers prefer using social media to complaint about the quality of a product during the survey.

Table 16: Social media easily spread good or bad news about company reputation

		Percent	Valid %	Cumulative %
Strongly disagree	8	4.6	4.6	4.6
Disagree	8	4.6	4.6	9.1
Neutral	33	18.9	18.9	28.0
Agree	68	38.9	38.9	66.9
Strongly agree	58	33.1	33.1	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

This table displayed that 8 respondents with 4.6% strongly disagreed that social media easily spread good or bad news about company reputation, 8 (4.6%) of them disagreed, 33 of the participants with 18.9% were neutral, 68 respondents representing 38.9% agreed, while 58 respondents with 33.1% strongly agreed. This illustrated that many of the participants concur that not all companies use Twitter to communicate to customer.

Table 17: Most companies do not respect customer's complaint via social networks

		Percent	Valid	Cumulative %
Strongly disagree	12	6.9	6.9	6.9
Disagree	42	24.0	24.0	30.9
Neutral	41	23.4	23.4	54.3
Agree	64	36.6	36.6	90.9
Strongly agree	16	9.1	9.1	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

In the Table 4.15, the response view on whether most companies do not respect customer's complaint via social networks and the report showed that 12 (6.9%) chose strongly disagree, 42 (24.0%) chose disagree, 41 (23.4%) chose neutral, 64 (36.6%) chose agree, while 16 (9.1%) chose strongly agree, signifying that most companies do not respect customer's complaint via social networks.

Table 18: Most of the time, complaints always take long duration before it is attended to

		Percent	Valid	Cumulative %
Strongly disagree	3	1.7	1.7	1.7
Disagree	24	13.7	13.7	15.4
Neutral	48	27.4	27.4	42.9
Agree	78	44.6	44.6	87.4
Strongly agree	22	12.6	12.6	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

This table reported that 3 respondents with 1.7% strongly disagreed that most of the time, complaints always take long duration before it is attended to, 24 (13.7%) of them disagreed, 48 of the participants with 27.4% were neutral, 78 respondents representing 44.6% agreed, while 22 respondents with 12.6% strongly agreed. This proved that most of the time, complaints always take long duration before it is attended to.

Table 19: Some companies do not accept social media complaints from their customer

		Percent	Valid	Cumulative %
Strongly disagree	6	3.4	3.4	3.4
Disagree	28	16.0	16.0	19.4
Neutral	57	32.6	32.6	52.0
Agree	71	40.6	40.6	92.6
Strongly agree	13	7.4	7.4	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

In the Table above, the respondents revealed that 6 (3.4%) chose strongly disagree that some companies do not accept social media complaints from their customer, 28 (16.0%) chose disagree, 57 (32.6%) chose neutral, 71 (40.6%) chose agree, while 13 (7.4%) chose strongly agree, signifying that some companies do not accept social media complaints from their customer.

Table 20: The responses are not always sincere

		Percent	Valid	Cumulative %
Strongly disagree	6	3.4	3.4	3.4
Disagree	23	13.1	13.1	16.6
Neutral	63	36.0	36.0	52.6
Agree	67	38.3	38.3	90.9
Strongly agree	16	9.1	9.1	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

This table reported that 6 respondents with 3.4% strongly disagree that the responses are not always sincere, 23 (13.1%) of them disagreed, 63 of the participants with 36.0% were neutral, 67 respondents representing 38.3% agreed, while 16 respondents with 9.1% strongly agreed. This showed that many of the participants concur that the responses are not always sincere.

Table 21: When customer complain about the price of a product, company react to reduce the price instantaneously

		Percent	Valid	Cumulative %
Strongly disagree	22	12.6	12.6	12.6
Disagree	55	31.4	31.4	44.0
Neutral	45	25.7	25.7	69.7
Agree	47	26.9	26.9	96.6
Strongly agree	6	3.4	3.4	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

In the Table 21, the response opinion shows 22 (12.6%) chose strongly disagree that when customer complain about the price of a product, company react to reduce the price instantaneously, 55 (31.4%) chose disagree, 45 (25.7%) chose neutral, 47 (26.9%) chose agree, while 6 (3.4%) chose strongly agree, indicating that when customer complain about the price of a product, company do not react to reduce the price instantly.

Table 22: Negative complaints through social media on service delivery decreases the intention to patronize a product brand

		Percent	Valid	Cumulative %
Strongly disagree	5	2.9	2.9	2.9
Disagree	11	6.3	6.3	9.1
Neutral	42	24.0	24.0	33.1
Agree	94	53.7	53.7	86.9
Strongly agree	23	13.1	13.1	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

This table reported that 5 respondents with 2.9% strongly disagree that Negative complaints through social media on service delivery decreases the intention to patronize a product brand, 11 (6.3%) of them disagreed, 42 of the participants with 24.0% were neutral, 94 respondents representing 53.7% agreed, while 23 respondents with 13.1% strongly agreed. This connoted that negative complaints through social media on service delivery decreases the intention to patronize a product brand.

Table 23: Most companies do not put in positive energy in resolving a problem

		Percent	Valid	Cumulative %
Strongly disagree	6	3.4	3.4	3.4
Disagree	34	19.4	19.4	22.9
Neutral	54	30.9	30.9	53.7
Agree	63	36.0	36.0	89.7
Strongly agree	18	10.3	10.3	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

In the Table 23 shows 6 (3.4%) participants chose strongly disagree that most companies do not put in positive energy in resolving a problem, 34 (12.0%) respondents chose disagree, 54 (30.9%) respondents chose neutral, 63 (36.0%) chose agree, while 18 (10.3%) respondents chose strongly agree, indicating that most companies do not put in positive energy in resolving a problem via social networks.

Table 24: Good staff attitude influences buying behavior and decreases negative complaints

		Percent	Valid	Cumulative %
Strongly disagree	3	1.7	1.7	1.7
Disagree	14	8.0	8.0	9.7
Neutral	24	13.7	13.7	23.4
Agree	86	49.1	49.1	72.6
Strongly agree	48	27.4	27.4	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

Table 24 described that 3 respondents with 1.7% strongly disagree that good staff attitude influences buying behavior and decreases negative complaints, 14 (8.0%) of them disagreed, 24 of the participants with 13.7% were neutral, 86respondents representing 49.1% agreed, while 48respondents with 27.4% strongly agreed. This showed that many of the participants concur that good staff attitude influences buying behavior and decreases negative complaints.

Table 25: Complaint satisfaction stimulate trust and commitment

		Percent	Valid	Cumulative %
Strongly disagree	6	3.4	3.4	3.4
Disagree	6	3.4	3.4	6.9
Neutral	33	18.9	18.9	25.7
Agree	94	53.7	53.7	79.4
Strongly agree	36	20.6	20.6	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

In the Table 25, the response opinion indicates 6 (1.7%) respondents chose strongly disagree that complaint satisfaction stimulate trust and commitment, 6 (3.4%) chose disagree, 33 (18.9%) chose neutral, 94 (53.7%) chose agree, while 36 (20.6%) chose strongly agree, implying that complaint satisfaction stimulate trust and commitment.

Table 26: Social networks offer extra control and ease of service delivery of product

		Percent	Valid	Cumulative %
Strongly disagree	2	1.1	1.1	1.1
Disagree	10	5.7	5.7	6.9
Neutral	45	25.7	25.7	32.6
Agree	88	50.3	50.3	82.9
Strongly agree	30	17.1	17.1	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

The table 26 showed that 2 respondents with 1.1% strongly disagree that social networks offer extra control and ease of service delivery of product, 10 (5.7%) of them disagreed, 45 of the participants with 25.7% were neutral, 88 respondents representing 50.3% agreed, while 30 respondents with 17.1% strongly agreed which means that many of the participants concur that social networks offer extra control and ease of service delivery of product.

Table 27: Most companies give reward to their customer for poor quality of services

		Percent	Valid	Cumulative %
Strongly disagree	8	4.6	4.6	4.6
Disagree	37	21.1	21.1	25.7
Neutral	54	30.9	30.9	56.6
Agree	63	36.0	36.0	92.6
Strongly agree	13	7.4	7.4	100.0
	175	100.0	100.0	

Source: Writer's formation (2020)

In the Table 27, the response opinion on how most companies give reward to their customer for poor quality of services revealed that 8 (4.6%) chose strongly disagree, 37 (21.1%) chose disagree, 54 (30.9%) chose neutral, 63 (36.0%) chose agree, while 13 (7.4%) chose strongly agree, signifying that most companies fairly give reward to their customer for poor quality of services.

C. Reliability Analysis

Table 28: Reliability Statistics

Cronbach's Alpha	N of Items
.723	20

Source: Writer's formation (2020)

The report of the reliability analysis presented in table 28 shows the Cronbach's alpha value of 0.723 with 20 items, which indicates that the items have above 70% reliability.

D. Factor Analysis

Table 29: Communalities

	Initial	Extraction
Companies mostly attend to Twitter complaints platform to avoid spreading to other customers	1.000	.550
Not all companies use Twitter to communicate to customer	1.000	.665
Most customers prefer using social media to complaint about the quality of a product	1.000	.640
Social media easily spread good or bad news about company reputation	1.000	.650
Most companies do not respect customer's complaint via social networks	1.000	.629
Most of the time, complaints always take long duration before it is attended to	1.000	.594
Some companies do not accept social media complaints from their customer	1.000	.500

Source: Writer's formation (2020)

Table 30: Communalities Continues

	Initial	Extraction
The responses are not always sincere	1.000	.288
When customer complain about the price of a product, company react to reduce the price instantaneously	1.000	.608
Negative complaints through social media on service delivery decreases the intention to patronize a product brand	1.000	.456
Most companies do not put in positive energy in resolving a problem	1.000	.503
Good staff attitude influences buying behavior and decreases negative complaints	1.000	.583
Complaint satisfaction stimulate trust and commitment	1.000	.640
Social networks offer extra control and ease of service delivery of product	1.000	.612
Most companies give reward to their customer for poor quality of services	1.000	.492

Source: Writer's formation (2020)

The communalities reported in Table 2* reveals that only three items are less than 50% out of the key variables of this study.

Table 31: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.603	17.351	17.351	2.603	17.351	17.351	1.940	12.932	12.932
2	1.929	12.860	30.211	1.929	12.860	30.211	1.934	12.891	25.823
3	1.582	10.545	40.756	1.582	10.545	40.756	1.811	12.070	37.893
4	1.219	8.126	48.882	1.219	8.126	48.882	1.432	9.544	47.437
5	1.077	7.180	56.063	1.077	7.180	56.063	1.294	8.626	56.063
6	.956	6.374	62.436						
7	.917	6.115	68.551						
8	.804	5.358	73.909						
9	.728	4.855	78.765						
10	.656	4.372	83.137						
11	.631	4.209	87.346						
12	.600	3.999	91.345						
13	.505	3.369	94.714						
14	.454	3.028	97.742						
15	.339	2.258	100.000						

Source: Writer's formation (2020)

The principal component through the variance explained reveals that from component five, there is above 56% variation of the data for the study, which implies that the variables have a strong tendency to explain the subject matter.

E. Descriptive Analysis

Table 32: Descriptive Statistics

| | **Mean** | **Std. Deviation** | **Skewness** | | **Kurtosis** | |
	Statistic	**Statistic**	**Statistic**	**Std. Error**	**Statistic**	**Std. Error**
Company Reaction	2.99	1.371	.403	.184	-1.141	.365
Consumer Product Complaint	3.33	.948	-.409	.184	-.259	.365
Consumer Price Complaint	2.77	1.085	.030	.184	-.944	.365
Consumer Service Complaint	3.68	.884	-.888	.184	1.085	.365
Consumer Quality Complaint	3.21	1.007	-.253	.184	-.584	.365
Valid N (listwise)						

Source: Writer's formation (2020)

The descriptive analysis shows that company reaction has the mean value of 2.99, standard deviation of 1.371, skewness value is 0.403, and Kurtosis value of -1.141. The consumer product complaint has the mean value of 3.33, with standard deviation of 0.948, Skewness value of -0.409, and Kurtosis of -0.259. The consumer price complaint mean value is 2.77 with standard deviation of 1.085, Skewness value of 0.030, and Kurtosis of -0.944. The consumer service complaint mean value is 3.68 with standard deviation value of 0.884, Skewness value of -0.888 and Kurtosis value of 1.085. The consumer quality complaint mean value of 3.21 with standard deviation value of 1.007, Skewness value of -0.253 and Kurtosis value of -0.584.

F. Correction Analysis

Table 33: Correlations

	Company Reaction	Consumer Product Complaint	Consumer Price Complaint	Consumer Quality Complaint	Consumer Service Complaint
Company Reaction	1	.059	.069	-.020	.013
		.439	.367	.793	.867
Consumer Product Complaint	.059	1	.073	.110	.063
	.439		.338	.147	.405
Consumer Price Complaint	.069	.073	1	$.196^{**}$	.109
	.367	.338		.009	.151
Consumer Quality Complaint	-.020	.110	$.196^{**}$	1	.049
	.793	.147	.009		.524
Consumer Service Complaint	.013	.063	.109	.049	1
	.867	.405	.151	.524	

Source: Writer's formation (2020)

Table 33 shows the correlation result of conducted in this study and it reveals the correlation value of 0.059 between company reaction and consumer product complaint with the sig value of 0.439, indicating that positive correlation exists between company reaction and consumer product complaint but not significant. The correlation value between company reaction and consumer price complaint is 0.069 with sig value of 0.367, showing that positive relationship exists between the two items but not significant. Company reaction and consumer quality complaint shows the correlation value of -0.020 with sig value of 0.793, implying a negative and insignificant correlation between them. The correlation value between company reaction and consumer service complaint is 0.013 with sig value of 0.867, indicating a positive connection but not significance between the two variables.

G. Crosstabs Analysis

1. Crosstabs I

Table 34: Crosstabulation I

		Do you have Twitter account?		Total
		No	Yes	
Gender	Male	25	72	97
	Female	21	57	78
		46	129	175

Source: Writer's formation (2020)

The report of the crosstabs between male and female on Twitter account shows that male has the number of 72 that have Twitter account while female users are 57, indicating that male uses Twitter account more than the female.

Table 35: Crosstabulation II

		Have you encountered any issues in buying product online?		Total
		No	Yes	
Gender	Male	30	67	97
	Female	25	53	78
Total		55	120	175

Source: Writer's formation (2020)

Table 34 shows the crosstabs between gender and whether they have encountered issues in buying product online, the report shows that 30 male chose No and 67 male chose Yes while 25 female chose No and 53 female chose Yes, this signifies that male mostly encountered issues in buying product online.

2. Crosstabs II

Table 36: Crosstabulation III

		Do you have Twitter account?		Total
		No	Yes	
Age	15-29years	18	49	67
	30-49years	26	78	104
	50years and above	2	2	4
Total		46	129	175

Source: Writer's formation (2020)

This shows that age group between 15-29 years has 18 No and 49 Yes, age group 30-49 years has 26 No and 78 Yes, while 50 years and above has 2 No and 2 Yes, indicating that age group between 30-49 years have Twitter account followed by age group 15-29 years.

Table 37: Crosstabulation IV

		Have you encountered any issues in buying product online?		Total
		No	Yes	
Age	15-29years	20	47	67
	30-49years	32	72	104
	50years and above	3	1	4
Total		55	120	175

Source: Writer's formation (2020)

20 chose No and 47 chose Yes for age group 15-29 years, 32 chose No and 72 chose Yes for age group 30-49 years, while 3 chose No and 1 chose Yes for 50 years and above, showing that age group between 30-49 years has encountered more issues in buying product online.

H. Regression Analysis

Table 38: Coefficients

Dependent Variable: Company Reaction	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.622	.645		4.067	.000
Consumer Product Complaint	.084	.111	.058	.752	.453
Consumer Price Complaint	.091	.099	.072	.920	.359
Consumer Service Complaint	.005	.119	.003	.041	.967
Consumer Quality Complaint	-.055	.106	-.041	-.519	.605

Source: Writer's formation (2020)

The regression analysis through the coefficient presented in Table 37 shows the constant coefficient value is 2.622 with sig value of 0.000, meaning that at constant, positive and significant impact exists on company reaction. The company product complaint coefficient value is 0.084 with 0.453 indicating that product complaint from the consumer has a positive influence on company reaction but it's not significant. The coefficient value of consumer price complaint is 0.091 with sig value of 0.359, implying that positive but insignificant influence on company reaction from consumer price complaint. Consumer service complaint shows the regression coefficient value of 0.005 with sig value 0.967 implying that there is positive impact of consumer service complaint on company reaction with no significant. The coefficient of consumer quality complaint shows the value of -0.055 and sig value of 0.605, meaning that negative impact exists from consumer quality consumer to company reaction.

V. CONCLUSION

A. Summary

The main aim investigated was the effect of consumer complaints on company's reaction in social media using Twitter as a case study and it was specifically investigated the effect of consumer quality complaints on company's reaction; determined the effect of consumer price complaints on company's reaction; ascertained the effect of consumer product complaints on company's reaction; examined of the effect of consumer service complaints on company's reaction; and investigated the relationship between consumer complaints and company's reaction using Twitter channel of social media. Meanwhile primary source of data was used to sourced information from the target audience and frequency analysis, descriptive analysis, reliability test, crosstabs test, correlation test and regression analysis were employed.

From the analysis, it was found that male mostly partake in the survey more the female respondents, single respondents mostly dominant during the survey followed by married and divorce respectively, the age group between 30-49years has the higher participants, followed by 15-29years, and 50years and above, many of the participants own MBA/MSc followed by HND/BSc, Other qualifications and Ph.D., most of the participants have less than five years' experience followed by more than five years, less than three years and less than a year respectively, many of the partakers use Twitter account, most of the participants concur that companies do use Twitter account to respond to customer complaint, though many people do not complain about product through Twitter platform, many of the participants have encountered issues buying product via online, many of the respondents have received advertisement through Twitter before. most of the companies do not really attend to Twitter complaints platform.

Numerous participants concur that not all companies use Twitter to communicate to customer, that most customers prefer using social media to complaint about the quality of a product, many of the participants concur that not all companies

use Twitter to communicate to customer, most companies do not respect customer's complaint via social networks. It proved that most of the time, complaints always take long duration before it is attended to, some companies do not accept social media complaints from their customer, many of the participants concur that the responses are not always sincere and when customer complain about the price of a product, company do not react to reduce the price instantly. It revealed that negative complaints through social media on service delivery decreases the intention to patronize a product brand, most companies do not put in positive energy in resolving a problem via social networks, showed that many of the participants concur that good staff attitude influences buying behavior and decreases negative complaints, that complaint satisfaction stimulate trust and commitment, many of the participants agree that social networks offer extra control and ease of service delivery of product and most companies fairly give reward to their customer for poor quality of services.

The descriptive findings revealed that company reaction has positive skewed value of 0.403 with negative Kurtosis value of -1.141, the consumer product complaint has a positive skewed value of -0.409 with negative Kurtosis value of -0.259, the consumer price complaint exhibited a positive skewness value of 0.030 and a negative Kurtosis of -0.944, the consumer service complaint is negatively skewed with the value of -0.888 with a positive Kurtosis value of 1.085, while consumer quality complaint demonstrated a negative skewed value of -0.253 and a negative Kurtosis value of -0.584. The correlation result reported that positive correlation exists between company reaction and consumer product complaint but not significant, a positive relationship exists between the two items but not significant, a negative and insignificant correlation company reaction and consumer quality complaint, and a positive connection but not significant between company reaction and consumer service complaint.

The regression analysis revealed that company product complaint exhibited a positive influence on company reaction but it is not significant, consumer price complaint indicated a positive but insignificant influence on company reaction, consumer service complaint showed a positive impact of consumer service complaint on company reaction with no significant, and consumer quality complaint showed a negative impact exists from consumer quality consumer to company reaction.

B. Study Deduction

Based on the findings, the study deducted that companies do use Twitter account to respond to customer complaint, people do not often complain about product through Twitter platform and people do not really receive advertisement through Twitter, and companies do not really attend to Twitter complaints platform.

It was also deducted that most customers prefer using social media to complaint about the quality of a product and most companies do not respect customer's complaint via social networks. It proved that most of the time, complaints always take long duration before it is attended to and some companies do not accept social media complaints from their customer.

Furthermore, the responses are not always sincere and when customer complain about the price of a product, company do not react to reduce the price instantly. It was deducted that negative complaints through social media on service delivery decreases the intention to patronize a product brand and most companies do not put in positive energy in resolving a problem via social networks.

More so, it was deducted that good staff attitude influences buying behavior and decreases negative complaints, stimulate complaint satisfaction, trust and commitment, since social networks offer extra control and ease of service delivery of product and most companies fairly give reward to their customer for poor quality of services.

Equally, it was deducted that company product complaint exhibited a positive influence on company reaction but it is not significant, consumer price complaint indicated a positive but insignificant influence on company reaction, consumer service complaint showed a positive impact of consumer service complaint on company reaction with no significant, and consumer quality complaint showed a negative impact exists from consumer quality consumer to company reaction.

C. Policy Recommendations

- This investigation recommended that companies should always respect customer's complaint via social networks and the complaints should be attended to on time since most customers prefer using social media to complaint about the quality and other issues relating to a specific product.

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- It was also suggested that the responses made by the companies should always be sincere and when customer complain about the price and other issues of a product, company should react to provide favorable solution to avoid negative complaints about the product through social media, not to decrease the intention to patronize the product brand.

- Companies should put in positive energy in resolving a problem via social networks and they should encourage good staff attitude to influence buying behavior and decreases negative complaints which in turn stimulate complaint satisfaction, trust and commitment of the brand.

- Since social networks is generally used and offer ease accessibility of product within and without location, companies should emulate to increase these platforms in giving good quality products and services and introduce reward to customer for poor quality of services.

D. Study Limitation

This study had investigated consumer complaints on company's reaction in social media using Twitter as case study. In accomplishing this broad objective, several limitations were encountered ranging from limited time period, limited information gathered from the respondents and limited finance.

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APPENDICES

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	97	55.4	55.4	55.4
Valid	Female	78	44.6	44.6	100.0
	Total	175	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
	Single	100	57.1	57.1	57.1
Valid	Married	62	35.4	35.4	92.6
	Divorce	13	7.4	7.4	100.0
	Total	175	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
	15-29years	67	38.3	38.3	38.3
Valid	30-49years	104	59.4	59.4	97.7
	50years and above	4	2.3	2.3	100.0
	Total	175	100.0	100.0	

Educational qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
	HD/BSc	68	38.9	38.9	38.9
	MBA/MSC	73	41.7	41.7	80.6
Valid	Ph.D.	16	9.1	9.1	89.7
	Others	18	10.3	10.3	100.0
	Total	175	100.0	100.0	

Frequencies

How long have you been using social network?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than a year	6	3.4	3.4	3.4
	Less than three years	32	18.3	18.3	21.7
	Less than five years	93	53.1	53.1	74.9
	More than five years	44	25.1	25.1	100.0
	Total	175	100.0	100.0	

Do you have Twitter account?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	46	26.3	26.3	26.3
	Yes	129	73.7	73.7	100.0
	Total	175	100.0	100.0	

Do companies use Twitter account to respond to customer complaint?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	58	33.1	33.1	33.1
	Yes	117	66.9	66.9	100.0
	Total	175	100.0	100.0	

Have you complained about a product through Twitter platform?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	109	62.3	62.3	62.3
	Yes	66	37.7	37.7	100.0
	Total	175	100.0	100.0	

Have you encountered any issues in buying product online?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	55	31.4	31.4	31.4
	Yes	120	68.6	68.6	100.0
	Total	175	100.0	100.0	

Have you never received any advertisement through Twitter before?

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	74	42.3	42.3	42.3
Valid	Yes	101	57.7	57.7	100.0
	Total	175	100.0	100.0	

Companies mostly attend to Twitter complaints platform to avoid spreading to other customers

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly disagree	19	10.9	10.9	10.9
	Disagree	59	33.7	33.7	44.6
Valid	Neutral	49	28.0	28.0	72.6
	Strongly agree	48	27.4	27.4	100.0
	Total	175	100.0	100.0	

Not all companies use Twitter to communicate to customer

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly disagree	6	3.4	3.4	3.4
	Disagree	17	9.7	9.7	13.1
	Neutral	41	23.4	23.4	36.6
Valid	Agree	89	50.9	50.9	87.4
	Strongly agree	22	12.6	12.6	100.0
	Total	175	100.0	100.0	

Most customers prefer using social media to complaint about the quality of a product

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly disagree	3	1.7	1.7	1.7
	Disagree	21	12.0	12.0	13.7
	Neutral	39	22.3	22.3	36.0
Valid	Agree	75	42.9	42.9	78.9
	Strongly agree	37	21.1	21.1	100.0
	Total	175	100.0	100.0	

Social media easily spread good or bad news about company reputation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	4.6	4.6	4.6
	Disagree	8	4.6	4.6	9.1
	Neutral	33	18.9	18.9	28.0
	Agree	68	38.9	38.9	66.9
	Strongly agree	58	33.1	33.1	100.0
	Total	175	100.0	100.0	

Most companies do not respect customer's complaint via social networks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	12	6.9	6.9	6.9
	Disagree	42	24.0	24.0	30.9
	Neutral	41	23.4	23.4	54.3
	Agree	64	36.6	36.6	90.9
	Strongly agree	16	9.1	9.1	100.0
	Total	175	100.0	100.0	

Most of the time, complaints always take long duration before it is attended to

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.7	1.7	1.7
	Disagree	24	13.7	13.7	15.4
	Neutral	48	27.4	27.4	42.9
	Agree	78	44.6	44.6	87.4
	Strongly agree	22	12.6	12.6	100.0
	Total	175	100.0	100.0	

Some companies do not accept social media complaints from their customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.4	3.4	3.4
	Disagree	28	16.0	16.0	19.4
	Neutral	57	32.6	32.6	52.0
	Agree	71	40.6	40.6	92.6
	Strongly agree	13	7.4	7.4	100.0
	Total	175	100.0	100.0	

The responses are not always sincere

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.4	3.4	3.4
	Disagree	23	13.1	13.1	16.6
	Neutral	63	36.0	36.0	52.6
	Agree	67	38.3	38.3	90.9
	Strongly agree	16	9.1	9.1	100.0
	Total	175	100.0	100.0	

When customer complain about the price of a product, company react to reduce the price instantaneously

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	22	12.6	12.6	12.6
	Disagree	55	31.4	31.4	44.0
	Neutral	45	25.7	25.7	69.7
	Agree	47	26.9	26.9	96.6
	Strongly agree	6	3.4	3.4	100.0
	Total	175	100.0	100.0	

Negative complaints through social media on service delivery decreases the intention to patronize a product brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	2.9	2.9	2.9
	Disagree	11	6.3	6.3	9.1
	Neutral	42	24.0	24.0	33.1
	Agree	94	53.7	53.7	86.9
	Strongly agree	23	13.1	13.1	100.0
	Total	175	100.0	100.0	

Most companies do not put in positive energy in resolving a problem

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.4	3.4	3.4
	Disagree	34	19.4	19.4	22.9
	Neutral	54	30.9	30.9	53.7
	Agree	63	36.0	36.0	89.7
	Strongly agree	18	10.3	10.3	100.0
	Total	175	100.0	100.0	

Good staff attitude influences buying behavior and decreases negative complaints

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.7	1.7	1.7
	Disagree	14	8.0	8.0	9.7
	Neutral	24	13.7	13.7	23.4
	Agree	86	49.1	49.1	72.6
	Strongly agree	48	27.4	27.4	100.0
	Total	175	100.0	100.0	

Complaint satisfaction stimulate trust and commitment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.4	3.4	3.4
	Disagree	6	3.4	3.4	6.9
	Neutral	33	18.9	18.9	25.7
	Agree	94	53.7	53.7	79.4
	Strongly agree	36	20.6	20.6	100.0
	Total	175	100.0	100.0	

Social networks offer extra control and ease of service delivery of product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.1	1.1	1.1
	Disagree	10	5.7	5.7	6.9
	Neutral	45	25.7	25.7	32.6
	Agree	88	50.3	50.3	82.9
	Strongly agree	30	17.1	17.1	100.0
	Total	175	100.0	100.0	

Most companies give reward to their customer for poor quality of services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	4.6	4.6	4.6
	Disagree	37	21.1	21.1	25.7
	Neutral	54	30.9	30.9	56.6
	Agree	63	36.0	36.0	92.6
	Strongly agree	13	7.4	7.4	100.0
	Total	175	100.0	100.0	

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	175	100.0
	Excluded[a]	0	.0
	Total	175	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.723	20

Factor Analysis

Communalities

	Initial	Extraction
Companies mostly attend to Twitter complaints platform to avoid spreading to other customers	1.000	.550
Not all companies use Twitter to communicate to customer	1.000	.665
Most customers prefer using social media to complaint about the quality of a product	1.000	.640
Social media easily spread good or bad news about company reputation	1.000	.650
Most companies do not respect customer's complaint via social networks	1.000	.629
Most of the time, complaints always take long duration before it is attended to	1.000	.594
Some companies do not accept social media complaints from their customer	1.000	.500
The responses are not always sincere	1.000	.288
When customer complain about the price of a product, company react to reduce the price instantaneously	1.000	.608
Negative complaints through social media on service delivery decreases the intention to patronize a product brand	1.000	.456
Most companies do not put in positive energy in resolving a problem	1.000	.503
Good staff attitude influences buying behavior and decreases negative complaints	1.000	.583
Complaint satisfaction stimulate trust and commitment	1.000	.640
Social networks offer extra control and ease of service delivery of product	1.000	.612
Most companies give reward to their customer for poor quality of services	1.000	.492

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.603	17.351	17.351	2.603	17.351	17.351	1.940	12.932	12.932
2	1.929	12.860	30.211	1.929	12.860	30.211	1.934	12.891	25.823
3	1.582	10.545	40.756	1.582	10.545	40.756	1.811	12.070	37.893
4	1.219	8.126	48.882	1.219	8.126	48.882	1.432	9.544	47.437
5	1.077	7.180	56.063	1.077	7.180	56.063	1.294	8.626	56.063
6	.956	6.374	62.436						
7	.917	6.115	68.551						
8	.804	5.358	73.909						
9	.728	4.855	78.765						
10	.656	4.372	83.137						
11	.631	4.209	87.346						
12	.600	3.999	91.345						
13	.505	3.369	94.714						
14	.454	3.028	97.742						
15	.339	2.258	100.000						

Extraction Method: Principal Component Analysis.

Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Company Reaction	175	1	5	2.99	1.371	.403	.184	-1.141	.365
Consumer Product Complaint	175	1	5	3.33	.948	-.409	.184	-.259	.365
Consumer Price Complaint	175	1	5	2.77	1.085	.030	.184	-.944	.365
Consumer Service Complaint	175	1	5	3.68	.884	-.888	.184	1.085	.365
Consumer Quality Complaint	175	1	5	3.21	1.007	-.253	.184	-.584	.365
Valid N (listwise)	175								

Correlations

Correlations

	Company Reaction	Consumer Product Complaint	Consumer Price Complaint	Consumer Quality Complaint	Consumer Service Complaint
Company Reaction	1	.059	.069	-.020	.013
		.439	.367	.793	.867
	175	175	175	175	175
Consumer Product Complaint	.059	1	.073	.110	.063
	.439		.338	.147	.405
	175	175	175	175	175
Consumer Price Complaint	.069	.073	1	.196[**]	.109
	.367	.338		.009	.151
	175	175	175	175	175
Consumer Quality Complaint	-.020	.110	.196[**]	1	.049
	.793	.147	.009		.524
	175	175	175	175	175
Consumer Service Complaint	.013	.063	.109	.049	1
	.867	.405	.151	.524	
	175	175	175	175	175

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

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Do you have Twitter account?	175	100.0%	0	0.0%	175	100.0%
Gender * Have you encountered any issues in buying product online?	175	100.0%	0	0.0%	175	100.0%

Gender * Do you have Twitter account? Crosstabulation

Count

		Do you have Twitter account?		Total
		No	Yes	
Gender	Male	25	72	97
	Female	21	57	78
Total		46	129	175

Gender * Have you encountered any issues in buying product online? Crosstabulation

Count

		Have you encountered any issues in buying product online?		Total
		No	Yes	
Gender	Male	30	67	97
	Female	25	53	78
Total		55	120	175

Crosstabs

Age * Do you have Twitter account? Crosstabulation

Count

		Do you have Twitter account?		Total
		No	Yes	
Age	15-29years	18	49	67
	30-49years	26	78	104
	50years and above	2	2	4
Total		46	129	175

Age * Have you encountered any issues in buying product online? Crosstabulation

Count

		Have you encountered any issues in buying product online?		Total
		No	Yes	
Age	15-29years	20	47	67
	30-49years	32	72	104
	50years and above	3	1	4
Total		55	120	175

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.096[a]	.009	-.014	1.381

a. Predictors: (Constant), Consumer Quality Complaint, Consumer Service Complaint, Consumer Product Complaint, Consumer Price Complaint

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.012	4	.753	.395	.812[b]
	Residual	323.983	170	1.906		
	Total	326.994	174			

a. Dependent Variable: Company Reaction

b. Predictors: (Constant), Consumer Quality Complaint, Consumer Service Complaint, Consumer Product Complaint, Consumer Price Complaint

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.622	.645		4.067	.000
	Consumer Product Complaint	.084	.111	.058	.752	.453
	Consumer Price Complaint	.091	.099	.072	.920	.359
	Consumer Service Complaint	.005	.119	.003	.041	.967
	Consumer Quality Complaint	-.055	.106	-.041	-.519	.605

a. Dependent Variable: Company Reaction

RESUME

Joba Joseph Jegede

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Alakia Isebo,
Ibadan,
Oyo State

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05319575663

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PERSONAL DATA

- Marital status: Single
- Nationality: Nigerian
- Date of Birth: 17 March 1989
- Sex: Male
- State of Origin: Osun State

CAREER
OBJECTIVE:

To attain great success in my career. Working in a challenging, result oriented organization, with the aim of adding value to me and seeing to the advancement and development of the organization I work with.

PERSONAL
ATTRIBUTES:

Team Player

Hard working

Goal Getter

Result Oriented

EDUCATIONAL

QUALIFICATIONS:

Ladoke Akintola University of Technology,
2007-2014

Ogbomoso,

Oyo State.

B.Sc(Hons) Agriculture Sciences(Agricultural Economics and Extension)

Third Class Division

Kings and Queens College,

1999-2006

Gate Road, Ibadan

Oyo State.

West African School Leaving Certificate

(O/level)

Divine Children School,

Molete Ibadan

Oyo state

	MINISTRY OF EDUCATION.	**2012-2013**

WORK
EXPERIENCE:

Eresa adu Secretariat, Ogbomoso north

Oyo State. (Office Assistant: NYSC)

JOB DESCRIPTION

- In-charge of all office files.

- Arranging all files, documents and departmental books in sequence.

- Dispatching & Receiving of Office files.

SKILLS: Computer Literate (Internet, Ms-Word, Power Point and Ms-Excel)

HOBBIES:
- Gym
- Networking
- Event Planning
- Travelling

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