

# A Study on Awareness towards Consumer Complaint Attitude in Cuddalore District

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**Abstract:** *The article tries to find out the level of rural youth and rural adult awareness towards consumer complaint attitude in Cuddalore district. One objective of this study is reached through proper methodology. Sample size is 1066 in all obtained through stratified simple random sampling technique in Cuddalore district. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.78. Z test and one way ANOVA were used for data analysis. The analysis found that the rural youth and rural adult consumers are having medium level of awareness towards consumer complaint attitude. The study also highlighted that there is significant difference towards awareness towards consumer complaint attitude with respect to gender, present occupation and income of the consumers. It is recommended that the rural consumers hesitated to present complaints in the consumer courts, due to risk on general civil court. This kind of fear should be cleared out among them. Even though the norm instructs to dispose the case within 90 to 100 days, it is depressed that the majority of the cases are settled after dispute or delayed settlement beyond the prescribed period. Hence, it is concluded that more number of judicial authorities with computerized facilities may be provided at Taluks level.*

**Keywords:** Rural youth and rural adult consumers, Consumer complaint attitude, Stratified simple random sampling technique

## 1. Introduction

Consumers complain management has secured a quite important place in the academic field of marketing research. Many previous findings answers the questions like, what the consumers do when they are dissatisfied, what actions do they take, the difference in response by different consumers; why customer complains; what the complaint is aiming at; what factors contribute to customer complaint; how it would help to manage customer complaint and etc. Usually consumers show four type of complaining behaviors when they are dissatisfied namely: silent exit, negative word-of-mouth communication, directs complaint, and making complaint to a third party. silent exit, negative word-of-mouth communication and making complaint to third party is neither good for company's image nor it helps in the improvement of the problem. On the other side, direct complaining enables the company to gain back the customer by successfully resolving the problem and take measures to prevent the problems in future. In the main aim of the study is awareness towards consumer complaint attitude in Cuddalore district.

## 2. Review of Literature

**Thyagarajan V. (2000)** in his study "Consumer complaining intentions" initiates the analysis through identifying the proportion of owners who had experienced problems with the product and customer support service facilities in the recent past. After identifying individuals who experienced problems, the next level of analysis is directed towards recognizing the particular nature of problems which includes product problem, service problem or both. This technique helps in identifying the problem of the respondents with either the most recent

product problems or the service problems. The last step used by the researcher is carried out with the second major objective of identifying the complaint intentions of described the redressal actions.

**San Steven Bolkan, M. A., (2007)**, in his study titled, "Organizational Responses to Consumer Complaints: An Approach to Understanding the Effectiveness of Remedial Accounts", determined that the hypothesized components of effective explanations are important to organizational recovery efforts. Remedial communication that is perceived to be believable, appropriate, considerate, and responsible can influence peoples' future intent to do business with a company, perceptions of company credibility, satisfaction with an organizational response, perceptions of negativity with a failure episode, and - to some extent - the level of perceived organizational control over a failure. However, a plethora of communicative messages may be potentially generated by organizations when they receive complaints from consumers. Future research may want to examine what types of messages enhance each of the four components of effective explanations. This dissertation informs us about three in particular. Generally speaking, excuses negatively affect people's perceptions of appropriateness, consideration, and responsibility. Justifications negatively affect perceptions of believability, and apologies positively affect perceptions of believability, appropriateness, consideration, and responsibility. The next step researchers may want to consider is to determine - in addition to excuses, justifications, and excuses - what other forms of messages influence perceptions of the four components of effective remedial organization communication presented in his study.

**Victor Iglesias, (2009)** in his study entitled, "The attribution of service failures: effects on consumer

satisfaction”, aim to analyze the effects of the attribution of service failures on consumer satisfaction. He analyzed direct effects as well as indirect effects through cognitive processes and variables such as quality perceptions and overall quality evaluation. Basing the analysis on the attribution theories and information processing theories, four hypotheses are suggested. These are tested on a sample of 293 service encounters in which some type of failure is present (attributed to the firm or to some environmental factor). The results show that the attribution of the failure to the service firm causes a systematic reduction in all of the quality perceptions (even in service aspects not linked to the failure). But attribution also shows direct effects on satisfaction beyond the effect through perceptions. Attitude based processes as well as attribute-based processes are affected by attribution.

**Basant Kumar and Brajaraj Mohanty (2012)** have discussed in their research that the growth and development of branchless bank in India and consumer protection issues and redress mechanism in the banking industry with special reference to branchless banking. Consumer protection issues in Indian banking sector have been increasingly brought under the scanner of the legal forums by the consumers. Besides, internal mechanism for redress of consumer complaints, Banking Ombudsman scheme is in place since 1995. Beyond the banking system, an aggrieved customer can seek legal remedy under Consumer Protection Act 1986. There is no specific redress mechanism for customers of branchless banking. Since branchless banking concept is advanced technology savvy, consumer issues in branchless banking are mainly associated with technology and allied frauds emanating from it. However, RBI, the regulator, has been continuously examining these issues and bringing guidelines and measures to strengthen the existing redress mechanism of consumer complaints, be it general banking or branchless banking. However, this study shows that there are many issues and problems faced by the system and accordingly some suggestions have been made for policy and implementation related interventions.

### Research Design

The validity of any research depends upon accurate and adequate data. Hence, due care was given for collecting the required data for this study. The present study is based on descriptive study between awareness towards consumer complaint attitude and consumer social demographic variables like gender, educational qualification, and present occupation. The study is based on primary data as well as secondary data.

### Research Gap

The existing researches have not focused on rural youth and rural adult awareness towards consumer complaint attitude and its states the importance of research needs to identify interlink and integrated approach awareness towards consumer complaint attitude district among the rural youth and rural adult. None of the research shows the integrated approach of awareness towards consumer complaint attitude and further no research is conducted

both in rural youth and rural adult together in Cuddalore district of Tamilnadu.

### Statement of the Problem

Majority of the consumers in the study area are unaware about the implications in awareness towards consumer complaint attitude. Most of the rural consumer live below the poverty line and therefore are busy just keeping themselves alive. They mere struggle for survival uses up all their energy. They have neither the time nor the inclination to think of their rights. The literate and educated consumer feels helpless before the might of the exploiters and therefore acquiesces to condition.

### 3.Objective of the Study

➤ To study the rural youth and rural adult awareness towards consumer complaint attitude in Cuddalore District.

### Hypothesis of the Study

- There is no significant difference between gender of rural youth and rural adult with respect to awareness towards consumer complaint attitude.
- There is no significant difference among educational qualification of rural youth and rural adult based on awareness towards consumer complaint attitude.
- There is no significant difference among occupation of rural youth and rural adult consumers based on awareness towards consumer complaint attitude.

### Sample Design

For collecting primary data, field survey technique was undertaken in the study area. First-hand information pertaining to the awareness towards consumer complaint attitude and the data were collected from rural youth and adult consumers in Cuddalore district.

### Sample Size

Under the provisional census report 2011, the rural population of Cuddalore district is 17, 18, 249 which is around 66.06 percent of the total population 2600880. The population has been stratified into two heads, viz., rural youth and rural adult by using simple random basis. In the seven taluks of Cuddalore District of the respondents were drawn from the two heads at the rate of 533 each and total of 1066 by using the following standard sampling size calculation for finite population.

### Interview Schedule Design

The primary data has been collected from the respondents by using tools of interview schedule. Interview schedule contained questions regarding the personal data such as gender, educational qualification, and present occupation. Five point scaling technique has been used for finding the awareness towards consumer complaint attitude.

**Tools of data collection**

By virtue of mass data obtained from survey research, as well as data of secondary sources collected and presented in the thesis, a descriptive was done, since it is considered as most appropriate for the study. The research problem, interview schedule were all framed accordingly. The suggestions offered in the final chapter of the research report emerged from the inferences drawn by using simple statistical analysis among the data collected from the selected sample respondents.

**Reliability**

The Cronbach’s alpha of all the selected factors are having above 0.78 and the study is reliable to do the analysis. Further, the result of Cronbach’s alpha revealed that the study has good validity to explore the results.

**Period of Study**

The primary data were collected from November 2021 to April 2022 among the selected sample respondents in the study area.

**4.Limitations of the Study**

The study is confined to Cuddalore District of Tamil Nadu with the sample of 1066 rural consumers. Many of the respondents are indifferent and unwilling to response. They do not maintain proper records for their economic data and utilization of consumer protection centers and consumer forums. Therefore the information rendered by them is found biased and necessary cross verification was made to reduce the biased information.

**Table: Gender and Level of Awareness towards Complaint Attitude**

Gender	Youth			Adult		
	Mean	SD	Z-value	Mean	SD	Z-value
Male	16.70	1.85	8.397*	15.60	2.30	2.657*
Female	14.99	2.73		16.04	1.50	

Source: Primary data, \*-Significant at 5% level

**H<sub>0</sub>: There is no significant difference between gender of rural youth and rural adult consumers with respect to level of awareness towards complaint attitude.**

From the above table it is observed that the awareness towards complaint attitude is measured according to gender among rural youth and adult consumers. It is identified that male consumers are having more (16.70)

awareness than female (14.99) in youth category. In the case of adult consumers, female respondents are having more (16.04) awareness about complaint attitude than male (15.60) in the study area. The ‘z’ value indicated that the null hypothesis is rejected in both youth and adult category of gender and hence, there is a significant difference in youth and adult category between gender and awareness level about complaint attitude.

**Table: Educational Qualification and Level of Awareness towards Complaint Attitude**

Educational Qualification	Youth			Adult		
	Mean	SD	F-value	Mean	SD	F-value
No Formal Education	16.52	2.64	9.154*	15.82	2.48	6.480*
Elementary School level	16.07	3.15		15.85	2.19	
Middle School	15.94	2.82		15.67	2.52	
High School	15.44	2.86		16.09	2.51	
Higher Secondary	17.86	1.34		14.55	2.44	
Under Graduate	15.86	3.00		17.76	1.86	

Source: Primary data

**H<sub>0</sub>: There is no significant difference among educational qualification of rural youth and rural adult consumers with respect to level of awareness towards complaint attitude.**

From the above table, it is stated that the awareness towards complaint attitude is measured according to educational qualification among rural youth and adult consumers. It is identified that the higher secondary

educated consumers are having more (17.86) awareness in youth category. On the other hand, the respondents with under graduate educated are having more (17.76) awareness about complaint attitude in adult category. The ‘F’ value indicated that the null hypothesis is rejected in both youth and adult category of educational qualification and hence, there is a significant difference exists between educational qualification and awareness level about complaint attitude in rural youth and adult consumers.

**Table: Occupation and Level of Awareness towards Complaint Attitude**

Occupation	Youth			Adult		
	Mean	SD	F-value	Mean	SD	F-value
Government Employee	15.82	1.65	12.152*	15.93	2.04	0.640 <sup>NS</sup>
Private employee	15.97	2.99		15.71	2.37	
Business	17.72	1.89		15.79	2.32	
Agriculturist	15.57	2.48		15.96	2.38	
Housewife	16.26	2.78		16.15	2.62	
Student	15.17	1.89		15.14	2.04	
Daily wages	16.14	2.78		15.41	2.41	

Source: Primary data

**H<sub>0</sub>: There is no significant difference among occupation of rural youth and rural adult consumers based on level of awareness towards complaint attitude.**

It is inferred from the above table that the awareness towards complaint attitude is measured according to occupation among rural youth and adult consumers. It is identified that business people are having more (17.72) awareness in youth category. On the other hand, housewives are having more (16.15) awareness about complaint attitude in adult category. The 'F' value indicated that the null hypothesis is rejected in youth and accepted in adult category of occupation and hence, there is a significant difference between occupation and awareness level about complaint attitude among the rural youth and no significant difference in adult consumers.

### 5. Findings of the study

- It is noted from the analysis that 'z' value indicated that the null hypothesis is rejected in both youth and adult category of gender and hence, there is a significant difference in youth and adult category between gender and awareness level about complaint attitude.
- It is found from the analysis that 'F' value indicated that the null hypothesis is rejected in both youth and adult category of educational qualification and hence, there is a significant difference exists between educational qualification and awareness level about complaint attitude in rural youth and adult consumers.
- It brings from the analysis that 'F' value indicated that the null hypothesis is rejected in youth and accepted in adult category of occupation and hence, there is a significant difference between occupation and awareness level about complaint attitude among the rural youth and no significant difference in adult consumers.

### 6. Recommendations of the Study

- The rural consumers hesitated to present complaints in the consumer courts, due to risk on general civil court. This kind of fear should be cleared out among them.
- Even though the norm instructs to dispose the case within 90 to 100 days, it is depressed that the majority of the cases are settled after dispute or delayed settlement beyond the prescribed period. Hence, it may be suggested that more number of judicial authorities with computerized facilities may be provided at Taluks level.
- Every consumer has full freedom to report about the malpractices of their buying goods or products. Then only the consumer movement will be flourishing.

### 7. Conclusion

The analysis found that the rural youth and rural adult consumers are having medium level of awareness towards consumer complaint attitude. The study also highlighted

that there is significant difference towards awareness towards consumer complaint attitude with respect to gender, present occupation and income of the consumers. It is recommended that the rural consumers hesitated to present complaints in the consumer courts, due to risk on general civil court. This kind of fear should be cleared out among them. Even though the norm instructs to dispose the case within 90 to 100 days, it is depressed that the majority of the cases are settled after dispute or delayed settlement beyond the prescribed period. Hence, it is concluded that more number of judicial authorities with computerized facilities may be provided at Taluks level.

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