

A Study on Relationships among the Customer from Hell, Emotional Blackmail and Customer Avoidance

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ABSTRACT

Literature indicates that the customer's stress is a customer, in the face of shopping environment, arouses negative emotion or reaction due to the potential impact of situational factors or requirements. This stress will lead to individual physical and psychological depression, tension, anxiety and associated behaviors. This study aims to clarify the relationship among variables. Customer from hell are defined as independent variables, while the dependent variable is the customer avoidance. Besides, emotional blackmail is considered to be the intervening variable. Through data analysis, this study hopes to provide theoretical background and discover suggestions and improvement in the service industry environment. In this study, 370 questionnaires were issued and 341 were collected. Among them, 318 questionnaires were valid. The percentage of the validation was 85.9%. Empirical results declares that, first, customer from hell have a significant positive impact on customer avoidance. Second, customer from hell have a significant positive impact on Empirical results declares that, first, customer from hell have a significant positive impact on customer avoidance. Third, the emotional blackmail of customer has a significant negative impact on customer avoidance. Fourth, the emotional blackmail has intervening effect between customer from hell and customer avoidance. The finding and discussions, the meaning of the theory and practice, the research limitations, and the recommendations for future research of the present study, been discussed in the article also.

Keywords : customer from hell, emotional blackmail, customer avoidance

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