

INVESTIGATING THE FACTORS THAT INFLUENCE ANGER AND FRUSTRATION OF THE CUSTOMERS

Dr. Muhammad Mudassar Abbasi

Lecturer, Department of Management Sciences, COMSATS University Islamabad (CUI), Abbottabad Campus.

mmudassarabbasi@cuiatd.edu.pk

Tayyiba Kausar

Department of Economics, Faculty of International Institute of Islamic Economics

tayyibakausar@gmail.com

Akramul Hoque

B.Sc. (Honours), MS in Statistics from University of Chittagong, Bangladesh.

hoqueakramul090@gmail.com

Abstract

This research focuses on the association between factors that influence the anger and frustration of the customer in the restaurant. Anger is a feeling that ranges from mild to severe exasperation ferocity and anger and frustration is the reaction to be sad or angry as a result of not being able to change or do something thing. Through random sampling technique, we selected 197 respondents from different departments of Punjab University Lahore. Survey method by distributing questionnaires was utilized for collection of data. Descriptive along with Inferential Statistics was used to analyze results. Results of the study displayed positive and notable connections among all independents and dependent variable except one independent construct which was High Price. Present study identified the impact of environmental conditions of the restaurant towards anger frustration and dissatisfaction of their consumers.

Keywords: *Poor Environment, High Prices, Poor Supervision, Poor Complaint Handling, Poor Food Quality, Anger and Frustration in Restaurants*

Introduction

Anger is any unfulfilled anticipation, stipulate or faith responding excitement or unhappiness. Anger has three factors: thoughts, sentiment and acting (Barefoot, J.C. 1992). These elements are the cause of anger and frustration with consumers of the restaurants. The way customers can respond in case of disappointment is a big question for the marketers of Pakistan. Consumers are often experiencing the total service; service administrators must look at all the elements of the service and should not overlook physical environments and their ability to have a strong observation of the service awareness (Reimer & Kuehn, 2005). Angry customers often treated argument guilty (Bolton et al, 2003) by the organization, engaging behavioral response. The complaint vindictive anger is vindictive and promotes WOM and others instead of anger (GREGOIRE and Fisher 2008). "Disappointment" however, a person or organization emotions (Roseman, 1991) in particular attribution crime does not mean it belongs to (Yi and Baumgartner 2004; Menon and Dube 2007) address this kind of emotions shown in seeking support for the promotion. We focused that anger, frustration and helplessness is responsible for the appearance of assigning guilt (Roseman, 1991) and hold potential to focus on (Lazarus, 1991).

In particular lack of social problem solving skills, poor school adjustment, truancy, and high rates of mental health (Cox and Gunn, 1980) which can lead to social rejection by their peer are at risk. In young children anger is the status of gloomy and aggressive behavior to be related to the existence of a positive relationship (Eisenberg et al, 1993; Eisenberg, et al., 1994). Crime later in anger in early childhood and violent behavior against others was (Loeber and Stouthamer Loeber, 1989) causes serious heart problems, domestic violence and depression including problems in life later can put people at greater risk (Adam, Lehnert et al, 1994; Swaffer and Hollin, 2001). Talbott , Pullen , Zandstra , Ehrenberger and MUENCHEN (1998), which may lead to the acceptance of bad behavior by young people ((McWhirter and McWhirter, 1995; Talbot et al , 1998). Moreover, increased level of self-confidence as an angry teenager was found less anger experience to be more self-esteem dropped.

This type of consumer behavior across cultures is scheduled twofold. With so much attention on interests and goals, and should be there service less tolerant of individual disappointment. Moreover, taking personal responsibility for their actions and the cultural value of an individual service company responsible for the failure of the service provider should be encouraged to keep them. View current individualists (collectivists) and (moderate) have shown the failure of hard services that may not be enough to be taken to ensure the reason. In particular, the services usually are sent bilateral context (Parasuraman, Zeithaml and Berry, 1985). Which is considered more sensitive to the social environment could be argued that a collective, because of the nature of the service consumption mutual service may take a more serious evil doing of

failure. Previous studies have shown adverse effects of low quality services provided to the costumers, however, behaviors and emotional factors are not considered in past studies (Mattila and RO, 2008) is his influence. Customers are interested to buy services only and are not involved in the design and completion of the tasks, in this sense customer's satisfaction is linked to front-line workers and the community (Luo et al., 2006; Olorunniwoet al., 2006) producer.

It is crystal clear that customers affect each other indirectly through external environment as well as interpersonal encounters, (Martin, 1996). In recent years the lack of services for corporate hospitality has received an increasing amount of research, and most of this work tends to focus on the failure of the services. Consumers who were frustrated with the services had several options including; doing nothing, complaining a manager or complaining frontline staff, either directly or in writing (Singh and Howell 1988; Singh, 1989; Rogers, Ross & Williams, 1992). Good quality services enable a company to differentiate itself from its competitors, to attain substantial competitor edge and efficiency (Mei et al, 1999; Kandampully et al., 2000; Gounaris et al, 2003).

The part of sentiments in experiments related to customer service was not provided considerable attention (Wong, 2004; Edvardsson, 2005). It has been increasingly recognized that consumers emotions have a significant role towards customers attitudes and degree of satisfaction (Mattila and Enz, 2002; Wong 2004; Bigne 'et al, 2005; Edvardsson, 2005; Arora and Singer, 2006). The important thing is to try to satisfy the customers whatever the reason for the complaint is and send them home knowing that if there was a problem, put this is not your typical property. Based on the provision and evaluation of theories of emotions, previous research blame external sources (i.e. suppliers) tend to cause anger, while blaming the sources of state (i.e. unfavorable conditions) tend to cause disappointment (Roseman 1991, Smith and Elsworth 1985).

Problem Statement:

Research shows that most of costumers avoid restaurants because of anger and frustration. Thus, food industry has to pay attention towards reduction the anger and discontentment among their customers. It is very important to discuss the issue, not only academically, but also from the view point of the food industry.

Research Questions:

- Whether poor food quality plays an imperative role in customer anger?
- Whether poor management plays an imperative role in customer anger?
- Whether poor environment plays an important role in customer anger?
- Whether poor complaint handling plays an imperative role in customer anger?
- Whether high price plays an imperative role in customer anger?

Research Objective:

- To study the effect of the anger and frustration among the students of Punjab University visiting fast food restaurants.

The study is conducted by taking five variables as independent variables causing anger and frustration:

- Poor Complaint Handling
- Poor Environment
- Poor Food
- Poor Management
- High Prices

Significance of the Study:

This study is also helpful for hotel industry and traders, as it provides the causes of customer dissatisfaction due to poor sales and profits. The research will increase awareness about factors causing customer dissatisfaction. The results will provide assistance in understanding how to remove the elements resulting in customer anger to increase their market share.

Literature Review

Consumer Anger:

Anger is a behavioral or emotional response towards unfinished desire, beliefs and expectations. Anger has three important components: thinking, feeling and acting (Barefoot, JC 1992). These kind of emotions needs an adaption of extensive research (Menon and Dubé, 2007; Yi and Baumgartner, 2004). With regards to service failure, the dominant view is that individuals are generally more dissatisfied than as a part of any group (Furrer, Liu and Sudharshan 2000; Laroche et al., 2004). Anger is provided by youngsters or teenagers with bad behavior and aggression that can lead toward acceptance of unexpected peer group (McWhirter, 1995). The prevailing view depicts individuals (group) and hard (softer) on service failures, there is no reason to believe that this characterization of the scanning may not be adequate to take into account other aspects of culture (Parasuraman, Zeithaml and Berry, 1985).

Consumer behavior as a model and refined understanding compels the researchers to investigate when consumers purchase, use and dispose of goods, services, ideas and practices (Solomon 2006; Blackwell et al, 2001; Peter and Olson, 2008). In customer services performance not only affects the quality of service, but also affects the satisfaction of other customers (tax,

Colagte and Bowen, 2006). It makes the market for most vital services; through which seller realizes that through better understanding about the service market we can satisfy the customer in the better way and it ultimately increases our profitability (Zeithaml, Berry, 1996). Afterwards, in this final phase of purchase the customer is either happy or unhappy. This situation of satisfaction or dissatisfaction is directly revealed from customer (Kotler, 2003). The first stair is estimation of service experience (Zeithaml, Berry, and PARASUR, 1996). There is a discrepancy found in literature about any connection betwixt satisfaction and emotion, technically there is a ambiguity about satisfaction state of consumer (Oliver, 1997; Bagozzi et al., 2004; Wong, 2004).

Some scholars from previous studies identified following elements to rate satisfaction:

- 1) A game set on emotion (surprise, anger, curiosity, shame and amusement)
- (2) A set of estimated measures of satisfaction.

Emotional memories can be more available for priming and remember due to their links to nodes in the heart of the concept of associative memory networks of a person (Bower, 1981, 1991). The development of future relationship betwixt company and the customer can actually determine the emotional contents (Barnes, 1997). We felt disappointed, angry, cheated and frustrated. When things are not going well and we feel dissatisfied. If anger is managed and utilized in efficient manner, it can lead to positive outcomes such as improved performance, effective communication and optimum problem solving (Averill, 1983; Kassinove, Sukhodolsky, Tsytsarev and solovyova, 1997). However, in the case of poor anger management can lead to physical and mental distress such as, insomnia, ulcers and weight gain (Takahashi et al, 2007; Williams, Paton, Siegler, Eigenbrodt , Nieto and Tyroler , 2000). Anger is also related to poor communication and misunderstanding (Baron, Smith, Butner , Nealey - Moore, Hawkins and UCHINO , 2007).

Marketing literature reports that there is a major relationship between unhappiness and anger (Folkes, Koletsky and Graham, 1987). Customer like to remain unreceptive to complain when dissatisfied (Oliver 1996). The theory of evaluation focus on cognition linked with the history of observation, the crux of this approach contains experience in a wide variety of circumstances that are believed to be the basic elements of emotional experience (Roseman et al. 1994).

Poor Food Quality:

For achieving an organization of quality services, management support at all organizational level and employee engagement is necessary. Therefore, the managers who provide quality goods and services it is necessary for them to keep track of information which is about company welfare to meet the needs of their concerned clients (Aigbedo , H., and

Parameswaran , R ., 2004) . Service companies are trying to find ways to improve and provide quality services to the customers (Thongsamak , S. 2001). Through literature review the researcher can identify the satisfaction of external customer. However, it also seems that there is also satisfaction of internal customers which is dissatisfaction from the perspective of the organization. This issue is raised in some organizations which are interested in employee welfare.

The facilities provided to the employee also cause frustration in the organization such as cafeteria. As mentioned by John Feilmeier, director of retail management Morrison Healthcare Food Service (city (Perlik, A. 2002), you must have similar facilities like outside normal restaurants would have. Many suppliers percept that people will eat that food stores, assuming that main reason for going to restaurant is food (Andaleeb, SS and Conway, C. 2006). Josiam and Monteiro (2004) found that the pattern of Indian restaurants in Minneapolis (USA) metropolitan area were better and standardized, whereas, Sydney is more cosmopolitan and multicultural. Food markets are linking distant cultures of the world (and Trentmann Nutzenadel 2008; Sharpless, 1999).

Eating habits are the reflection of cultural and economic environment (Lowenberg et al, 1997; Senauer et al., 1991; Kittler and Sucher 1995). Consumers' food tastes are influenced by cultural factors and lifestyle and food trends (ASP, 1999). According Zugaramurdi (2003), people are becoming more aware about nutrition at a reasonable cost.

Poor Management:

Poor management results in negligent, unhappy and dissatisfied customers. Sales representative use a presentation style to attract new customers and retain the existing ones. Some customers are interested in new product and they are keen to know about unique products and updated services. Some customers prefer an efficient service, ensuring that product arrive speedily and securely. Attention is required by effective management of customer relationship. Vendor must know that his customers maintain a strong customer base (Kristine Tucker 2011).

Poor Environment:

Office interior of the company forms a positive impact and behavior towards the company representatives (Bitner, 1990). Changes in environment also affect the employees' behavior. Office building, furniture and fixture have a positive impact on employees as well as clients.

Poor Complaint Handling:

In a service environment customers are divided into two categories: the complainants complaining and do not complaining. Among the non-complainants, who are pleased with the service (regular customers satisfied) or displeased with your service provider, but no charges

(non-complainant dissatisfied). According to Barlow (1996), there are four probable reasons for this behavior. Primarily, they do not think their complaints are welcome and they think no one is considering. Secondly, the objection is more problematic than go elsewhere next time. Third, I do not know who to complain to, and the fourth, if they send written objection they have to wait extensively for answer. Negative word of mouth is an example of private complaint which causes damage to providers of business services. The technical assistance of the American Research Program (TARP) found that a satisfied customer tell average 9 to 10 customers about his/her experience and those share with others notice not buy products or services company in question (Furlong, 1993).

Dissatisfied consumers avoid next buying and the prefer other reliable brands (Day and Ash, 1979). If dissatisfied consumers are not capable to obtain a satisfactory response from the company, they can use the agencies for third party claims for compensation (Schibrowsky and Lapidus, 1994). These third parties may include sponsored defenders media utilization, consumer protection, government departments, and even lawyers (Schouten and Van Raaij, 1990). Actually, the behavior type of the application by the dissatisfied consumer depends on the nature and importance of the product or service purchased and the sensitivity of the effort required and the result probably due to such behavior.

High Prices:

Customer always compares the prices of the product with the utility it provides, unfair prices can lead to variety of major negative cost for society, including consumer boycotts (Senet al., 2001), civil law (Kaufmann, Ortmeier and Smith, 1991), However, there is a lack of a strong theory that explains the relationship between apparent fairness and its consequences. For example, customers have a tendency to identify that consumer prices are higher than the actual value because they are perceptive to past prices (Bolton et al., 2003). Thus, the view of the awareness of fairness theme focuses on the individual level. Unlike previous studies (Bolton et al 2003. Campbell, 1999), the study focuses on consequences rather than on the history of the perception of justice. When customers suppose that the company has a harmful reason (i.e., the company is trying to take advantage or exploit customers in one way or another), the price increase is supposed as unfair. On the other hand, when customers support the high prices if the company has an encouraging reason for the price increase such as; the increase in price exceeds the increase in cost is necessary or that the company wants to pay their more employees (Campbell 1999).

On the basis of the above discussion we can form the following hypotheses:

H₁: A significant positive relationship exists between poor management and customer anger.

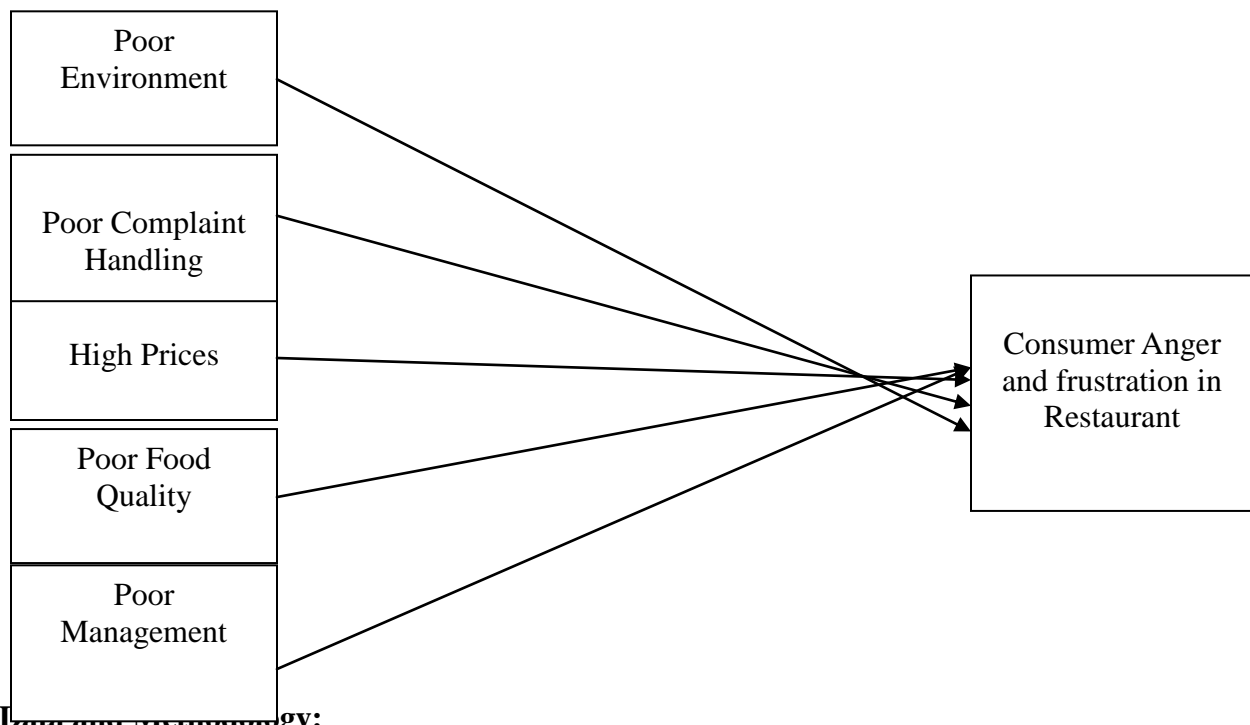
H₂: A significant positive relationship exists between poor food quality and customer anger.

H₃: A significant positive relationship exists between poor environment and customer anger.

H₄: A significant positive relationship exists between high prices and customer anger.

H₅: A significant positive relationship exists between poor complaint handling and customer anger.

Theoretical Framework:



Data and Methodology:

Population Sample:

Stratified Random Sampling technique was used in the current study. The respondents are taken from the population of the Punjab University. Total 300 questionnaires were distributed out of which 198 were received with full information. Educational level of students is ignored in this study.

Major Departments are given below:

Hailey College of Commerce
University Law College

Hailey College of Banking and Finance
 Institute of Business and Information Technology
 Department of Botany
 Institute of Chemical Engineering
 Islamic Center
 Department of Arabic
 Department of Physics

Results and Analysis:

The tables below show the descriptive statistics of the study.

Statistics

		Gender	Age	Department
N	Valid	197	197	197
	Missing	0	0	0

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
MALE	142	72	72	72
FEMALE	56	28	28	100.0
Total	198	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
18 TO 20	28	14.2	14.2	14.2
20 TO 22	82	41.6	41.6	55.8
22 TO 25	87	44.2	44.2	100.0
Total	198	100.0	100.0	

Departments

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hcc	38	19	19
	Law	16	8	27
	Hcbf	8	3.6	31.0
	Ibit	15	7.6	38.6
	Botony	7	3.5	42.1
	Chemistry	5	2.5	44.7
	Islamic Studies	8	4.1	48.7
	Arabic	81	41.1	89.8
	Physics	20	10.2	100.0
	Total	197	100.0	100.0

Reliability Analysis:

Reliability Statistics

Cronbach's Alpha	N of Items
.661	20

Table shows the overall reliability of the instrument which is 66%. Alpha value near to one is considered great, here it is 0.66 which is still in acceptable range.

Normality Test

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Poor_environment	.120	197	.000	.943	197	.000
High_price	.228	197	.000	.847	197	.000
Poor_management	.175	197	.000	.957	197	.000
Poor_complaint_handling	.147	197	.000	.935	197	.000
Poor_food_quality	.084	197	.002	.975	197	.002
Anger_and_frustration	.174	197	.000	.946	197	.000

a. Lilliefors Significance Correction

Above table shows that data is normally distributed. The sample of the study is above 100 so Shapiro-wilk test is used for analysis and data collected for all the variable of the study is normally distributed and statistically significant at 1% LOS. The first condition fulfilled to apply pearson correlation to explain the relationship among the variables.

Spearman's Correlations

Correlations

			Poor_ environment	High_price	Poor_ management	Poor_ complaint_ handling	Poor_food_ quality	Anger_and_ frustration
Spearman's rho	Poor_ environment	Correlation Coefficient	1.000	.396**	-.054	.342**	.178'	.294**
		Sig. (2-tailed)		.000	.454	.000	.012	.000
		N	197	197	197	197	197	197
	High_price	Correlation Coefficient	.396**	1.000	.130	.118	.434**	.074
		Sig. (2-tailed)	.000		.069	.099	.000	.299
		N	197	197	197	197	197	197
	Poor_ management	Correlation Coefficient	-.054	.130	1.000	.168'	.197**	.171'
		Sig. (2-tailed)	.454	.069		.018	.006	.016
		N	197	197	197	197	197	197
	Poor_ complaint_ handling	Correlation Coefficient	.342**	.118	.168'	1.000	.187**	.183'
		Sig. (2-tailed)	.000	.099	.018		.009	.010
		N	197	197	197	197	197	197
	Poor_food_ quality	Correlation Coefficient	.178'	.434**	.197**	.187**	1.000	.235**
		Sig. (2-tailed)	.012	.000	.006	.009		.001
		N	197	197	197	197	197	197
	Anger_and_ frustration	Correlation Coefficient	.294**	.074	.171'	.183'	.235**	1.000
		Sig. (2-tailed)	.000	.299	.016	.010	.001	
		N	197	197	197	197	197	197

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation

1. The correlation between poor management and anger is .171 which is statistically significant at 5% L.O.S, so we accept our H_1 which means that “Significant week positive relationship exists between poor management and customer anger.”
2. The correlation between poor food quality and anger is .235 which is statistically significant at 1 % L.O.S, so we accept our H_2 which means that “A significant week positive relationship exists between poor food quality and customer anger”
3. The correlation between poor environment and anger is .294 which is statistically significant at 1 % L.O.S, so we accept our H_3 which means that “Significant positive relationship exists between poor environment and customer anger”.
4. The correlation between High price and anger is .74 which is not statistically significant so we reject our H_4 which means that “there is not significant relationship between High price and anger”.

5. The correlation between poor complaint and anger is .183 which is statistically significant at 5 % L.O.S, so we accept our H_5 which means that “Significant positive relationship exists between poor complaint handling and customer anger”.

Suggestions and Recommendations:

Awareness should be made that customer anger costs much heavy to businesses. Business owners should understand these factors and at least reduce them to increase their market share. Not only angry customer leaves the organization but stops others by telling the experience.

Limitations and Research Proceedings:

The present study was an attempt to understand the causes of customer anger and conflicts with management in food industry, however, the research has certain limitations as well, such as; limited variables are analyzed to understand the consumer behavior, future researchers can take into account other indirect variables forming consumer attitudes and behaviors. Secondly, relatively small sample size was taken, which can be the limitation and suggest for future research attempts with larger sample size. Thirdly, the study included survey questionnaires for data collection; however, interview method can produce more accurate results. Future scholars should include more universities of different regions to identify student’s attitudes towards poor management. The same concept can be analyzed in different business sectors of Pakistan to reach generalizability of research findings.

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