A study on firms’ communication based on artificial intelligence and its influence on customers’ complaint behavior in Social media environment

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Abstract. The purpose of the study is to understand actual behavior of customers and firms by analyzing the real time interaction between firm and customers on social media platform. The study also pursues to assess the way firms respond to the customer’s complaint on different social media platforms through autobots based on artificial intelligence. The study identifies official Facebook and Twitter pages of top online shopping portals. The number of complaints and responses posted on these pages are documented and analyzed. Netnography method is used for data collection. Connotation key words are used for selection of comments and tweets. The study concludes that organizations respond to the most of the complaints publically but they further ask for the personal interaction with the complainer to resolve the complaint through pre-defined statements. The study has also revealed that pre-defined statements stated by autobots based on artificial intelligence seem insufficient to resolve customer complaints. The limitation of the study is associated with the netnography technique, which has restricted the exploration to only those consumers who have posted comments on Twitter or Facebook. Hence, other physical factors i.e. customer responses through numerous offline modes were absconded. The study is limited to Facebook and Twitter only. This study is limited to four major online shopping portals; it leaves a lot of scope to analyze other industries such as banking and insurance, hospitality, aviation etc. The output of the study suggests that the firms need to be conscious enough to provide customized and adaptive solutions to the customers’ complaints instead of pre-defined responses through artificial intelligence as it lacks emotions to empathize with customers’ issues. As per the literature of review, methods chosen in previous researches by researchers were having a methodological gap, as netnography in social media environment remained unused earlier, which has reinforced to analyze original behavior of customers and responsiveness of organization.

Keywords: Complaint, Connotation, Contemporary, Netnography, Online shopping, Responsiveness, Social Media, autobots.

1. Introduction
The social media revolution has affected the contemporary business world, urging firms to adapt to new social order [1]. By providing one- to- one, one- to- many and many-to-many communication systems, social media empower consumers to connect, produce and share media content in an exceptional manner [2]. Social media have empowered customers by providing them a voice to spread their thoughts and
feelings on products and services to a very wide audience and at a rapid pace [3]. The social media is having an exclusive feature of containing diverse profiles; each social networking platform is distinctive in its way and preferred by users due to their uniqueness [1]. The firms are also empowered if they have utilized social media in an effective manner [4]. This gives the firms a window to endorse their products, or services to a greater population that may not be reachable through conventional communication modes [5]. A study has stated that the research communities have found the internet very attractive and recent transformations in technologies and modes of communications have reinforced the online environment, which has further extended the use of social media [6]. To be precise, the substantial role of analyzing social media and the network to upgrade our indulgence of information sharing, communication, opinion construction, and diffusion has been recognized [7], [8]. Furthermore, it has opened new dimensions for business to customer interaction, where one happy customer can share his satisfaction with other customers and one furious or annoyed customer may complain about the same social media platform [9]. Trusted sources like friends, relatives, or other associated reference groups influence customers through their status updates, tweets, and posts, which fundamentally increase e-word of mouth and direct consumers to make purchases [10]. Furthermore, it is stated that close to 70% of consumers consider social media an effective mode to interact with corporations, then seeking help from customer care centers [11]. With this edge, now customers share their reviews, recommendations, and complaints not only on the official social media page of the concerned organization but also on their personal social media page, reputed online review portals, blogs, and various other web portals [12]. Moreover, the online consumers’ reviews, recommendations, and complaints shared on a social media platform and other portals are so compelling these days led them to play an imperative role in customers’ buying or post buying behavior [13]. In addition, the recent transformation in the internet and technology has created new challenges for the firms, as they have started encountering updated and knowledgeable customers who do not desist from complaining or raising issues if, unsatisfied with the firm’s offering [4]. Hence, it is becoming essential for organizations to observe and handle those issues or comments effectively.

A recent study has suggested that an organization that is proactive and responsive to those negative comments or customers’ issues has all the opportunities to gain competitive advantages [14]. After seeing such transformation, most of the firms have started relying on either Facebook or twitter as these two social media platforms are having millions of users [13]. Forbs (2016) stated that there are more than 50 million brand pages on Facebook in today's time. Facebook introduced the concept of brand pages in 2007 and now most of the firms have started using these brand pages for all types of marketing communication of their products or services. A survey specifies that More than 84 percent of the 200 fastest-growing companies in the United States keep Facebook existence [15]. Most of the large companies are having their official page on Facebook to interact with customers [16]. According to UMass Dartmouth’s research (2018), more than 90% of fortune 500 organizations are having a Facebook presence, and organizations have accepted the worth of Facebook beyond B2C. Facebook is a highly striking platform for branding and marketing activities because it helps to develop a link, which connects their Facebook page to the firm's authorized web page. It also enables the placement of orders and other dealings. For example, the official Facebook page of flipkart.com comprises an "app" that permits users to post comments, views, and thoughts in detail and submit them directly to the company’s official web page.

On the other hand, few studies have specified that change in environment has changed user’s style of posting and writing, they now have upgraded the micro blog posts, aka "tweets", along with videos, hyperlinks, pictures, and advertisements instead of writing detailed comments [17]. Washington Post stated that Twitter has massive 321 million active users as on date. Twitter is a significant platform for most of the brands. Twitter users have considered trustworthy customers and the majority of them look up to particular brands’ pages on Twitter. From the lot who follow the brand, 67% specify a willingness to buy from the brand that they follow on Twitter [18]. Few of the previous studies have suggested that Corporations like Amazon and Starbucks use Twitter to formulate strategies as per customers’ perception of their offers [19]. More than 91% of fortune 500 companies are having twitter presence and are very
dynamic in handling the official pages. The preceding studies have stated that Twitter helps organizations to keep track of customers’ outlook towards various products and services effectively and instantly. The use of twitter in the complaint-handling framework is quite evident in the current dynamic environment. Similar is the case with Facebook as most of the large companies are having their official page on Facebook to interact with customers [16].

Hence, there is a prevailing gap between complaint purposes on Twitter and Facebook. There is also a gap on whether the big organizations adopt the advice proffered by social media experts and how the employees of organizations on social media handle these negative comments. More specifically, whether the organizations are replying to the negative posts/tweets displayed on their wall/page or they prefer to ignore and delete their comments and tweets. Subsequently, it is recommended organizations must focus upon a content analysis of all the negative comments posted by consumers [20]. In addition, social media and PR experts have cautioned corporate sponsors of Facebook pages to analyze members or fan comments with substantial carefulness [21]. Besides, legitimate members may write comments that are critical of an organization’s products, services, or employees’ behavior. Therefore, it is essential to analyze the content shared by users on social media platform. Furthermore, a suitable research method is anticipated for understanding emerging behavior instead of survey and coding [22]. As per the literature of review, methods chosen in previous researches by researchers were having a methodological gap, as netnography remained unused earlier.

2. Consumer Complaint Behavior

Consumer complaint behavior is defined as "a distinct action of an individual to communicate something negative about the product or service offered by the firm" [23], [24]. Consumers assess the product or service based on certain expectations and can react in different ways while experiencing dissatisfaction. Furthermore, Oliver's confirmation/disconfirmation theory is used to explain the affiliation between expectations and compliant behavior [24]. It is further revealed that the expectations and disconfirmations are possible determinants of happiness [25]. Consumers are considered satisfied, if expectations meet experience that, further leads to positive interaction with the brand [26] and the opposite will happen if expectations do not meet experience, which may further lead to the complaint [27], but every unhappy consumer does not complain [28], [29]. Hence, it is to be understood that non-complaint behavior towards something should not be considered as an indication of consumer happiness.

The researchers mainly focus upon the ultimate action taken by the consumers, which can be the negative word of mouth or complain over some other platform [28], [30]. Previous empirical researches show that dissatisfied consumers generally post complaints against firms on social media channels. All the complaints by consumers and responses by companies are visible to all the users on that social media platform and there are many partially active users, who are silently present on social media and can get involved by adding comments in support of complaints or support of the organization [31]. Hence, it becomes very important for the firm to handle the complaints with many cautions. The preceding studies suggested that consumers generally do not share their feelings after service failures. Most of the unhappy consumers fail to register to complain after an awful service encounter [32] due to the perception of higher complaint costs, which leads to additional time consumption and other inconvenience [33]. Social media has become an effective platform for customer and firm interaction due to its viability, dynamism, and reachability [34]. In addition, it is found in their research that consumers find it highly convenient and effective to complain about the social media platform [35]. It is further stated that consumers who complain about social and public platform often endure feelings of annoyance and unfaithfulness towards the service provider [36]. The complaining attitude and inclination towards complaining are two major features that help to differentiate between two types of personalities [37]. Similarly, the inclination to pursue compensation varies across consumers. In general understanding, consumers are keen to complain and return dissatisfactory produce or seek compensation for service failure while others ignore the idea of returning an absconded product or just dislike the notion of complaining [32]. Many consumers use e-
platforms to complain to share their poor experience with others, therefore other people can be aware of this and they can share the same information further in their known network to warn others [38].

The negative impact of service failure increases when furious, annoyed, and dissatisfied consumers express their unhappiness on social media platforms. In addition, it is stated that even a single negative comment can spread and influx many other users to join the conversation [39]. In addition, it is stated that consumers are completely mindful that complaining publicly about social media platforms can cause serious damage to the organization's image and credibility but consumers do it for their benefits. A recent study justified that consumers' motivation for complaining online ascend because of convenience and media abundance. There were various complaints, which were posted anonymously and there was a possibility that few of the complaints might be from the competitors [40], [41]. It is further explained that social media usage patterns of companies and consumers are quite different from each other as consumers use it from the perspective of complaints and information; on the other hand, companies use it for advertisements, promotions, and public relations [42].

3. Complaint Handling in Social Media

Complaint handling targets to deliver impartial practices to resolve the conflict between organizations and dissatisfied consumers [43], [44]. Moreover, it is revealed that the agenda behind complaint handling is to ultimately hold the customers and reduce the negative impact due to service failure [44]. Catering disappointed and annoyed customers on social media can be tough and acute. Hence, it needs an outline to manage such customers effectively and appropriately [45], [46]. To resolve these issues major organizations were highly motivated initially by seeing the opportunity to have direct interaction with consumers and employees on global social marketing channels such as Facebook, Twitter, Hot suite, Google Analytics, Graphs API, YouTube Analytics [47], [48], [21]. Most of the fortune 500 organizations have seen tremendous potential in Facebook and Twitter as a global marketing platform. Most of the organizations came up with certain fixed threads in starting as product launch, Sale information, event Promotions, Future-oriented polls and surveys, information sharing, and customer engagement activities. To comment on these threads, users are required to join the social media pages of the organizations. The social media platforms have given users complete flexibility to comment on anything anywhere on most of the organization's official pages. It is found that out of the tweets which were for service problem or complaint, only 3% contained the firm's tag with the @ brand name [49]. This means that many references to the company on the internet, on twitter or otherwise, can be indirect. Hence, it is very important to have a system to monitor such complaints and comments [45]. Social media and PR experts have rebuked business patrons of Facebook and Twitter to examine user posts and tweets with substantial caution.

Although the users allowed underwriting on the organization's Wall or social handlers are supposed to be a well-wisher of the company, but some users join a particular page only to post negative or pejorative comments. The authentic users may post and tweet that they are seriously concerned about the organization's goods, services, or staff. Social media experts have suggested the most suitable ways of managing negative comments: Attempt to answer negative comments or remarks as much as possible rather than deleting [50]. Reassuring consumers that their issues are being noticed, their complaints are registered, and glitches are sorted out with costly apology foster excellent public relations [51] Social media must not ignore negative comments, because this proves an absolute absence of organization apprehension for the sentiments of existing or prospective customers. All these studies were done in the social media environment.

4. Methodology

The study is confined and focused upon major online shopping portals such as Flipkart, Amazon, Snapdeal and Myntra as these four firms are leading online retail stores in the Indian market as per the report of Indian brand equity foundation in 2019. Data were collected during the period of 90 days from
September 2019 to November 2019. The sample population was targeted from the official pages of four major online shopping portals (Flipkart, Amazon, Myntra, and Snapdeal) on Facebook and Twitter. The comments were selected based on connotation keywords. Users who only tagged people and brands instead of commenting were excluded in data collection. Hence, judgmental sampling was selected over random sampling. The purpose behind selecting Facebook and Twitter pages of Flipkart, Amazon, Myntra and Snapdeal is their broad consumer base with a huge number of comments and tweets as these four brands are top four leading online retail stores in India. The involvement of the researcher was limited to follow, observe, and read certain comments and tweets regularly, which were posted by customers and service providers as the netnography method was chosen for data collection. It is explained that netnography is recognized as a beneficial research instrument for gathering and evaluating online consumer data [52]. Netnography is derived from ethnographic research techniques to study and comprehend online consumption aspects of customers’ [53]. Moreover, it is stated that netnographic data are frequently defined as naturalistic and expressive, with the capability to portray the live veracities of customers [54], [55]. In the context of subtle research agendas such as complaint handling, the unobtrusiveness of netnography can be highly suitable to stimulate significant data [56].

The recent literature has highlighted that most of the firms’ current branding is done through social media platforms like Facebook and Twitter [57]. Social media is capable to bring people all together and connect them all over the world, has developed as the main pitch for customers’ brand-associated terminologies, considerations, experiences, and attitudes [58]. Hence, preceding studies have recommended netnography as an effective tool to be preferred by researchers to sightsee firms’ marketing strategies, along with consumers’ associations and activities with dissimilar firms in an online context [59],[60]. It is also defined that the use of archival data and observational data in netnography [61]. Archival data collection was done through the various posts, tweets, and comments of the users and page followers. Official Facebook and Twitter pages of all four brands were visited and discussions between consumers and organizations were significantly observed and documented. Almost all the posts were seen and observed, especially, which were having conversations between organizations and consumers. Facebook and Twitter are social websites; ethical issues must be kept into considerations while using them for research purposes [62], [63]. Hence, all the comments were recorded anonymously. Consent from Facebook or Twitter was not required as only public information was observed and recorded for the research purpose. Since this study is about consumer complaint behavior and organization response behavior on Twitter and Facebook, it was required to find out pages with relevant comments, tweets, and discussion as a sample unit. Facebook and twitter also delete certain pages, if found fake or unaligned with their policy. This research has focused on the usage of Facebook and twitter within official pages of major online shopping portals. This scenario is perfect for this study, as it aims to comprehend consumers’ complaint behavior and employers’ complaint handling behavior on Facebook and Twitter. The guidelines state that the selected pages must be pertinent, dynamic, collaborative, significant, information-rich, and diverse [61]. The analysis has focused on certain keywords during the conversations between organizations and consumers. Conversation methods such as cues and clues were kept in consideration while documenting the data into the record. Emoticons and few exclamations were also observed significantly to understand the objectivity of comments and tweets. All the comments were recorded anonymously into the database but complaint categories were considered highly significant evidence for the observation.

The users have posted and tweeted both positive and negative comments on the organization’s wall or official social media pages. “Negative” comments were interpreted as criticism of an organization’s products or services. Every tweet, post, and the comment was filed on the organization’s official social media page to categorize it as a complaint. Complaints spotted between posts that have one-liner statements and posts with detailed paragraphs. Consumers stated their emotional state, experiences, and their viewpoint about the firm. Few have uploaded pictures, but those pictures were not considered especially, as observation was mainly emphasized on text content along with few cues. Throughout the
analysis, many users brought humor in their complaint messages. Users used emoticons to appreciate the firm’s performances cynically after seeing the noticeable mistakes. The complaints are kept in six categories such as product quality, delivery timing, return policy, customer care services, account blockages, and refunds as all the issues and complaints were circumscribed in these six categories only. The core structures of the data are analyzed in the form of frequency or percentage, correlation, and a sample of posts on Twitter and Facebook from consumers.

5. Findings
This comprises the outcomes of the study and analysis of gathered and recorded information, mode of communication channels, complaint reasons, and professed primary motivations of complaints on social media and responses from the organizations. The instances were gathered from public pages of both Twitter and Facebook. A total number of 642 instances were grouped (N=642). In which, 81% (520) were from Facebook and 19% (122) from Twitter. Most of comments from the comments were indirect and sarcastic in nature. Therefore, only direct tweets are considered in this study.

| Type of Complaint         | Facebook                                                                 | Twitter                                                                |
|---------------------------|---------------------------------------------------------------------------|-------------------------------------------------------------------------|
| **Product Quality**       | Customer: Hey F****** I received used one but unfortunately had to pay for a new unused product, which I was expecting. Organization: Sorry to hear that you face any issue with your recent purchase. Be assured, you'll receive a call/email from one of our specialists at the earliest to resolve this (autobots - AI Based) Remark: Some replies were filtered out. | I ordered a phone from ******** before 3 days, The charger stopped working after one day of usage. I would never buy anything from your site again. It was the worst shopping experience ever. |
| **Product/service delivery** | Customer: This is how you are providing service to customers. I have ordered a water purifier a week ago and have not received it yet. Organization: We understand your issue with your recent purchase. Rest assured, one of our specialists would get in touch with you via email/call at the earliest to address this further. (autobots - AI Based) | I've ordered mobile phone (Pearl White, 6GB-64GB) in its 1st sale on 16th September, 12:00 Noon. My expected delivery date was on the 20th of September. My product arrived in my nearest hub on 18th September and got canceled without any prior notice Organization: Sorry to hear this. It would be great if you could share your order ID with us via DM so that we can quickly look into this for you. (autobots - AI Based) |
| **Return Policy**         | I have placed an order of mobile phone recently and I got it delivered in the next two days, but I was shocked to see after | Please think twice before shopping on this portal, as their return policy is very bad. After accepting a return |
unboxing the packed delivered item. It was a Mi power bank. I raised the return request immediately. It has been more than 15 days my request for return is still pending. The company is giving only fake assurance. I am highly disappointed.

Customer Care Services Customer: I purchased an item a few days ago, but it was a damaged one. I applied for a replacement. Unfortunately, I was out of state on that day and the replacement was scheduled the next day. I got ambiguous answers when I contacted with customer care services. Hence, I registered an official complaint. Nothing has happened even though. My return request is canceled multiple times and customer care executives are asking me to wait for the last 15 days. There was no response from the organization’s side.

Nothing resolved! Honestly, regret my decision to choose this company over A**** in spite of having a prime account. No after-sales support and you might be ending void of brand warranty and no support from your side since last 3 weeks

Organization: Sorry for the unexpected delay in providing an update. Be assured, we are looking into it and will arrange a callback at the earliest to sort this. Appreciate your patience

Refund Customer: I was expecting a refund amount of my one product. It has been 20 days and I have not received my amount. No one is bothered to help in customer care.

Organization: Sorry to hear that you are facing any issue with the order. Please share the order details so that we can look into it.

Customer: I tweeted 11 days ago regarding my issue that I will receive a resolution from your end But 11 days gone, I have not received any solution. It is my hard-earned money, 30000 is a very big amount for me, and I am very disappointed with the company.

Account Block Customer: You have blocked my account for buying many products. I brought all those for my family and friends. Please unblock my account.

Organization: we certainly understand your concern. We are on it and we will get back with an update at the earliest.

There was no complain of account block

In the above-mentioned table I, the comments are categorized in different types, with examples of comments and tweets made by users. Following six complaint categories such as product quality, product delivery, product handling, customer care services, return/refund, and account block were identified while observing these comments and tweets. 34.2 % of complaints accounted for comments and tweets that were regarding refund against canceled items. 19.6 % of complaints accounted for comments and tweets that were regarding product delivery. 14.4% of complaints accounted for comments and tweets that were regarding customer care services and responses to customer care. 13.2 % of complaints accounted for comments and tweets that were regarding product quality. Many users have complaints about duplicate products. 12.7% of complaints accounted for comments and tweets that were regarding product return or exchange issue. 5.9% of complaints accounted for comments and tweets that were regarding the account block. A noticeable difference was in the language of messages on Facebook and Twitter. The
comments on Twitter usually had softer language while complaining. However, the comments on Facebook had a lot of variety depending upon whom those comments are addressed. General comments were sarcastic and negative but the tone was softer once those comments were addressed to the company in most of the instances. When the users were having a straight discussion with the firm, the language and content of the message were modest and formal. When the users were responding to other users on the same brand page, the language and content were sarcastic and casual. For example, one user posted a comment sarcastically on one of the leading online shopping portal’s Facebook page dedicated to the discussion over upcoming discount offers, “I will be making a purchase of a mobile handset during #BigBillionDays Hope the order will be processed and not get canceled “.

Soon the firm’s representative replied,

RE: We are glad that you are waiting for #TheBigBillionDays do not worry sellers would love to fulfill your wish list. Happy Shopping!

The study reveals that most of the negative comments and complaints were posted against advertising and promotional efforts instigated by the firm on social media. For example, a giant online seller got 274 likes for a promotional activity along with 74 comments, out of which 55 comments were negative and the remaining ones were just the responses of those negative comments. The study also reveals that users have posted direct complaints about the sponsored company on Facebook, while users’ comments are more general and suggestion based on twitter in many instances. The study also indicates that sponsoring companies on Facebook and Twitter does not restrict the interaction between users and representatives from the sponsoring company. Users may start a conversation on their own by posting any comment randomly on the Facebook wall or twitter page or they can post comments on a particular thread initiated by sponsoring the company. It is also observed that few of the comments were filtered out by the sponsoring organization, as there were repetitive discussions from the same users.

The study reveals that most of the comments are made on threads started by sponsoring companies (41.6%). 28.2% of comments and tweets are posted directly on the sponsoring company’s page. There are several comments (19.3%) when sponsoring the company’s page is tagged while posting complaints and comments on other users’ comments or complaints (10.9%). It was also observed that the users have posted formal complaints when they have posted directly on sponsoring the company’s page but they were casual and least bothered about their language while commenting on threads. Consumers can also complain through a toll-free number, email, or personal message on Facebook. Few comments explicitly mention that they had communicated through different private channels but did not receive any satisfactory response. Hence, To intensify, users have posted complaints and negative comments on the public and social platform after a failed effort to complain confidentially.

5.1 Company’s response to negative comments

During the analysis of comments and tweets, it was observed that comments posted on the official page were responded 62.3 percent of the time. There was no response to the 57.3 percent negative comments, which are posted on the corporate thread or any corporate promotional post. On the other hand, the firm answered 79.6 percent negative comments or complaints, if they were posted on the official page. When firms answered, they have repeatedly suggested users send them additional information through the personal and secure mode of communication because sometimes other users may comment or tweet in between before the firm starts assisting them.

One major online shopping firm’s answer was professional, they started the communication with empathy and apology and then further requested users to share all the additional information through a private message and they have provided a link to the user to post the personal message (example mentioned below).
“I booked a Samsung A50 mobile phone under the exchange scheme of old mobile phone with an exchange value of Rs. 2000. Although my product was qualified for the delivery of the delivery person, (wish master) denied exchange at the time of delivery. Even after all the communication with your online executive and so many commitments delivery has not happened. Hence, I have canceled my order but I am charged Rs.100/- as pick charge. Better, you return my full payment including 6 percent interest”.

“We are sorry to hear this. Request you to share the order details with us in the following link so that we can look into it and assist you further. - m.me/********”

5.2 Cause of Complaints
The complaints are required to be categorized to understand the causes of complaints. Those categories are identified as product quality, product delivery, product handling, after-sales services, return/refund, account block, and other glitches. Furthermore, these issues are collected, recorded, and then analyzed.

Table 2. Exhibits the overview of the complaint types, use of particular keyword for each type, and an example of a comment or post from the user.

| S.No. | Complaint Type | Keyword | Example                                                                 | Number of comments |
|-------|----------------|---------|-------------------------------------------------------------------------|--------------------|
| 1     | Product Quality | Duplicate, Defective, Wrong product | “Please do not buy any products from *******... They are doing fake business by providing defective products especially in Mobile and electronics and making fools of customers”. | 54 89 31 |
| 2     | Product Delivery | Delayed | “What is going on? Another day and another wrong update provided by a Delivery boy. He just called me and told me that he is not able to deliver my product. I hope I will get my order by tomorrow EOD”. | 108 |
| 3     | Product Handling | Damaged, Poor Packaging | “The shoebox was damaged a lot and it was a different pair of shoes. I am unable to get why quality standards of your firm are hitting new low day by day”. | 25 21 |
| 4     | Customer Care Service | Update response | It has been 20 days and counting. I will continue to be inspired by your customer service. Again, no signs of delivery, but issues resolved. | 34 61 |
| 5     | Return /Refund | Rejected | “Your Backend team rejected my replacement request without contacting and when I checked the application it says issue resolved. | 176 |
| 6     | Account Block | Harassment | My account is blocked for purchasing | 43 |
The product quality is a major concern for customers most of the time [64]. The recent study described that customers get furious and annoyed if they get a faulty product or service [65]. Most of the complaints were due to defective products, duplicate products, or wrong products. Most of the consumers complained that they have received defective products. Few consumers have complained about duplicate products and remaining consumers have complained that they have ordered something else and received something else. Similarly, Customers found to be very annoyed with delayed service. Many customers have complained that they have not received the product as per the given date as product delivery is the most predominant cause of service failure [22]. Customers also complained that delivery is on time on regular shopping days. It gets delay, especially during certain exclusive shopping days. Customers also complain that the time gap between the delivery date and product order date is huge. Furthermore, Customers have complained about the way product are packed and handled. Many customers have registered complaints about receiving damaged products, as it was not properly packed. Few complaints were about receiving a damaged packaging box. Few customers have complained about no air bubbles with fragile items. On similar lines, customers were outrageously annoyed with customer care services, especially with the responses given by the customer care executives. Most of the customers have complained that customer care services are not responsive.

There are certain fixed ways of giving responses only and there is no customized response for any of the complaints. Few of the customers have mentioned that customer care executives are not trained enough to respond to the customers’ queries. Moreover, most of the customers have complained about the processing of refund in case of return of any product. Customers have complained that it takes a lot of time to get the money back. Furthermore, complaints are also about the approval of the refund. There are various complaints where customers have shown their annoyance about refund or return approval, especially in the case of electronic goods. Customers have complained that technicians were sent to check the product instead of return. Customers have complained about many pending statuses of refund and return even after assurance by the company. Additionally, few customers have complained about the account block. Few of the customers have complained that their shopping accounts are blocked. Customers have stated that their accounts were blocked because of excess shopping and they have mentioned it as harassment. Few customers have returned more products and the company has blocked their account as per their policy. Customers have complained about the same and requested to unblock the accounts.

5.3 Perceived Fundamental Purposes of Social Media Complaints

The six primary purposes were identified while examining the complaints. It was not easy to find out whether consumers were thoughtful when seeking compensation or spreading negative word of mouth, it was assumed that all the comments and tweets are posted on a serious note, not for the sake of fun only. It was comparatively easy to identify the primary causes for a few of the comments with the help of emoticons and brand tags.

Table III mentioned below shows the examples of purposes of complaint on the social media platform. Most of the complaint purposes were looking for suggestions and solutions (31.9 percent), followed by outbursts and anger (30.4%). Few of the comments were found comparative, where one brand was compared with another brand (19.4 %) followed by advising and warning others (12.3 %) and humor and sarcasm (6.0 %).

Table 3. Depicts the Examples of Purposes of Complaint on Social Media Platforms.
Complaint Purpose | Example
--- | ---
Looking for suggestion and solution | I have ordered a product from F****** and not received it however; I received a notification saying that the product is delivered. Please help.
Outburst and Anger | I am a regular customer of your company, but extremely disappointed by your courier partner, Fraud people, I am going to uninstall the app after association as a customer for the last seven years.
Comparison | Do not buy anything from F******. There is a huge difference in delivery time between A****** and F******.
Warning others | The entire big billion sales are fake. The company does not keep its promise. Please do not buy anything from this company.
Humor and Sarcasm | Your big billion sales is the same as our Prime minister’s clean India campaign. “Cleaning out old stock”.

Table IV signifies the frequency of different complaint agenda on Facebook and Twitter. The users who were looking for solutions and suggestions (47.6%) have complained on Facebook, followed by outbursts and anger, 31.2%. Complaint purposes on Twitter were 42.7% outbursts and anger, trailed by 32.3% looking for suggestions and solutions.

Table 4. Signifies the frequency of different complaint agenda on Facebook and Twitter.

| Complaint Purpose | Facebook | Twitter |
|---|---|---|
| Looking for suggestion and solution | 47.6 | 32.3 |
| Outburst and Anger | 31.2 | 42.7 |
| Comparison | 10.3 | 7.6 |
| Warning others | 8.7 | 11.2 |
| Humor and Sarcasm | 3.2 | 6.2 |

6. Summary
Table V mentioned below gives an impression about the primary variables, recorded in data collection. The findings advocate that both the social media platforms are used widely by the users in this study but the usage of Facebook is more prominent for complaint purposes, especially when the user is looking for
suggestions and solutions, while Twitter is more commonly used for venting anger and warning others. The most general issues that cause categories of complaining on Twitter or Facebook are with primary services, i.e. product quality delivery, handling, refund, and customer care services. The most uncommon issue of ‘account block’ is witnessed during the study. Consumers’ complaint purposes are also observed, and those we're looking for solutions, suggestions, or venting anger.

### Table 5. Exhibits primary variables, recorded in data collection.

| Social Media Platform | Category of Complaint                  | Gender     | Location of comment     | Response By company | Keyword            | Complaint Purpose |
|-----------------------|---------------------------------------|------------|------------------------|---------------------|--------------------|-------------------|
| Facebook              | Complaint regarding refund and returns | Male 68.3%| Comment on corporate post | Yes 81.6% rejected 27.4% | Seeking solution 47.6% |
| Twitter               | Complaint regarding customer care services | Male 57.6%| Tweet on Brand Page tagged in a post | Yes 77.4% delayed 20.7% | Outburst and anger 42.7% |

### 7. Results and Discussion

Social media can be a lucrative virtual platform for firms due to its reachability towards target customers [66]. Firms and consumers both have also started utilizing the lucratives of social media to establish dialogues with each other [67]. Contemporary studies have identified that customers who access social media tend to complain about these platforms and the number is increasing year-by-year [68]. The main output of this study is that there is a substantial dissimilarity between complaint objectives and social media platforms. Customers use a different social media platform for different complaint purposes. After collecting and analyzing the data, it is observed that Facebook is used more for seeking suggestions and solutions than Twitter, which is used by customers for venting their anger out. However, when it comes to complaints about customer care services on Facebook, the main complaint purpose is to flare antagonism. This is vital because it is significant to follow up with issues and complaints to comprehend better and improved services or products of the company.

#### 7.1. Complaint pattern between Facebook and Twitter

There was a different complaint about behavior on twitter and Facebook. Users in comparison to twitter use Facebook more purposefully for complaint. Twitter is used for out bursting anger (42.7) over service failures along with tagging the brand or associated people, while Facebook is used for solution purposes where 47.6 percent of people have posted complaints to seek solutions. Another difference, which is found between twitter and Facebook, was the length of comment or tweet. Twitter is used for precise comments where people have used small statements but Facebook is used for detailed complaints. The complaints are posted directly on Facebook brand pages while tweets are posted on threads started by
someone else. Most of the fortune 500 firms are having a fan page on Facebook and have an account on twitter. Nevertheless, most of the firms agreed that Facebook is the most frequently used social network due to its variability and reachability. Limitation of characters (earlier 140, 280 now) on twitter does not allow customers to express their feeling and emotions towards the brand, especially while raising any issue or complaint [69]. There are many abbreviations and contractions, fewer definite articles on twitter [70], which somehow restricts users to express their views and thoughts freely. Hence, Facebook is used for serious businesses where customers look for resolving the issue with the firms, and twitter is used where customers want to escalate the issues to a different level.

7.2. Mode of Communication and Complaints

While analyzing the complaints on Facebook pages, complainers commented straightforwardly, but twitter is used for either sarcastic tweets or anger outbursts. The firm’s responsiveness is the key factor in the consumer’s preference for a communication mode while complaining. As earlier specified, the firms studied in this research endorsed comments and tweets on their brand pages; however, many firms do not give consent for the same. Hence, many users post comments on official threads where writing comment is permitted and evident to everyone. However, firms incorporated in this study have not responded to less than 25% comments on their posts but responses are not customized and mechanical responses are given on Twitter and Facebook by the firms. Responses from the firm must be empathetic to understand the customers’ issue (Sugathan et al., 2018), which is less evident in this study from the responses of the firms. This clearly shows different resolutions of customers and firms for using social media. A few studies indicated that customers use social media for raising the issue or making complaints against the brand while firms try to establish communication to be involved with their potential customers [71].

7.3. Complaints Causes on Social Media

What prompts customers to register a complaint on a social media platform? Predominantly, it can be due to disappointment, but it also has additional accessibility of having the firm being dynamic and active as the user [13]. Moreover, behind their laptop or mobile devices, complainants do not fear about the awkwardness or hazard of social hostility allied with personal face-to-face grievances, which lead to consumers articulating complaints using audacious or retributive words, which might not be possible in a physical interaction [72]. Hence, deficiency of individual interactions does not stop customers to complain. Preceding studies have stated that consumers have an increased tendency to raise the issue on social media or other online modes after the failure of a personally raised complaint [73]. After studying the various complaints, it was found that few incidents were of multiple-eccentricity. If complaint handling is done poorly in a physical personal mode, customers might post a complaint on the social media platform to grab the attention of the failure [74]. Moreover, it is suggested the emergence of the social media environment as it has provided an opportunity for consumers to raise complaints easily to an extensive user base, as consumers have started utilizing these platforms to express their negative emotions and feeling with service providers [75]. Hence, people rely on social media platform instead of head-on personal interface with the service provider [76].

7.4. Objectives of Complaining on Social Media

The first and foremost objective was identified, a few of the comments could have more than one objective. Few loyal customers complain to make the firm alert about the problems and to assist them to modify these procedures to provide improved service [77]. In addition, it is also defined that negative – WOM can have eight objectives such as comfort searching, outburst, searching for advice, relationship, sarcasm, and entertainment, self-presentation, cautioning others and vengeance. All of these objectives were analyzed while evaluating the comments and tweets but only a few objectives were intended by customers while complaining and those we're looking for suggestions and solutions, Outburst and Anger, Warning others and Humor and Sarcasm. However, two more objectives were identified and those were comparisons and condemnation [78]. It shows quite resemblances in e-complain and physical complaint objectives. A recent study specified that the principal objective behind social media complain is to
outburst and vent anger [79]. The study found not all the posts/tweets were targeting to vent out anger only. Surprisingly, there were several comments, which were aimed at getting solutions and suggestions.

7.5. Complaint Type on Social Media
After analyzing all the selected comments, six categories of complaints were found. Those were product quality, product delivery, product handling, after-sales services, return/refund, and account block. Most of the customers have submitted their complaint on the return and refund process of brands followed by others. The users have not missed any opportunity to popularize the organization if anything is wrong with the service or products of the company. Furthermore, the complaints are about customer-staff interaction, pricing, and browsing difficulties. Social media has helped in reducing the verge of complaining due to ease of complaining [75]. There are minor dissimilarities in articulation and paraphrasing between suggestions and complaints. For example, “Why can't I see any festive offer on your website?” – This statement is a combination of complaints and suggestions in away.

8. Managerial Implications and Future Research
The study has revealed the importance of being active and responsive on social media. The study has contributed efficiently to the literature about the use of social media platforms, especially Facebook and Twitter in the e-commerce domain. However, few studies have endeavored to investigate customers’ perceived expectations on social media platforms towards complaint handling [80]. This study has enlightened upon types of complaints posted by customers on Facebook and Twitter and the way firms have established communications with customers. This study has brought numerous inferences for e-retailers to look up to. The communication between firm and customers allows customers to put across their grievances, issues and quick response encourages them to continue a positive affiliation with the specific brand. E-retailers must closely observe the multi-logues among different customers to ascertain appropriate time and way for effective and assertive responses towards customers’ complaints to handle the grievances between the firm and consumers. Firms need to provide customized responses with empathy instead of providing responses through autobots based on artificial intelligence. Firms need to be conscious enough to understand the importance of contemporary environment dynamics as customers use these social media platforms for accessibility and anticipate firms to reply instantly to their complaints. The study clarifies that customers distinguish the Twitter and Facebook page of major online shopping portals as a customers’ issues redress platform. Therefore, firms must look at the inquiries and grievances of customers proficiently on Twitter and Facebook to transform customer satisfaction into customer loyalty. Employees of the firm must be vigilant during dialogues with customers. In particular, online shopping brands must be attentive towards anger, roughness, and annoyance of customers, which is better defined as ‘wild west’ approach [81] and be prepared to respond customer annoyance, complaint or any online hellhole to evade degrading the brand value of the organization. The limitation of the study is associated with the netnography technique, which has restricted the exploration to only those consumers who have posted comments on Twitter or Facebook. Hence, other physical factors i.e. customer responses through numerous offline modes were absconded.

The study is limited to Facebook and Twitter only. Few other social media platforms can be considered for further analysis as Instagram or snapchat. This study has focused on online shopping portals only; it leaves scopes to analyze other industries, which are active on social media such as banking, hospitality, aviation, etc. Another aspect of future research can be to focus upon a few major online shopping portals, which are operating in different countries and finding out the way of handling complaints in different countries on the same social media platforms. This might give an insight into how firms communicate differently with customers from different communities and cultures. Furthermore, to corroborate our findings, future research could compare social media channels with traditional channels in the wider service context using experiments.
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