Coping Strategies For Other-Customer Misbehavior: the Perspective of Relationship Norms

Timmy H. Tseng, Department of Business Administration, National Chengchi University, Taiwan

Drawing on the perspective of relationship norms, this study examines the effect of coping way on customer satisfaction toward the service firm and the moderating role of relationship type. A strategy is presented based on the findings of this study to help service firms cope with other-customer misbehavior.

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86. Marketing Exclusion: When Loyalty Programs make Customers Feel Like “Outsiders”

Danna Tevet, Tel Aviv University, Israel
Shai Danziger, Tel Aviv University, Israel
Irit Nitzan, Tel-Aviv University, Israel

We examine how preferential treatment given to privileged customers in loyalty programs affects unprivileged customers. We demonstrate that exposure to preferential treatment of others causes unprivileged customers to experience un-belonging (we term this “marketing exclusion”). We show that preferential treatment affects unprivileged customers’ loyalty, purchase preferences and behavior towards others.

87. Effect of Irrelevant Haptic Inputs on Consumers’ Judgment: The Moderating Role of Construal Level

Taku Togawa, Chiba University of Commerce, Japan
Hiroaki Ishii, Seikei University, Japan
Jaewoo Park, Chiba University of Commerce, Japan

Previous literature has shown that perceived hardness affects consumers’ judgments of unrelated objects. However, the literature has not considered other factors involved in this effect. Drawing on construal level theory, we demonstrate that the effect of perceived hardness on consumers’ judgment differs depending on their construal level.

88. The Contagion Effects of Other-Customer Misbehavior in the Servicescape: The Perspective of Social Learning

Timmy H. Tseng, Department of Business Administration, National Chengchi University, Taiwan

This study examines the effects of rules and other-customer misbehavior on futuristic customer misbehavior from the perspective of social learning. An experimental design was used to validate hypotheses. The results indicated that current other-customer misbehavior influences futuristic customer misbehavior. Service firms can set rules to prohibit such misbehaviors.

89. Coping Strategies for Other-Customer Misbehavior: The Perspective of Relationship Norms

Timmy H. Tseng, Department of Business Administration, National Chengchi University, Taiwan

Drawing on the perspective of relationship norms, this study examines the effect of coping way on customer satisfaction toward the service firm and the moderating role of relationship type. A strategy is presented based on the findings of this study to help service firms cope with other-customer misbehavior.

90. How Fluency Fitting Purposes Influences Payment to Travel

Jiang Wu, Nanjing University, China
Wenjie Shi, Nanjing University, China
Yunhui Huang, Nanjing University, China

We examined how well perception of fluency matches the purpose of travel influences the degree of willingness to pay for travel. When people perceive disfluency, they will pay more for an adventurous trip but pay less for a leisure trip, no matter whether the destinations are familiar, unfamiliar or fictional.

91. Reciprocation Anxiety: Scale Development and Its Impact on Reciprocal Behavior

Wenwen Xie, Sun Yat-sen University, China; Radboud University Nijmegen, The Netherlands
Li Gu, Sun Yat-sen University
Xinyue Zhou, Sun Yat-sen University

This study proposed the construct of reciprocation anxiety and operationalized it along three dimensions: reciprocation sensitivity, reciprocation avoidance, and distress. We described the development of Reciprocation Anxiety Scale and provided experimental evidence that people scored higher on reciprocation anxiety scale tend to return more money in the trust game.