

# JAYCOSTUMER BEHAVIORS IN THE HOSPITALITY INDUSTRY IN MEXICO

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## ABSTRACT

The literature in service marketing noted that some costumers engage in negative behaviors and activities when they are receiving a service, and because of the nature of the last, this clients become a liability to the service provider, affecting the firm, their employees and their costumers [3][2]. These type of behaviors include shoplifting, vandalism, costumers resistance, aggression and violence, illegitimate complaints, among others, in general, anything that brakes the accepted norms of conduct and are undesirable and disruptive behaviors by costumers in consumption settings [1] [6]. Researchers refers to these behaviors as deviant costumers behavior, dysfunctional costumers behavior, aberrant costumers behavior, or jaycostumers behavior [6]. Lovelock and Wirtz [5] mentioned that some costumers, the jaycostumers, behave irrationally or illegally toward facilities, employees, and other costumers, affecting the service encounter, people's mood and the profitability of the firm, and identified six types of jaycostumers behavior: the thief, the rule breaker, the belligerent, the family feuders, the vandal, and the deadbeat. According to Harris and Reynolds [4] shoplifting is the most widely studied form of jaycostumers behavior. The belligerent behavior is very aggressive costumers behavior towards service personnel, while family feuders refers to violent behaviors toward the costumers' family or friends. Fail of payments constitutes the deadbeat behaviors [4]. The consequences of dysfunctional costumers behavior are many, among others elevated levels of employee stress and turnover, financial costs and behavioral contagion between costumers [6].

Services in Mexico are the biggest provider of employment and aggregated value [7]. Particularly, hospitality services as hotels, restaurants and food and beverages businesses employ 25.2% of the economically active population of the country [7]. Consequently, the aim of this study was to explore how employees and hospitality firms in Mexico react to and try to cope with jaycostumers behaviors. A survey was conducted with costumers contact employees and managers of eight limited services restaurants and three limited services hotels located in two different cities of the central region of Mexico, during March and April of 2015. Nine managers and 88 employees participated. The participants reported that the belligerent, the vandal and the deadbeat are the most recurrent jaycostumers behavior, and the family feuders the least frequent. Only 29% percent mentioned that they do not know how to cope with this kind of behavior because they are afraid of physical damage. The respondents who know how to react mentioned training and the support of the managers as the factors that help them to manage this kind of behavior, however, 24% of this respondents mentioned that they are afraid of negative consequences in their jobs when they face these costumers. These personnel mentioned good manners, respect to the firm policies and calm as the best strategies to manage these behaviors. Ninety percent of the total of the respondents mentioned that they feel bad after an incident with a costumers, however the result was positive or negative, 50% consider that is negative that they were involved in these situations and that their manager will include a negative note in their periodic evaluation. Four percent of the respondents mentioned that they quit a previous job because this kind of behavior.

Jaycostumer behavior in Mexico is a practice recognized by frontline employees and managers of the hospitality industry. In order to cope with these behaviors, employees have to be trained and backed by managers. Also is important to consider the emotional effects of these behaviors in the employee.

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