

The Effect of social media X (Twitter previously) on Consumer Complaint Behaviour in

Saudi Arabia

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Summary: Saudi Arabia has the largest economy in the Middle East and is rich in oil (Countries, 2023). Saudis are becoming more consumerist, according to surveys. SA issues will take years to solve due to government spending control, income adjustment, the shift from oil-driven to job-creating growth, and consumer behaviour changes. Road transport is a major energy user in SA (Atalla, et al., 2018). Rising earnings have allowed most families to buy private cars. However, the lack of public transit infrastructure in cities makes private cars necessary. On the other hand, customers who are dissatisfied frequently exhibit "consumer complaint behaviour," (Santos, et al., 2022). Which is linked to customer satisfaction. In SA, even if people are dissatisfied with the products or services that they receive at the gas stations, consumers frequently fail to express their dissatisfaction (Badghish, 2016). According to the survey, to avoid a negative image, Saudi service providers must research the local market as well as the effects of social media on CCB.

Paper Aims and Objectives: This study aims to examine the effect of social media (X) on consumer complaint behaviour of gas station users in SA. However, the objective is: To explore the influence of (X) user interactions and communications on SA gas stations, To critically examine the role of (X) on CCB from the stakeholder perspective in the SA gas market, To critically examine the role of (X) on CCB from a B2C perspective in the SA gas market, and to critically examine the role of (X) on CCB from a B2B perspective in the SA gas market.

Performance Management: Globalisation, hyper-competition, fast innovation and change have all contributed to the contemporary business environment, which has been described as volatile, unpredictable, complicated, and ambiguous (Jengwa, 2022). Furthermore, some researchers believe that effective and performance-based management is critical to a company's economic success. (Rostam, 2020). For example, (Denisi and Pritchard, 2006). stated that when an organisation's performance management system is linked with its strategic objectives, it may create a performance environment in which knowledge, skills, and talents are developed to increase the organisation's performance. Customer complaints are unavoidable in every retail industry, including petrol station users, when it comes to order satisfaction, retention, and loyalty. An effective customer complaint management approach may help handle problems faster, learn from comments, and improve service quality. However, several critical metrics and methodologies may be used to assess performance and optimise your process, such as reaction time, root cause analysis, and the development of a theory, which will be discussed in this research.

Social Media: Social media can be defined as an internet network that allows users to interact in order to share information, ideas, and opinions, such as Facebook, Twitter, Snapchat, Instagram, and YouTube (Mangold and Faulds, 2009). These applications can also be accessed through a variety of technological devices, including personal computers, laptops, tablets, and mobile phones (Lacka et al., 2021). They allow users to create and share content over the

network, such as comments, photos, videos, and web links. The growth of social media usage opens up new opportunities for analysing several aspects and patterns of communication (Yarchi, et al., 2021). For example, social media data can be analysed in order to gain insights into issues, trends, influential actors, and other kinds of information (Stieglitz et al., 2018). Marketing and business use social media. Hence, social media have evolved beyond communication.

X Platform (Twitter previously): It is a social networking website that was launched in 2006 and is one of the most regularly visited social media websites on the internet (Macarthy, 2018). It offers several features, including the ability to favourite a tweet, share it, or even retweet the same message (Escalante et al., 2021). On the other hand, it has made significant strides forward since its inception. As the number of people using it has increased, it has recently developed into a popular social network in SA, where people can post about and debate everything, including the news, jokes, their opinions on current events, and even their moods. Although it is a relatively new technology, it is rapidly being used to acquire real-time information. However, after beginning their investigation, the researchers discovered that users were using (X) as a news channel, marketing platform, and community communication tool (Bukała et al., 2021), in addition to providing and obtaining advice, acquiring, and sharing information, and meeting new people.

Social Media Marketing: Is fast gaining popularity as a convenient tool that companies may use to reach out to targeted clients. It is possible to describe social media marketing as the use of social media platforms to promote a firm and its goods in one sentence (Castillo et al., 2021). This kind of marketing, on the other hand, may be viewed as a subset of online marketing activities that complement conventional Web-based promotion techniques. Recently, social media platforms, particularly (X), have grown in popularity and user interaction as companies saw the prospective of social media provided a marketing tool and as

a means for businesses to directly contact social media users. Social media marketing strategies concentrated on building brand profiles and engaging people via organic postings and interactions. However, the creation of platforms leads to growth, allowing businesses to spend in developing a strong social media presence and using social media features.

Consumer complaint behaviour (CCB): Refers to a consumer's act of expressing discontent with a product or service that they have purchased or used (Crie, 2003). Consumers will sometimes move on to other products or services because they are dissatisfied with or are not following the instructions regarding the previous product or service (Crie, 2003). According to past studies, consumers' complaint behaviour does not lead to increased satisfaction; rather, using the complaints received by the company as a reference, consumers' contentment with the business can increase. Since the 1970s, researchers have been interested in consumer complaint behaviour. (Hirschman, 1970) suggested one of the early taxonomies of (CCB), with three categories of reactions dubbed "exit," "voice," and "loyalty." "Exit" denotes that the consumer avoids purchasing from the company; "voice" denotes that the buyer directly conveys his or her dissatisfaction to the company; and "loyalty" denotes that the customer does nothing.

Consumer culture in Saudi Arabia: A culture may be defined as a set of common ideas, values, meanings, and practises among a group of people (Shavitt and Barnes, 2020). Consumption, as defined by consumer culture, is a cultural activity endowed with meaning and motivated by causes other than practical or economic considerations. One of the primary purposes of qualitative market research is to map and investigate the commercial consequences of these cultural meanings (Martínek, 2021)

The majority of Saudi customers go to shopping malls to buy food, clothes, and technology. However, recently, passenger automobile traffic as well as oil and oil by-products have increased, resulting in increased use of oil products. (Hoq, 2020). According to the

(McKinsey&Company, 2021) survey conducted by the company, "Saudi customers may be classified into five basic types based on their behaviors:" In general, Saudis favour quality over quantity. Two-thirds of customers choose quality over price and are drawn to overseas brands, particularly luxury goods. (Kassim and Abdullah, 2010). However, consumer behaviour in SA in particular and the Arab world in general has shifted in recent years. They are less loyal to brands because they are more price sensitive. More than half of Saudi customers are becoming more conscious of how they spend their money.(Mabkhot, et al., 2022). Before purchasing, consumers prefer to switch to less costly items, study brands, and create shopping lists. (Almulhim and Abubakar, 2021).

Theoretical concepts - The Diffusion of Innovations Theory (DOI) and CCB: The study argues that the literature review is the first to examine internal and external factors to predict and understand multiplatform social media channels and how they affect marketing and consumer behaviour in SA (Dwivedi et al., 2021). According to (Klingelhöfer, 2019) Rogers 1962 introduced the Diffusion of Innovation (DOI) Theory, making it one of the most ancient concepts in the field of social science. It originated in the field of communication to define the process by which an idea or product gains popularity and spreads within a certain group of people or social network. Due to this dispersion, people within a social system adopt a new notion, behaviour, or product. Adoption refers to the act of an individual engaging in a new activity or conduct that is distinct from their previous actions. This might include acquiring or using a new product, acquiring knowledge and executing a new habit or behaviour. For adoption to occur, the user must see the idea, behaviour, or product as innovative or original. This facilitates the process of dissemination. However, this paper seeks to clarify how the diffusion of innovation theory impacts social media (X). On the other hand, client attitudes and behaviour in Saudi Arabia are critical due to the increasing use of social media (X) as a platform for expressing complaints. According to the Statista 2022 "examination of social media use in

SA," (X) is developing as an "impact" medium. (X) Active users weekly outnumber the other main networks, particularly with the new leadership of SA, it has been becoming more popular.

(Figure 1).

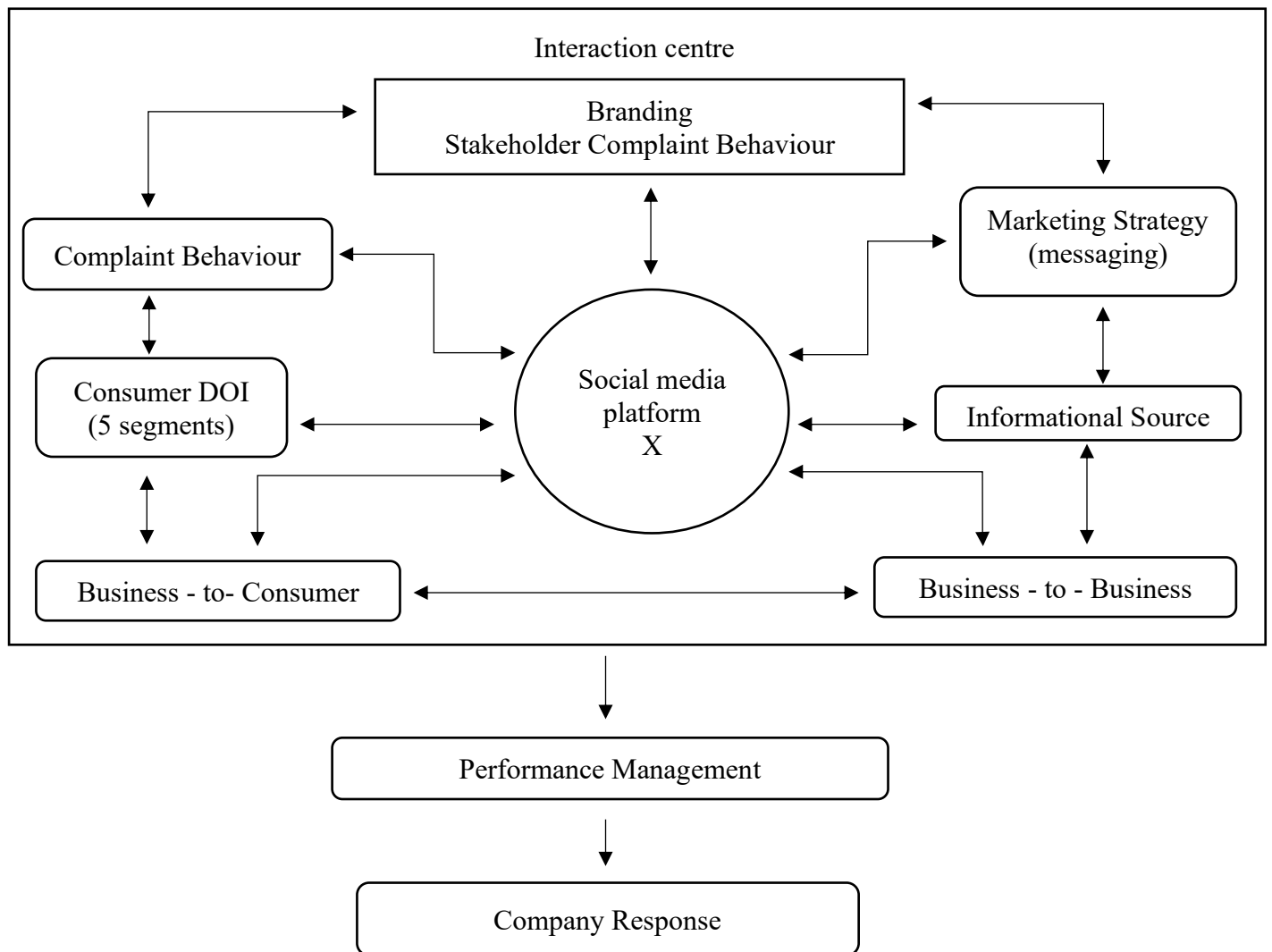


Figure 1: CCB framework. Source by Authors.

Theoretical contribution and academic benefit: This study's theoretical framework adds academic value to related issues. However, there is less evidence linking social media to the Saudi economy. When deciding the CCB through social media, the connection between theories and market nature is crucial. The study will contribute significant benefits to the SA gas retail sector by improving company performance, reducing customer complaints, and providing insight into the management of CCB. This study helps explain how (X) affected CCB in SA, although its knowledge and progress are still insufficient. The practical contribution is that several studies examined social media and CCB but the mechanism underlying the relationship between (X) users and CCB from petrol station owners' perspectives in SA is generally unclear. No research has employed mixed-method analysis to examine the relationship between CCB and retail using data from (X) platform users, adding academic value to the literature. Another practical contribution is understanding the CCB relationship between theories and (X) users. Regarding academic benefits, SA marketplaces, and petroleum items on CBB, retailers' and customers' viewpoints have not been well studied. This is also thought to improve theoretical notions that will aid oil and gasoline station sales and management. However, Saudi service providers should examine their clients and online CCB reasons to avoid catastrophic financial losses. Social media may hurt Saudi companies' brands and revenues (Sohail et al., 2020). Examining the causes of (X) rampant CCB is crucial for figuring out how to mitigate the spread of unfavourable product reviews.

Research Approach: A positivist and deductive quantitative and qualitative research strategy will be used to achieve the research goals (Saunders, 2019). Qualitative research collects, organises, describes, and interprets textual, verbal, and visual data without using numbers and statistics to get a better understanding of the retailer's perspective, while quantitative research uses numbers and statistics to understand the consumer perspective. The researcher must be objective to obtain unbiased data (Janis et al., 2020). Studies of correlations

use such methods to ensure generalizability. Thus, this research will use quantitative and qualitative methods, such as survey questionnaires and face-to-face interviews, to reach a large number of SA clients and answer the research question (Saunders, 2019). (Figure 2).

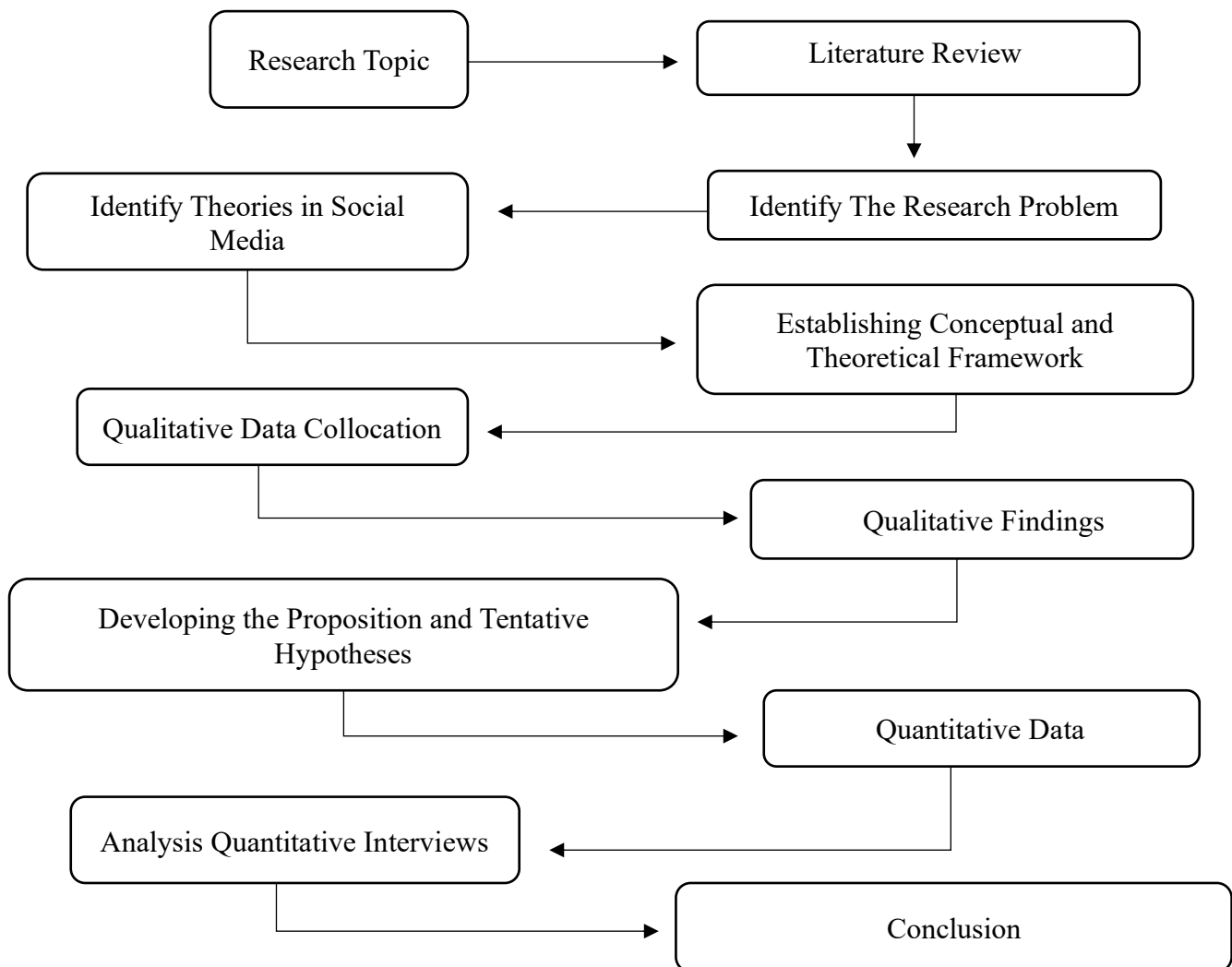


Figure 2: Methodology diagram. Source by Author.

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