

Entitlement: conceptual domain, its role in marketing and implications
for research

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Abstract

Entitlement, often characterized by a belief in one's special status and deserving more than others, has gained prominence across various disciplines due to its predominantly negative implications. This study delves into entitlement within the service marketing domain, emphasizing its significance within the customer journey framework. Apart from focusing on entitlement in its trait version, we introduce the concept of contingent entitlement, which is activated temporarily. We explore its triggers and consequences and demonstrate its relevance particularly in service settings. To influence the customer journey and shape service experiences, one must consider the triggers, interacting factors, and consequential outcomes associated with customer entitlement. Summarizing key literature, we present six conceptual propositions to form an integrative understanding of customer entitlement. This research underscores the pivotal role of the entitlement in service marketing and provides avenues for future research. Current research can be of interest to retail managers, service companies and any other organizations that deal with demanding customers daily.

Subject Areas: *Consumer Services, Customer Relationship Management and Customer Satisfaction, Service Quality, Service Marketing*

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