ABSTRACT

This article is to examine the extra-role behavior of customers as an important factor in organizations that deal according to their activities with clients and customers such as service organizations has great importance. The globalization of the international economy and service industry and service organizations will be required to increase the competitiveness. Service organizations to improve competitive conditions have focused their attention on customers. Extra-role behavior on personality factors such as emotions, cognition associated with the job, personality and environmental factors are very effective structure. As well as positive customer behaviors can assist the organization in achieving its goals, negative and destructive behaviors they can disrupt the organization which indicates the position of customers in the performance of organizations is undeniable.

Key words: customer - extra-role behavior of customers - customer’s citizenship behavior - destructive behavior of customers

INTRODUCTION

World accelerator and complex developments in the field of science and technology include the world's most successful organizations and objectives and procedures in order to identify the needs of their customers and drive more. Consumers have a fundamental role in the economy. Decisions about the demand for raw materials, transportation, manufacturing, technical work, as well as staffing and deployment of resources are the success of some industries and the failure of others affected. So consumer behavior is an important factor and the current recession is the fall of all commercial activities. The key aspect of successful marketing strategies, local and global is understanding consumer behavior. This for company (organization) business and non-profit organizations and government agencies, as well as the laws of the market will develop and apply. Of course, understanding consumer behavior and evaluating the performance of consumers in various countries is due to cultural differences is also important. Organizations and companies in the period of time under different names, including the knowledge era, post-industrial era, the era of information and globalization era has been always identified and the study of consumer behavior to gain their competitive advantage. [6]

Consumer behavior is the study of how people buy and what they buy or what they're buying and why. Consumer behavior is one of the branches of
marketing that of elements such as psychology, marketing and economics has held and has an important place in science. Providing service is the result of the collision between the service provider and the customer. Quality customer service estimates received during this process with what is considered to be compared, if you exceed customer expectations, perceived quality, the customer will be satisfied. In recent years involving customers in the design of new products and services, as a very important factor for the success of companies is intended to ensure the quality of customer needs and satisfaction begins and ends; therefore, producers should pay attention to the voice of the customer throughout the process of designing products and services.

Customers have valuable information on how to use their services in the form of access to them; it will be very useful for companies and other customers. Since the flow of information about new services often transferred through informal networks, transfer customer experience especially for new services can be very effective. Also any suggestion, dissatisfaction, comments, problems, protests, complaints or appreciation to the organization or conduct of the staff to improve service, can be the basis for better performance. Customer behavior help companies manage interactions between customers and employees not only facilitates, can be the basis for the behavior of other customers. [3] Today, marketing literature, as human resources services focus on customer management and research on the underlying causes of the behavior that most of the research done on extra role customer behavior and in most research disruptive and citizenship behavior as customers extra role behavior considered. In addition, extra role behavior of customers, employees extra role behavior as a major factor in the success of the organization and in customer behavior is effective.

Extra role behavior of customers:

Why do people in the organization to help each other or what the motivation of the employees and customers to help them to mean? These questions are not new, what is causing this behavior is beyond the normal behavior of individuals. In service organizations, customers often referred to as "small staff" act, such organizations in the process of customers using the services of Knowledge and skills. [7] Customer participation as clients or customers role is as extra role behavior. Customer behavior as those whose behaviors required performing services, such as timely arrival for an appointment, provide a description of the requirements, or pay for services. In contrast, acts out the role, voluntary are beneficial behaviors to the organization, organization staff or customers without being expected to have more services. [4] main behavior for a customer is a way to treat, behavioral, beyond doing something that formally have to say that the extra role behavior.

Extra role behavior is voluntary efforts beyond the normal function [12]. Referring to the creative behavior within an organization that goes beyond the interests of the organization noted that ensures extra role tasks, the customer goes back to the origins of the term social responsibility towards the Client Company or organization associated with it [11].

Extra role behavior in organizations improves organizational performance and provides many benefits for organizations (Van Dean, Lee Bein, 1998). Effective participation of the customer in both the within role behavior and actions of outside role as a competitive advantage is the positive behaviors can practice services, organizations, and even affect consumers in general to help create a favorable environment for customers and organizations use the services. Extra role behavior may be expressed appreciation of the service staff posts, notes, gifts, kind words and positive suggestions to improve services [10]. Extra role behavior of customer often involves sacrifice on the part of the customer in terms of time, effort, money, And collectively as the citizenship behaviors caused effectiveness of the organization. Out-of-role behavior, in both cases (citizens and organizations) is a potential source of competitive advantage for the organization. Extra role behavior of customers not only customer citizenship behavior and may show their destructive behavior. Destructive behavior from various forms of customer dissatisfaction and negative impact affected employees and other customers.

Customer citizenship behavior:

Bettencourt [5] three types of customer voluntary behavior includes 1 Loyalty 2 Cooperation 3 Organizational consulting (ie participation) is known three basic dimensions of customer citizenship behavior. Advance friends and family, and provide feedback to organization and other customers are examples in the explanation of his citizenship. [5] Morgan defines citizenship behavior as the behavior of the individual voluntarily and directly or explicitly recognized by the formal reward system is not encouraged. [17] In 1997 he offered another definition of citizenship behavior, meaning social and psychological behaviors that maintain and expand the space will help the working environment, leading to job performance will be better. OCB is introduced as a voluntary performance and voluntary behaviors promote service organizations performance. The same staff, customers may also practices civil behavior that leads them to take specific organizations. Baron and Eshnaeed (1985) states that a basic distinction between service and manufacturing companies and the customer is physically present at the service, in contrast to manufacturing companies those customers are rarely produced during the operation. Therefore, both the clients and the employees are service organizations. Customers often do things for organizations that
employees may do it otherwise; therefore, these customers may even be replaced by employees in service organizations.

Aspects of citizenship behavior of customers:
1. Positive verbal promotion: communication is desirable, informal, face-to-face between two people, in a word, or services is established.
2. Show dependence: dependence begins when the customer through the sharing of their personal problems, comprehensive relationship with the organization and their relations with others will appear.
3. Participation in the activities of the organization, including the organization affairs and participate in activities sponsored by organizations such as market research that goes beyond service delivery in general.
4. In order to facilitate the exercise of charitable, generous and charitable activities that sometimes tolerated, politeness and patience is to create rapid exchange service.
5. Flexibility: Customer willingness to adapt and accept the situation is out of control.
6. Proposals to improve service, customer comments, regardless of the particular dissatisfaction with the organization that can improve the performance of organizations.
7. expressed dissatisfaction (voice of customer) to complain directly to the providers of customer service in the event of problems, points out that this year employees an opportunity to find a way to problems, to maintain credibility and relationships continue.
8. Administer other customers include visual and other behaviors considered potential clients react to this behavior is to reform and formation of appropriate behavior.

Factors influencing customer behavior:
1. The organization's reputation and credit: organization reputation is the key factor in the success of the organization. Benefits of having a good reputation, high level of commitment and support to bring stakeholders. Reputation can be an overall assessment of the organization, which reflects is that people know how good or bad organization, defined [13]. Reputation can be attributed to the organization of the perceptions of stakeholders; the stakeholders could be customers, suppliers, media and other societies [1]. How then can the organization's reputation by "understanding the customer's environment, quality of products and services, and financial performance" measured [15]. Previous research shows that positive impact on the reputation of the financial performance of the organization. Many researchers suggest that clients with reputation and credibility of good organizations, committed to the organization increase their confidence in the organization [8].
2. The customer's perception of justice: justice clients through understanding their processes and services. When customers come to believe that the organization is treated fairly, they are likely to establish lasting relationships with organizations committed to the organization.
3. Loyalty: loyalty as an indicator that measures the likelihood of recurrence of buyers and repurchases is defined. Loyal customers will not only raise the value of trade but also allow businesses to attract new customers to lower their costs to keep [16]. Loyal customers may do voluntary positive behavior and attitudes that lead to the creation of added value for the organization. Loyal customers express behaviors that lead to the creation of value for the organization. This behavior is called the OCB.
4. Commitment: Commitment is one of the variables that directly influence customer behavior. Commitment as the desire to maintain good relations expressed commitment. Many researchers, commitment as a key factor in establishing and maintaining long-term relationships with clients have been introduced. Commitment in the relationship between service providers and clients is defined as a type of explicit or implicit constraint on the continuation of the relationship between exchange members. Previous studies suggest that commitment is strongly associated with citizenship behavior. Meyer and Allen (1984) concluded that organizational citizenship behavior and commitment is a strong relationship between the customers who are more committed to the organization citizenship behaviors show more of themselves.
5. Trust: One of the variables affecting customer behavior, which includes employees and self-confidence in the organization. Employees, who are in contact with the customer, play a major role in motivating customer’s citizenship behaviors. Because most of the staff is the main point of contact with the customer at the time of provide service [21]
6. Consent: factors affecting customer citizenship behavior, customer satisfaction. Customer satisfaction has a positive effect on the profitability of the organization. Satisfied customers, their buying experience with other people (between 5 to 6 people) share, conversely, dissatisfied customers about the product or service experience to transfer more than 10 people [2].
7. Characteristics of the physical environment: are the fundamental factors that affect customer behavior. Shopping environment refers to those characteristics of the physical environment in which the customer is located. Baker (1986), the characteristics of the physical environment classified into three categories 1. Environmental factor, these factors affect people's feelings (eg, Music, Video and clean), 2. Design factors that can be perceived directly by the people (as decoration and interior design agencies) and 3. Social factor, including those in the organization (such as other customer service
staff) characteristics of the physical environment, interpretation, interpretation and evaluation of the physical environment or the assessment of tangible and intangible characteristics of the customers of the exchange of notes these features include the following four categories of design, space organization, the behavior of other customers and outer space organization [20]

Behavior of anti-citizenship (destructive):

The largest and most important asset of any service organization is its customers and other investments that affect the service organization. One of the problems of service organizations associated with customer’s behaviors such as aggression, stubbornness and malice and This behavior effect on the performance of services and the behavior of other customers, the occurrence of such behaviors as proof of citizenship behavior, organizational citizenship behaviors contrary to improve organizational performance, effectiveness of the organization, satisfaction and customer loyalty, it is social capital like to inhibit the function of the organization and its reliability will lead to a decrease in income or loss. The concept of anti-citizen behaviors that Jlink and Ahron 2006, Pierce and Giakalon 2003, Ball et al 1994, with different titles used by other researchers. Although these concepts are not fully coincide but have significant overlap in the range of behaviors. The statements that represent a proof of citizenship include:

1. Anti-social behavior: Giakalon and Greenberg anti-social behavior as behavior that damages the organization, employees and shareholders is defined. Examples of anti-social behavior include: arson, extortion, bribery, discrimination, espionage, greed, fraud, rejection, lying, vandalism, theft, perjury and interpersonal violence. The definition of the behaviors is located inside and outside the organization, as well as behaviors that cause harm to individuals and organizations has used in the past.

2. The non-functional behavior: actions raised by a customer or group of customers for a group of employees or other customers have negative consequences. Action such as insecurity, violence, absenteeism, theft and retaliation customer behavior leads to customer dissatisfaction is the answer. [24], according to research, Harris and Reynolds [9] destructive behavior customer negative impact on employees and other customers and overall impact on the organization.

Customer destructive behavior can cause chronic stress, such as shame and the service staff is also of disrespect. Customer threatening behavior, aggressive and difficult preparation, may have a negative impact on the mood and feelings of staff services. Lovelock also a talkative customer as "someone with indiscretion and bad language caused problems for staff and other customers and the customer defines his talkative in 6 categories:

1. The thieves did not intend to pay, and began to steal the goods and services.
2. Fragile rules that trample upon the rules and strategies of the organization.
3. The figures provoked a violent, angry and take that insults, threats talks.
4. A person who is like a family to fight the enemy with its customers.
5. Malicious damage to services and facilities service.
6 people unemployed as opposed to paying fees for services [24].

Because customer behavior destructive nuisance in the process of providing services to other clients is intentional and accidental, may have a negative effect on the perception by other customers satisfaction, perceived service and loyalty to his company. Assuming that employees always have the customer destructive, behavior and time required for the service to other customers decreased, therefore a negative impact on survival provides employment and job training. As a result, the organization may suffer serious financial damage and loss of profits [9]. However, destructive behavior is based on higher customer satisfaction and the lack of happening, including violence, theft and fraud and generally accepted norms of social opposition. Thus such behavior damages service organizations and other customers.

Conclusions:

Customer behavior management as a human resource as well as customer behavior management staff is important that a subset of human resource management is the same position with behavior management staff. Therefore, to improve the performance of organizations should pay special attention to the human resource. Extra-role behaviors of their employees are able to increase their service capacity because they are trying to help others in the best way. Use feelings, emotions and assess has significant impact on citizenship behavior. While assessing the feelings of others and set it does not have much impact on citizenship behavior. It is proposed to strengthen the communication of the vision and goals of the organization aware of employees and different ways to encourage them to try to achieve it. One of the main objectives of the organization and increase customer satisfaction, according to the organization's main task is to remind staff and should also try to improve staff motivation and confidence to encourage them to try the utmost to achieve organizational goals and the person that this organization will significantly reduce destructive behaviors.

By measuring the perceived quality of service in a specific time period, we know that customer citizenship behavior and disruptive behavior have a significant effect on the performance of service organizations. As a citizen of clients improve
performance, increase loyalty and customer-destructive behavior, and vice versa adverse effect will cause it. Research in the field of anti-civic behavior in organizations, and in particular the relationship between culture and behavior is new proof of citizenship, research has been done research and studies related to organizational citizenship behavior and anti-civic behavior, mainly in the field of marketing and sales organizations and business have been carried out. We have to recognize that organizational culture in such areas and organizations, is a shade even social responsibilities, and organizational culture in public and private organizations is different. The organizations must provide space for customer citizenship behavior, among the things that organizations can do to build confidence for clients, commitment to customers, justice and having sufficient funds and to promote the environment. Self-destructive behavior of their customers, negative views of their relationship with the security services and may decrease if communication can still force to intensify their destructive behavior. The service organizations to avoid financial losses and psychological dissatisfaction they should pay special attention to the management of these behaviors and as much as possible to create the conditions necessary to prevent such behavior. Citizenship and destructive behavior of the customer are important factors in the marketing mix that service providers should be seriously considered and manage it.

REFERENCES

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