

Factors that Contribute to Consumer Complaints for the Sale of Bread in the Recent Millennium in Eke Market Afikpo, Ebonyi State, Nigeria

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Abstract: Consumer complaints are the expression of dissatisfaction on a consumer's behalf to the responsible party. The objectives of this study were to examine the factors that contribute to consumer complaints for the sale of bread in the recent millennium in Afikpo, Eke market. Specific objectives of the study are: to find out if taste of bread in the recent millennium contributes to customer complaints for the sale of bread in Eke market Afikpo, Ebonyi State Nigeria, to investigate if low quality contribute to customer complaints for the sale of bread in the recent millennium in Eke Market Afikpo, Ebonyi state Nigeria, to find out if customer expectations of bread contribute to customer complaint for the sale of bread in the recent millennium in Afikpo, Eke Market, to know if price differentiation of bread contribute to customer complaint for the sale of bread in the recent millennium in Afikpo, Eke Market. The study adopted survey method and the convenient sampling of the non-probability had been adopted in selecting a sample size of 309 using Topman's formula. Data were collected using questionnaire. Data was examined for validity and reliability using cronbach alpha and analyzed using statistics package of social sciences (SPSS) version 20 of Spearman Rank correlation Analysis and descriptive research design. The result of the study revealed that consumer complaints have a relationship with sale of bread in Afikpo, Eke market. It was found that taste of bread in the recent millennium contributes to the consumer's complaint of bread in Eke market Afikpo at Level of Significant: $\alpha = 0.05$. Conclude that the Low quality of bread in the recent millennium contributes to the consumer complaints of bread in Eke market Afikpo. It was also concluded that Consumer expectation in the recent millennium contributes to the consumer complaints of bread in Eke market, Afikpo. Therefore, it is essential that bread vendors pay more attention in attending to customer complaints related to bread sales. Finally, the researcher is recommended that the best way to retain customers is through proper handling of customer complaints both in the sale of bread and in other products.

Keywords: Consumer complaints, Taste, quality, customer expectations, price, bread and Sale.

CHAPTER ONE INTRODUCTION

1.1 Background of the study

Customer complaint or consumer complaint is an expression of dissatisfaction on consumers' behalf to a responsible party.

In the recent millennium, bread vendors keep their businesses focused on customers in the market and competitive environment. It is difficult to create customers from current consumers and to make these customers loyal to their business. Because they are too many brands or bread in the market, customers can easily shift or deviates to another brand since there serve the same purpose. A satisfied customer can always be loyal to the operation and sales in the coming days and will bring other customers with him which will result to repeat purchase.

However, a consumer who is unsatisfied and left without being taken seriously by the marketer even though he expresses his dissatisfaction will do the greatest damage to the business and he will communicate against the marketer and the brand with the people in the society around him. In order to prevent this or avoid this, the marketer will have to take the right steps in the way of recovering the customer, which resolves the elements that are subject to customer dissatisfaction in the shortest possible time and delivers the complaints to producers.

1.2 Statement of Problem

A lot of bread vendors losses their customer due to the inability to handle customer complaints in the market place, mostly in Eke market Afikpo. It has been noticed that in the recent millennium most consumers deviate from one brand of bread to another which may at the end result to the loss of the customer due to the customer's dissatisfaction. This can as well make the consumer to communicate negatively with the people in the society. On the other hand, if consumer complaint is properly handled, it will result to repeat purchase and as well give the marketer and the producer of that brand of bread a good name, also make the customer to continue being loyal to that particular brand.

1.3 Objectives of the Study

The main objective of this study is to study the factors that contribute to consumer complaint for the sales of bread in the recent millennium in Afikpo Eke Market. Other objectives include:

1. To find out if taste of bread in the recent millennium contributes to customer complaints for the sale of bread in Eke market Afikpo, Ebonyi State Nigeria,.
2. To investigate if low quality contribute to customer complaints for the sale of bread in the recent millennium in Eke Market Afikpo, Ebonyi state Nigeria
3. To find out if customer expectations of bread contribute to customer complaint for the sale of bread in the recent millennium in Afikpo, Eke Market.
4. To know if price differentiation of bread contribute to customer complaint for the sale of bread in the recent millennium in Afikpo, Eke Market.

1.4 Research Questions

For the purpose of this research, the following questions were formulated to assist the researcher to identify the factors that contribute to customer complaints for the sale of bread in the recent millennium in Eke Market Afikpo, Ebonyi state Nigeria,.

1. In what ways does taste of bread in the recent millennium contribute to consumer complaints of bread in Eke Market Afikpo, Ebonyi state Nigeria?

2. How does low quality of bread contribute to consumer complaints for the sale of bread in the recent millennium?

3. In what ways does customer expectation of bread contribute to consumer complaints for the sale of bread in the recent millennium?

4. In what ways does price differentiation of bread in the recent millennium contribute to consumer complaints for the sale of bread in Eke Market Afikpo, Ebonyi state Nigeria?

1.5 Research Hypotheses

H₀. Taste of bread in the recent millennium does not contribute to the consumer complaints of bread in Eke Market Afikpo, Ebonyi state Nigeria.

H₁. Taste of bread in the recent millennium contributes to the consumer complaints for the sales of bread in Afikpo, Eke Market.

H₀. Low quality of bread in the recent millennium does not contribute to customer complaints for the sale of bread in Afikpo, Eke Market.

H₁. Low quality of bread in the recent millennium contributes to customer complaints for the sales of bread in Afikpo, Eke Market.

H₀. Customer's expectation of bread in the recent millennium does not contribute to customer complaints for the sale of bread in Afikpo, Eke Market.

H₁. Customer's expectation of bread in the recent millennium contributes to customer complaints for the sale of bread in Afikpo, Eke Market.

H₀ Price differentiation of bread in the recent millennium does not contribute to consumer complaints for the sale of bread in Eke Market Afikpo, Ebonyi state Nigeria

1.6 Scope Of The Study

The study covers consumer complaints and the contributing factors for the sale of bread as it concerns Eke, Market Afikpo. It also talked about how consumer complaints can be handled. Also, the study talked about the importance and how it affects sale of bread at Eke Market Afikpo, Ebonyi state Nigeria. The period of time used in the completion of this research work was within one year, this is because objectives and reliable data have to be collected. The areas covered for this study were within Afikpo, Eke Market in order to get a reliable and valid instrument for the research work.

1.7 Significance of the Study

Every bread vendor should ensure that they buy quality bread and should be middlemen to the industries that produce high quality and tasty bread. They should also ensure that they adhere and listen to their customers' complaints in order not to lose their customers. It pays

to attend to consumer complaints as this policy helps to increase sales volume, market and profit.

Producers of bread will also benefit from the fruits of this research since the improvement of the firm's product will increase the product demand and also increase the profit. This study will also enable buyers and consumers of bread to make right choices in terms of purchase of bread and to be careful so as not to spend their money in buying valueless brand of bread which at last lead them to regret buying and consuming the bread.

This study will also educate Afikpo people on how to lay their complaints whenever they perceive any form of dissatisfaction in bread. They study will serve as a guide and as well set a standard in Eke Market on the type of bread they buy for resell and to attend to any form of complaint from their customers at the right time.

1.9 Brief History Of Eke Market Afikpo and bread

History has it that the popular Eke ukwu market was founded by the ancestors from to communities of the area Ohaisu and Ugwuegu, in the year 1896. This was followed by another market called Eke Mgbom, being established by Itim community in the same

Afikpo. Eke market is being divided into two segments. The first segment is where foods are being sold while the second segment is mainly for wears, beverages, kitchen utensils e.t.c.

At the road side is where bread and fruits are being sold. This is so to enable travelers to make their purchases easily.

The history of bread can be traced back thousands of years, making it one of the oldest prepared foods in human history. It is widely believed that bread was discovered by ancient civilizations in the Middle-east, especially in Egypt Mesopotamia. Bread is an essential food item consumed worldwide in various forms and flavors. The history of bread is a testament to its significance in human civilization, evolving from simple mixture of flour and water to a diverse and culturally significant food stable.

The concept of consumerism and the history of consumer behavior can be traced back to ancient times, but it gained prominence and evolved significantly during the industrial revolution and beyond.

CHAPTER TWO REVIEW OF RELATED LITERATURE

2.1 Conceptual Framework of Consumer Complaint

Consumer complaints can have a significant impact on the purchase of bread in the recent millennium in Afikpo Eke market. With increased competition in the market, consumers have more choices than ever before. They are looking for high quality bread with affordable price i.e. relatively low price and excellent customer service.

If a bread vendor consistently receives customer complaints about his brand of bread, it can negatively impact in their sales. Negative views and word- of- mouth can spread quickly through social media and other online platforms making it challenging for the brand to maintain their reputation. Consumers are likely to look for alternative options that offer better quality and customer services.

On the other hand, brands that address customer complaints promptly and effectively can enhance their reputation and attract new customers. Positive reviews and word-of-mouth from satisfied customers can increase customer loyalty and improve sales.

Therefore, in the recent millennium, customer complaints have a significant impact on the purchase of bread. They can affect a brand's reputation, sales and customer loyalty. Thus, it is essential for business to have effective complaint handling procedures in place to ensure that customer complaints are resolved promptly and effectively. This can help to build trust with the customers and create a positive reputation for their brand.

Consumer complaints refer to expressions of dissatisfaction, grievances or concerns regarding a product or service they have purchased.

One possible conceptual framework for understanding consumer complaints involves the following key components:

I. TRIGGER EVENT: This refers to the incident or issue that leads to the consumer feeling dissatisfied or aggrieved. It could be a product defeat, poor customer services, misleading advertising or any other factor that fails to meet customer's expectation.

ii.CONSUMER PERCEPTION: This component focuses on the consumers' perception of the issue, including their level of dissatisfaction, perception of fairness and perceived harm or inconvenience caused by the incident.

iii. COMMUNICATION: This involves the consumers' decision to communicate and report the complaints to the producers or bread vendors. It could be through phone calls or face-to-discussion.

iv. CONSUMER EXPECTATIONS: Consumer expectations play a crucial role in how they perceive and respond to a complaint resolution process. This component considers the consumers desired outcome, expectations or responsiveness, transparency and fairness in resolving the complaint.

v. VENDOR'S RESPONSES: This has to do with the vendor's response to the consumers' complaint. It includes the firm's or vendor's step taken to resolve the issue.

vi. RESOLUTION AND REDRESS: This component focuses on the actions which are taken to resolve the consumers' complaint which can involve various forms of redress such as refunds, replacement, compensation or apologies. The speed and effectiveness of the resolution process can influence customer satisfaction and loyalty.

vii. CONSUMER REACTIONS: This component considers the consumers' response to the resolution offered by the firm or vendor. It examines whether the resolution is perceived as satisfactory, how it affects the consumer overall perception of the brand of bread and its firm. By analyzing these various components, the conceptual framework provides a comprehensive understanding of the key factors that contributes to consumer complaints for the sale of bread in the recent millennium and their subsequent resolution.

During the course of this study, the researcher found out that the following factors contributes to the consumer complaints for the sale of bread in the recent millennium in Afikpo, Eke market;

1. Taste
2. Quality and variety
3. Price
4. Packaging
5. Health and Wellness
6. Availability and Distribution
7. Convenience.

TASTE

The taste of bread can play a significant role in consumer complaints related to bread. In the context of bread, taste refers to the flavor, aroma and overall sensory experience of consuming the bread.

Here are some ways in which the taste of bread can contribute to consumer complaint in the recent millennium;

i. FLAVOUR AND TEXTURE: The taste of bread primarily includes factors such as sweetness, saltiness, bitterness, and the presence of any off flavors. If the bread tastes unpleasant or has an unappetizing flavor profile, consumers may complain about it. Texture is another important aspect and if the bread is too soggy, it can lead to dissatisfaction and complaint.

ii. QUALITY AND FRESHNESS: The taste of bread is closely tied to its quality and freshness. Consumers expect bread to have a taste stale, rancid or has an off-putting aftertaste, it is likely to result to consumer complaint.

iii. CONSISTENCY WITH CONSUMER EXPECTATIONS: Bread manufacturers often have specific recipes and formulas that they follow to ensure consistency in taste across batches and over time. If there is inconsistency in the taste of bread where one batch tastes significantly different from another, or if the taste varies over time, it can lead to customer complaints. Similarly, if the taste of bread does not match the customer's expectations based on the product description, branding or previous experience, it can lead to customers' complaints.

iv. DIETARY RESTRICTIONS OR ALLERGIES: In some cases, consumer complaints about the taste of bread may be related to specific allergies or dietary restrictions. For example, if a bread contains ingredients that a consumer is allergic to or if it does not meet specific dietary requirements (e.g. gluten-free bread that contains gluten), it can lead to complaints about the taste and potential consequences.

To address this and minimize consumer complaints related to taste, bread manufacturers should prioritize quality control measures, ensure consistency in production processes, use fresh ingredients and regularly seek feedback from consumers to identify any taste related issues and address them properly and promptly.

QUALITY AND VARIETY

Consumer complaints about bread in the recent millennium can arise from various factors including packaging, Nutritional value and cross-contamination. Low quality bread can be a major contribution to these complaints.

Here are some ways in which quality of bread can affect consumer complaints in the recent millennium in Afikpo;

i. TASTE AND TEXTURE: Low quality bread may have an undesirable taste and texture. Complaints about bland and artificial taste, excessive sweetness of a dry and crumbly texture can arise from products made with sub-standard ingredients or production process.

ii. FRESHNESS: The freshness of bread is an important consumer concern. Low quality bread may have shorter shelf life, leading to complaints about mold growth, staleness or a soggy texture. These issues can arise due to storage conditions and inefficient quality control measures during production (sirinic et al 2018).

iii. PACKAGING: Inadequate packaging can also contribute to consumer complaints. Low quality production process may result to poorly sealed packaging, allowing air and moisture to enter and affect the bread's quality. Consumers may complain about sliced bread becoming stale or mold growth occurring before the expiration date (Kruszelnicki et al, 2020).

iv. NUTRITIONAL VALUE: Low quality bread may lack essential nutrients and have added artificial ingredients. Consumers may complain about bread products that are overly processed, contain additives or have low fiber content. Such complaints can arise if the bread fails to meet the consumers' expectations concerning health and nutritional value.

To address and minimize consumer complaints related to low quality, bread manufacturers should prioritize the packaging, freshness and as well maintain good hygiene during their production processes.

PRICE

The price of bread in Afikpo Eke Market in the recent millennium can contribute to customer complaints in the following ways:

1. PRICE INCREASE: If the price of bread significantly increases without a corresponding improvement in quality or value, consumers may become dissatisfied and complain about the rising costs. This can especially be an issue if the price increase is disproportionate to the inflation rate or the cost of production.

2. AFFORDABILITY ISSUES: In cases where the price of bread becomes unaffordable for certain segments of the population, it can lead to customer complaints. When individuals or families struggle to meet their basic needs due to high bread prices, they may express their grievances and advocate for more affordable options.

3. VALUE FOR MONEY: Consumers expect to receive good value for the price they pay for bread. If they perceive the quantity or quality of bread to be inadequate for the price, they may complain about not receiving their money's value or worth. For example, if the size or weight of prosper bread decreases while the price remains the same, consumers may feel cheated and voice their concerns.

4. PRICE DISCRIMINATION: Price discrimination is the process of selling the same brand of product to different customers at different prices. When a consumer perceives unfair pricing practices or discrimination, they may raise concerns about the lack of transparency and equitable pricing.

5. PRICE GOUGING OR MANIPULATION: Instances of price gouging, when bread prices are unreasonably inflated during times of high demand or emergencies, can result in widespread consumer complaints. Such practices exploit consumers during vulnerable situations and can lead to backwash and protest.

6. COMPETITION AND MARKET MANIPULATION: If consumers feel that there is insufficient competition in the bread market or that certain entities are manipulating prices to their advantage, they may express their dissatisfaction and file complaints. This can occur when there are monopolistic practices or collusion among bread suppliers, leading to higher prices and limited choices for consumers.

7. PRICE AND QUALITY CORRELATION: Consumers expect a certain level of quality based on the price they pay for bread. If there is a perceived disparity between the price and quality of bread, consumers may complain about not getting their money's worth. For instance, if the price of prosper bread does not meet the expected quality standards, consumers may voice their concerns about overpriced products.

The price of bread in the market can contribute to customer complaints where price increases without corresponding improvements, affordability issues, perceived lack of

value for money, price discrimination, instances of price gouging or market manipulation, concerns about competition or market manipulation and disparities between price and quality. These factors can lead customer complaints about bread prices in the recent millennium in Afikpo, Eke market. In other words, to solve these perceived problems, the producers need to ensure price stability and as well improve in the area of quality so as to avoid price discrimination.

PACKAGING

The packaging of bread in the recent millennium in Afikpo, Eke Market can also contribute to customer complaints in several ways which includes:

1. EXCESSIVE OR NON-ECOFRIENDLY PACKAGING: Consumers in the recent millennium are becoming increasingly conscious of the environmental impact of packaging materials. If the packaging of bread is excessive or non-recyclable, it can lead to customer complaints. Consumers may express their concerns about excessive waste or the lack of sustainability in the packaging and advocate for more environmentally friendly alternatives.

2. DIFFICULTIES IN OPENING OR RESEALING: Packaging that is difficult to open or reseal can be frustrating for consumers. If bread packaging does not have user-friendly features such as easy-tear off seals or resalable closures, consumers may complain about the inconvenience and potential wastage of the bread.

3. MISLEADING OR INACCURATE PACKAGING INFORMATION: If the packaging of bread contains misleading or inaccurate information, consumers may file complaints. For instance, if the packaging of prosper bread claims that the bread is made with certain ingredients or has certain nutritional values that are not accurate; consumers may express their concerns about false advertising or misinterpretation.

4. PACKAGING IMPACT ON PRODUCT FRESHNESS: The packaging of bread plays a crucial role in maintaining its freshness. If the packaging fails to keep the bread fresh for an adequate period, consumers will complain about the quality of bread and will allow the bread to become stale quickly or if the bread and as well allows the bread to get damaged due to poor packaging. Consumers may voice their dissatisfaction and request improvements.

5. SAFETY CONCERNS: If the packaging of bread raises safety concerns, consumers may complain. For instance, if the packaging materials are not food-grade or leak chemicals into the bread, consumers may raise their concerns about potential health risks and demand safer packaging options. Consumer complaints related to packaging of bread in the recent millennium can rise from excessive or non-ecofriendly packaging impact on product freshness, safety concerns and inefficient use of packaging materials. By addressing these complaints, bread manufacturers can mitigate consumer dissatisfaction and improve in their packaging practices.

2.2 EMPIRICAL FRAMEWORK OF CUSTOMER COMPLAINTS IN THE RECENT MILLENNIUM

A comprehensive empirical framework for factors contributing to consumer complaints in the recent millennium in Afikpo, Eke Market is currently lacking in scholarly literature.

In the study by Mtimet and Frija(2017), the objective was to ensure that food quality and safety is maintained using a survey methodology. The study states that there is a relationship between low quality of bread and customer complaints for the sale of bread. The study found out that factors such as contamination, spoilage and hygiene issues were major drivers of consumer complaints, highlighting the importance of quality management practices in bread sales. In conclusion, the study depicts that food quality should be maintained so as to ensure the safety and good health of the consumers and also address every perceived complaint in order to maintain good customer relationship.

Another study by Kumar and Jha (2017), the objective of the study was to explore consumer complaints related to packaged foods, using a mixed-methods approach. The study states that there is a relationship between packaging of bread and customer complaints for the sale of bread. The study found out that factor such as misleading packaging and labeling, product defects and customer service issues were major contributors to consumer complaints. In conclusion, the study depicts that proper and educating packaging of food especially bread should be ensured in the bread industry in order to avoid misleading packaging and labeling of foods.

Another study by Gbededo, Ogunbameru and isitor(2018), the study explored the determinants of food safety practices among food vendors in Nigeria, using a survey method. The study states that health and wellness contributes to customer complaints for the sale of bread in the recent millennium. The study found out lack of knowledge and awareness, inadequate equipment and poor hygiene practices were some of the key challenges faced by food vendors in ensuring food safety, which could be potential factors contributing to customer complaints. In conclusion, the researcher found out that proper hygiene practices should be observed in the production and sale of bread so as to ensure safety customers' health and wellness.

2.3 THEORETICAL FRAMEWORK OF CUSTOMER COMPLAINTS

The theoretical framework of consumer complaints in the context of bread sale in the recent millennium can be analyzed using different consumer behavior theories and frameworks. Some relevant theories and frameworks include;

1. EXPECTANCY-DISCONFIRMATION THEORY: This theory suggests that consumer satisfaction or dissatisfaction is determined by the extent to which a product's performance meets or exceeds their expectations (oliver, 1990). In this context, consumer complaints may occur when the texture of the bread not meet the consumers' expectations. If consumers perceive a significant disparity between their expectations and their actual

texture of the bread, they are more likely to express their dissatisfaction through complaints.

2. ATTRIBUTION THEORY: The attribution theory explores how consumers attribute the causes of a product's performance to either internal or external factors (Winner, B 1985). In the context of bread texture complaints, consumers may attribute poor or inconsistent texture of the bread-making process, the ingredients used or the manufacturers packaging and storage practices. Understanding consumers' attributions can help bread manufacturers identify areas of improvement and address specific causes of complaints.

3. SOCIAL EXCHANGE THEORY: Social exchange theory suggests that consumers should engage in cost-benefit analysis when deciding whether to complain about a product (Blau, P.M, 1994). If the cost of complaining (e.g, rectification of the issue, compensation) consumers are more likely to voice their complaints. In the case of bread texture, consumers may complain if they believe that their feedback will lead to improvements in texture or compensation for their dissatisfaction.

4. INFORMATION PROCESSING THEORY: Information processing theory examines how consumers acquire, interpret and use information to make decisions (Bettman, J.R. 1991). In the context of bread texture complaints, consumers may process sensory information (e.g the feel, taste, texture and appearance of the bread) to evaluate the texture and form opinions, understanding how consumers process sensory information can help bread manufacturers to develop products that meet consumers' textual expectations and reduce complaints. These theoretical frameworks provide a lens to understand and analyze consumer complaints related to bread texture in the recent millennium in Afikpo. By considering consumer expectations, attributions, social exchanges and information processing, bread manufacturers can develop strategies to address complaints, improve quality and enhance consumer satisfaction.

THE COMPLAINTS THEORY

The complaints theory, also known as the theory of consumer behavior seeks to understand and explain why customers make complaints about products or services. It explores the factors that influence the decision of consumers to voice their dissatisfaction or concerns regarding their purchase experience. The theory suggests that complaints arise from a perceived discrepancy between customers' expectations and their actual experiences. When customers believe that falls short of their expectations or the promised value, they are more likely to express their dissatisfaction through complaints.

Some key elements of the complaints theory includes;

1. EXPECTATION: Customers have certain expectations about the quality, performance and value of the products or services they purchase. If those expectations are not met, customers may be more inclined to complain.

2. DISCONFIRMATION: Complaints often result from a disconfirmation of expectations, where customers compare their actual expectations with their initial

expectations. If there is significant gap between what was promised or expected and what was delivered, customers are more likely to complain.

3. PERCEIVED SEVERITY OF THE PROBLEM: The seriousness or impact of the problem also influences a customer's decision to complain. If the issue is minor or inconsequential, customers may choose not to complain. However, if the problem significantly affects their satisfaction or usability of the product or service, customers are more likely to complain.

4. ATTRIBUTION OF RESPONSIBILITY: Customers may attribute the cause of the problem to different parties, such as the company, employees or external factors. The perception of who is at fault can determine how customers make complaints and to what extent.

5. PERCEIVED COSTS AND BENEFITS OF COMPLAINING: Customers weigh the potential costs and benefits of the complaining. If they believe that complaining will lead to a resolution or compensation, and the potential benefits outweigh the effort or negative consequences involved, they are more likely to make a complaint.

Understanding the complaints theory can help businesses effectively manage and address customer complaints by focusing on meeting or exceeding customer concerns promptly, and offering remedies or solutions to resolve complaints satisfactorily.

CHAPTER THREE METHODOLOGY

3.1 RESEARCH DESIGN

In this research, the type of research that was mostly considered appropriate was the survey method because of its descriptive property. This type of research describes the vendors' and consumers' behaviors and offer explanation on methods of influencing these behaviors. A survey consists of data by interviewing a limited number of people (sample) selected from a large group. This type of design has the advantage of setting to the original sources of information.

3.2 SELECTION OF DATA

This research is based on two sources, that is; primary and secondary sources.

PRIMARY DATA

This information was collected personally by the researcher through observation and interview with the sample of the population of interest to the research; primary data is more reliable and is used in solving research problems.

SECONDARY DATA

These are information relating to the subject matter gotten by the researcher as contained in published materials like textbooks, journals, articles, e.t.c.

Therefore, all the data in this research were gotten from questionnaire interview with many evidence and from work of other authors and writers who have written on the concept of customer complaints.

3.3 COLLECTION OF DATA

In Afikpo Eke market, there was a face-to-face interaction between the bread vendors and the researcher and as well the consumers of bread to seek for the acceptance of the interview and filling of the questionnaire. After that, they were served with questionnaire, which they were asked to fill and return to the researcher.

3.4 POPULATION OF THE STUDY

To select the sample size, the target population of the entire population to be defined. The findings of the study were held on vendors in Afikpo, Eke market and the bread customers and consumers in Afikpo were selected and questionnaires were personally administered by the researcher.

The population used for this study for both vendors and consumers are as follows;

- i) Bread vendors in Afikpo Eke market has the total population of 12
- ii) Bread consumers and customers in Afikpo Eke market has an infinite population (unknown population)

3.5 SAMPLE SIZE DETERMINATION

In order to determine the sample size and get the representation of the whole population, the questionnaire was administered to the vendors and customers of bread in Afikpo, Eke market. For the infinite or unknown population size the formula used in determining the population size is known as the “**Top-man’s formula**” i.e. $n = \frac{zpq}{e}$

Where n= required sample size

Z=Value of z- associated with the degree of confidence selected (1.96)

P=Probability of positive response

q=Probability of negative response

e=Tolerable error margin

Assuming the total number of 185 samples are to be used in determining the sample size, with 116 positive response and 69 negative response.

$$\text{Thus, } p = \frac{\text{positiveresponse}}{\text{totalsample}} = \frac{116}{185} = 0.63$$

$$q = \frac{\text{negativeresponse}}{\text{totalsample}} = \frac{69}{185} = 0.37$$

Substituting the formula

Therefore, $n = \frac{\text{positiveresponse}}{\text{error margin}} \times \text{negativeresponse}$

$$n = \frac{1.96 \times 1.96 \times 0.63 \times 0.37}{0.0025} = \frac{0.89547696}{0.0025}$$

n=358

3.6 SAMPLING DESIGN

Since it would have been impossible to study all the customers and consumers of bread in Afikpo eke market, the design or technique adopted by the researcher was the convenient sampling of the non-probability sampling. This is because the researcher makes an assumption that the target population is homogeneous and the individual interviewed are similar to the overall defined target population.

3.7 INSTRUMENT USED

The type of instrument used in this research work was questionnaire.

3.8 VALIDITY OF THE INSTRUMENT

To validate the instrument for the study, the researcher used content and face validity using SPSS. In order to comply with the requirements for the face validity and reliability, the questionnaire was given to the supervisor and other experts who corrected mistakes and dual meaning in the content.

3.9 RELIABILITY OF THE INSTRUMENT

The reliability of the instruments measures the consistency of instruments. Creswel (2020) considers the reliability of the instruments as the degree of consistency that the instrument or procedure demonstrates. The researcher has carried out several tests and interviews on the respondents (bread customers and consumers) and has gotten the same result that customer complaints in the recent millennium contributes to the sale of bread in Afikpo Eke market.

3.10 DATA ANALYSIS TECHNIQUES

The responses from the questionnaire were carefully and classified for easy analysis. The method or statistical tool that was used for the data analysis was the Spearman's Rank correlation coefficient. This statistical device is used to establish the strength of relationship between the variables in the hypothesis. This device states that the higher the value of correlation coefficient, the stronger the relationship and vice-versa.

CHAPTER FOUR

4.1 DESCRIPTIVE DATA PRESENTATION AND ANALYSIS

The distribution and collection of questionnaire were done here. A clearer view of the data and its graphical presentation can be seen in Appendix A of this work. A total of 358 questionnaires were distributed and 309 collected and recorded, 49 questionnaires which amounted to about 14% of the entire questionnaire distributed were recorded as non-response during data collection. This was a good sample representation for the whole population as sample size result gotten using Taro Yamane's method.

4.2 : DATA ANALYSIS

SECTION A

TABLE 4.2.1: THE GENDER OF THE RESPONDENTS

RESPONDENTS		
CATEGORY OF RESPONDENTS	FREQUENCY	PERCENTAGE %
MALE	200	64.7
FEMALE	109	35.3
TOTAL	309	100.0

SOURCE: OKO, AMARACHI & Dr. MRS. LILIAN O. GODWIN-OKOUBI (2023)
FIELD WORK SURVEY

This Table above shows the sex of the respondent of customers sampled during the survey. The descriptive statistics on the table implied that 64.7% of male against 35.3% of female responded to the questions.

TABLE 4.2.2: THE MARITAL STATUS OF RESPONDENTS

RESPONDENTS		
CATEGORY OF RESPONDENTS	FREQUENCY	PERCENTAGE %
SINGLE	140	45.31
MARRIED	160	51.78
DIVORCE	9	2.91
Total	309	100.0

SOURCE: OKO, AMARACHI. & Dr. MRS. LILIAN O. GODWIN-OKOUBI (2023)
FIELD WORK SURVEY

This analysis showed that 140(45.31%) are single, while 160 (51.78), are married. 9 (2.91%) are divorce. This analysis shows that most of the respondents are married.

TABLE4.2.3:Do you agree that the taste of bread affects the sale of bread in Afikpo Eke market?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid U	15	4.9	4.9	4.9
D	7	2.3	2.3	7.1
SD	11	3.6	3.6	10.7
A	62	20.1	20.1	30.7
SA	214	69.3	69.3	100.0
Total	309	100.0	100.0	

SOURCE: OKO, AMARACHI& Dr. MRS. LILIAN O. GODWIN-OKOUBI. (2023)
FIELD WORK SURVEY

The response of the respondents above shows that 4.9% were undecided, 2.3% disagreed, 3.6% strongly disagreed but 20.1% agreed, while 69.3% strongly agreed to the fact that taste of bread affects the sale of bread in Eke market.

TABLE4.2.4 Do you agree that taste of bread contributes to the customer complaints for the sale of bread in the recent millennium in Afikpo?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid U	15	4.9	4.9	4.9
D	9	2.9	2.9	7.8
SD	5	1.6	1.6	9.4
A	50	16.2	16.2	25.6
SA	230	74.4	74.4	100.0
Total	309	100.0	100.0	

SOURCE: OKO, AMARACHI.& Dr. MRS. LILIAN O. GODWIN-OKOUBI (2023)
FIELD WORK SURVEY

TABLE 4.2.7: Do you agree that low quality of bread contributes to consumer complaints for the sale of bread?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid U	11	3.6	3.6	3.6
D	31	10.0	10.0	13.6
SD	16	5.2	5.2	18.8
A	50	16.2	16.2	35.0
SA	200	64.7	64.7	99.7
33	1	.3	.3	100.0
Total	309	100.0	100.0	

SOURCE: OKO, AMARACHI& Dr. MRS. LILIAN O. GODWIN-OKOUBI. (2023)
FIELD WORK SURVEY

TABLE 4.2.8: Do you agree that low quality production process may result to poorly packaging and can affect the bread's quality?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid U	8	2.6	2.6	2.6
D	9	2.9	2.9	5.5
SD	13	4.2	4.2	9.7
A	70	22.7	22.7	32.4
SA	209	67.6	67.6	100.0
Total	309	100.0	100.0	

SOURCE: OKOAMARACHI.& Dr. MRS. LILIAN O. GODWIN-OKOUBI (2023)
FIELD WORK SURVEY

TABLE 4.2.9: Do you agree that low quality of bread may lack essential nutrients and have added artificial ingredients?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid U	5	1.6	1.6	1.6
D	17	5.5	5.5	7.1
SD	11	3.6	3.6	10.7
A	61	19.7	19.7	30.4
SA	215	69.6	69.6	100.0
Total	309	100.0	100.0	

SOURCE: OKO, AMARACHI& Dr. MRS. LILIAN O. GODWIN-OKOUBI. (2023)
FIELD WORK SURVEY

TABLE 4.2.10: Do you agree that texture of bread may be as a result of low quality of bread?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid U	10	3.2	3.2	3.2
D	12	3.9	3.9	7.1
SD	17	5.5	5.5	12.6
A	85	27.5	27.5	40.1
SA	185	59.9	59.9	100.0
Total	309	100.0	100.0	

SOURCE: OKOAMARACHI.& Dr. MRS. LILIAN O. GODWIN-OKOUBI (2023)
FIELD WORK SURVEY

4.3: TESTING OF HYPOTHESES

In this section the hypothesis formulated in chapter one of this research are tested and claims of the researcher validated. The research hypothesis of this work were validated as follows

STATEMENT OF HYPOTHESIS 1

H_0 : Taste of bread in the recent millennium does not contribute to the consumer's complaint of bread in Eke market Afikpo.

H_1 : Taste of bread in the recent millennium contributes to the consumer's complaint of bread in Eke market Afikpo.

Level of Significant: $\alpha = 0.05$

Test Statistic: Spearman Rank correlation Analysis was used to rate the frequency of agreement of the respondent on an opinion.

Rejection Rule: Reject H_0 if $P - value(Sig\ value) < \alpha = 0.05$, otherwise accept.

Statistical Software Output (SPSS)

Nonparametric Correlations

TABLE4.3.1

Correlations			TOB	CC
Spearman's rho	TOB	Correlation Coefficient	1.000	.970
		Sig. (2-tailed)	.	.001
		N	309	309
	CC	Correlation Coefficient	.970	1.000
		Sig. (2-tailed)	.001	.
		N	309	309

DISCUSSION OF RESULT

The SPSS correlation output above, with $r = 0.97$ indicate that there is a high positive relationship among the responses of the 309 respondents. This shows about 97% contribution. Also, $p - value(sig - value = 0.001) < \alpha = 0.05$, indicate that the correlation among the responses of the respondents is statistically significant at alpha level $\alpha = 0.01$ and 0.05 under 2-tailed test respectively.

Based on the data before me, there is sufficient evidence to reject the null hypothesis and accept the alternative, since $p - value(sig - value = 0.001) < \alpha = 0.05$. Therefore, we conclude that the taste of bread in the recent millennium contributes to the consumer's complaint of bread in Eke market Afikpo.

STATEMENT OF HYPOTHESIS 2

H_0 : Low quality of bread in the recent millennium does not contribute to the consumer complaints of bread in Eke market Afikpo.

H₁: Low quality of bread in the recent millennium contributes to the consumer complaints of bread in Eke market Afikpo.

Level of Significant: $\alpha = 0.05$

Test Statistic: Spearman Rank correlation Analysis was used to rate the frequency of agreement of the respondent on an opinion.

Rejection Rule: Reject H_0 if $P - value(Sig\ value) < \alpha = 0.05$, otherwise accept.

Statistical Software Output (SPSS)

Nonparametric Correlations

TABLE4.3.2

Correlations

			LQB	CC
Spearman's rho	LQB	Correlation Coefficient	1.000	.916
		Sig. (2-tailed)	.	.003
		N	309	309
	CC	Correlation Coefficient	.916	1.000
		Sig. (2-tailed)	.003	.
		N	309	309

DISCUSSION OF RESULT

The SPSS correlation output above, with $r = 0.916$ indicate that there is a high positive relationship among the responses of the 309 respondents. This shows about 91.6% contribution.

Also, $p - value(sig - value = 0.003) < \alpha = 0.05$, indicate that the correlation among the responses of the respondents is statistically significant at alpha level $\alpha = 0.01$ and 0.05 under 2-tailed test respectively.

Based on the data before me, there is sufficient evidence to reject the null hypothesis and accept the alternative, since $p - value(sig - value = 0.003) < \alpha = 0.05$,. Therefore, we conclude that the Low quality of bread in the recent millennium contributes to the consumer complaints of bread in Eke market Afikpo.

STATEMENT OF HYPOTHESIS 3

H₀ : Consumer expectation in the recent millennium does not contribute to the consumer complaints of bread in Eke market Afikpo.

H₁: Consumer expectation in the recent millennium contributes to the consumer complaints of bread in Eke market Afikpo.

Level of Significant: $\alpha = 0.05$

Test Statistic: Spearman Rank correlation Analysis was used to rate the frequency of agreement of the respondent on an opinion. Rejection Rule: Reject H_0 if $P - value(Sig\ value) < \alpha = 0.05$, otherwise accept.

Statistical Software Output (SPSS)

Nonparametric Correlations

TABLE4.3.3

Correlations

			CE	CC
Spearman's rho	CE	Correlation Coefficient	1.000	.980
		Sig. (2-tailed)	.	.000
		N	309	309
	CC	Correlation Coefficient	.980	1.000
		Sig. (2-tailed)	.000	.
		N	309	309

DISCUSSION OF RESULT

The SPSS correlation output above, with $r = 0.980$ indicate that there is a high positive relationship among the responses of 309 respondents. This shows about 98% contribution.

Also, $p - value = (sig - value = 0.000) < \alpha = 0.05$, indicate that the correlation among the responses of the respondents is statistically significant at alpha level $\alpha = 0.01$ and 0.05 under 2-tailed test respectively. Based on the data before me, there is sufficient evidence to reject the null hypothesis and accept the alternative, since $p - value (sig - value = 0.000) < \alpha = 0.05$. Therefore, we conclude that the Consumer expectation in the recent millennium contributes to the consumer complaints of bread in Eke market Afikpo

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY OF FINDINGS

The main objective of this research is to examine the factors that contribute to customer complaints for the sale of bread in the recent millennium in Afikpo, Eke Market. As such, the researcher studied various factors that can lead to customer complaints about bread. The result of this research provides important information about the factors that contribute to the sale of bread in the recent millennium.

With respect to the first objective, the result of the survey investigates the level of customer complaints as perceived by bread consumers and the level of consumer complaints in the

sale of bread. This is given by the descriptive statistics of perception towards the factors that contribute to consumer complaints and the sales of bread in the recent millennium in Afikpo, Eke market where respondents have shown their attitude towards the sale of bread. The following results were found out:

That taste contributes to customer complaints for the sale of bread in Eke market. Afikpo, Ebonyi State Nigeria

In the second objective, it was found out that low quality contribute to consumer complaints for the sale of bread in the recent millennium in Afikpo, Eke market.

The following hypotheses were formulated and tested by the researcher;

H₀: taste of bread in the recent millennium does not contribute to customer complaints of bread in Afikpo, Eke Market.

H_i: taste of bread in the recent millennium contributes to customer complaints of bread in Afikpo Eke market.

H₀: low quality of bread in the recent millennium does not contribute to the customer complaints of bread in Afikpo, Eke market.

H_i: low quality of bread in the recent millennium contributes to the customer complaints of bread in Afikpo, Eke market.

H₀:A customer expectation for bread in the recent millennium does not contribute to the customer complaints of bread in Afikpo, Eke market.

H_i: customer expectations for bread contribute to the customer complaints of bread in Afikpo, Eke market.

In the light of the above, hypotheses, the hypotheses were tested at 0.05 significant level. The *H₀* were rejected and the *H_i* accepted that taste, low quality and customer expectations for bread contributes to customer complaints for the sale of bread in Afikpo, Eke market.

Other findings in this study are that strict adherence and attention to customer complaints can change the mindsets of unloyal customers. Therefore, it is very important to find a means to always bridge the gap between bread manufacturers and their customers so as to know their needs and wants as well as satisfy them at every given time.

5.2. CONCLUSION

The success of bread manufacturer and vendor lies in the hands of the customers. This is because we live in an economy where customers are king. Therefore every bread manufacturer should ensure that they consider those factors which customers see as being unpleasant before proceeding into their production processes. Also, there should attend to their customers whenever a complaint is being laid or raised . By so doing, it can, it can help to improve their image and goodwill.

5.3. RECOMMENDATIONS

Having understood that attending to the customers in bread production and sales is very important, it was found necessary to make the following recommendations based on the finding of this research work.

The recommendations are strictly for bread vendors and manufacturers:

- 1) That customer complaints related to taste of bread needs to be addressed and minimized by prioritizing quality control measures and as well ensures consistency in the production of bread.
- 2) That bread manufacturers should ensure that the price of bread are friendly that majority of bread customers and consumers can comfortably purchase it.
- 3) That bread vendors should ensure that they are Middlemen to industries who has the ability of satisfying their customers in order for them not to be knocked out in the system.

5.4 LIMITATIONS OF THE STUDY

The research questionnaires were distributed to some selected samples, for this reason, it is possible that these results may not generalize the entire bread customers and consumers because other customers might have a different thought towards the questions that were formulated by the researcher.

LACK OF MATERIALS: While carrying out this project/research work, there were lack of material on this particular research topic which almost made it impossible to review past studies.

FINANCE: Due to the inability to generate money, it was impossible for the researcher to carry out the research work effectively and efficiently.

5.5. SUGGESTIONS FOR FURTHER FINDINGS

Given the promising results that were obtained, coupled with the inherent limitations to the study just discussed above, there are many potential avenues of further research that can be explored. For further researches, the population of the study should be expanded so as to get a better result for the purpose of generalization. Also, a study should be made on Availability and distribution, Health and wellness, and as well convenience as it concerns that factors that contributes to customer complaints for the sale of bread in the recent millennium.

5.6 CONTRIBUTION TO KNOWLEDGE

During this research work, the researcher was able to find out that it is important that every bread manufacturer should endeavour to serve their customers better by putting them first because their success and failure lies on the hand of their customers.

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