

# Consumers' Perceptions and Behaviour about Brands: Effect of Complaint Resolutions on Social Media

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## ABSTRACT

Customers can act in a variety of manners on experiencing product or service failures. Complaining to the firm is one of such options that are beneficial to the firm. It helps the firm to identify problems, and satisfy customers for long term relationships. Social media is an emerging platform for communicating with the firms for complaint resolution. Younger generation is increasingly using social media channels like Facebook and Twitter to post complaints. Some companies have taken up the call and they are trying to resolve these complaints. Social media users provide positive or negative feedback on the basis of such complaint handling. This exploratory study looks at customer perceptions, and their behavioural intentions in response to companies' solutions to complaints on different social media channels.

**Keyword:** Social Media, Customer Complaints, Customer Perceptions, Customer Behaviour