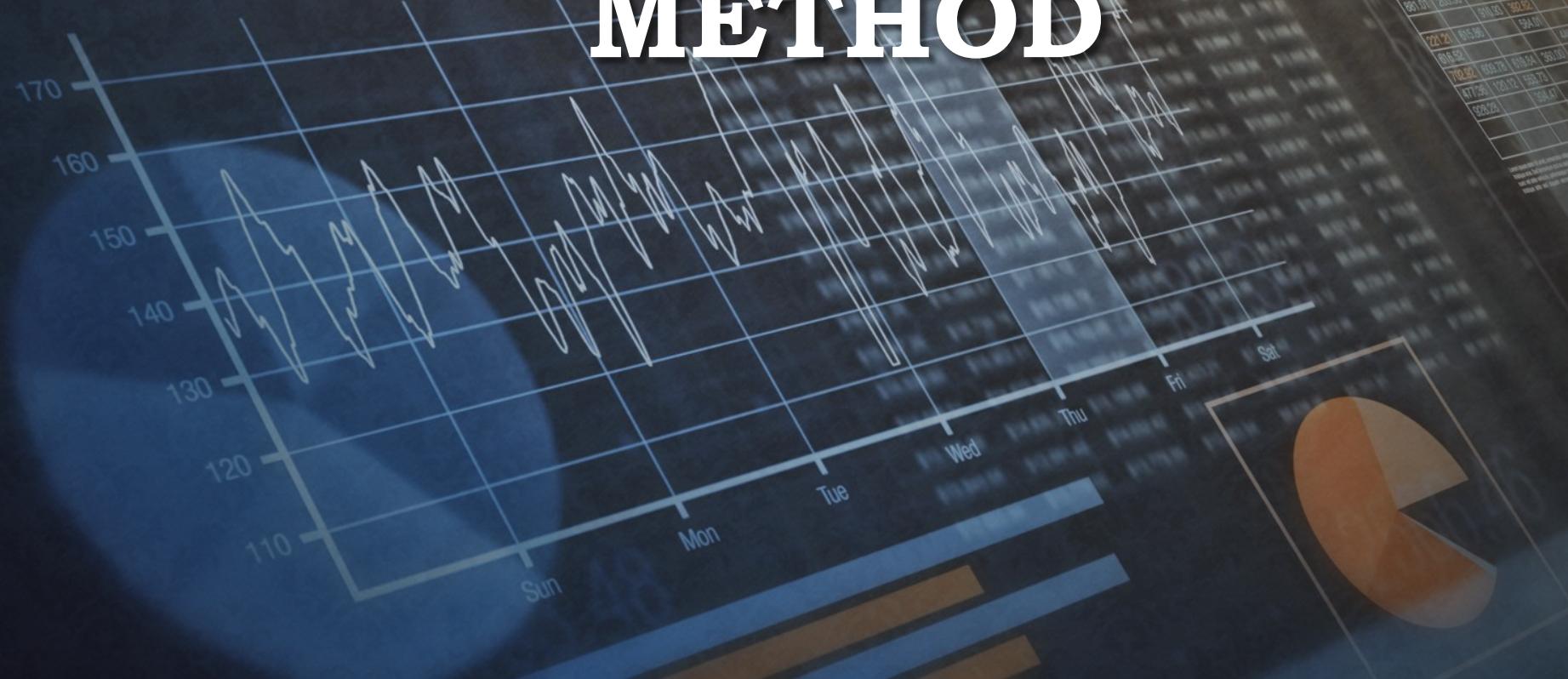


# BUSINESS RESEARCH METHOD



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# HOW TO REDUCE THE NEGATIVE IMPACT OF CUSTOMER NON- COMPLIANCE: AN EMPIRICAL STUDY

A Conceptual  
Review

# CONTENT

- Introduction
- Literature review
- Problem statement
- Research objective
- Research Questions
- Theoretical framework
- Hypothesis
- Types of study
- Methodology
- conclusion

# INTRODUCTION

Service experience is the start to finish set of client encounters that enhance a help. This is normally seen according to the client viewpoint as an excursion by which a client finds, buys, encounters and takes an interest in a help.

# LITERATURE REVIEW



1- **The Transformative Value of a Service Experience**



Author: Christopher P. Blocker, Andrés Barrios



Published date: 15 May, 2015



Citations 188



<https://journals.sagepub.com/doi/abs/10.1177/1094670515583064>

# LITERATURE REVIEW

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**2- Perceived Control and the Effects of Crowding and Consumer Choice on the Service Experience**

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**Author:** Michael K. Hui, John E. G. Bateson

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Publish date: 01 September, 1991

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Citation 1736

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<https://academic.oup.com/jcr/article-abstract/18/2/174/1786807>

# PROBLEM STATEMENT

Customers loyalty is influenced by negative of service  
experience.

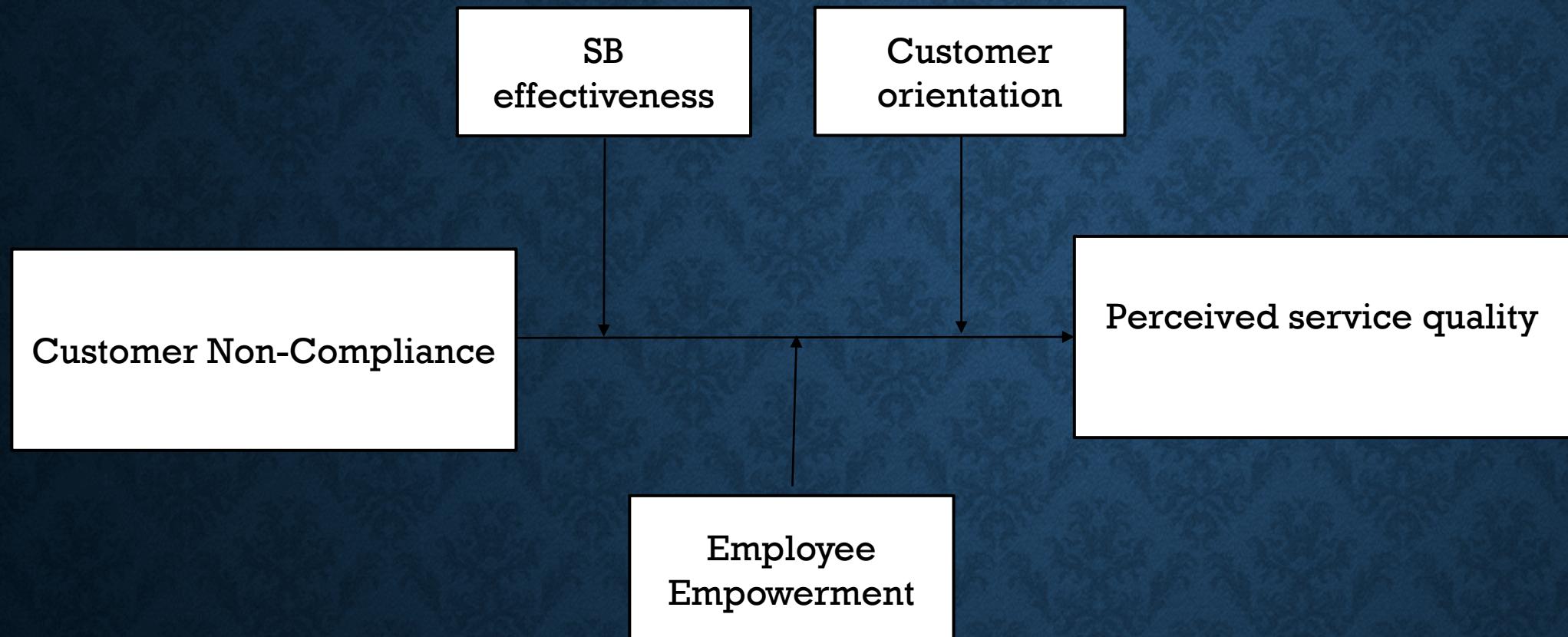
# RESEARCH OBJECTIVE

**Offer an alternative solution to the issue of customer non-compliance, explaining factors that reduce its negative impact on service experience.**

# **RESEARCH QUESTION**

- How the service experience affect the customers loyalty?
- How negative impact influence the organization?
- How service experience is perceived, as a challenge or strength?
- How to overcome negative impact of customer service?

# THEORETICAL FRAMEWORK



# HYPOTHESIS

- H1: Customer participation in the service delivery can potentially restrict the company's ability to provide the service promised to the customer and hence reduce the reliability of the service system.
- H2: The intensive participation of customers in the service delivery has been proved to improve significantly their perception of service quality as well as their overall satisfaction with the service encounter.
- H3: Customers' critical but ambiguous role as part of the service process, service organizations can be either benefited or harmed from customers' willingness and ability to comply with specific instructions and procedures.

## TYPES OF STUDY

**Casual  
study**

**Descriptive  
study**

# DATA COLLECTION



Source: the researcher has used secondary source for collecting the data for the research paper.



Qualitative Research: the research is based on qualitative approach. The data in research paper is numerical.

## METHODOLOGY

- Sample and data collection:

Data collection was carried out through a two-stage cluster sampling method.

- Operationalization of variables:

For most of the study's constructs, employed existing scales which have been formerly developed and tested by previous researchers.

# CONCLUSION

- This approach indicates that a customer-oriented philosophy minimizes the negative impact of the remaining divergent customer behavior, which cannot be controlled and eliminated by the company.
- the use of effective blueprints enables the detailed and accurate description of possible solutions to customer non-compliance and therefore provides the front-line employees with the necessary tools to deal with it.
- Empowered employees can more effectively go beyond the pre-defined script and handle unexpected customers' behavior or unpredicted requests (Hartline & Ferrell, 1996) and hence they can more effectively deal with customer non-compliance.

*Thank  
you!*