
PROPAGATION OF ONLINE CONSUMER-PERCEIVED NEGATIVITY

Quantifying the effect of supply chain underperformance on passenger car sales

ABSTRACT

Author investigates the effect of supply chain underperformance on passenger car sales. A text analytics framework is used by the writers to look at online reviews of cars. Their research shows that when consumers think negatively about the supply chain, they think it most about sellers and least about manufacturing and assembly. Also, they find that the age of the company, the GDP, and the number of reviews have a big effect on car sales, but that how people feel about supply chain partners doesn't.

SUPPLY CHAIN IMPORTANCE

The paper starts by talking about how important supply chain success is when it comes to sales of passenger cars. The authors say that a good supply chain helps car companies deliver cars on time, in good shape, and at prices that are competitive. In turn, this makes customers happier and increases sales.

Next, the authors look at the research that has already been done on how supply chain success affects customer satisfaction. They point out that many studies have shown a link between a good supply chain and happier customers. But they also agree that there is proof that this relationship may not always be straight. The authors then talk about their study plan, which includes using a method called "text analytics" to look at online reviews of cars. In particular, they look at the following parts of the supply chain: dealers, production and assembly, shipping, and service after the sale. Using different methods for "sentiment analysis," they figure out what people liked and didn't like about these things in online reviews. They also use a time-series decomposition method to look at how consumers' negative feelings about the supply chain change over time.

The data show that consumers are most negative about dealers and least negative about features related to manufacturing and assembly. Also, the authors find that things like company age, GDP, and the number of reviews have a big effect on car sales, but feelings about supply chain partners don't. In conclusion, the authors say that their research framework can help manufacturers evaluate their supply chain partners, find out what factors consumers name as important when buying a car, and predict sales more accurately. Such information can help manufacturers improve their planning for output, management of the supply chain, marketing strategies, and relationships with customers.

The paper adds to the current research in several ways.

- It gives new ideas about how supply chain success and customer satisfaction are related.
- It shows a new way to use text analytics to look at online car reviews.
- It shows that the feelings of people in the supply chain do not affect how many cars are sold.

CONCLUSION AND IMPROVEMENTS

As paper primary focuses on car reviews specially to India so model may be constrained and impacts of the car like quality of the car, affect sales. Still, it provides a plethora of useful information about how supply chain success affects customer satisfaction. Manufacturers can use the suggested research framework to improve planning for production, management of the supply chain, marketing strategies, and relationships with customers. The paper also shows how consumers' perceptions of negative things spread online. The writers find that negative things about dealers spread faster than negative things about other parts of the supply chain. This means that dealers have a big impact on how people think about the whole process of getting a car. Also, the writers show that problems in the supply chain can hurt sales of cars for a long time. This shows how important it is for producers to take care of any supply chain performance problems right away.

Overall, the paper adds a lot to what is known about supply chain management and customer happiness. The suggested research framework can help manufacturers improve their planning for production, management of the supply chain, marketing strategies, and relationships with customers.

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