Araştırma Makalesi

Evaluation of Consumer Complaints: A Case Study Using MAXQDA 2020 Data Analysis Software[1]

Mahmut KOÇAN

Corresponding Author, Recep Tayyip Erdoğan University
mahmutkocan@hotmail.com, ORCID: 0000-0001-6358-0127

Emel YILDIZ

Gümüşhane University
emel.yildiz@yahoo.com, ORCID: 0000-0001-7190-593X

Abstract

This case study examines consumer satisfaction levels and the number of complaints about the Trendyol brand posted on the sikayetvar.com website. This research presents an approach to analyzing the content of electronic complaints and categorizing them via the MAXQDA 2020 data analysis software. The results concur with published research that has observed that the lesser-known brands with low trade volume have high satisfaction levels and a small number of complaints, while well-known brands with high trade volume have high complaints and low satisfaction levels. Consumer dissatisfaction and negative brand image categories account for 54.76% of the complaints. In addition, it has been concluded that supply and cargo problems cause consumer dissatisfaction, and consumer dissatisfaction can negatively affect the brand image. In this context, the consumer-based equity of the brand may increase when the reproach and distrust of the brand decrease. The complaints of other electronic commerce companies can also be examined in prospective studies, and their code-related maps can be created, compared, and partially combined in working towards producing a canonical theme, code, and exemplary expressions.

Keywords: Code map, content analysis, complaint, electronic commerce

JEL Classification Codes: M30, M31

Tüketici Şikayetlerinin Değerlendirilmesi: MAXQDA 2020 Veri Analiz Programı Kullanılarak Yapılan Bir Vaka Çalışması

Öz

Bu vaka çalışması, sikayetvar.com web sitesinde Trendyol markası hakkında yayınlanan şikayetlerin sayısını ve tüketici memnuniyet düzeylerini incelemektedir. Bu araştırma, MAXQDA 2020 veri analizi yazılımı aracılığıyla elektronik şikayetlerin içeriğini analiz etme ve bunları kategorize etme yaklaşımını sunmaktadır. Sonuçlar, düşük ticaret hacmine sahip az bilinen markaların yüksek memnuniyet seviyelerine ve az sayıda şikayete sahip olduğu, yüksek ticaret hacmine sahip tanınmış markaların ise yüksek şikayet ve düşük memnuniyet seviyelerine sahip olduğunu gözlemleyen yayınlanmış araştırmalarla uyumludur. Tüketici memnuniyetsizliği ve olumsuz marka imajı kategorileri şikayetlerin %54,76'sını oluşturmaktadır. Ayrıca, tedarik ve kargo sorunlarının tüketici memnuniyetsizliğine neden olduğu ve tüketici memnuniyetsizliğinin marka imajını olumsuz etkileyebileceği sonucuna varılmıştır. Bu bağlamda markaya yönelik sitem ve güvensizlik azaldığında markanın tüketici temelli marka değeri artabilir. İleriye dönük çalışmalarda diğer elektronik ticaret şirketlerinin şikayetleri de incelenerek, kodlara ilişkin haritaları oluşturulabilir, karşılaştırılabilir ve kısmen birleştirilerek kanonik bir tema, kod ve örnek ifadeler üretilmeye çalışılabilir.

Anahtar kelimeler: Kod haritası, içerik analizi, şikayet, elektronik ticaret

Jel Sınıflandırma Kodları: M30, M31

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1. Introduction

Businesses analyze consumer research and customer data to learn and understand the needs, wants, and demands of their consumers. At the same time, businesses observe consumers as they shop and interact online and offline. Consumers who have expectations in terms of value and satisfaction for various products in the market buy the product, and satisfied consumers buy the product again. Consumers share their beautiful experiences with others. Unsatisfied consumers, on the other hand, prefer other businesses and express the negative aspects of the product and the business to others (Kotler and Armstrong, 2018).

In general terms, satisfaction is the emotional consumer state resulting from a global assessment of all aspects that make up the consumer relationship (Flavian, Guinaliu and Gurrea, 2006). In other words, consumer satisfaction is the effect of the difference between pre-purchase expectations and post-purchase performance of the product/service on consumers' repurchase intentions (Hu, Rabinovich and Hou, 2015). Consumer satisfaction is the congruence of the consumer's expectations with the perceived performance of the product (Kotler and Armstrong, 2018). Consumer dissatisfaction is also a perceived or confirmed discrepancy between previous expectations and actual perceived performance (Anggraini, Shalihati, Bachtiar and Suhendi, 2020). In short, satisfaction is the positive emotion that the consumer feels after trying the product or service for the first time, while dissatisfaction is the negative emotion (Ertemel and Çudin, 2018). Satisfaction is seen as an important tool for performance measurement, financial performance indicators, continuous improvement, and managing competitive advantage. Today, satisfaction research is the most common type of research conducted by businesses. Various tools (relationship surveys, transaction surveys, customer complaints, aggregate market research, focus groups, in-depth interviews, and observation) are used to help find perceptions of consumers' preferences, needs, and business performance (Garver, 2001).

Complaining behavior is the result of the consumer's satisfaction, dissatisfaction or expectation of performance (Erickson and Eckrich, 2001). The fact that the product or service used by consumers is not in line with their wishes creates a complaint (Anggraini et al., 2020). The tendency of consumers to complain is a mechanism offered to consumers to correct cognitive dissonance when the consumption experience is not satisfactory. At the same time, the complaint is expressed as a mechanism to release anger and frustration and to initiate or compensate for failed consumption experiences (Szymanski and Henard, 2001). Complaint behavior is the negative feedback from the consumer (Bell, Mengüç and Stefani, 2004) and the failure to satisfy consumer expectations (Kim and Boo, 2011; Vasquez, 2011). The dissatisfaction of the consumer can provide a motivational basis for complaint behaviors (Day, 1984). In cases of dissatisfaction, consumers do not make a complaint as a precaution, do not buy the product of the relevant enterprise, and do

not use its services or make a complaint (Anggraini et al., 2020). Consumers often complain to express their dissatisfaction with the product or service (Wu and Zhao, 2023). Consumers expect that the complaint will be answered within the standard time, that the employees will be responsible, courteous, understanding, and fast, and that the solution will satisfy the consumer (Sarıdaldı and Sevim, 2009). Complaints are the most useful and meaningful source of information to increase satisfaction (Sanes, 1993; Heung and Lam, 2003). Complaints include product and/or service deficiencies, rework requests, and returned products. The consumer's personal experiences can help discover the value of complaints. Complaints about the current needs of consumers can provide information to businesses (Sanes, 1993). Businesses understand the consumers and anticipate their requests when they examine the sources of the complaints, create the necessary correct solutions in a short time, and listen to them. When these are done, consumer satisfaction is ensured (Alabay, 2012).

Complaints have become an important issue and success factor in today's business environment (Wu and Zhao, 2023). Businesses that adopt customer-oriented management styles strive to establish long-term customer relationships. In this respect, businesses need to learn customer behaviors, establish and manage effective customer relations, and develop strategies and tactics for customer satisfaction and loyalty. With complaints, it can be understood whether these strategies and tactics are successful or not (Şahin Perçin and Yiğit, 2020). At the same time, complaints are critical for the profitability and sustainability of the business. In this context, effective complaints increase repurchase intention and positive word of mouth and can lead to customer loyalty and satisfaction (Schwab, 2015). In addition, using complaint management as a tactic for a defensive marketing strategy can reduce the marketing spending of the business. With effective complaint management, businesses can positively change the perceptions and attitudes of affected consumers and establish initial trust with potential customers. Resolving the issue at the service failure point is also the most effective way to handle a complaint (Chen, Law and Yan, 2022). Customers who take the time to complain still have some trust in the business, and those who complain show some degree of loyalty (Barlow and Moller, 1996). Customers who complain can have the potential to provide valuable information and become loyal customers (Garver, 2001). Customer complaints can generate ideas to identify product concepts and increase the number of new ideas and the quality of innovation during new product development (Joung, Jung, Ko and Kim, 2019). In many businesses, customer complaint data is collected as a standard (Garver, 2001). A well-designed and implemented complaint management system can greatly affect satisfaction, loyalty, and internal well-being (Hansen et al., 2010).

The complaint is an important signal for the business that points to major future dangers and an opportunity to rectify the compromised relationship between the

customer and the business (Alabay, 2012). Businesses can turn their complaints into an opportunity. These opportunities are as follows (Sarıdaldı and Sevim, 2009):

- ✓ The complaint offers efforts such as returnable advertising and sales increase,
- ✓ The complaint shows what needs to be done to increase the quality of the product or service,
- ✓ Deficiencies related to the product or service are learned,
- ✓ Complaints provide information about consumers' business preferences,
- ✓ Changing market conditions and consumer needs are understood,
- ✓ It allows applying the idea of customer-oriented continuous improvement,
- ✓ Businesses form stronger bonds with their customers.

Consumer complaints are common in online environments (Johnen and Schnittka, 2019). Complaint management is an excellent competitive tool for electronic businesses and affects product and service quality, website design, and operational policies. At the same time, online complaint management facilitates customer loyalty. Online customer complaints illuminate the root and cause of dissatisfaction. These complaints also show how electronic businesses handle complaints and are a reflection of how much they value their customers (Cho, Im, Hiltz and Fjermestad, 2002). Online consumer complaints spread faster through electronic wordofmouth than offline communication. Handling these complaints and managing electronic customer relations for customer satisfaction is an important strategy for retaining customers (Fan, Miao and Wu, 2013). Despite the branding of websites in the electronic service environment, consumers may face some positive or negative situations in their shopping. Consumers convey their satisfaction and complaints regarding electronic commerce to the website and/or other consumers through different platforms. Electronic commerce accounts for 16% of total global retail spending, and the global annual online spending average is $2594 per B2C (Business to Consumer) consumer. The total value of global B2C electronic commerce was $3.43 trillion in 2019, with the value of B2C electronic commerce spending increasing by 18% annually (Datareportal, 2021). According to the E-Commerce 2019 Market Size Report of TÜBİSAD (Informatics Industry Association), electronic commerce has grown by 39% compared to the previous year and reached 83.1 billion TL. In addition, only the online retail marketplace (Gittigidiyor, N11, etc.) grew by 50%, reaching 29.3 billion TL (TÜBİSAD, 2021). Trendyol, Hepsiburada, Gittigidiyor, and N11, which have become brands in this context, are Turkey's leading electronic commerce platforms. Trendyol operates in many countries, primarily in Turkey and Germany, and has approximately 30 million customers, 240,000 sellers, and more than 170 million products (Trendyol, 2023).

In the long-term B2C relationship, not only the factors that encourage the consumer's first purchase but also the results of the purchasing decision have an

impact (Kim, Ferrin and Rao, 2009). The expectation-Confirmation Theory (ECT) has been widely used in online consumer behavior studies with the development of electronic commerce. Online consumer satisfaction is expressed as the difference between what consumers want and what they get (Hu et al., 2015). Expectation-confirmation theory puts forward that the primary source of product or service satisfaction is motivation. While satisfied consumers continue to use products or services, dissatisfied ones stop using them and/or evaluate alternatives (Bhattacherjee, 2001a). In short, satisfaction and dissatisfaction have a significant effect on post-purchase behavior. ECT theory expresses how consumer satisfaction occurs and how consumer satisfaction is related to the post-purchase behaviors of the consumer. Expectation-confirmation theory provides background to understand the relationship between consumer satisfaction and post-purchase behavior (Hu et al., 2015). It is the relationship between the consumer's expectations of post-purchase, satisfaction and repurchase probability, and the perceived value of the product or service. ECT states that the benefits or usefulness that an individual feels about the product is related to their level of satisfaction (Thong, Hong and Tam, 2006). Expectation-confirmation theory has been widely used to examine electronic commerce and has been expanded to include complaint behavior (Wu, 2013).

In theory, it is assumed that the consumer's level of satisfaction with the product/service determines his repurchase intention. The consumer's level of satisfaction with the product/service is determined by their initial expectations of the product/service (pre-purchase expectations) and inconsistencies (confirmation) between expectations and product/service performance. Before making a purchase decision, the consumer develops expectations about the product/service. After purchasing, the consumer gains the experience of using the product/service, and perceptions about the performance of these products/services are formed in the consumer. Perceived performance against the previous reference is evaluated and leads to the consumer's approval or disapproval of their pre-purchase expectations. The product/service is approved when it performs as expected and not approved when it performs worse than expected (Churchill and Surprenant, 1982). In other words, ECT is defined in five stages. In the first stage, the consumer creates an expectation for a particular product/service before the transaction. In the second, the consumer's perception of the performance of the product/service emerges after the consumption period. In the third, the consumer evaluates the perceived performance of the product/service according to their initial expectations and determines to what extent their expectations are confirmed. Fourth, the level of satisfaction develops based on consumer expectations. In the final stage, the consumer determines the repurchase intention according to the level of satisfaction (Kim et al., 2009).

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The complaint is part of the consumer satisfaction or dissatisfaction process. Whether a dissatisfied consumer complains depends primarily on the degree or intensity of the dissatisfaction felt. The more intense the degree of dissatisfaction felt by the consumer, the higher his or her complaint may be (Day, 1984). In this context, the ŞikayetVar website, Turkey's first and largest complaint platform, is a reference site where consumers look for solutions to their complaints about brands and read other consumer comments before shopping. At the same time, it is the place where research is done about brands before purchasing, and where brands find solutions to complaints to win back their customers, acquire new customers, and protect brand reputation. Shortly, the website of ŞikayetVar acts as a bridge between the consumer and the brand. The possibilities of the website in question are as follows:.

- ✓ 2400 leading corporate member brands in its sector,
- ✓ More than 105,000 registered brands,
- ✓ All brands of banking, automotive, GSM, and white goods sectors,
- ✓ Almost all companies and electronic commerce sites operating in the media, communication, insurance sectors,
- ✓ The majority of companies operating in other sectors and directing the Turkish economy,
- ✓ A total of 5.5 million individual members,
- ✓ 15 million monthly visitors,
- ✓ There are 80 million page views per month (ŞikayetVar, 2020). The complaint process of the ŞikayetVar website is seen in Figure 1.
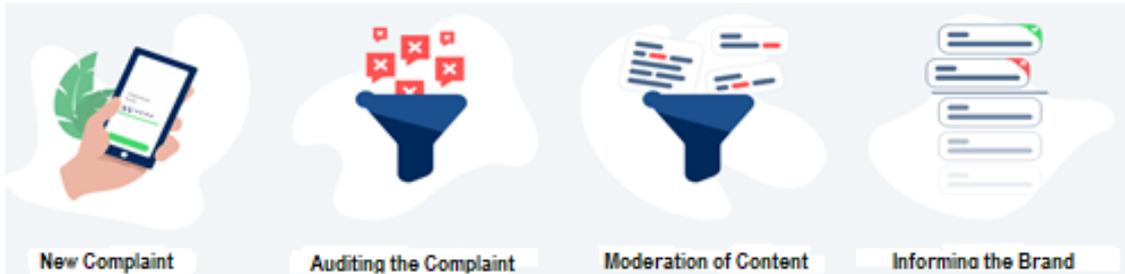

Figure 1: Complaint Process of ŞikayetVar Web Site
(Source: ŞikayetVar, 2020)

When a new complaint is received during the complaint process of the ŞikayetVar website, it first checks the complaint, then checks the content, and finally informs the brand. To be able to process the complaint the supervision of the complaint, the problems arising from the product or service exchange that are the subject of the complaint and for which no results can be obtained are created. Complaints that do not conform to the truth are audited at this stage. When the content is audited, the complaint is conveyed to a compiler who works following the instructions of the lawyer. Compilers audit if the complaint is contrary to trade and competition law and trademark rights or not. In addition, the compilers make the complaint ready

for publication by correcting the spelling mistakes to eliminate possible misunderstandings and removing the words that constitute a crime, if any. At the stage of informing the brand, the brand in question is informed so that it can offer a solution to the complaint as soon as possible (Arpacı, Uğurlu and Batman, 2015). In addition, brands are listed on the website of ŞikayetVar according to the number of complaints, acknowledgments, responses, and satisfaction rates on a sector basis.

Content analysis, which is a widely used and qualitative method, has three different approaches (traditional, directed, and summative). In these approaches, meaning is interpreted from the content of text data. However, coding schemes, code origins, and threats to reliability make up the biggest differences in approaches. Encoding categories are derived directly from text data in traditional content analysis (Hsieh and Shannon, 2005). In this context, MAXQDA is professional data analysis software for qualitative or mixed methods. Interviews, focus groups, online surveys, web pages, images, audio and video files, etc. are transferred to the said software. At the same time, materials are organized into groups in MAXQDA and similar citations are linked together (MAXQDA, 2023).

The purpose of this case study is to examine consumer satisfaction levels and the number of complaints about the Trendyol brand published on the ŞikayetVar website. This research presents an approach to analyzing the content of electronic complaints and categorizing them through the MAXQDA 2020 data analysis software. More specifically, answers will be sought to the following questions:

- ✓ What are the consumer satisfaction levels and the number of complaints about the Trendyol brand?
- ✓ What are the complaints about the Trendyol brand through the MAXQDA 2020 data analysis software, and what categories do they consist of?
- ✓ What is the relationship between complaint categories through MAXQDA 2020 data analysis software?

To find answers to these research questions, first the literature review, then the research method and findings, and finally the discussion and results will be included.

2. Literature Review

When the literature on satisfaction and complaint is examined, Schwab (2015) found that the practice most strongly associated with satisfaction after the complaint is providing evidence that the complainant's problem has been resolved or is about to be resolved. Fornell and Wernerfelt (1987) concluded in their research that complaints from dissatisfied customers should be maximized subject to certain cost constraints. Çekici and Yüregir (2020) stated that it is not enough to start evaluating

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customer complaints quickly, but it is also important to find a fast and correct solution to the complaint. In addition, it has been seen that it is necessary to provide continuous training to the personnel working in the system to evaluate the complaints and to include the customers in the complaint evaluation processes. Heung and Lam (2003) found that most customers are more likely to engage in word-of-mouth-specific complaint behaviors. At the same time, they do not convey their dissatisfaction to the businesses that the intention of the customers to complain is quite low. Uzun and Aygün Özgöz (2022) determined the significant effect of customer complaint management on customer satisfaction. Sarıdaldı and Sevim (2009) determined the reasons why customer complaint management does not work effectively and found the factors that reduce customer complaint management performance. Hansen et al. (2010) revealed from the cluster profiles they developed in their research that moderately active complaint solvers perceive higher levels of customer dissatisfaction than inactive complaint solvers and that a larger portion of customers complain.

In the literature, there are studies (Au, Buhalis and Law 2009, Çolakoğlu, Çulha and Efendi 2009, Çulha, Hacıoğlu and Kurt 2009, Zheng, Youn and Kincaid 2009, Kayabaşı 2010, Unur, Çakıcı and Taştan 2010, Vasquez 2011, Selvi, Yıldırım Saçılık, Çevik and Cavlak 2012, Özer Sarı, Alikılıç and Onat 2013, Akay and Türkay 2014, Çetin Gürkan and Dönmez Polat 2014, Arpacı et al. 2015, Aylan, Arpacı and Celiloğlu 2016, Cevher 2016, Kutluk and Arpacı 2016, Dinçer and Alrawadieh 2017, Lertputtarak and Samokhin 2017, Sürücü, Kıroğlu, Kargiglioğlu and Karaçağa 2017, Şahin, Kazoğlu and Sönmez 2017, Yanar Gürce and Tosun 2017, Avcı and Doğan 2018, Alrawadieh and Law 2019, Aslan, Tosun and Arslan Kurtuluş 2019, Kanlı 2019, Pajo and Selvi 2019, Tokay Argan and Arıcı 2019, Burucuoğlu and Erdoğan Yazar 2020, Nazlı 2020, Şahin Perçin and Yiğit 2020, Bozpolat and Çopur 2021, Çimenci and Yazıcı Ayyıldız 2021, Durna and Taşçıoğlu Baysal 2021, Efendi 2021, Keskin, Bilgiç and Yazıcı Ayyıldız 2021, Kütük 2021, Mancı and Tengilimoğlu 2021, Mutlubaş 2021, Özsoy 2021) in which content analysis is used using qualitative methods in different sectors.

Fan et al. (2013) took customer complaint data from an electronic commerce customer service database and divided complaints into six types (product defects, packaging defects, compliance, pricing, customer cognitive differentiation, and delivery delay). They concluded that the main causes of complaints are customer cognitive differentiation and product defects, as customers are mainly concerned with product quality. They also found that some customers were dishonest and benefited from recovery policies. Turkmen Barutcu and Basak (2018) examined the complaints about electronic commerce websites and found that the most common complaints of consumers were defective products, product returns, refunds, and the behavior of call center employees. At the same time, it has been seen that the most important problems related to order processing are order cancellation and delivery problems. Tehci and Ersoy (2020) found that the majority of electronic commerce

food retail consumer complaints were about product and fee refunds, and delays in product delivery. Güven (2020) analyzed the complaints of three electronic commerce sites and determined that the most problematic issues for customers, respectively, are customer service/live support and complaints about the delivery process. It has been determined that the least complained-about main theme is the order process.

In this context, the purpose of the case study is to examine consumer satisfaction levels and the number of complaints about the Trendyol brand published on the sikayetvar.com website. This research presents an approach to analyzing the content of electronic complaints and categorizing them via the MAXQDA 2020 data analysis software.

3. Method

3.1. Sample and Study Design

Content analysis, which is an inductive analysis type, aims to understand the case being studied and obtain information about that case. At the same time, content analysis focuses on the subject or the coming of the word as a method and emphasizes the similarities and differences within the categories or codes. In addition, content analysis deals with the content of the text, both overt and hidden. Hidden content is what the themes or texts are talking about, and clear content is what the text usually says. In this context, clear content was used in the method of the study. The data obtained in content analysis is first coded. In the second and third stages, categories and themes are found and organized. Finally, the findings are defined and interpreted (Seggie and Bayyurt, 2017; Baltacı, 2019).

In the research, data on the number of complaints and satisfaction rates of the Trendyol brand, which is among the electronic commerce sector of the ŞikayetVar website, were obtained. At the same time, 200 online consumer comments about the Trendyol brand were collected on 17 December 2019 in order and uploaded to the MAXQDA 2020 program. The online complaints uploaded to the program in question were coded by focusing on the main complaints of the consumers.

Online complaints from consumers regarding the Trendyol brand were uploaded to the MAXQDA 2020 program as separate files. A total of 767 coding processes were carried out, focusing on the main complaints of consumers. Twenty-three codes were initially determined in the code system, five themes were formed by reviewing the codes that are close to each other. This theme and codes are as below:

a) Negative Brand Image (Reproach the Brand, Distrust of the Brand),

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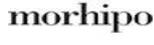Journal of the Faculty of Economics
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b) Product Issues (Wrong Product, Defective Product, Imitation Product, Non-Invoiced Product, Second-Hand Product, Expired Product, Imperfect Produce, Incomplete Product, Cancellation of the Product),
c) Consumer Dissatisfaction (Customer Service Dissatisfaction, Not Solving Problems, Concealment of Negative Comments, Deception of Consumer),
d) Return Issues (Return of a Product, Return of Payment),
e) Supply and Shipment Challenges (Supply Process, Unsent Products, Late Delivery, Shipment Information, Undelivered Products, Dissatisfaction with the Cargo Company).

4. Results

4.1. Satisfaction and Complaint Information

By categorizing the complaints based on certain sectors, the www.sikayetvar.com website has identified 75 brands in the electronic commerce sector. The complaints and satisfaction information of the brands in the electronic commerce sector is shown in Table 1.

Table 1: Complaint and Satisfaction Information (2019)

Item No	Brand	Complaint	Satisfaction
		f	%
1		35	93.4
2	ereyon	53	93.2
3	TONGUÇ MAGAZA	246	92.6
4	Lensci.com	35	91.3
5	yukko	198	91.0
14	PttAVM	2062	73.5
19	morhipo	5178	61.1
22	gittigidiyor	9539	60.2
31	hepsiburada.com	44479	50.0
37	n11.com	12217	47.0
43	trendyol	**40885**	**42.4**

Source: ŞikayetVar, (2019)

In this context, brands with low levels of satisfaction and number of complaints are in the first place, while brands with high levels are in the middle. While the total

number of complaints from Hepsiburada and Trendyol brands is 85.364, their satisfaction level is 50% or below. Despite being 43rd in terms of satisfaction level, Trendyol brand ranks 2nd in terms of the number of complaints. The number of complaints about the Trendyol brand increased from 1143 to 40885, increasing about 36 times between 2013 and 2019. It was determined that the highest number of complaints was in 2019 (40885), and the highest increase was in 2018 (20263). It is observed that the number of complaints intensified in the last months of the year, and the number of complaints reached nearly three times more compared to the previous month (3188) in November (8512). Besides, 60.53% of the complaints were made in September, October, November, and December. The seven-year satisfaction level of the Trendyol brand is 42% (ŞikayetVar, 2019).

4.2. Coding Information

Content analysis is summarizing, classifying, comparing, and digitizing text contents. In short, it is the classification and digitization of large data sets and making them more meaningful (Mancı and Tengilimoğlu, 2021: 1127). It has been observed that categories/themes/codes were determined, and prominent categories/themes/codes were identified in many content analysis studies in the literature. The frequency and rate information of the five themes and 23 codes included within the framework of research are given in Table 2.

Table 2: Distribution of Themes and Codes

THEMES/Codes	f	%
NEGATIVE BRAND IMAGE	**209**	**27.25**
Reproach The Brand	134	17.47
Distrust of the Brand	75	9.78
PRODUCT ISSUES	**76**	**9.90**
Wrong Product	12	1.56
Defective Product	16	2.09
Imitation Product	3	0.39
Non-Invoiced Product	4	0.52
Second-Hand Product	1	0.13
Expired Product	2	0.26
Imperfect Produce	12	1.56
Incomplete Product	12	1.56
Cancellation of a Product	14	1.83
CUSTOMER DISSATISFACTION	**211**	**27.51**
Customer Services Dissatisfaction	85	11.08
Not Solving Problems	69	9.00
Concealment of Negative Comments	13	1.69
Deception of Consumer	44	5.74

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Table 2 (continued): Distribution of Themes and Codes

THEMES/Codes	f	%
RETURN ISSUES	**86**	**11.21**
Return of a Product	61	7.95
Return of Payment	25	3.26
SUPPLY AND SHIPMENT CHALLENGES	**185**	**24.11**
Supply Process	35	4.56
Unsent Products	80	10.43
Late Delivery	9	1.17
Shipment Information	10	1.30
Undelivered Products	30	3.91
Dissatisfaction with the Cargo Company	21	2.74
Total	**767**	**100**

The highest code was seen in "Customer Dissatisfaction" while the lowest code was in "Product Issues". "Reproach The Brand", "Customer Services Dissatisfaction" and "Unsent Products" codes come to the fore with a code distribution of 38,98% in total.   "Customer Dissatisfaction" and "Negative Brand Image" constitute 54,76% of the total code distribution. Exemplary expressions for codes are given in Table 3.

Table 3: Exemplary Expressions for Codes

Themes	Codes	Exemplary Expressions
Negative Brand Image	Reproach The Brand	"...your brand is against the code of shopping..." (C-188)
	Distrust of the Brand	"...now I think twice before shopping, and I recommend no one Trendyol ..." (C-120)
Product Issues	Wrong Product	"...they sent me a chandelier instead of spice containers I ordered. Last days they sent me eye shadow instead of concealer..." (C-61)
	Defective Product	"...the product I bought arrived broken..." (C-11)
	Imitation Product	"...product is imitated, fairly an outlet product, too thin and too faded, I am shocked..." (C-103)
	Non-Invoiced Product	"...I didn't receive an invoice for the product." (C-157).
	Second-Hand Product	"...you once send me a second-hand product..." (C-153)
	Expired Product	"...when the product arrived, I figured out one year passed since its expiration date was due..." (C-147)
	Imperfect Produce	"...Even though it is designed to last for 4 hours, it can barely survive for 4 minutes..." (C-89)
	Incomplete Product	"..I ordered 2 packages with 24 pieces. Only one package contains 24 pieces, the other does not..." (C-197)
	Cancellation of a Product	"..Trendyol does not allow the cancellation of our orders..." (C-195)

Table 3 (continued): Exemplary Expressions for Codes

Themes	Codes	Exemplary Expressions
Customer Dissatisfaction	Customer Services Dissatisfaction	*"...I called Trendyol Customer Services on 17th of December, and they told me they would handle the issue, but no update and feedback were provided..." (C-159)*
	Not Solving Problems	*"...It is quite an irresponsible company and far from creating a solution, they give me the same answer for all my complaints and assistance requests, granting no help ..." (C-101)*
	Concealment of Negative Comments	*"...I received a notification from the application telling me to write a comment. When I wrote that the product is not original, they did not show my post...." (C-104)*
	Deception of Consumer	*"...I feel like I was deceived..." (C-145)*
Return Issues	Return of a Product	*"...they returned their product to themselves..." (C-174)*
	Return of Payment	*"...they have not returned the payment of the product for 3 months..." (C-44)*
Supply and Shipment Challenges	Supply Process	*"...PlayStation 4 500 GB video game console, has been pending at the supply step for 3 weeks..." (C-107)*
	Unsent Products	*"...my product has yet to be loaded for shipment even though 12 days have already passed..." (C-114)*
	Late Delivery	*"...they sent me my product one month later even though its delivery date is 16th of November, I received it on 2nd of December..." (C-140)*
	Shipment Information	*"...they update me saying that your product was given to delivery, but I can't access any shipment tracking number..." (C-176)*
	Undelivered Products	*"...my...tracking numbered order was taken to the return process without arriving at my door. I wished to receive our cargo by hand, however, they said the cargo was returned..." (C-183)*
	Dissatisfaction with the Cargo Company	*"...I like to take a statement down for this company, but they don't answer my call..." (C-45)*

*Case: (C-1): Consumer with the Number 1

4.3. Similarity Analysis and Intercode Analysis

To test the reliability of the data obtained from 200 online consumer comments included in the research, the similarity rate among each other was created according to the method of Kuckartz & Radiker zeta analysis through the MAXQDA 2020 program, and the similarity rate was found to be 68.31%. A code relationship scanner and code map were used for the results of intercode interaction and correlation. The intensity/effect between the five codes was determined using a code relationship browser. When the situation between the codes was examined, it was seen that "Customer Dissatisfaction" and "Negative Brand Image" with "Customer Dissatisfaction" and "Supply and Shipping Problems" could affect one

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another substantially. The studies conducted by Öğçe (2020) and Öğçe and Demir (2020) were used in the evaluation of the intercoder correlations in the present research, and within the scope of the objective of this research, the code map determined through the MAXQDA 2020 program is shown in Figure 2.
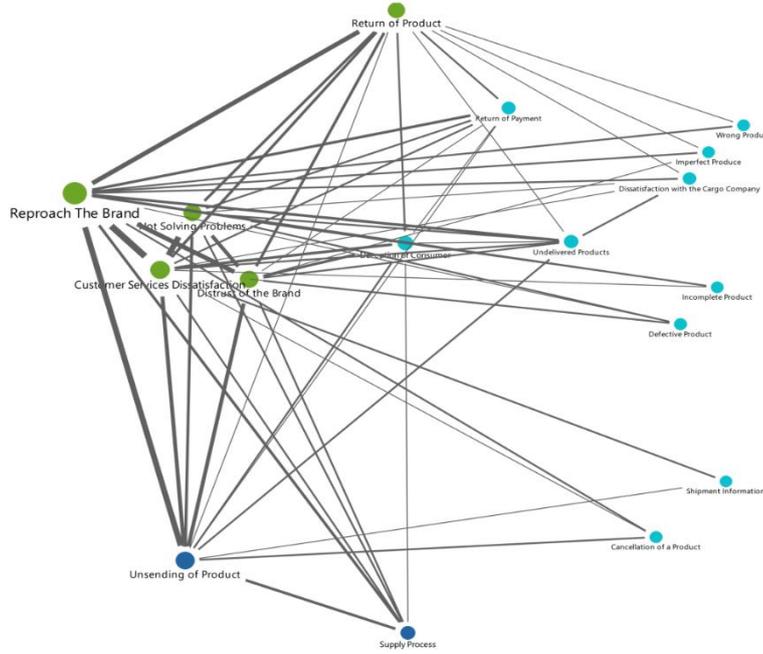

Figure 2: Code Map

The codes "Imitated Product", "Non-Invoiced Product", "Second-Hand Product", "Expired Products", "Late Delivery", and "Concealment of Negative Comments" are not included in the map to create the map of the research more clearly and understandably. In the map, large-small codes, the intensity of the number of complaints, thick-fine lines among codes, and high or low states in relationship levels express that they are similar.

It is seen that the complaints were mainly concentrated on the codes notably, "Reproach the Brand", "Customer Services Dissatisfaction", "Distrust of the Brand", "Unsent Product", "Not Solving Problems", and "Return of Products". Codes in the code map were collected in three clusters (blue, green, and turquoise). The blue cluster comprises the codes "Unsent Products" and "Supply Process", and the green cluster includes "Reproach The Brand", "Not Solving Problems", "Customer Services Dissatisfaction", "Distrust of the Brand", and "Return of the Product", and the turquoise cluster has the codes "Deception of Consumer", "Return of Payment", "Undelivered Products", "Wrong Product", "Imperfect Produce", "Dissatisfaction with the Cargo Company", " Incomplete Product", "Defective Product", "Shipment Information", and "Cancellation of Products".

A high correlation was determined between the codes of the green cluster, including "Reproach The Brand", "Not Solving Problems", "Customer Services Dissatisfaction", "Distrust of the Brand", and "Return of the Product" and the code of the blue cluster "Unsent Products". In this context, "Reproach of the Brand", "Customer Services Dissatisfaction", "Not Solving Problems", "Unsent Products", "Return of the Product", and "Distrust of the Brand" were determined to be highly correlated. A high correlation was detected among the "Customer Services Dissatisfaction" and "Distrust of the Brand", "Not Solving Problems", Unsent Products" codes. Additionally, a high correlation was detected among "Distrust of the Brand" and "Not Solving Problems" and Unsent Products" codes. "Reproach The Brand", "Not Solving Problems", "Customer Services Dissatisfaction", and "Distrust of the Brand" codes were proximate to one another, and this indicates that there is the same directional correlation among these codes as well.

5. Discussion and Conclusion

As a result of the research, it has been observed that lesser-known brands with low trade volume have high satisfaction levels and a small number of complaints, while well-known brands with high trade volume have high complaints and low satisfaction levels. Consumer dissatisfaction and negative brand image categories constitute 54.6% of the complaints, while product, return, supply, and cargo problems categories constitute 45.4%. In addition, it has been concluded that supply and cargo problems cause consumer dissatisfaction, and consumer dissatisfaction can negatively affect the brand image. It has been indicated that many problems, notably reproach against the brand, distrust of the brand, and customer services dissatisfaction, arise in the case of unsent products purchased by the consumer. Reproaching the brand, distrust of the brand, customer services dissatisfaction and not solving problems come to the fore as the most problematic issues related to the brand. The studies of Fan et al. (2013), Türkmen Barutçu and Başak (2018), Güven (2020), and Tehci and Ersoy (2020) support the results of the product research, return, supply and cargo problems, and consumer dissatisfaction categories. In this context, it is observed that the problems faced by the consumer in pre-sale and post-sale processes affect the brand negatively. Particularly, it can be said that customer service dissatisfaction with the brand leads to reproach against the brand and distrust of the brand. At the same time, failure to solve consumer problems may lead to customer service dissatisfaction, reproach of the brand, and mistrust. Briefly, all the problems faced by the consumer reduce the consumer-based value of the brand. It can be suggested that the discount campaign implemented by said brand in November 2019 had a significant effect on this case. During this discount campaign, it was observed that the capacity of the company in both the electronic commerce sector and logistical infrastructure was not satisfying. In line with these results, it can be suggested that the discount campaigns to be planned will be advantageous for the brand if they are implemented by taking notable customer

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services, products, supply and shipment, and other processes into consideration. Additionally, if brands target solving the problems of their customers by focusing on their complaints, whether posted directly at the brand's website or published on different platforms, the level of customer dissatisfaction and the number of complaints of the brand can be reduced since perceived assurance that the problem will be resolved and satisfaction with handling complaints have a direct impact on trust and commitment (Su and Bowen, 2001; Tax, Brown and Chandrashekaran, 1998). In other words, the consumer-based equity of the brand may increase as the brand reproach and distrust decrease.

While the present case study has demonstrated the usefulness of MAXQDA 2020 data analysis software, the most significant restriction is related to the required time-consuming examination of customer complaints. In this context, complaints of other electronic commerce companies can also be examined in prospective studies, and their code-related maps can be created, compared, and partially combined in working towards producing a canonical theme, code, and exemplary expressions. It is hoped that artificial intelligence lexical approaches can then be used to automatically categorize complaints, much like MAXQDA 2020 already does with sentiment analysis of Twitter data.

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