

Complaining Behavior of Customer in Grocery Business; An Empirical Study Among Middle Aged Customer in Hazaribag Town of Jharkhand State.

Abstract

Customer is one of the important parts of any business. Without customer there is no meaning of business. Customer complaints are also one of the central concerns on which the grocery retailers have to pay their attention. Target of any company can achieve through proper prescription, identification and treatment of a complain. The consumer complaint behaviour, CCB in short is an area of research which deals with the identification and analysis of all the aspects involved in the consumer reaction to a product or a service failure and the consequent perceived dissatisfaction. A growing interest for CCB starts appearing toward the middle of the '60s as a particular aspect of a general attention for consumer behaviours and attitudes. Consumer satisfaction, dissatisfaction and consumer complaint behaviour, in particular, are three distinct, but highly correlated subjects investigated by marketing and consumer studies. The study Attempts to examine the nature and extent of complaining behavior of middle aged customers in grocery business. Grocery business encompasses the business activities involved in selling goods to customer for personal, family and household use.

Keywords: Complain, Behaviour, Attitude, Market, Service Quality, Unhappiness.

Introduction

Customer is one of the important parts of any business. Without customer there is no meaning of business. Customer complaints are also one of the central concerns on which the grocery retailers have to pay their attention. Target of any company can achieve through proper prescription, identification and treatment of a complain. In service marketing customer complain are perceived as effective data to measure service quality, brand positioning, brand loyalty and improve service design systematically. Thus handling complains has become an important concern of grocery retail business owner. Specially, the highly profitable nature of defensive marketing has made marketers increasingly interested in complaint management. Allowing unhappy customer to express their dissatisfaction is useful for effective source of customer feedback as well as identifying and preventing the defection of potential switcher. Many organizations encourage their customer to complain if not satisfied. In doing so, firm may resolve dissatisfaction; reduce negative comments to third parties, obtain useful market information and retain customers. This study focus on Complaining behavior of customer in grocery business; an empirical study among in middle aged customer Hazaribag Town of Jharkhand state. Thus the study makes a significant contribution by explaining dynamics of complains made by middle-aged customers in starting and establishing grocery retail business.

Review of Literature

Kowalski (1996) define complaining as “an expression of dissatisfaction, whether subjectively experienced or not, for the purpose of venting emotions or achieving intra-psychic goals, interpersonal goals, or both”(Kowalski, 1996, 180).On the other hand ,Singh(1988)defined consumer complaining behavior as “a set of multiple (behavioral and non-behavioral) responses, some or all of which are triggered by perceived dissatisfaction with a purchase episode”. As Blodgett, Granbois , and Walters(1993) indicated there is no single ,comprehensive theory of complaining behavior . Most of the early studies were based on descriptive studies and emphasized interpersonal influences. Demographic variable,



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including age, income, occupation, and social class, have been used for this purpose. A typical example of this perspective is “complainers tend to earn higher incomes, have more education, have professional jobs, and are younger”. Granois , Summers ,and Frazier(1997)suggested that consumer appeared to complain largely when they believed their efforts were likely to meet with the success. In the eye of the customer, there are lot of benefits of complaining. On benefit of consumer complaining behavior is that it gives dis-satisfied consumer the opportunity to vent their unhappiness (Kowalski,1996; Richins, 1980). Alicke et al.(1992) found that most common reason for complaining in social interaction was to vent negative emotion .However, Lovelock(2004) notes that there are four main purposes of complaining , namely ,obtain restitution or compensation , vent the anger, help to improve the service, and for altruistic reason.

Research Methodology

Researcher applied survey method to collect primary data. The survey method characterized by a questionnaire. The sample of study consisted of 80 respondents representing 40 males and 40 females in the age between 35-45. The selection of the sample was done based on stratified random sampling and there, the sample consist of two strata to represent 40

university employee of VBU and 40 college employees in hazaribag town of Jharkhand state. Further 70 % of sample consisted of the respondents with medium income and rest of respondent were represented as the lower income group. Data analysis was done with the purpose of identifying the nature and extent of middle aged customer’s complaining behavior in retailing. Data analysis of the study was primarily quantitative, and customer complain behavior was measured through; the purpose complaining, nature of response. Further, the reason for non- complaining were analyzed through ,wastage of time and efforts, lack of knowledge on places to complain, lack of complaining knowledge and self-blame. Data gathered from the survey was analyzed to identify the customer complaining behavior in grocery retailing. There, the study analyses the reason for complaining, purposes of complaining, and the action preferences of middle aged customer complainers. First, the study tested the degree of preference to complain if the retail transaction of grocery shop is unsatisfactory. It was revealed that 48 respondents (60%) are willing to complain when they are dissatisfied with the retail experience and 32 respondents (40%) are not willing to make any complain to any party.

Table 1 purpose of complaining

Gender		To obtain restitution	To vent the anger	To help business owner to provide best service	Altruistic reasons
Male	Mean	4.7	4.6	5.7	5.7
	Std .Deviation	1.4358	1.5779	1.1140	1.0670
Female	Mean	5.8	3.0500	4.3000	6.0000
	Std .Deviation	1.5558	1.2999	1.8145	0.9058

Source—primary data (April 2016)

The above table explain the purpose of complainers. The result proves that mainly middle aged customer are making complaints to obtain the restitution. There, women are more tended towards obtaining the restitution (mean 4.7 and 5.8 for men and women respectively). Table further show that men tend more towards complaining to vent their

anger than women (male -4.6 and female 3.05 mean value) . The mean value 5.7 and 4.3 reflects that both male and female believe that complaining helps grocery retailer to provide best and effective service. Further the mean value 5.7and 6.0000 reflects that complaining is an altruistic action which facilitates the furtherance of the society.

Table- 2. Purpose of Complaining.

Purpose	Mean	Std.Deviation
To obtain the restitution	5.8500	0.99492
Altruistic reason	5.2500	1.58713
To help the retailer to supply good service	5.0000	1.65353
To vent the anger	3.8500	1.64663

Source—primary data (April 2016)

Table 02 provides an overall view on the reason of customer for making complain. middle aged customer of Hazaribag go with complain due to obtain the restitution (mean value 5.8500. further, the altruism and to help the grocery retailer to supply

good service have been the reasons of the customers to make the complaint(mean value 5.25 and 5.00 respectively) .however ,in an overall point of view, middle aged customer in hazaribag town of Jharkhand state are not making complaints to vent the anger.

Table 03 Reason for complaining

Gender		Complaining wastage time and efforts	Lack of knowledge on places to complain	Lack of knowledge on complaining process	Selfblame
Male	Mean	4.8	3.1	2.60	2.1
	S.Deviation	2.01	1.69	1.64	1.15
Female	Mean	4.9	3.95	3.45	2.1
	S.Deviation	1.05	1.33	1.33	1.23

Source—primary data (April 2016)

Table 03 depicts the respondent’s reason for not complaining to any party.

Action Preferences of Complainers

The preferred action is a critical aspect of the customer complaining behavior of the customers when their expectations are not met with the transaction. Thus the study then examined the action

preferences of the dissatisfied middle aged customers table 4 explain the nature and extent of customer's preference of public action. Both male and female express their dissatisfaction through complaining.

Gender		Complain to retailer	Complain to the government	Complain to another party	Take legal action against the business owner
Male	Mean	5.4	4.05	3.25	3.80
	Std. deviation	2.03	1.90	1.46	1.88
Female	Mean	5.10	3.70	3.25	3.10
	Std. deviation	1.46	1.57	1.19	0.84
Total	Mean	5.25	3.87	3.2	3.45
	Std. deviation	1.76	1.7	1.32	1.49

Source—primary data (April 2016)

The preference of private actions is depicted in table 05. Accordingly it was found that both males and females prefer to switch the grocery retailers if the retail transaction is unsatisfactory. however, men are more aggressive than women in switching the retailer (mean 6.00 and 4.55 respectively) further the survey results reveal that men slightly tend to boycott the product or the brand in the face of a dejected transaction (5.30) the mean value 3.65 shows that females are neutral in this concern. Further it was evident that the middle aged customers in Hazaribag town are somewhat neutral in spreading negative word of mouth if they are not satisfied with the retail experience done by grocery retailers (mean 4.50 and 4.20 for males and females respectively). However, it

does not imply that they disagree with making such negative statements.

The overall mean, 4.35, reflects that they are very slightly inclined towards making negative words of mouth. Furthermore, it was evident that middle aged customers slightly tend to prevent others from being a customer of a retailer with whom they had an unsatisfactory retail experience.

Gender		Switch the retailer	Boycott the product or the brand	Negative word of mouth	Prevent others from being a customer
Male	Mean	6.00	5.30	4.50	4.60
	Std. deviation	0.90	1.75	1.30	1.12
Femae	Mean	4.55	3.65	4.20	4.80
	Std. deviation	1.82	1.98	1.77	0.99
Total	Mean	5.27	4.47	4.35	4.70
	Std. deviation	1.60	2.03	1.55	1.06

Source—primary data (April 2016)

Conclusion

Complaining is one of the central and important behavior concerns on which a business owners has to expend a considerable attention. If business owner understand the dynamics of customer complaining behavior then he or she treat the customers who are not satisfied with the retail experience. First the results reveal that middle aged customer view complaining as wastage of their time and effort. Moreover, they slightly believe that they have knowledge on the complaining process. Then it is notable that middle aged customers are not Self Blamers and they do not believe that retail transaction fails due to their weakness. Study reveals that customers make complain mainly due to obtain the restitution. Conversely, the customers are slightly altruistic and they prefer to make complains to support business owners of grocery shop to improve their service. However, compared with women, men tend more towards complaining to vent their anger. Mainly, it was recognized that the middle aged customers in

Hazaribag Town of Jharkhand state are more inclined towards private actions and comparatively men are more aggressive than women. There, they switch the retailer, boycott the product/brand and spread negative word-of mouth.

Thus it is recommended that business owners of grocery shop of hazaribag town should attempt to avoid failures in the supply of goods and services if they want keep their customers with the businesses. The failure in retail experiences will cause customer switching, and thus affect negativity for business owners. Further, the paper emphasizes that taking the necessary actions to recover the loss is the recommended action if the customer comes with a complain.

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P: ISSN NO.: 2394-0344

E: ISSN NO.: 2455-0817

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Vol-III * Issue- I* June - 2016