

Content Analysis On Consumer Complaints On Customer Service Among Agricultural Businesses

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Abstract

This research study employs the methodological approach of content analysis to examine consumer complaints related to service establishments involved in the sale of agricultural products. The primary objective of this study is to extract valuable insights from consumer feedback, identifying prominent concerns and issues. This analysis aims to reveal recurring patterns and pinpoint areas necessitating improvement within the realm of agricultural product retail. To achieve this objective, an extensive dataset of consumer complaints will be amassed from various sources, encompassing online platforms, consumer forums, and social media channels. Additionally, personal interviews were conducted with twenty-four (24) mothers to gather their perspectives on customer service within the agricultural business sector. The data gathered will then undergo a rigorous content analysis procedure. This involves methodically categorizing and subjecting the complaints to thematic analysis. Through the utilization of this methodology, the study seeks to unearth meaningful discoveries that can contribute to enriching the overall consumer experience. Moreover, the findings are intended to offer valuable recommendations for service establishments and stakeholders operating within the agricultural product retail industry.

Introduction

The exploration of consumer complaint behavior remains an underdeveloped aspect within the broader field of consumer behavior. While comprehensive discussions on consumer behavior are present in textbooks, a limited amount of attention is given to consumer complaint behavior. Moreover, research journals in the Indonesian language that delve into this subject are scarce, unlike the abundance of such journals in developed countries like Europe and America (Keng, Richmond, and

Han, 1995). Conversely, businesses have recognized the significance of consumer complaints for their survival. This acknowledgment is reflected in the availability of easily accessible avenues for consumers to voice their complaints, such as customer care services included in most product packaging. Properly managed consumer complaints can serve as a potent tool in cultivating customer loyalty (Mowen, 1997). However, effectively addressing consumer complaints is a complex endeavor. However, the handling of consumer complaints effectively is not an easy thing. Considering the content presented in these paragraphs, a disparity between education and the business sector regarding consumer complaint behavior becomes evident. The business realm demands substantial input from academia on this matter, yet the academic sphere lacks a substantial number of researchers inclined to investigate it. In light of this situation, a study on consumer complaint behavior becomes imperative. The culmination of such a study should lead to the formulation of appropriate and efficient recovery strategies for businesses.

Understanding consumer complaint behavior holds great importance for businesses, although achieving this understanding is intricate due to the intricate nature of individual consumers. Modern consumers are well-educated, informed, and equipped with tools to critically evaluate marketing claims and explore alternative superior products (Kotler, 2007). Crafting the right recovery strategy necessitates an initial recognition of consumers based on their behavioral responses to complaints.

This study answers the following questions: 1) What are the customer complaints toward customer services in terms of: a). Product's Expectation b). The market environment area. 2) Are there any complaints that you haven't mentioned yet about the agricultural businesses?

Based on prior research, empirical evidence suggests that consumer complaints stem from a variety of influences. These factors encompass consumer demographics (Blackwell et al., 2007; Solomon, 2011; Nugroho, 2002; Robert, 1997; Peter and Olson, 1999), consumer personality traits, attitudes towards entrepreneurs, as well as attributions for dissatisfaction and product characteristics. Although numerous other elements contribute to consumer complaint behavior, this study focuses solely on the aforementioned factors. The primary objective of this research is to chart consumer behavior by analyzing their

complaints and investigating the correlated factors. It's important to note that the context of dissatisfaction, whether stemming from the product itself or associated factors, remains unrestricted.

Moreover, registering discontent through complaints serves as a channel for consumers to convey their dissatisfaction. Grasping consumer complaint behavior holds significance for businesses, albeit a challenging endeavor. The preliminary stride towards comprehending this conduct involves categorizing consumers based on their complaint behavior and dissecting the influential factors (Hartoyo et al., 2016). Employees' customer service and treatment of products stand as a strategic asset for agribusiness enterprises, crucial in attaining sustained competitive advantage (SCA). The resource-based theory (RBT) has emerged as an effective framework to assess the importance of the human resource system in achieving SCA. Despite this, empirical examinations of the human resource system's connection with SCA within agribusiness are limited (Amin, 2012). In the current landscape, bolstering agriculture's competitive edge plays a pivotal role in its sustainable development. This article accentuates the ongoing reforms in the agricultural sector, both agrarian and economic, alongside the establishment of agriculture in its progress in quality product delivery to its customers (Hakimovich et al., 2020).

Literature Review

At present, the overall view of food packaging by the public tends to be unfavorable. This standpoint is mainly shaped by factors like resource consumption, waste generation, and littering. As a result, there is a strong emphasis on promoting environmental sustainability in packaging design. Nonetheless, it seems that concurrently, consumer satisfaction and contentment are both on the decline, as shown by the substantial volume of complaints related to packaging (Bauer et.al, 2023). Consumers find significant satisfaction in using a product without any malfunctions, but their satisfaction decreases if the product breaks down. When faced with a faulty product, consumers must decide whether to request a replacement, which comes with a certain cost for filing the complaint. Each consumer has their own unique cost associated with making a complaint (Coleff, 2011).

The inadequacy of product performance leads to customer discontent. To some degree, this discontent stems from the contrast between the customer's anticipations and their perceived product

performance. Exaggerated promotional claims can foster impractical consumer expectations, consequently adding to customer discontent. The interpretation and potential categories of these expectations have sparked significant debate and controversy (Felix, 2015). Furthermore, unlike the 'accepting consumers,' who have no quality issues, the discerning customers are dissatisfied with the taste, smell, color, and visual presentation of the food they buy. A significant proportion of survey respondents anticipate receiving compensation if they have complaints about poor quality, even if they have not recently voiced such objections, either vocally or in writing. When complaints arise, it is recommended that the product be replaced (Smigic et.al, 2022). Consumers possess the ability to correctly assign grievances towards merchants or platforms when they come across instances of product or service shortcomings. This phenomenon is termed the "self-influence effect" of consumer complaints. Furthermore, we have identified the "spillover effect" of consumer complaints. It is not a strict rule that consumers exclusively direct their complaints toward the exact entities in question. They associate product or service failures caused by merchants not only with the merchants themselves but also with the platform, leading them to raise complaints against both (Yan et.al, 2021). Consumers' product consumption is gradually increasing. Nonetheless, concerns about inconsistent product quality and poor consumer handling methods may reduce customer satisfaction and their willingness to purchase specific produce goods (Calaro, Vicente, Chavez et.al, 2023; Feldman et.al, 1991).

The quality of food products stands as one of the most pivotal factors influencing the decision to purchase food items. Over the past decade, there hasn't been a notable improvement in the aspects related to food quality. Individuals perceive that they bear greater responsibility than both the government and farmers in ensuring the safety of the food they consume. Despite the increasing trend of dining out at restaurants and fast-food establishments in major Indian cities, people still hold reservations about the safety of such meals and meat products. While individuals acknowledge that their dietary habits may be impacted by relocating to a new area, many fundamental purchasing and consumption behaviors remain unchanged. Several changes in the purchasing and consumption behaviors of individuals who have moved to new regions weren't significantly distinct from the alterations observed in the behavior of those who haven't relocated (Gupta, 2009). Wellness constitutes a significant driving factor for consumers. A multitude of

factors encompassing intrinsic or extrinsic product traits and socio-cultural aspects significantly impact the trajectory of the clean label movement. Nevertheless, products labeled as "free from" artificial additives/ingredients often exhibit distinctions from both organic and natural counterparts. Food producers must conscientiously consider this variety of influences when crafting novel products and formulating related communication strategies (Varela et.al, 2017).

Research Questions

Question 1. What are the customer complaints toward customer services in terms of:

- a) Product's Expectation
- b) The market environmental area

METHODOLOGY

Research Design

Researchers utilized qualitative data to gather the perspectives and grievances of customers who raised complaints about those vending agricultural products, specifically in terms of their product expectations as maternal buyers. Our participants, who are mothers, encompass those earning below and above the minimum wage threshold. For this study, a qualitative design was chosen as it serves as the appropriate framework for unearthing deeper insights into experiences and descriptions (Chavez, 2022).

Data analysis within qualitative research is a creative and iterative process. As the tool for data analysis, the researcher delves into the data's significance and reflects upon it. In many qualitative methodologies, the data analysis phase overlaps with the data collection phase. Throughout the progression of data analysis, the researcher continually oscillates between analyzing data and collecting it, aiming to craft and elucidate the findings. Drawing from the authors' research, this article presents common techniques employed in data analysis for qualitative research (Jacelon & Ode'Il, 2005).

Population and Samples

In order to acquire comprehensive information, we employed purposive and convenience sampling to select our esteemed participants. These sampling techniques were particularly advantageous for fulfilling the research objectives, given the qualitative nature of our study. To be more specific, this study opted for the convenience sampling technique, as the

researcher specifically chose subjects with the anticipation that each participant would contribute credible insights and value to the study due to their easy accessibility (Aguirre, Vicente, Chavez et.al., 2023).

The participant group comprises eight random mothers whom we will be interviewing. We have divided them into two subgroups of four each: twelve (12) mothers who earn below minimum wages and twelve (12) who earn above minimum wages. These interviews took place in a designated area within Zamboanga City, and we conducted them in person. From the outcomes of our interviews, it is evident that each participant had complaints about being buyers of agricultural products, particularly vegetables.

Participants	Mother
Below Minimum Wages	12
Above Minimum Wages	12
TOTAL	24

Figure 1.0 Research Participants

Research Instrument

Derived from the data collected through personal interviews with each of our eight participants, certain observations can be made. In Zamboanga City, the population consists of diverse tribes, resulting in a variety of languages being spoken. To ensure effective communication, we initially inquired about the preferred language of our participants, enabling us to formulate questions they could comprehend. The fundamental goal of this research is to uncover customer complaints and expectations pertaining to agricultural products. The participants were queried using the interview guide provided below.

<p>Research Question</p> <p>To determine the message patterns of customer complaints toward customer services among agricultural businesses</p>	<p>Interview Questions</p> <ol style="list-style-type: none">1. What are the customer complaints toward customer services in terms of<ol style="list-style-type: none">A. Product expectationsB. Market environment2. Are there any complaints that you haven't mentioned yet about the agricultural businesses?
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Figure 2.0 Interview Questions

Data Gathering Procedure

The researchers approached 24 participants to seek their consent for conducting interviews and requested a brief moment to allow them to answer our prepared questions. We followed qualitative research gathering procedure to conduct individual interviews. In this context, participants were afforded the autonomy to respond to all interview questions in a manner that was comfortable for them.

Results

Question 1: What are the customer complaints toward customer services in terms of:

1.1 Product's expectation

Clean

Two participants expressed the belief that the products they purchase must be clean. These respondents are a mother and a businesswoman. According to their perspective, they hold a strong expectation that the products they buy should be clean. They emphasize that cleanliness is not only essential for everyone's health but also plays a pivotal role in attracting customers. The appeal of clean and fresh products can significantly influence customer interest.

"As a mother I sought the health of my whole family, so I bought vegetables I expect to be clean."

"My expectation is that they give me fresh, clean vegetables so that even if it's a small product, I can consume it immediately and make a big profit."

New

Five participants believed that the product should be new. Mother, Costumer, and vendor really want a new product when they buy to the seller. According to the respondent that the expectation of most costumer is a new product and even the seller want it too for them to sell it immediately to the agricultural costumer.

"The product should be new and if there's something wrong, I will return to the seller and replaced a new one."

"As a businesswoman, we really want a new and fresh product for the seller attraction and for the best reason to buy it immediately to the costumer when it is new."

High Quality

Two participants believed that the product should be of high quality. These respondents include a mother and a vegetable vendor. According to these participants, a high-quality product is the most effective means of engaging customers or buyers. When a product is of high quality, it naturally draws the attention of customers. Additionally, it leads to customer satisfaction and positive feedback from buyers.

"Every costumer expect a high-quality product from agricultural businesses."

"As a costumer, I really assure that quality of the product that I want to purchase is high quality."

1.2 The market environment

Clean

Two participants shared similar viewpoints regarding the cleanliness of the market. As per these respondents, when the market is clean, it tends to attract more customers to engage with the market. This, in turn, leads to increased purchases by customers. Moreover, from the buyer's perspective, cleanliness holds significance as it mirrors the quality of the products being sold by the sellers.

"As a veggies vendor, our market environment should be clean and organized for the customer interaction and attraction."

"As a buyer, the market environment should be clean and fresh because it's really good feel when the environment is clean."

Cooler Room Temperature

Two respondents held the belief that excessively high temperatures within the market environment are unfavorable for both products and customers. According to one of the respondents, when products are excessively exposed to the sun's heat, it can adversely affect the health of customers. Additionally, customers might choose to avoid the market altogether if they find the heat uncomfortable.

" As a vendor when the product expose to the sun. the products will defect and not available to sell it to the costumer."

"I am a buyer, I want a wide space when I purchase products and not hot."

Question 2: Are there any complaints that you haven't mentioned yet about agricultural business?(Emerging Themes)

2.1 Poor Communication

Three respondents agreed that poor communication is one way to lead to misunderstandings and some of the complaints of the buyer. According to the respondent, communication is very important when dealing with a supplier and buyer, and that's the only way for them to sell their product immediately when they have good communication. However, inadequate communication tends to result in customer dissatisfaction. Customers may feel neglected when their concerns are not addressed through effective and considerate communication.

"For me, one factor that can lead to customer complaints in the agricultural business is poor communication between the customer and the supplier."

" it's Communication Issues: Poor communication between the customer and the business can lead to misunderstandings, delays, and dissatisfaction."

2.2 The Packaging of the product

Three respondents shared a common perspective: they expressed concerns about the product's packaging and intend to address this matter with the supplier or seller. These respondents are vegetable vendors, with two of them possessing permits and one without. According to their feedback, prolonged waiting times can result in product deterioration or damage, thus emphasizing the significance of effective packaging to ensure proper protection. Given that certain products are inherently fragile, ensuring their adequate packaging is of utmost importance. However, it's crucial to recognize that plastic may not be suitable for all products, especially when they are exposed to heat. Excessive heat exposure can result in product damage, rendering them unsuitable for sale due to potential health risks. Nevertheless, it's worth emphasizing that packaging holds paramount importance for both vendors and buyers.

"I am a vendor, it's really good to purchase a product when it is a good product. also, where the product is really secure by the packaging. I can sell it on a good cost."

"I am a vendor. It's really good to purchase a product when it is a good product. also, where the product is really secured by the packaging. I can sell it at a good cost."

Discussion

Question 1: What are the customer complaints toward customer services in terms of:

1.1 Product's expectation

Unsatisfied customers frequently express concerns, whether before or after using a product, due to unfavorable experiences during consumption or when the product fails to match their expectations. This study investigated the most prevalent consumer complaints, such as defective items or services that do not meet expectations. From 1993 to 1998, the percentage of consumers who had at least one unpleasant encounter remained stable. All of these negative experiences lead to customers becoming unsatisfied and voicing their concerns. Such dissatisfaction frequently leads to consumer complaints, which are frequently viewed negatively. (Haronet.al, 2010).

Customer complaints serve as indicators of consumers' discontentment with the caliber of a product or service. In situations where the quality of a product cannot be observed before purchase, customer complaints might stem from both anticipated expectations and the actual quality experienced (Forbes, 2008). Customer expectations

exert a direct influence on the perceived quality by customers, thus leading to an indirect impact on the overall levels of customer satisfaction. Predictably, enhanced overall customer satisfaction contributes to reduced customer complaints and heightened customer loyalty. Notably, the research also reveals that customer complaints do not exert a detrimental influence on customer loyalty (Tai et.al, 2007).

Clean

The healthy lifestyle of entire populations and the individual well-being of customers have come to the forefront of prominence, fostering an increased awareness of their importance. Within this context, the deliberate labeling of certain products as healthy plays a pivotal role, not solely in capturing the attention of potential buyers but also in establishing a method to nurture lasting loyalty among those already engaged. This dynamic approach has transcended the realm of conventional marketing to emerge as a significant trend within the contemporary packaged food market, aligning with the escalating preferences of consumers who are progressively prioritizing health and wellness in their consumption choices (Rodriguez et.al, 2020).

New

Agricultural products like vegetables, fruits, meat, and seafood that can spoil quickly don't last long on store shelves. This makes it harder to handle how they move from the farm to the store. The way customers decide to buy these items is closely connected to how fresh they are. But as they move through the different parts of getting to the store, they don't stay as fresh. Because of this, people are less likely to want to buy agricultural products that have been around for a while, especially when they're still priced like they're brand new. This shows how important it is to figure out good ways to manage how these products move, keep them fresh, and make sure their prices match their quality so that people still want to buy them. (Yan et.al, 2020).

High Quality

The relationship between quality expectations and quality experience is discussed, as well as its consequences for consumer satisfaction and repeat purchase intent. It is stated how consumers build quality expectations at the point of purchase based on their personal experience and informational cues accessible in the shopping environment, as well as how quality is experienced in the house during and after meal preparation (Grunert & Brunso, 2004). Consumers use a variety of

elements to determine the quality of a product. This subjective opinion of quality varies amongst users. What one consumer considers to be great quality; another may regard to be substandard. While many consumers regard price as an indicator of product quality, there is still some doubt about the relationship between price, value, and product quality. Furthermore, in the absence of further information, pricing alone may not be a reliable indicator of product quality.

Consumers make purchases to meet their identified needs. The consumer's impression of the product's quality and capacity to meet these requirements influences their choice of a specific product to meet these needs (Haifeng et.al, 2015).

1.2 The market environment

Consumer complaint behavior suggests that expressions of dissatisfaction through voice, private, and third-party channels are interconnected yet distinct actions taken by dissatisfied customers. Consequently, when dissatisfied customers engage in negative word-of-mouth communication (a private form of complaint response), it can happen concurrently with other manners of complaint behavior rather than substituting for them (Halstead, 2002).

Furthermore, implementing a complaint management procedure that facilitates customers in promptly reporting their complaints to companies and swiftly generating solutions will significantly enhance customer satisfaction. In the present highly competitive landscape, enterprises striving for an enduring competitive edge must prioritize customer-centric practices. This involves cultivating customer loyalty by delivering products and services geared towards achieving customer contentment. An essential facet of guaranteeing customer satisfaction is the adept management of customer complaints. This encompasses instances where customers vocalize their dissatisfaction due to unmet expectations and unfulfilled needs, either in spoken or written form (Aksoy & Yilmaz, 2022).

Clean

A marketplace is a facility that is supplied and administered with the goal of making it easier for local residents to purchase their daily essentials. However, as the market expands, it transforms into a solid and wastewater generator. If not handled appropriately, this can cause pollution, unpleasant odors, and aesthetic problems in both the environment and the community (Suhaini, 2016). Unsanitary public marketplaces that appear unclean and neglected not only constitute a

risk as possible breeding grounds for disease-carrying vectors but also contribute to sickness transmission. As a result of this negative outcome, potential buyers and patrons are less comfortable. As a result, traditional local markets are struggling to remain competitive when compared to the modern standards upheld by more sanitary and well-maintained markets (Darwis et.al, 2023).

Cooler Room Temperature

Rising heat stress yields significant detrimental impacts on the economy, ecosystems, infrastructure, and human well-being. Its negative effects on human health encompass a spectrum from diminished overall health to a rising occurrence of heat-related illnesses and fatalities. Furthermore, heat stress can exert a notable sway over day-to-day human endeavors. Prolonged exposure to excessive heat during routine activities can result in adverse effects on physical health, including heat exhaustion, heat strokes, and heat cramps. Additionally, heat stress impinges on mental health by inducing shifts in mood and escalating physiological distress (Chandrasiri et.al, 2020).

Question 2: Are there any complaints that you haven't mentioned yet about agricultural businesses? (Emerging Themes)

Furthermore, consumer loyalty and diverse components of complaint management procedures contribute to shaping either pleasing or unsatisfactory resolutions for consumer complaints. The analysis reveals that consumer satisfaction or dissatisfaction concerning complaint outcomes is mainly driven by the compensatory elements within the resolution strategies for complaints (Estalami et.al, 2000). Consumers typically anticipate meat to possess qualities like wholesomeness, freshness, leanness, tenderness, juiciness, and flavor. A multitude of meat products or meals can be sourced from the market, food service establishments, or even created at home through the amalgamation of ingredients, processes, and cooking methods. This enables the preparation of meat-centric products that offer a satisfying eating experience (Patarata et.al, 2022).

Lastly, products tend to exhibit a notable disparity between the quantity of complaints expressed publicly versus those made privately. This variation in complaint ratio is significantly influenced by several factors, including the inherent characteristics of the product, its intricacy, anticipated lifespan, and price point. Aspects like these often lead to a higher prevalence of public complaints. On the other hand, products with smaller dimensions and lower cost, particularly those in the realm of

small electrical items, tend to elicit the fewest complaints. Moreover, it's noteworthy that as consumers seek remedies for their concerns, their discontent tends to amplify. This amplification of dissatisfaction arises predominantly due to the subpar levels of customer service rendered by electrical retailers. The process of seeking redress for grievances is often accompanied by suboptimal customer support, which exacerbates consumer dissatisfaction (Broadbridge & Marshall, 1995).

Conclusion

The study aims to assist businesses in enhancing their goods and services and aiding customers in effectively articulating their complaints based on the identified themes. The primary objectives of this study are to ascertain the central issues and concerns voiced by customers in their complaints, comprehend the underlying causes of these complaints, and explore the factors that impact customers' contentment with service providers offering agricultural products. The study endeavors to pinpoint the principal matters and apprehensions expressed by clients within their complaints, delve into the rationales behind these grievances, and scrutinize the factors influencing clients' satisfaction with service providers vending agricultural products.

Lastly, the research findings delve into various complaints concerning both product expectations and the market environment. We highlight significant complaints, such as the demand for fresh, clean, and high-quality products. In terms of the market environment, respondents emphasize the necessity for organization, cleanliness, and a comfortable temperature. These implications, drawn from the feedback on service establishments and agricultural products provided by consumers, can assist other business owners in adeptly addressing the identified issues and concerns.

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