

THE DEFINITIONS OF DYSFUNCTIONAL CONSUMER BEHAVIOR: CONCEPTS, CONTENT, AND QUESTIONS

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ABSTRACT

The purpose of this research is to explore gaps in the understanding of dysfunctional consumer behavior (DCB) that might provide direction for future research and help firms understand the blind spots that might exist in their provision of satisfying consumer outcomes. From the marketer's perspective there are several questions that exist both inside and outside the mind of the consumer that would be of great value in helping avoid DCB and move toward an improved relationship with dissatisfied customers. In this project, numerous definitions of the various types of DCB from over the past 30 years are examined. Here, 18 of these terms are evaluated and a set of questions are presented to the marketer: when does DCB take place, what provokes it, and what does the dissatisfied consumer hope to gain from their actions. The current research raises these questions but to answer these questions, further investigation is needed.

*Keywords: consumer satisfaction
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A customer dissatisfied by the experience and outcome of a transaction can react in any of a number of ways and at different times during the course of the consumer decision-

making process and consumption experience. A recent example can serve as an illustration. Rae, a lifelong Chicago Blackhawks hockey fan, attended a recent game on "Marian Hossa Night," and expected to receive a free souvenir bobble-head doll commemorating the recently retired Blackhawks star. She entered the first stadium gate she saw, only to see the attendant hand the last doll in the case to the person immediately in front of her in line. She looked around and saw that other gate attendants had several dolls remaining, but Rae was unable to get their attention in the crush of fans entering the stadium. Frustrated, Rae walked toward the customer service station and as she pushed through the throng, she observed several other stadium employees, scanning tickets, letting people in, handing out bobble-head dolls, but each one refused to give her a souvenir because she had already entered through another gate.

Once Rae reached the customer service station, she took her place in line, behind a woman in a wheelchair. This older woman started shouting at the customer service representative even as she moved toward the counter. Her voice grew louder as she complained about the poor parking and lack of spaces reserved for handicapped fans. As she railed against the team's facilities and its treatment of its fans, the angry woman looked around her, seeking the support of those still in line, or at least hoping that other fans were hearing of her plight. The service desk attendants listened calmly but had no

response other than to promise that that team cared about its fans, and that if she filled out a paper report form, the team would reply. The woman refused, promising that if she couldn't talk to someone "higher-up" then she would go online to share her anger and frustration at the Blackhawks and their lack of accessibility. As the woman left the counter, she screamed "I hope you never win another game" and then reached out to knock over a stanchion in place to keep the line organized. "I'm never coming back!"

Rae realized a new perspective to her complaint but still felt betrayed by the team. Seeing the exhausted faces of the service booth attendants, she simply asked for her own form to fill out. After all, she got a good deal on the otherwise expensive tickets and at this point, Rae just wanted to watch the hockey game. As Rae wrote, she calmly spoke of her own displeasure and admonished the service attendants. "This is no way to treat loyal fans and I hope this helps you plan better for next time."

In the above example, the marketer (here, the Chicago Blackhawks) clearly wanted to manage the service encounter with an established process, by putting irate customers in a line, having them talk to trained associates, and, if worse comes to worst, giving them a form to fill out. As the woman ahead of Rae in line showed, dissatisfied customers can defy that process and behave in what might be called a dysfunctional manner (Moschis and Cox, 1989; Harris and Reynolds, 2003; Fisk, Grove, Harris, Keefe, Daunt, Russell-Bennett, and Wirtz, J., 2010; Aron, 2016). Dysfunctional customer behavior (DCB) is defined as "actions by customers who intentionally or unintentionally, overtly or covertly, act in a manner that, in some way, disrupts otherwise functional service encounters" (Harris and Reynolds 2003 p.145). Hunt, *et al* (1988) had earlier introduced consumer grudgeholding, another

multifaceted response that can be considered a dysfunctional behavior. This sort of response can be seen as a way to cope with a customer's real or perceived grievance against the firm (Aron 2001), to the point that consumers forsake rational behaviors and purchases in order to make a point.

"We live in an age of rage" (Davey, 2019) and the above example illustrates only a few of the many ways a customer might respond to consumer dissatisfaction. This also demonstrate how negative outcomes and responses can occur at different stages of the consumption process, before the product, service, or experience has been received. In his seminal work, Hirschman presented three broad types of responses to consumer dissatisfaction: exit, voice, and loyalty. The voice response, among the responses illustrated in the above example, involves the consumer informing employees, managers, or anyone else about the unsatisfactory outcome or situation (Hirschman 1970). Sargeant and West (2001) added more specific categories for complaining behavior. *Vocal* describes the situation when consumers express their displeasure directly to the offending company. *Private* describes negative word-of-mouth behavior and *third party* (also studied by Singh and Wilkes, 1996), describes when the consumer seeks help from an outside party, such as a lawyer, regulatory agency, or the Better Business Bureau. Third party voice directed toward other potential and current customers, known as word-of-mouth, has also been widely studied (e.g., Richins 1983) but in a pre-social media context. In our current digital environment, the responses can be faster, louder, and consumer behavior is shared by not be some or even many, but by potentially millions of fellow customers (Aron, 2016).

The foundational ideas of exit and voice as the means of consumer response to dissatisfaction have led to a number of research studies focused on gaining a better

understanding the different ways that exit and voice might be implemented by the customer, and the different ways that a firm might seek to prevent dysfunctional versions of such responses, such as grudgeholding and retaliation. Interestingly, the studies of these collective players, dissatisfied customers and the firms that they blame, have not proven to be equally fruitful. Consumer responses can include complaining to boycotting to vandalism to Twitter and other social media platform campaigns to anti-brand websites and other kinds of dysfunctional behaviors. On the other hand, the movements of marketers are generally limited to the proactive, like have trained employees and a service script (and don't upset the customer in the first place), to the reactive, such as respond promptly to complaining behavior and repair the damage immediately.

The purpose of the current research is to bring the concepts of dysfunctional consumer behavior to the surface and consider new ways of understanding their importance. This is intended to provide paths for future research in the realm of dysfunctional consumer behavior. To this end, the current study presents 18 different terms describing various types of consumer responses that might be considered dysfunctional, as defined by Harris and Reynolds: "actions by customers who intentionally or unintentionally, overtly or covertly, act in a manner that, in some way, disrupts otherwise functional service encounters" (Harris and Reynolds 2003 p.145). These definitions are meant to be representative of the state of research on DCB, if not exhaustive. The next part of this project will be to explore if three key questions about the interaction between a firm and a customer to see how these questions might be addressed:

- Does the term suggest a flashpoint, that is, does it help the marketer understand a crucial point in an encounter or

relationship that may lead "a consumer (to realize) that his or her grievance has become intolerable, perhaps irreparable, and in need of a response"? (Aron, 2001, p. 112)

- Does the term suggest when in the consumer decision-making process, as described by Oliver (2010), such a flashpoint might occur?
- Does the term indicate what the consumer hopes or expects to happen as a result of their dysfunctional behavior?

This third question is not about a desire for equity or justice or fairness, issues that have been explored and theories that have been developed by outstanding marketing scholars. However, relevant to the firm is a question of whether the dissatisfied customer hope to save this relationship, leave the relationship, or even punish the marketer for its misstep. This question must be explored further. From the managerial perspective, in an environment where consumers share information faster, at a scale that was beyond comprehension when much of the existing research was created, the marketing implications must be considered. These include an exploration of at what point a consumer is pushed toward dysfunctional behavior. To what lengths, in defiance of economic rationality and even of the law, will a customer go to act on DCB? What can a firm do to avoid its destruction?

Definitions of Dysfunctional Consumer Behavior

A review of the current and recent terminology in the area of dysfunctional consumer behavior reveals an array of definitions, nomenclature, and terminology but with little sense of order or taxonomy. One substantial and comprehensive review of DCB is that of Fisk *et al.* (2010), and since that time several other terms have been introduced to the catalog of dysfunctional

consumer responses and coping mechanisms. The following terms for dysfunctional consumer behavior are included in the current study (listed alphabetically):

Aberrant consumer behavior (Fullerton and Punj, 1992; Budden and Griffin, 1996)
Brand hate (Fetscherin, 2019)
Consumer boycotts (Friedman 1985, in Klein, Smith, and Craig, 2004)
Consumer brand sabotage (Kähr, Nyffenegger, Krohmer, and Hoyer 2016)
Consumer grudgeholding (Hunt, Hunt, and Hunt, 1988; Huefner and Hunt, 2000; Aron, 2001)
Consumer immoral retaliation (Loureiro, Haws, and Bearden, 2017)
Deviant consumer behavior (Moschis and Cox, 1989)
Desire for consumer vengeance (Bechwati and Morrin, 2003)
Dysfunctional customer behavior (DCB) (Harris and Reynolds 2003)
Guerrilla consumer behavior (Koprowski and Aron, 2013)
Jaycustomer (Lovelock 1994; Harris and Reynolds, 2004)
Negative twist behaviors (Arnould, Price, and Zinkhan, 2004)
Online firestorms (Pfeffer, Zorbach, and Carley, 2013)
Pinocchio Customers (Harris, Fisk, and Sysalova 2016)
Problem Customers (Bitner, Booms, and Mohr, 1994)
Retaliation (Huefner and Hunt, 2000)
Store avoidance (Otto, Parry, Payne, Huefner, Hunt, 2004)
Vengeance (Kim and Smith, 1993)

*The definitions of these terms can be found in Appendix 1.

The manner in which these definitions were selected is like that of a content analytic approach. The sample was defined as terms and phrases used in the academic marketing literature that met the definition of dysfunctional consumer behavior presented by Moschis and Cox (1989), and thus research published in 1989 and thereafter was examined. A notable example of work published *before* that year

and of substantial influence on the body of research on consumer dissatisfaction is that of Hunt, *et al* (1988) on consumer grudgeholding. Therefore, the year 1989 was used as more of a “soft” boundary and referenced works from before 1989 were also considered, spanning to the present day. The objective here was to investigate academic marketing research on DCB with a spectrum of synonymous terms in mind, such as:

consumer revenge, avoidance, retaliation, and blame. This sample is substantial but more convenient than random (Harker 1999) or exhaustive. When a relevant research article was found, the definition of this relevant term, the unit of analysis, was added to the data set. A total of 18 unique definitions was agreed upon by the authors.

At first glance, these labels are similar in that they refer to the unhappy, customer or customers and some element of the consumer response. From the above, the response is generally behavioral but not always. While the word “behavior” or “misbehavior” is specifically mentioned several times, other terms refer to a category or set of actions like “retaliation,” “vengeance,” and “sabotage” or emotional terms like “desire” and “hate.” This acknowledges that there is more going on here than simply a bad behavior.

It is important to acknowledge that some terms that are intentionally *not* included among those describing dysfunctional consumer behavior. The term “demon customers” (Selden and Colvin, 2003) refers to customers that are deemed unprofitable to an organization. Another such term is that of “harbinger customers,” referring to early adopters whose purchases have been found to signal that a product will fail in the marketplace (Simester, Tucker, and Yang, 2019). However, in the cases of both demon customers and harbinger customers, there is really no dysfunctional consumer behavior or even harmful intent involved. These customers are not responding to a negative experience or coping with their dissatisfaction. These terms refer to undesirable customers but without any overt or covert dysfunctional coping behavior. The demon customers and harbinger customers might not even be dissatisfied at all. Another term not included in the following discussion is consumer misbehavior, offered as a synonym for shoplifting (Tonglet, 2002).

Also excluded, the label consumer vigilante. As visceral as this term is, it has been left out of consideration because it was presented as a dysfunctional consumer behavior in the popular press in *Business Week* (Mcgregor, 2008); however, in the academic marketing literature, vigilantism actually is considered to be a pro-brand behavior (Muniz and Schau, 2007).

The following section will explore the proposed research questions in greater detail. Then, further discussion will be followed by conclusions that might be offered and recommendations for future research.

CONCEPTUAL QUESTIONS

To summarize the questions stated above:

- Do the terms for dysfunctional consumer behavior suggest a flashpoint?
- Do the terms suggest when such a flashpoint might occur?
- Do the terms indicate the consumer’s desired outcome in terms of their relationship with the marketer?

Flashpoint

The term flashpoint was used in the marketing literature as a metaphor (Aron, 2001). In the natural sciences, a flashpoint is literally the lowest temperature at which a volatile substance will ignite. Thus, the term can be used in this context to describe the moment at which a customer realizes that his or her grievance has become intolerable, and in need of a response. As Aron wrote, “the strong and negative emotional reaction experienced by the consumer might be called a flashpoint that provokes avoidance behavior against the marketer.” (Aron 2001, p. 109). This term was first used in the context of consumer grudgeholding but can be expanded to apply to any DCB, starting with the emotional flashpoint leading a negative attitude, based on the emotion involved in the dissatisfying experience.

Wright and Larsen (1987) shared an example, referring to the not only the grudgeholding but also the retaliation and irrational behaviors brought about by fans whose college football team was excluded from post-season games.

Just as different substances have different flashpoints, there are going to be different variables that influence when a customer experiences their flashpoints. Sometimes it may be one incident, sometimes it is an accumulation of events that ignite the response. Therefore, the concept of a flashpoint resulting in DCB is offered as a channel for future research.

Stages of the Consumer Decision-Making Process

Regarding when the flashpoint might occur, the experience of any consumer behavior is not limited to the purchase itself or even the post purchase performance of the product or service. To go back to the hockey example,

Rae's experience with the hockey game started well before the event even started. Consider the stages of the consumer decision-making process as illustrated by Oliver (2010), described here and presented in Table 1. Oliver interprets the consumer decision-making process as one of four stages, Alpha, Beta, Gamma, and Delta. The first stage, Alpha, is the preference forming stage and occurs before any decision is made beyond entering the marketplace in search of a consumption-based answer to an issue or problem. The second stage, Beta, brings the consumer to the point of selecting a brand at the cost of forgoing the other available options. The purchase itself does not occur until the Gamma stage. Tensions at this stage include forgone options, similar to those experienced at the Beta stage, and also concerns about the still unexperienced performance of the product or service that has been purchased.

TABLE 1: Purchase decision phases (Oliver, 2010, p. 266)

Phase	Description	Focus of certainty	Psychological Response
Alpha	Predecision	Desirability of alternatives	Decision conflict
Beta	Postdecision, prepurchase	Desirability of chosen versus forgone alternatives	Apprehension
Gamma	Postpurchase, prepossession and postpossession, preusage	Desirability of forgone alternatives Performance adequacy of chosen alternatives	Apprehension, performance adequacy, self-doubt
Delta	Usage, postusage	Consequences of performance, future performance	Regret, guilt, resignation, (dis)satisfaction

The fourth stage, Delta, includes the use of the product or service itself, with all of the benefits and deficits involved (Oliver, 2010).

In Rae’s case, the positive elements might include recognizing the need to purchase a birthday gift for her partner, who is also a hockey fan. Her search would be a limited one, centered on local games, and her alternatives would consist of the set of games that fit into both parties’ schedules. The purchase itself, and finding a good deal on the tickets, would be positive experiences as would Rae’s anticipation of revealing the gift to her husband. This all occurs before the game itself is experienced and well before any outcome is known.

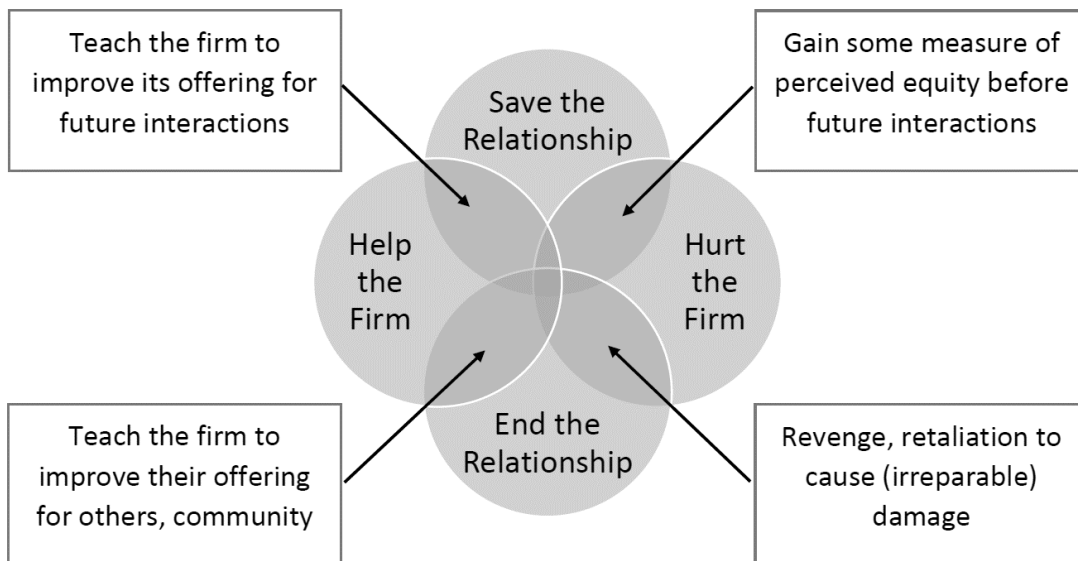
Similarly, consumer dissatisfaction can occur at any of the stages presented by Oliver as well. Rae might feel undue pressure to select the “perfect” gift, perhaps recalling her partner’s past underwhelming responses to her best efforts. Rae might dread other

elements of the broader experience, such as the long commute into the city, the notoriously unsafe neighborhood surrounding the hockey arena, or, as illustrated by the woman ahead of Rae, the stressful parking situation at the stadium. Clearly, a number of these factors are out of the marketer’s control yet might still be counted by the customer as integral parts of the consumption experience. Furthermore, each of these stages is an interaction unto itself, and as the example illustrates, high and intense levels of dissatisfaction can be experienced even when a customer first walks into the store.

Outcomes

It seems clear from the hockey example that Rae wanted to teach the Blackhawks how to better deal with their fans, in hopes of creating a better experience. On the other

FIGURE 1: Outcomes of Dysfunctional Consumer Behavior



hand, the woman in front of Rae demonstrated no such good will and shouted about the destruction of the team's fortunes. We can look at these kinds of motivation from these overlapping perspectives, illustrated in Figure 1.

- Does the consumer, through their behavior, want ultimately to help the firm, or hurt the firm?
- Does the consumer, through their behavior, want ultimately to save their relationship with the firm, or end it?

An examination of the overlaps among the circles in this Venn diagram yields some interesting outcomes. For example, the overlap between "hurt the firm ("HURT") and "end the relationship ("END") seems to get at the heart of the perception of DCB and many of the terms discussed herein. In this case, the dissatisfied customer responds to their outcome by causing harm to the marketer with the intent of gaining some measure of revenge. The explanations of the remaining overlaps, however, may not be as obvious.

The overlap between "help the firm ("HELP") and "save the relationship ("SAVE") suggests that the consumer is engaging in behavior to remediate the firm, perhaps not realizing the damage or costs suffered by the marketer due to this behavior.

The overlap between HELP and END suggests that the consumer has given up on the benefit of maintaining any relationship with this particular marketer and perhaps has no intention of returning, but also realizes that the firm will remain in business despite their DCB. In this case, the dissatisfied customer strives to educate the firm for the benefit of other customers and members of their community.

The overlap between HURT and SAVE seems akin to earlier research on grudge theory (Baumeister, Exline, and Sommer 1998). Grudge theory suggests that the

harmed party (in this case, a dissatisfied consumer) may want to maintain their relationship with the offending party (the firm), but not before gaining some measure of equity in compensation for the firm's missteps. The customer might engage in some act of revenge or retaliation, but only to the point of believing that justice has been restored. However, as described by Baumeister, *et al.*, the original offending party believes that a new imbalance has been created, and so seeks to restore equity through further retaliatory action. The cycle continues *ad infinitum*. More practically, though, the marketer would be foolish to strike back again, thereby ending the vicious circle of retaliation in hopes of restoring the relationship and preventing further damage.

Are there other overlaps, perhaps even more nuanced than the responses described above? One can ponder the placement on this diagram of other consumer behaviors such as reducing the relationship with a firm (SAVE) but not ending it completely, perhaps while seeking other firms or vendors as a replacement or waiting until a contract expires (END). Another example is that of maintaining a relationship in the sense that a customer will no longer make purchases from a marketer but will continue to actively, vocally boycott a firm. In such a scenario, the relationship exists (SAVE) with the intention of hurting the firm (HURT) while warning the community, but conceivably with the intention of resuming the relationship if and only if desired changes are made by the firm (HELP). An even more sinister response by a dissatisfied customer might be ostensibly staying in a relationship with a firm but only to continue antagonize employees or troll the organization by posting negative comments or reviews on social media.

DISCUSSION

A dissatisfied customer has a range of options, which can be reduced to

Hirschman's categories of exit, voice, and loyalty. The world has changed since those options were outlined, and each of exit, voice, and loyalty branches into digitally enhanced and widely shared directions that can lead to easily and instantly to DCB.

Understanding the consumer experience, its touchpoints, and its outcomes, have substantial implications for consumers and for firms (Lemon and Verhoef 2006). What outcome, then, does a customer really want, beyond the expected outcome from a particular transaction? Consumers and customers that engage in dysfunctional behavior are not acting in an economically rational way and in fact might be hurting themselves in terms of monetary, psychological, and physical expenditures. The question remains: does a grudgeholding or retaliating consumer, a dysfunctional customer, want to teach the firm a lesson in the remedial sense or in the vindictive sense? Does the customer want to punish the firm so it can learn from its mistakes and become a better partner, thereby continuing the business relationship? Or does the customer want to hurt the company and gain some measure of revenge, with no intention of maintaining a relationship?

What might lead a consumer to express dysfunctional responses instead of following a store-defined process? Why would a dissatisfied customer choose to walk away and to stay away versus seek revenge? Why might a customer try to teach the firm a lesson in providing strong customer service, instead of, colloquially speaking, teach the firm a lesson they'll never forget? While the motivations might be similar, the environment has changed.

The definitions explored in this project pertain to certain elements of the DCB phenomenon. The current research offers an attempt to weave these definitions using the common thread to the consumer

decision-making process as expressed by Oliver (2010).

The concepts of dysfunctional consumer behaviors including consumer grudgeholding and retaliation were built around only limited underlying theory dedicated to DCB, beyond that posited by Baumeister, *et al.* Instead, like much marketing theory, the understanding of grudgeholding and retaliation is based on theories and concepts developed in the areas of psychology and sociology

Further exploration of these definitions, conducted by means of content analysis may reveal that there are indeed important and often nuanced distinctions among these designations and the purpose of the current study is to conceptualize, clarify, and begin to organize these into a more coherent system of nomenclature.

When the dissatisfied consumer acts out against the firm, whether it is to seek fairness, win a dispute, or even seek vengeance, the marketer can only react. No matter how many precautions the firm might take, "We live in an age of rage," as Davey wrote. Whether it's a particularly difficult consumer, a clerk having a bad day, or the firm's decision that being proactive costs too much money, there's no way to protect against dysfunctional consumer behavior. The purpose of this research is to understand gaps in our understanding of dysfunctional consumer behavior that might not only provide direction for future research but also help firms understand the blind spots that might exist in their provision of satisfying consumer outcomes. The motivations and desired outcomes for consumers, as well as the implications for marketers and firms, are of great importance to researchers and practitioners alike. The circumstances that push a customer toward their inappropriate and perhaps irrational response have been explored and include issues such as seeking justice, seeking equity, seeking some

measure of revenge, dissonance reduction. From the marketer's perspective there are several questions that exist both inside and outside the mind of the consumer that would be of great value in helping avoid DCB and move toward an improved relationship with dissatisfied customers.

The current study examined numerous definitions of the various types of DCB that have been posited for over 30 years, dating back to the work of Hunt *et al* (1988) and Moschis and Cox (1989). In the decades since, many names and many definitions relating to DCB have been presented but the questions remain. This research evaluated 18 of these terms (including DCB and grudgeholding) against a set of questions meant to go beyond consumer behavior theory and move toward questions of great relevance to the marketer: when does DCB take place what provokes it, and what does the dissatisfied consumer hope to gain from their actions. It is important to note that the current research raises these questions but to answer these questions, further investigation is needed. This is

particularly vital in this era of dramatic, rapid, and scalable consumer-to-consumer communication. The power of the consumer voice has grown beyond anything Hirschman, Moschis and Cox, or Hunt *et al* might have imagined, even in light of their enormous contributions to the research of consumer behavior. Furthermore, the implications to firms are substantial, in terms of their costs to satisfy customers, replace lost customers, and prevent or anticipate dysfunctional consumer response through measures such as hiring and training social media listeners and developing customer service protocols.

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APPENDIX A:

Definitions Of 18 Types of Dysfunctional Consumer Behavior

Aberrant consumer behavior: Behavior in exchange settings which violates norms of conduct, held in disrepute by marketers and by most consumers; include 1) destruction of marketer property, vandalism 2) abuse, intimidation, and physical and psychological victimization of other consumers and marketer personnel 3) material loss through various forms of theft including insurance, credit card, and check fraud, and shoplifting (Fullerton and Punj, 1992; Budden and Griffin, 1996)

Brand hate: Consisting of 3 key emotions often displayed as disgust, contempt, and anger. The combination of these emotions is what determines the consumer's behavioral outcome such as brand switching, private or public complaining, brand retaliation, and willingness to make personal financial sacrifices to attempt to hurt the brand. (Fetscherin, 2019)

Consumer boycotts: Attempt by one or more parties to achieve certain objectives by urging individual consumers to refrain from making selected purchases in the marketplace (Friedman 1985, in Klein, Smith, and Craig, 2004)

Consumer brand sabotage: A customer's hostile aggression, toward harming the brand as compared to other types of negative consumer behavior wherein harming a brand is only a means to achieve other objectives, e.g., restoring equity. (Kähr, Nyffenegger, Krohmer, and Hoyer 2016)

Consumer grudgeholding: Extreme exit (Hunt, Hunt, and Hunt, 1988), persisting over a long period of time (Huefner and Hunt, 2000). A negative attitude toward a marketer, persisting and purposive avoidance as a means of coping with a real or perceived grievance attributed to the marketer. (Aron, 2001)

Consumer immoral retaliation: Morally inappropriate response by consumers to perceived immoral action by firm, which may also affect guiltless marketplace entities (Loureiro, Haws, and Bearden, 2017)

Deviant consumer behavior: Behavior that differs from some norm or standard, considered, by society to be undesirable, or dysfunctional (Moschis and Cox, 1989)

Desire for consumer vengeance: Retaliatory feelings that consumers feel toward a firm, such as the desire to exert some harm on the firm, typically following an extremely negative purchase experience (Bechwati and Morrin, 2003)

Dysfunctional customer behavior (DCB): Actions by customers that, intentionally or unintentionally, overtly or covertly, disrupt otherwise functional service encounters" (Harris and Reynolds 2003)

<p>Guerrilla consumer behavior: A response by dissatisfied customers going beyond normative behavior and resorting to counterproductive, economically harmful, and even illegal activities (Koprowski and Aron, 2013)</p>
<p>Jaycustomer: Customers who deliberately act in a thoughtless or abusive manner, causing problems for the firm, employees, or other customers. Includes sub classifications: The Thief, The Cheat, The Belligerent, The Rule Breaker, The Vandal, The Family Feuder, The Deadbeat (Lovelock 1994; Harris and Reynolds 2004)</p>
<p>Negative twist behaviors: Unwanted behaviors of resistance against the company including long-term grudgeholding, theft, vandalism, negative word-of-mouth, anti-brand websites, and in rare cases physical abuse of service personnel (Arnould, Price, and Zinkhan 2004)</p>
<p>Online Firestorms: Huge waves of outrage created by social media users within just a few hours in reaction to any questionable statement or activity (Pfeffer, Zorbach, and Carley, 2013)</p>
<p>Pinocchio customers: People who undertake exaggerated word-of-mouth against the marketer or service provider (Harris, Fisk, and Sysalova 2016)</p>
<p>Problem customers: Unwilling to cooperate with the service provider, other customers, industry regulations, and/or laws.</p>
<p>Retaliation: Aggressive behavior done with the intention of getting even.... From the seller's perspective, retaliation is an ineffective consumer response because it does not identify either the cause of the problem or person offended; therefore, no corrective action can be taken. From the consumer's perspective, retaliation is primarily cathartic (Huefner and Hunt, 2000)</p>
<p>Store avoidance: Persistent exit caused by consumer dissatisfaction (Otto, S.D., Parry, B.L., Payne, C.R., Huefner, J.C., Hunt, H.K., 2004)</p>
<p>Vengeance: Customers' attempt to inflict harm in return for harm (Kim and Smith, 1993)</p>