

## **Measuring consumer satisfaction with consumer protection agencies: some insights from Saudi Arabia**

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**Abstract:** Purpose – The purpose of this paper is to examine the role of consumer protection agencies. In the light of growing importance of consumerism in developing countries, the paper measures the level of satisfaction with the performance provided by five different consumer protection agencies, in a chosen country, Saudi Arabia. Design/methodology/approach – This study is based on a questionnaire survey conducted in Saudi Arabia. Based on a model developed for this study, the paper uses empirical research to determine customers' satisfaction with consumer protection agencies. Findings – Results based on testing of hypotheses indicate that overall satisfaction is primarily derived from the objectives and roles played by consumer protection agencies. Results reveal that consumers assign different levels of importance to various dimensions when evaluating satisfaction with consumer protection agencies in Saudi Arabia. Research limitations/implications – Limited sample size and the generalization of results for the entire Kingdom although the sample has been confined to the eastern province region are the limitations of this study. Practical implications – The findings of this study have implications on the manner in which consumer protection agencies in Saudi Arabia must operate. Besides, findings of this study have also implications for business operating in Saudi Arabia. Originality/value – This study makes a valuable contribution given the fact that there is a dearth of empirical studies covering the measurement of consumer satisfaction role played by consumer protection agencies in Saudi Arabia.

**Keywords** Consumer protection, Consumerism, Customer satisfaction, Saudi Arabia

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