

Ways Customer Complaints Affect Product Performance in a Market

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Abstract: *Introduction: Customer complaints create to expand any unconstructive collision within a market and productivity. Poor consumer services are customer dissatisfaction, losing profits, and incurring additional costs, which can cause the key sound effects. With it, the consumers are free to purchase the services that best fill their needs.*

Aim: This research study aims to examine the ways customer complaints affected product performance in a market.

Literature review: This research study is conducted on the ways of customer complaints that affects product performance in a market. It is reasonable to inform product organization normally has plenty to negotiate with product managers to make sure better results.

Methodology: Primary methods of this quantitative data help in collecting the essential right information from the right respondents to increase the quality of the research work on this topic. By going through the SPSS tool with a survey after questioning 55 respondents are employees, stakeholders, investors, customers, and supervisors of a market.

Findings: The finding section consists of the analytical results through the procession of hypothesis research that is based on the collected data with primary methods. Here, the hypothesis results may or may not have any association among the research variables from a focus on the overview of the relationship with this research topic.

Discussion: This research study is based on the ways of customer complaints and their effects on new production performance in a market. Here, NDP theory has provided consumers with ways to shape the scenery of their transactions and connect with the firm as well as each other. In competition for limited resources, consumers indirectly inform the producers of the goods or services to promote and within what quantity and quality they can be provided.

Conclusion: This research topic By going through the impacts of consumer problems, the customers' success can remove agitate, get better retention, and constrain the economy. Customer complaints affect several business markets to support their sustainability in an improved way.

Keywords: Customer Complaints, Product Performance, Marketplace, Productivity, Sustainability

I. INTRODUCTION

Customer complaints made to develop a negative impact on the market and productivity. The key effects and impacts can be caused by poor consumer services which are customer dissatisfaction, losing revenue, incurring additional costs, and difficulty to attract new consumers. As stated by Waluya et al. (2019), by acting on consumer feedback, closing the loop, and addressing the gaps in consumer experiences while the issues products and operations teams have the chance to make its offerings more expensive to consumers and increase their loyalty.

The above-mentioned figure 1 states the monthly graph for customer complaints where is shown the overall impact of customer complaints is handled often turn between loyal customers and brand advocates. As stated by Mariani&Wamba (2020), this study has found that customers who have complaints handled with less negativity than negativity, more negativity and less negativity into loyal consumers who will spend more on future purchases, which can provide negativity in various ways from June 2019 to January 2021.

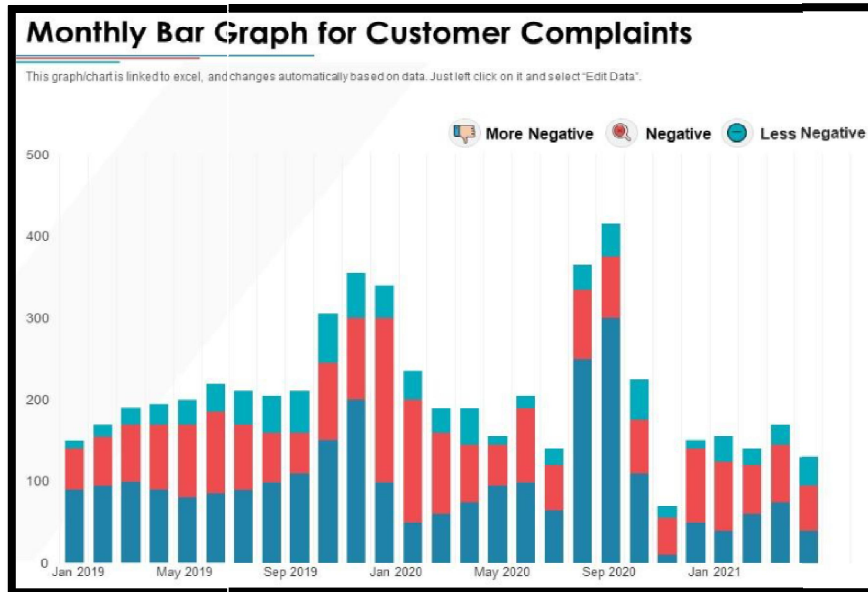


Figure 1: Monthly Graph For Consumer Complaints
(Source: slide team, 2023)

Aim: This research study aims to evaluate the ways of customer complaints that affect product performance with sustainability in a market.

1.1 Research Objectives

RO 1: To explore the ways of customer complaints and affect product performance in a market

RO 2: To evaluate the affected product performance in a market

RO 3: To investigate the issues related to customer complaints and its effect product performance in a market

RO 4: To explore the potential solutions to mitigate the ways of customer complaints and their affect product performance in a market

1.2 Research Questions

RQ 1: What are the ways of customer complaints and their effect on product performance in a market?

RQ 2: What are the impacts of customer complaints and their effect on product performance in the market?

RQ 3: What are the challenges regarding customer complaints and their effect on product performance in a market?

RQ 4: What could be the potential solutions to mitigate the ways customer complaints can affect product performance in a market?

II. LITERATURE REVIEW

Impact of Customer Affects in a Market

The customers spend their extra revenue on items they could not afford before. The business might decide to mix the higher priced product towards their lines. The business might decide to add higher-priced products to their margins. As stated by Khamitov et al. (2020), consumers participate in helping including helping guides, and are some of the benefactors of the invisible hand of the business market.

The above-mentioned figure 2 shows the factors that are affecting sales forecasting. Sales forecasting becomes the keystone or core of a business marketing organization. It attempts to settle on the volume of sales that can be expected in the future reasonably. As stated by Suri et al. (2020), in a market, the economic conditions, internal conditions, and psychological, business, and sociological conditions have been affected by customer complaints.

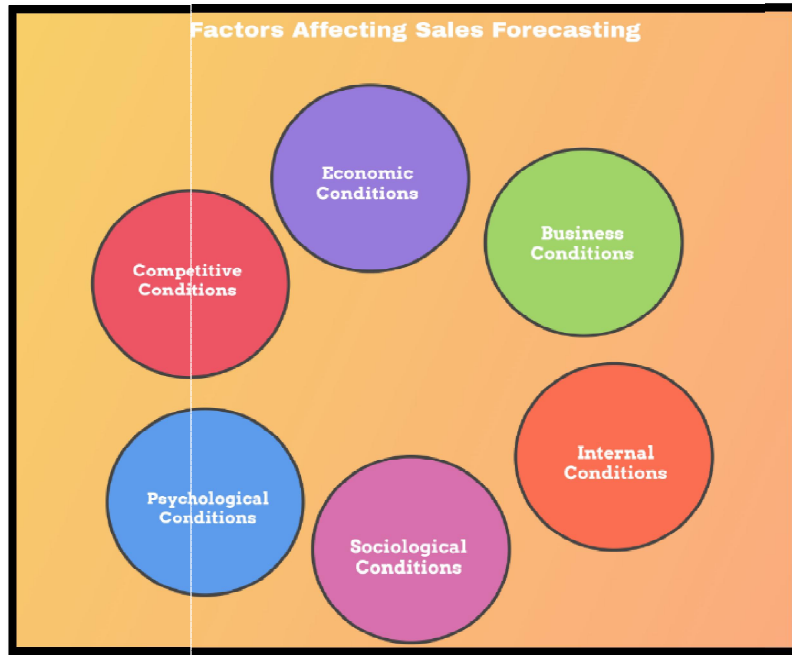


Figure 2: Factors Affecting Sales Forecasting

(Source: Influenced by Suri et al. 2020),

Effects on product performance in a market

Product Performance Marketing is a key improvement to help a market or organization to develop leads inventions and sales. Product performance is described as the comeback of a product to any outside activities within its working environment. The performance of a product is realized by the performance of its comprise mechanism. As stated by Abbas et al. (2021), product-developing strategies provide means toward new markets, develop revenue streams and increase market share. After getting any consumer complaints, the product performance in a market is measured by customer development rate, session length, price per Acquisition, and conversion rates. As per the views of Mahmood et al., (2019) product performance analytics provides the collection and strategic analysis of informative data points that are related to the purchase funnel. In the market, product marketing helps product teams in providing consumer feedback and marketing insights. It can be helpful for marketing and sales teams in positioning very well their services.

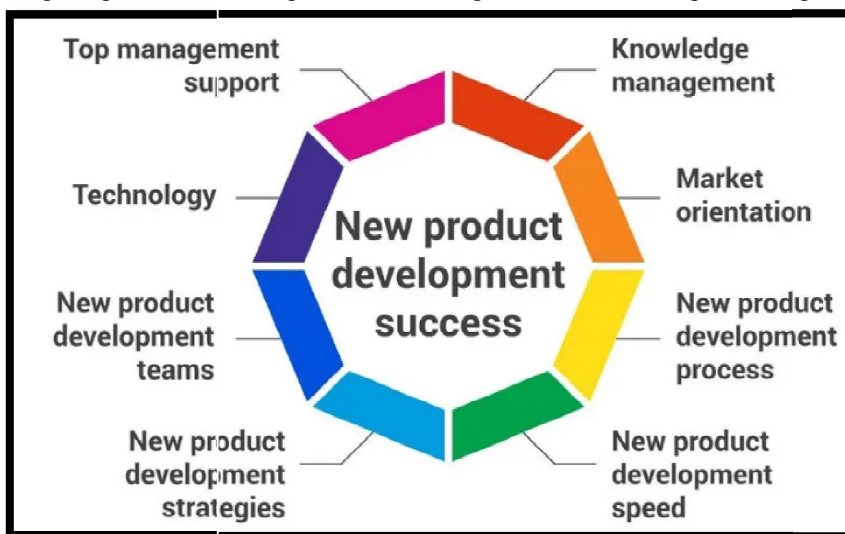


Figure 3: New Product Performance Development Success

(Source: Influenced by Herhausen, 2021)

The above-mentioned Figure 3 shows the factors of success regarding new product performance development. Bringing a successful product to the market is a team effect while the customer's complaints contribute to the achievement and failure and new product performance. This figure shows the main factors that have contributed to new product development success in 2022. As stated by Herhausen(2021), customer complaints make a business market to be realized to sustain the product development support, team, strategies, speed, and process with technology. Any product management strategies have been cleared through customer demand and complaints.

III. THEORY

Theory of New Product Development (NDP)

The NDP efficient theories are applied to manufacturing and trying to develop the finance departments. Various explanations are applied here to understand the boundaries of new product development in this research study. As argued by Bernardo et al., (2021), a new product defines here an informative section to face the challenges of this topic. The substantial changes are conveyed as a replacement for a market that needs a new marketing strategy that may necessitate simple promotions.

Innovation Activities	Innovative Performances	Firm performances
Process Innovation	Product Innovative	Production Performance
Organizational Innovation	Marketing Innovative	Market Performance
Marketing Innovation	Process Innovative	Finance Performance
Product Innovation	Marketing Innovative	Technical Performance

Table 1: Types of Product Performances

(Source: Ownself,2023)

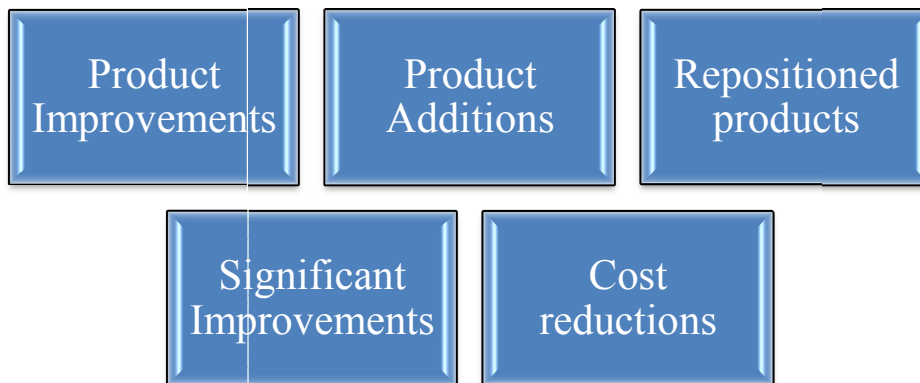


Figure 4: Categories of New Production Strategy

(Source: Influenced by Purwanto et al.,2021)

- **Product Improvement:** Product improvement needs to develop by making targets and strategies after taking ways of consumer complaints (Mahmood et al., 2019). Business in a market tries to make attractions to their services by differentiating their services from other competitors in a market.
- **Product Additions:** Business-producing products strive to prevent any imitation to search a distribution margin in a market for getting information products.
- **Repositioned Products:** Repositioned products promote new ways to attract various types of customers who are positioned variously in the market attracting various groups of customers.
- **Significant Improvements:** Significant improvement products are created through considerable development of existing in a market. This improvement develops the value of service and advantages in business and customers (Nurunnabi et al., 2019).
- **Cost Reductions:** Businesses and markets release the same products instead of fewer rates to a market.

IV. METHODOLOGY

The researcher has taken assistance from the primary quantitative data collection process to finish this research work. Data collection is a vital part of this entire research study that has proven all issues for collecting data. There were 55 respondents have been prepared and 13 questions were taken. The researcher has taken the 55 respondents who are retailers, stakeholders, employees, supervisors, and customers towards this case study. A positivist philosophy along with descriptive research designs and overall collected information was based on statistical and quantitative information. This online survey tool used Google survey form was suitable for the study that was capable to gather all data correctly. As highlighted by Kothari (2004), these processes are justified and more useful for this case study for achieving financial strategies related to successful outcomes. As stated by Flick (2015) this data collection is helping to test any problematic situation in this case by SPSS software tools used to analyze the collected data These were different questions that have been made totally that are based on topic-related theories. The collected information has helped the researcher, as without proper data a study cannot be fundamental.

V. FINDINGS

Findings and analysis

- DV Business Market
- IV 1 Customer Complaints
- IV 2 Product performance
- IV 3 Product sustainability

Hypothesis testing

Hypothesis 1

- H1: Business Market is increased through sales revenue and sales sustainability
- H0: Business Market is not increased through sales revenue and sales sustainability

Hypothesis 2

- H1: Customer Complaints give feedback on a market's productivity to purchase any goods.
- H0: Customer Complaints do not give feedback on a market's productivity to purchase any goods.

Hypothesis 3

- H1:Product Performances help to analyze the strategic analytical data of purchasing funnel in a market.
- H0:Product Performances do not help to analyze the strategic analytical data of purchasing funnel in a market.

Demographic analysis

Age

2. What is your age?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		5	8.3	8.3	8.3
	Above 55	14	23.3	23.3	31.7
	Between 20 to 35	11	18.3	18.3	50.0
	Between 36 to 45	11	18.3	18.3	68.3
	Between 46 to 55	19	31.7	31.7	100.0
	Total	60	100.0	100.0	

Table 2: Age Analysis

(Source: SPSS)

The maximum 31.67% of the respondents are belonging from the age of 46 to 55 of them are in this group of age as they are affected by customer complaints and their effect on new product performance in some markets. The respondents between the groups of age 36 to 45 are 18.33%, 23.33% are above the age group of 55 and 8.33% are

below. As viewed by Gardiet al., (2021), this individual age division of the whole respondents helps to maintain the overall balance in analyzing this topic and between the age group of 20 to 35 is 18.33%.

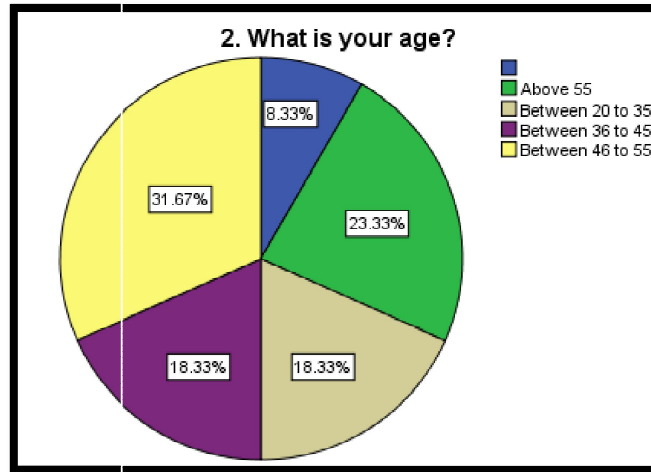


Figure 5: Age Analysis
(Source: SPSS)

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Female	5	8.3	8.3	8.3
Male	19	31.7	31.7	40.0
Others	19	31.7	31.7	71.7
Others	17	28.3	28.3	100.0
Total	60	100.0	100.0	

Table 3: Gender Analysis
(Source: SPSS)

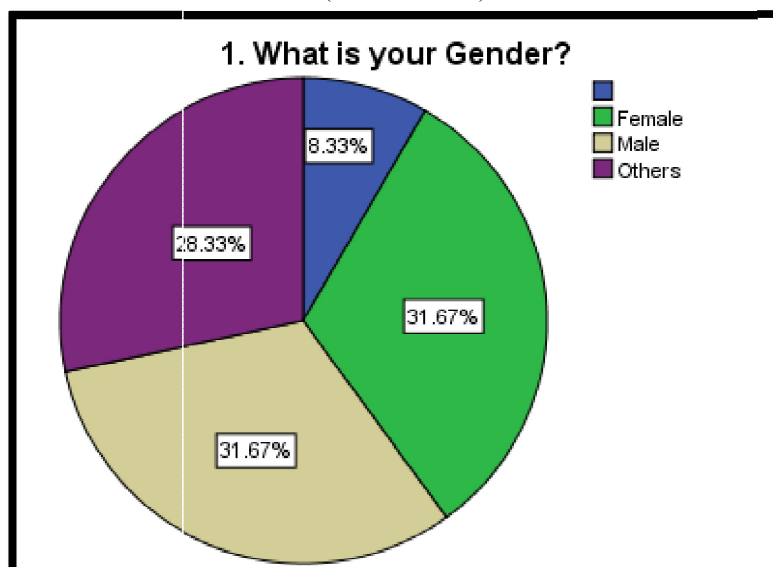


Figure 6: Gender Analysis
(Source: SPSS)

31.67% are male and 31.67% of respondents are female responded to the overall answer to survey questions and 28.33% also do not prefer to say anything according to survey questions. As viewed by Lies(2019), this analysis represents the practical circumspection of various occurrences that provides the actual data of collective structure.

Income

3. What is your monthly Income?					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	5	8.3	8.3	8.3	
Above Rs 50000	11	18.3	18.3	26.7	
Below Rs 15000	12	20.0	20.0	46.7	
Between Rs 15000 to 30000	3	5.0	5.0	51.7	
Between Rs 30000 to 50000	29	48.3	48.3	100.0	
Total	60	100.0	100.0		

Table 4: Monthly Income Analysis
(Source: SPSS)

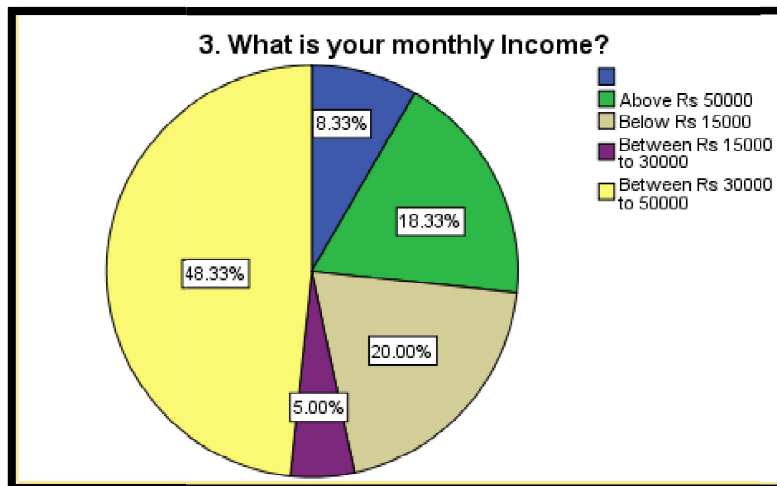


Figure 7: Monthly Income Analysis
(Source: SPSS)

The above-mentioned table presents the classification of the monthly income into various stages. As stated by Setiawati et al. (2019) 20.00% of respondents have a monthly income below Rs 15000, and 18.33% of respondents have an income above Rs 50000. 48.33% of respondents have income between Rs 30000 to 50000 and 5.00% of respondents also have between Rs 15000 to 30000. As observed by Rusdiyanto(2019), this research analysis makes the overall view of active participants in terms of their monthly income. The income of 55 respondents has various standards of living and their perspectives diverge from other people on a particular topic.

Descriptive Analysis

Hypothesis 1

The significance rate of regression analysis represented in Table 5 represents the variables of this hypothesis 1 are correlated. As stated by Iqbalet al. (2022) the analysis of this hypothesis is processed in the course of different kinds of strategies that express the data value in a model summary, ANOVA & coefficients. The significant value of this hypothesis 1 is 0.009, which means the variables are not sharing any strong relationship among themselves, as the statistical value is way above the 0.001 parameters and shows the overall solution of this research study.

Model Summary ^a										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.696 ^a	.481	.454	1.69758	.484	15.947	3	51	.000	2.665

a. Predictors: (Constant), IV1.3, IV1.1, IV1.2
b. Dependent Variable: DV

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	137.865	3	45.955	15.947	.000 ^b
	Residual	146.971	51	2.882		
	Total	284.836	54			

a. Dependent Variable: DV
b. Predictors: (Constant), IV1.3, IV1.1, IV1.2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.233	.822		2.715	.009
	IV1.1	.823	.201	.464	4.087	.000
	IV1.2	1.189	.406	.646	2.929	.005
	IV1.3	-.732	.351	-.433	-2.082	.042

a. Dependent Variable: DV

Table 5: Hypothesis testing 1
(Source: SPSS)

Hypothesis 2

Model Summary ^a										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.642 ^a	.412	.377	1.81241	.412	11.904	3	51	.000	2.085

a. Predictors: (Constant), IV2.3, IV2.1, IV2.2
b. Dependent Variable: DV

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.309	3	39.103	11.904	.000 ^b
	Residual	167.527	51	3.285		
	Total	284.836	54			

a. Dependent Variable: DV
b. Predictors: (Constant), IV2.3, IV2.1, IV2.2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.786	1.084		.725	.472
	IV2.1	-.306	.286	-.186	-1.070	.289
	IV2.2	1.344	.647	.609	2.077	.043
	IV2.3	.406	.543	.172	.748	.458

a. Dependent Variable: DV

Table 6: Hypothesis Testing 2
(Source: SPSS)

Above mentioned table 5 shows, the significant value of 0.472 that mentions the dissimilar variable is related to each other. As per the views of Yanget al., (2022), the regression value of this analysis has processed the various formula with effectual results of this hypothesis 2 exposing the clarification of this research topic-related analysis.

Hypothesis 3

Model Summary ^a										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.609 ^a	.366	.342	1.86353	.366	15.010	2	52	.000	1.588

a. Predictors: (Constant), IV3.2, IV3.1
b. Dependent Variable: DV

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104.254	2	52.127	15.010	.000 ^b
	Residual	180.582	52	3.473		
	Total	284.836	54			

a. Dependent Variable: DV
b. Predictors: (Constant), IV3.2, IV3.1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.292	1.100		2.084	.042
	IV3.1	2.271	.542	1.029	4.191	.000
	IV3.2	-1.213	.563	-.529	-2.155	.036

a. Dependent Variable: DV

Table 7: Hypothesis 3

(Source: SPSS)

Hypothesis 3 has a significance value of 0.42 and that means the changed variables are relatable to each other. As observed by Salamzadehet al. (2022), the regression value of this analysis is processed a variety of formulas with the result of this hypothesis has expressed the enlightenment of composed information of this research investigation.

VI. DISCUSSION

This research study is based on the ways of consumer complaints and their effect on new product performance. In this study, the researcher has tried to describe the impact by requiring 55 respondents who have helped to find out the strategies in getting improvement in business. As stated byHerhausen (2021), the economic conditions prevailing in any country have a considerable effect on the sales forecast of a market. The price level, profit rates, rental rates, interest rates, and national income help to provide the market potential to be first and the sales forecast. This research study explores the inter-relationship between customer complaints and new product performance in a market (Purwanto, 2021). This research has provided the future gap in this case study to find out the other factors that are not described here.

VII. CONCLUSION

Consumers affect their businesses to save costs and increase business profits by enhancing the company's value. Customer complaints play vital due to do illustrate whether the customers like what they are doing. In conclusion, this research study shows that high satisfaction which leads to greater consumer retention, stronger brand reputation, and higher lifetime worth. Customer complaints can affect any business market to promote their sustainability in a better way.

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APPENDICES

Appendix 1: Survey questions

Survey link:

https://docs.google.com/forms/d/1Cp57kecQdms_tAj3J3EjOlq565944B7Idp3rtvxS3I/edit

1. What is your Gender?
2. What is your age?
3. What is your monthly Income?

DV: Business Market

4. Business Market helps to sell services and products to any specific group of customers.
5. Business Market caters towards the necessity of a market to provide fulfillment of customers.

IV 1: Customer Complaints

6. Customer Complaints give benefits to get improvement the policies and procedures of a business.
7. Customer Complaints boost consumer interaction more than previous times.
8. Customer Complaints open opportunities for any business team with any customer of a market

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IV 2: Product performance

9. Production Performance strategies help the technical performances to measure the effectiveness of sales and marketing.
10. Performing products can drive and increase customer satisfaction while any performing products have the opposite reaction.
11. Product performance ranks the position of product sales based on economic revenue performance.

IV 3: Product sustainability

12. Sustainable Products provide social and economic advantages in a developed marketplace.
13. Product Sustainability helps to increase the transportability to provide production as soon as possible.