BEHAVIOURAL TENDENCIES OF JAYCUSTOMERS AND EMOTIONAL DISGUST OF SERVICE PERSONNEL IN THE CONSUMER MARKET-A CRITICAL REVIEW

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Abstract

People may have plenty of reasons for misbehaving towards an organization or its staff - sometimes reasons may be candid in nature but most of the times frustration, revenge, financial gain, alcohol-fueled fun etc. Irrespective of the magnitude and variety of business they are doing from any part of the globe, every entrepreneur has a responsibility to enhance the quality of business or service encounters among your front-line employees and customers in general and all entrepreneurs has to spend considerable amount of their time on controlling, managing and prescribing the actions of jay-customers.

Introduction

In 1994 Christopher Lovelock originated and popularized the term "jay-customers". Jay-customers are defined as "ones who act in a thoughtless or abusive way, causing problems for the firm, employees, or other customers (Lovelock, 2001)". Irrespective of the magnitude and variety of business they are doing from any part of the globe, every entrepreneur has a responsibility to enhance the quality of business or service encounters among your front-line employees and customers in general and all entrepreneurs has to spend considerable amount of their time on controlling, managing and prescribing the actions of jay-customers. And another side, predominantly entrepreneurs have to train their employees in general and front-line employees in particular to tackle this kind of customers who spoils business and sometimes leads to physical damage also. People may have plenty of reasons for misbehaving towards an organization or its staff - sometimes reasons may be candid in nature but most of the times frustration, revenge, financial gain, alcohol-fueled fun etc.

Any organization whether they are in product or service business has to design a separate mechanism to handle this kind of customers with annoying behavior. Here, entrepreneurs or managers have to look into the issue in a dyadic perspective which means they have to suspect on their employees along with customers for this kind of misbehaving. Thus, the jay-customers behavior is not at all always irrational and business people clearly identify the thin line between the rational and irrational approaches of the customers, they have to take an amicable solution which minimizes the loss for both.

Literature Review

The term jay-customer is derived from jaywalkers in the UK for those who walk across the street irresponsibly (Michaud, n.d.). Around the world, so many marketing theorists, practitioners, and the academic world have devoted much of their attention on the customers' perceptions of service quality (Brady & Cronin, 2001), Numerous researchers have given diverse reasons for jay-customer behavior, as per the opinions of Zemke and Anderson (1990) and Lovelock (1994), jay-customer behavior is typically based on anecdotal evidence, are less common, purely conceptual in nature (Fullerton & Punj, 2004). This gray area understanding and dealing with jay-customers is most vital to the success of any kind of business from any part of the globe and dealing with this class of customers with common sense and great patience is mandatory to reduce the effect on the remaining customers along with minimizing all sorts of loss. Peculiarly, the extensive blame game is going on in this kind of service exchanges between front-line employees and customers whose attention is mandatory to the delivery of service with an expected level of quality by the customers. But the majority of the times in the developing world even the candid rights of the customers also severely affected by the conflicts among these two parties. In today's

business, service quality is one of the keys to success. Many organizations have been regarded the customer service oriented as one of the abilities that employee must possess (Wu, 2003).In order to ensure the company's profit, business must have to keep meeting the needs of customers, and building the good relationship with customers. It is critical that the service quality and customer satisfaction is resulting from the customer's subjective judgments through the process of the service encounter with the frontline service personnel. Therefore, the service personnel have to control their own external behavior and emotional expression, to provide customers with good consuming experience that the organization required. Studies include customer vandalism (DeMore, Fisher, & Baron, 1988; Levy-Leboyer, 1984); retaliation (Huefner & Hunt, 1994; 2000); violence (Boyd, 2002; Farrugia, 2002); illegitimate complaining (Jacoby & Jaccard, 1981; Kowalski, 1996); and compulsive consumption (Hirschman, 1992; O'Guinn & Faber, 1989) has introduced range of extensive novel perceptions on different forms, effects and behavior of jay-customers.

Emotional labor may involve enhancing, pretending, or suppressing emotions to decorate the emotional expression. In generally, emotions are managed in reply to the exhibit rules for the organization or job (Ekman & Friesen, 1975; Goffman, 1959).Several researchers have emphasized that the front line service personnel which exposure to extremely jay-customer would increases the possibility of suffering long term negative feelings, such as humiliation, anxiety or sleeplessness.

According to Hochschild (1983) and Wharton (1993), the emotional labors must meet three characteristics: (1) highly frequency of appropriate emotional display, (2) attentiveness to required display rules; (3) organization can supervise or adapt some training to control the emotional activities. Morris & Feldman (1996) defined emotional labor into four perspectives: (1) frequency of emotional display, (2) attentiveness (intensity of emotions, duration of interaction)to required display rule, (3) variety of emotions required to be expressed, (4) emotional dissonance. Harris & Reynolds (2003) claimed that 93% of the service personnel have experienced emotional impacts as a consequence of exposure to jay-customer.

For more than two decades, damaging interactions between consumers and employees in the service setting has been distinguished as a significant aspect of the service encounter. Researchers have typically focused on individual, extreme, or unusual forms of such inappropriate customer behavior (Strutton et al., 1994), such as the studies of consumer vandalism (Levy-Leboyer, 1984; DeMore et al., 1988), retaliation (Huefner and Hunt, 1994; 2000), violence (Boyd, 2002; Farrugia, 2002), illegitimate complaining (Jacoby and Jaccard, 1981; Kowalski, 1996), and compulsive consumption (O'Guinn and Faber, 1989; Hirschman, 1992).Marketing and service researchers have been focused on the functional to the detriment of the dysfunctional (Moschis and Cox, 1989; Bitner et al., 1994; Fullerton and Punj, 2003).Popular terms include Deviant Consumer Behavior (Moschis and Cox, 1989), Aberrant Consumer Behavior (Fullerton and Punj, 1993), Inappropriate Behavior (Strutton et al.,1994), Consumer Misbehavior (Fullerton and Punj, 1997; Tonglet, 2001), and Dysfunctional Customer Behavior (Harris and Reynolds, 2003).

Relevant research studies pertaining to Jay-Customers

Scholar	Year	Terns refer to Jay-customer
Moschis&Cox	1989	Deviant Consumer Behavior
Zemke&Anderson	1990	Customer from hell
Kuo	2006	
Fullerton &Punj	1993	Aberrant Consumer Behavior
Christopher Lovelock	1994	Jay-customer
Strutton et al.	1994	Inappropriate customer behavior
Bitner et al.	1994	Problem customers

Fullerton &Punj	1997	Consumer Misbehavior
Tonglet	2001	
Harris &Reynolds	2003	Dysfunctional Customer Behavior

Types of Jay customers Behavior

Within a service-specific context, Lovelock (1994; 2001) offers six types of jay-customer behavior. First are "vandals" are the hooligan type of customers who intentionally spoil or damage organizational possessions. Second are "thieves" involve in steal or theft items in the showrooms, and paying bills with stolen credit cards, and sometimes no intention of paying bills also whereas "belligerents" characterizes customers who argue in an aggressive manner, angry drunk people towards front-line staff. The fourth is "deadbeats" who reluctant to pay bills for the service they have already received while "family-feuders" who quarrel with family members and other customers in the service delivery area.

Finally "rule breakers" are another type of jay-customers who fails to conform to the unwritten rules and norms of service encounters. Bitner, Booms and Mohr (1994) have identified "rule breaker" as one of the four types of problem customers.

For better understanding the effects of jay-customer, not only are comprehensions obtained into the specific consequences of such misbehavior, but also developing a understanding has been gained into the performance of service encounters from the perspectives of, not only frontline service personnel, but also supervisors, and managers. Jay-customer seems to be one of the unavoidable issues of customer-contact service.

Emotional Exhaustion and disgust of Service Personnel

The definition of the emotional exhaustion in this study adapted the statement of Maslach and Jackson (1984), which is a specific stress-related reaction that refers to a state of depleted energy caused by excessive psychological and emotional demands made on people helping other people. Since this study focused on emotional exhaustion, and the variable measured also centralized on the burnout of the service personnel. The table shows the items measured. They were adapted from Aik and Sloane's (1997) emotional exhaustion scale, total items are 7.

Items measured for Emotional Exhaustion

Measure variable		Item	Source
Burnout	1	I consider my work makes me feel emotional	Aik & Sloane (1997)
	2	I feel exhausted after worked all day,	
	3	I feel listless when I wake up every morning	
	4	My work makes me feel exhausted	
	5	I feel frustration when facing my work	
	6	I consider myself have worked too hard	
	7	I consider myself have the phenomenon of burnout	

Implications

We offer profound and pervasive implications to marketing departments of banks for which once again review their interactive marketing strategies and gives the service encounter process a more confident and trouble-free process with careful supervision.

Another implication of the study is emphasizing that jay-customers' behavior is perceptual, relative, and informative to bank officials to develop more comprehensive knowledge on reasons and effectiveness of strategies targeted at solving these troubles. This study exposes different types of jay-customers and their behavioral tendencies based on which there will be a great chance to customize the strategies to be implemented. This survey useful to various service firms to once again review their existing service delivery process and service recovery tactics based on the perceptions and dissatisfaction levels of their customers. Likewise, societal trends in consumerism and consumer activism have led to inadvertently inspiring this kind of behavior. Whatever may the reason, both managers and executives have the responsibility and suppress this kind of jay-customer behavior by offering flawless services to the customers in a timely manner. Finally, it is advisable to all front-line employees or executives who are regularly dealing with customers has to develop competent dexterities and knacks and other ins and outs on service delivery with an exact step-by-step process and competent product and service knowledge.

Conclusion

To encapsulate, through this exploratory research on jay-customer behavior proffers invaluable information and clarifies diverse reasons and strategies implemented along with satisfaction levels on the implementation of troubleshooting measures in the Indian service industry. There is a mammoth scope for further research to know the opinions of rural customers. And the world of academia has to concentrate to study the behavior of dysfunctional customers in other sectors like retailing, manufacturing, and other service sector areas like telecom, insurance, hospitality, civil aviation including education.

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