

A Study on Impact of Employee Behaviour on Customers Buying Decision

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INTRODUCTION

A customer is an individual or business that buys the merchandise or administrations delivered by a business. Pulling in customers is the essential objective of most open confronting organizations, since the customer makes interest for products and enterprises

Fantastic customer administration and high consumer loyalty must begin with understanding customer desires. You have to know who your customers are and what they need. When estimating consumer loyalty, organizations for the most part ask customers whether their item or administration has met or surpassed desires.

Organizations frequently follow “the customer is constantly right” in light of the fact that upbeat customers are required to keep purchasing products and ventures from organizations that address their issues. Numerous organizations nearly screen the connections they have with customers, frequently requesting criticism to learn whether new items ought to be made or modifications made to what is right now advertised. Essentially everyone in a cutting edge economy purchases items or administrations from organizations, thus nearly everyone at any rate at times goes about as a customer.

The expressions “customer” and “buyer” are relatively synonymous. Customers are characterized by their buy of products, or their contracting for administrations, as the shopper, or end customer. As the term is normally utilized, a customer is the end purchaser of an item. This recognizes genuine customers from affiliates and merchants, who more often than not make buys to offer later

Fantastic customer administration and high consumer loyalty must begin with understanding customer desires.

You have to know who your customers are and what they need.

Customer desires set the bar for consumer loyalty which likewise influences repurchase choices and customer reliability. On the off chance that a customer feels like you didn’t convey an administration that was normal, they won’t return and purchase from you once more. On the other side, in the event that you convey an administration that surpasses customers desires.

Individual to individual connections are progressively vital, particularly between the customer and the product or service provider.

It incorporates relational sharing of specialized learning, capacity to take care of an issue, capacity to impart, decreased time to issue determination, obligingness, persistence, eagerness, support, confirmation that they comprehended my concern and my circumstance, relational abilities, and client discernments in regards to professionalism of conduct, frequently including image and appearance.

Employee Behaviour

Employee behaviour is defined as an employee’s reaction to a particular situation at workplace. Employees need to behave sensibly at workplace not only to gain appreciation and respect from others but also to maintain a healthy work culture. One needs to adhere to the rules and regulations of workplace.

Source: <http://www.managementstudyguide.com/employee-behaviour.htm>

The term employee behaviour refers to the way in which employee’s respond to specific circumstances or situations

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in the workplace. While many elements determine an individual's behaviour in the workplace, employees are shaped by their culture and by the organization's culture. Personal and corporate culture affects the way employees communicate and interact with one another and with management. Additionally, an employee's beliefs affect his or her ethics and sense of ethical responsibility.

Source: <http://study.com/academy/lesson/employee-behavior-definition-issues-expectations.html>, 14th August, 2014

Organizations depend on their employees to deliver good quality services. However, within an organization, employee behaviour is impacted by a variety of forces, both internal as well as external. These forces can either have a positive or negative impact on their behaviour. Some of these forces are positive environment, technology, and customer demands. Organizations which can efficiently build an internal culture that is based on mutual respect, teamwork, and support will attract and retain employees with good behaviour. Technology may help in facilitating the operations within the organization, thus helping employees to deliver services effectively. Customer demands is an external force that drives employee behaviour. Employees should try and adopt new changing customer demands and mould their behaviour.

Consumer Perception/Expectation

Customer Perception is when the customer perceives the value and benefit in the product and service you are selling and the value they derive from that matches the price you have set and the experience they receive.

Consumer Perception = How your brand is perceived by your (potential) customers.

A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. Source: <http://www.businessdictionary.com/definition/customer-perception.html>

Customer's perception is defined as the degree of concordance between expectations and experience where comparability is apparent. Customer satisfaction is viewed as the outcome of a comparison process between perceived

product, service, performance and previously held expectations. When performance exceeds expectations, positive disconfirmation occurs leading to satisfaction. Whereas, performance below expectations results in negative disconfirmation and dissatisfaction.

The employees of an organization are therefore vital for ensuring success in customers' perceptions and satisfactions. As they are the persons ultimately responsible for providing a quality service that meets the expectations of customers.

LITERATURE REVIEW

Organisational Behaviour (Sixth Edition)

Concepts, Controversies and Applications – Stephen P. Robbins

In the first chapter The Author defines “Organizational behavior as a field of study that investigates the impact that individuals, groups and structure have on behavior within organizations, for the purpose of applying such knowledge toward improving an organization effectiveness.”

Behavior is generally predictable and if we know the person how he has perceived the situation and what is important, guest behavior may not appear rational, there is a reason to believe and is usually intended to be rational and is rational by them. An observer may see this behavior as non-rational because the observer does not have access to the same information or does not see the situation the same way.

Employee behaviours creating customer satisfaction: A comparative case study on service encounters at a hotel- OGUz Turkey, Sakarya University, Turkey

Serkan Sengul- Abant Izzet Baysal University, Turkey

It is important to create a good customer employee relationship which will benefit the customer satisfaction which in return will benefit the organization. It is important to find out which employee behavior has a greater influence on customers perception about the organization. To analyze the same structured interviews and focus group interviews were conducted with employees from five star hotel who are in constant interaction with cus-

tomers. The findings state that there are three important positive employee behaviours which are Being Polite and Cheerful, Making the customer feel special and being Knowledgeable enough to respond to the questions. There were two negative findings which state that giving negative answers and strong reactions to questions and being sulky. It was also noticed that the employees and customers had a mutual opinion on the negative and positive impact of these behaviours.

Authors: Kumar, Sanjay

Source: *Journal of Food Products Marketing*. May/ Jun2015, Vol. 21 Issue 3, p306-318. 13p.

The article aims to study the buying decisions of Indian consumers, of packaged food and to analyze the demographic impact dynamics on their behavior and their perception about the strategies of different leading food retailers across the National Capital region being practiced. Six different retailers—viz. Big Bazaar, Spencer's Retail, Reliance Fresh, 6Ten retail stores, convenience stores, and kirana (mom-and-pop) shops—the attempt of this research was to examine the consumer's perception for the strategies adopted by these retailers' in selling of packaged food. The reason why these retailers were chosen was to assess the impact as a whole from organized food retail as well as unorganized food retailing on consumer buying decisions. Voluntary 925 Respondents from the cities Delhi, Gurgaon, Noida, and Faridabad were interviewed using a structured questionnaire and the method used was stratified random sampling method.

Employee Behaviour and Relationship Quality: Impact on Customers

Authors: Beatson, Amanda Lings, Ian Gudergan, Siegfried

Source: *Service Industries Journal*. Mar2008, Vol. 28 Issue 2, p211-223.

This paper examines relationship quality as a multidimensional metaconstruct comprising three dimensions; satisfaction, trust and commitment. The role of relationship quality in its nomological network with service orientation as an antecedent construct and consumers' positive behavioural intentions, perceived switching costs and activism as the consequences is explored.

The Role of Technology Readiness in Customers' Perception and Adoption of Self-Service Technologies

Authors: Chris Lin, Jiun-Sheng *jlin@ba.ntust.edu.tw*
Pei-ling Hsieh

Source: *International Journal of Service Industry Management*. 2006, Vol. 17 Issue 5, p497-517. 21p.

This study aims to examine how technology readiness (TR) influences customers' perception and adoption of self-service technologies (SSTs) through development of an empirical model to explore the relationships among TR, perceived service quality, satisfaction and behavioral intentions toward SSTs. This study represents an early attempt at explaining the role of TR in customer SST usage.

Linking Employee Behaviour to External Customer Satisfaction Using Quality Function Deployment

Authors: Hanna, V, Backhouse, C.J.; Burns, N.D.²
N.D.Burns@lboro.ac.uk

Source: *Proceedings of the Institution of Mechanical Engineers - Part B - Engineering Manufacture (Professional Engineering Publishing)*. Sep2004, Vol. 218 Issue 9, p1167-1177. 11p.

This paper considers the relationship between human behavioural patterns occurring in industrial environments to the general level of external customer satisfaction, the hypothesis being that by correlating behaviour patterns to levels of customer satisfaction a route can be found to improve performance by changing behaviours. A modification of the quality function deployment (QFD) technique is used to relate attributes that external customers value to internal behavioural patterns.

Helping Employees Deal with Dysfunctional Customers: The Underlying Employee Perceived Justice Mechanism

Authors: Gong, Taeshik, Yi, Youjae² *youjae@snu.ac.kr*; Choi, Jin Nam

Source: *Journal of Service Research*. Feb2014, Vol. 17 Issue 1, p102-116. 15p.

This research explores job stress interventions for employees dealing with legitimate customer complaint behavior, managerial interventions relating to illegitimate, unreasonably dysfunctional customer behavior have been largely overlooked. Drawing on justice theory and using survey and experimental data, this study investigates perceived justice as the underlying mechanism through which managerial interventions affect satisfaction and loyalty among employees exposed to dysfunctional customer behavior.

Consumer Behavior: Buying, Having, and Being

MR Solomon, DW Dahl, K White, JL Zaichkowsky... - 2014 - Academia.Edu

In the Twelfth Edition, Solomon has amended and refreshed the substance to reflect significant marketing patterns and changes that effect the study of consumer behaviour. Since we are all consumers, a significant number of the subjects have both professional and personal pertinence to students, making it simple to apply them outside of the classroom. The refreshed content is rich with up-to-the-minute talks on a scope of topics, for example, "Dadvertising," "Meerkating," and the "Digital Self" to keep up an edge in the fluid and developing field of consumer behaviour.

A Model of Industrial Buyer Behavior- JN Sheth - The Journal of Marketing, 1973 – JSTOR

The motivation behind this article is to portray a model of mechanical (organizational) buyer behaviour. Significant information on hierarchical buyer behaviour as of now exists and can be classified into three categories. The main classification incorporates a lot of systematic empirical research on the buying strategies and practices of purchasing agents and other organizational buyers. The second incorporates industry reports and perceptions of industrial buyers. Finally, the third class comprises of books, monographs, and articles which investigate, hypothesize, sometimes report on industrial buying activities. 4 What is presently required is a reconciliation and joining of existing information into a sensible and extensive model of organizational buyer behavior.

A General Model for Understanding Organizational Buying Behavior FE Webster Jr, Y Wind - The Journal of Marketing, 1972 – JSTOR

The general model introduced here can be connected to all organizational buying and endures every one of the

shortcomings of general models. It doesn't portray a particular purchasing circumstance in the abundance of detail required to make a model operational, and it can't be measured. Be that as it may, sweeping statement offers a compensating set of advantages. The model displays an extensive perspective of organizational buying that empowers one to assess the pertinence of particular factors and, along these lines, licenses more prominent knowledge into the essential procedures of industrial buying behavior. It recognizes the classes of factors that must be inspected by any understudy of organizational buying, expert or academician. Although major logical advance in the investigation of organizational buying will come just from a cautious investigation of connections among a couple of factors inside a given class, this general model can recognize those factors that ought to be considered.

A Multi-Method Investigation of Consumer Motivations in Impulse Buying Behavior A Hausman - Journal of consumer marketing, 2000 - emeraldinsight.com

This study utilized both qualitative and quantitative information to test theories identified with shoppers' inspirations to take part in impulse buying. A grounded hypothesis approach was utilized to create theories from top to bottom interviews. These speculations were tried by the collection and analysis of survey data. Information bolster the hypothesis that drive purchasing is a typical technique for item choice, to a limited extent, on the grounds that the shopping demonstration and imprudent item choice give hedonic prizes. Additional data handling over-burden jumbles item determination, strengthening the rewards to be acquired from elective segment heuristics, similar to impulse buying.

Religious Contrasts in Consumer Decision Behaviour Patterns: Their Dimensions and Marketing Implications

N Delener - European Journal of Marketing, 1994 - Emeraldinsight.Com

Studying the impact of the religious develop on customer decision making is essential inferable from its solidness after some time and the recognizable idea of a large number of its components. This exploration is, hence, intended to investigate the connections amongst religiosity and

consumer-related marital roles in automobile purchase decision making. Information were gathered from Catholic and Jewish family units living in the North-East district of the USA. Findings suggest that differential part behaviour shifts as per religious impacts. Results may infer that advertisers should look for a specialty inside a given market. Marketing need not be viewed as a quick-fix answer for current issues, yet rather involving affectability in addressing the requirements and needs of the consumers served. In creating promoting marketing mix, the significance of the choice maker’s religiousness must be considered. In particular, improved information of religious contrasts in utilization choice procedures ought to have noteworthy effect on the adequacy of worldwide marketing systems.

Impulsive Consumer Buying as a Result of Emotions

P Weinberg, W Gottwald - Journal of Business Research, 1982 - Elsevier

The idea of impulse buying is talked about and characterized as including purchase with high passionate enactment, low intellectual control, and a generally responsive conduct. A study is led to explore whether feelings

causing motivation purchasing can be distinguished experimentally by talk with information and perception of the mimical articulation of purchasers and nonbuyers. The outcomes bolster the validity of the systems utilized.

OBJECTIVES

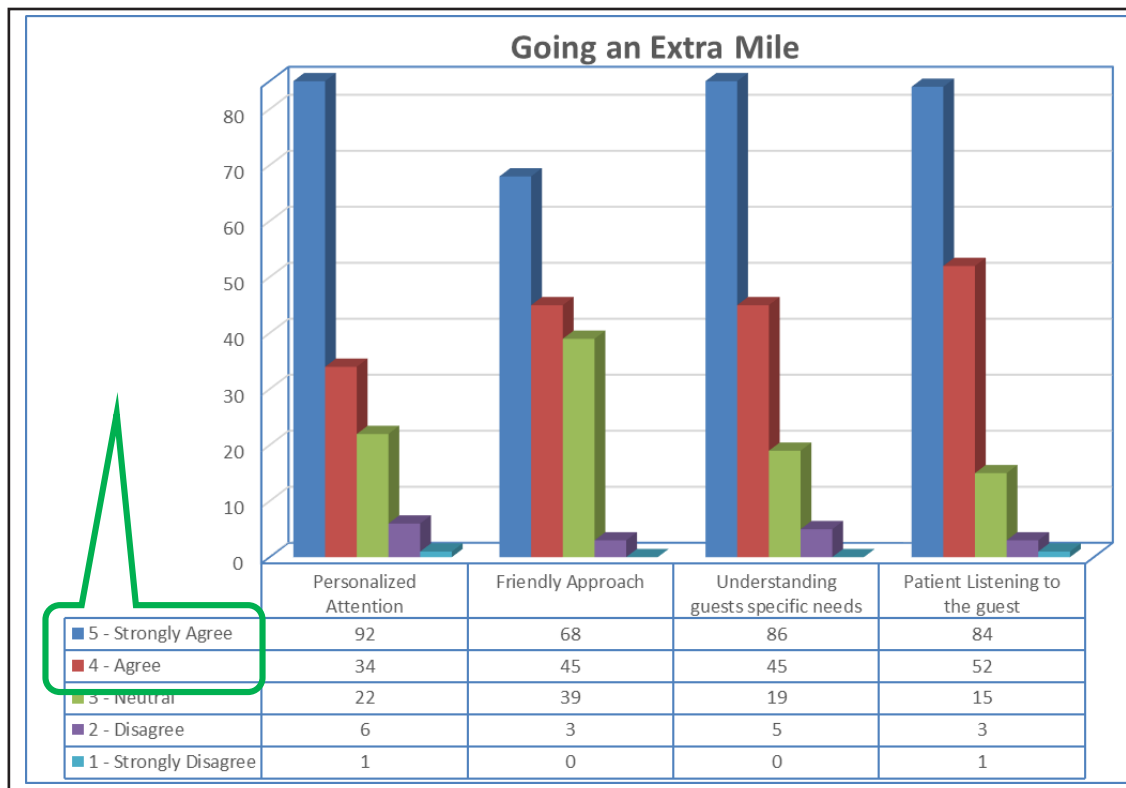
- To study the impact of employee behaviour on customers.
- To study factors that influence customers buying decision.

DATA ANALYSIS AND FINDINGS

Going an Extra Mile

The following four attributes are above and beyond the Personal and Professional factors and considered as ‘Going an Extra Mile’ from the hotel staff which positively help the perspective and the satisfaction level of the customer.

- Personalized attention
- Understanding guests’ specific needs
- Friendly approach
- Patient listening to the guests



Customer Perspective on Going an Extra Mile

The following four attributes are above and beyond the Personal and Professional factors and considered as ‘Going an Extra Mile’ from the hotel staff which positively help the perspective and the satisfaction level of the customer.

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Overall Analysis of the Attributes considered a ‘Going an Extra Mile’:

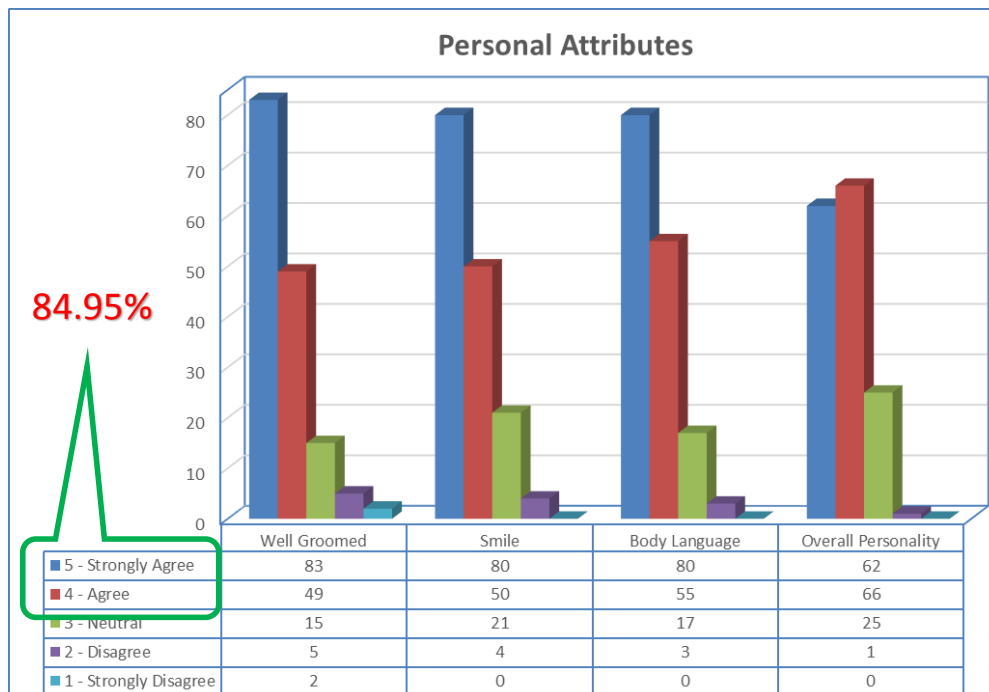
Based on the responses from the customers, it is observed that more than 15% customers have been neutral, and more than 81% of the customers agree that going an

extra mile and the characteristics beyond the personal and professional traits have a positive impact on the customers. The 4% customers feel going an extra mile should not be judge as a criteria in making a perception about the employee. It is an extra effort over and above the role of an employee.

Based on the 155 responses received, 95 respondents feel personalized attention is more important compared to understanding guest at 84 and friendly approach at lowest at 68. Reasons could be analyzed as a customers may feel the employees are venturing into their personal space.

Personal Attributes

The following four attributes contributes to the ‘Personal’ aspects of the hotel staff and the way they contribute towards building up a perspective about the satisfaction level of the customer.



- Well Groomed
- Smile
- Body Language
- Overall Personality

Overall Findings of the Personal Attributes:

Based on the responses from the customers, it is observed that while more than 12% customers have been neutral, close to 85% of the customers agree that personal attributes make a positive impact on the customers. The 3% feel personal attributes do not an impact or change

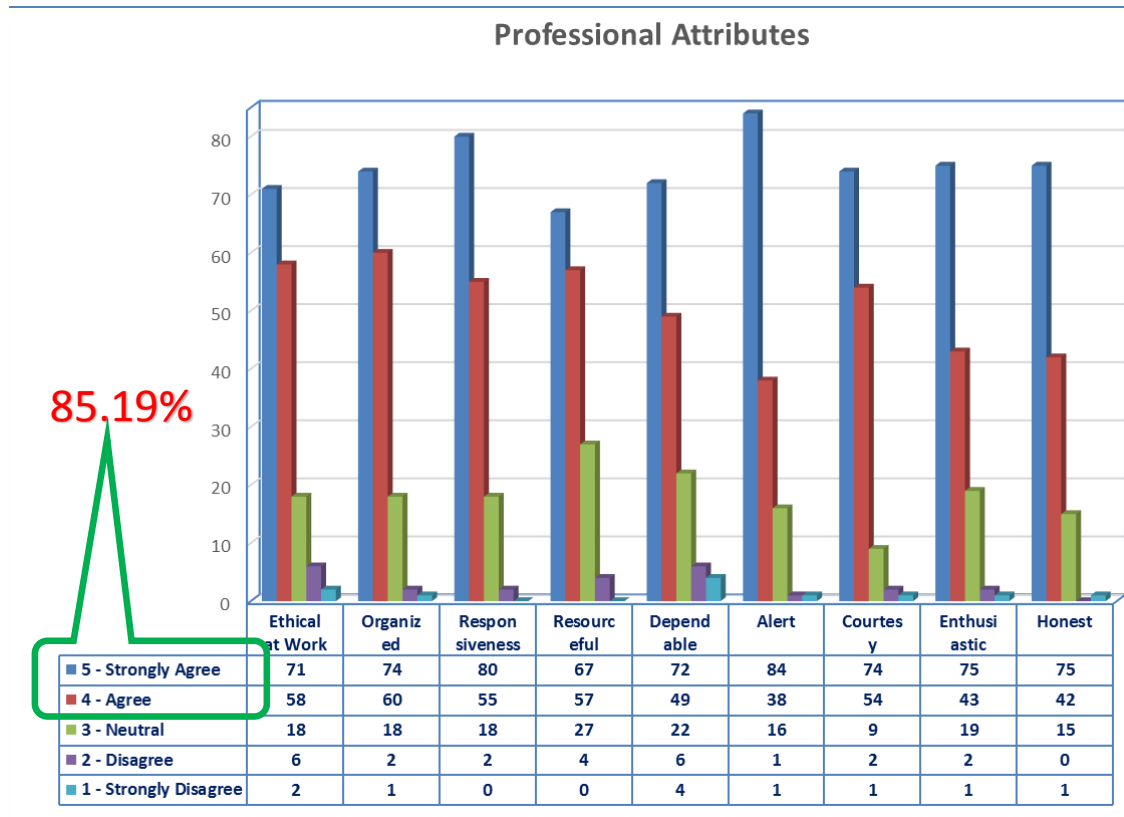
their perception about the personal attributes of the employee.

The data analyzed for personal attributes from 155 responses state that 83 respondents believe that well groomed is an important personal attribute over smile & body language with 80 each & overall personality with 62. (Overall personality has received a minimum less score compared to other parameters. The parameters basically includes all the other parameters).

Professional Attributes

contribute towards building up a perspective about the satisfaction level of the customer.

The following nine attributes contributes to the 'Professional' aspects of the hotel staff and the way they



- Ethical at work
- Alert
- Courtesy
- Organized
- Resourceful
- Enthusiastic
- Responsiveness
- Dependable
- Honest

Enthusiastic and Honest at 75 each, Courteous at 74, Organized at 74, Dependable at 72, Ethical at Work with 71 and Resourceful 67.

RECOMMENDATIONS

- Training and Development
It is a known fact that the HR practices followed for the employees in organizations in an intention of creating a positive impact on their performance. This suggests that the effect of HR practices is not always as expected; instead, their effect will change as per the meanings that employees attach to it.
- Communication is an important part of the industry and right efforts should be put in by employees.
- Managers should help their subordinates acquire new skills and upgrade their knowledge and guide them in the right direction.
- Employees should take new challenges and update their skills as it will improve their confidence.

Overall Analysis of the Professional Attributes

Based on the responses from the customers, it is observed that close to 12% customers have been neutral, More than 85% of the customers agree that the professionalism and the characteristics comprising of the professional attributes does have a positive impact on the customers. From the responses received from 155 respondents on professional attributes 84 respondents feel. "Alert" is an important attribute compared to others with responsiveness at 80,

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