

Investigating the Effects of Discretionary Service Refusal on the Ground of Unfavorable Other Customer Perception

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Abstract

Investigating the Effects of Discretionary Service Refusal on the Ground of Unfavorable Other Customer Perception Abstract Prior research shows that favorable other customer perception increases consumer's re-patronage intention towards service provider who are already existing in the service facility and enjoying the service. This research investigates whether the impact of discretionary service refusal on the ground of unfavorable other customer perception done by service provider to a customer entering the service premise on other existing customers' service firm re-patronage intentions gets moderated by the existing customers' well-being orientations. Experimental design shows that the effect of discretionary service refusal on re-patronage intention is positively moderated by hedonic well-being orientation, but the same is negatively moderated by eudaimonic well-being orientation. Keywords: Service refusal; well-being orientation; other customer perception. Track: Services Marketing

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