

JUNGIAN PERSONALITY TYPES AND CUSTOMER ORIENTATION

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ABSTRACT

This paper investigated the relationship between personality types of customer service employees and the degree of customer-orientation displayed by them. The customer orientation level was tested in relation to various demographic characteristics of the sample. Personality was assessed using the Jungian dimensions of Introversion, Extroversion, Sensing, Feeling, Thinking, and Intuition. Two sets of questionnaires to test personality types and customer orientation were circulated among one hundred (100) employees of Sri Lanka Telecom Ltd. It was hypothesized that Extroverts are more customer-oriented than Introverts; Sensing-Feeling (SF) and Intuition-Feeling (NF) types are more customer-oriented than Sensing-Thinking (ST) and Intuition-Thinking (NT) types. It was found that the customer orientation level was higher among males rather than among females. It was also found that there was no statistically significant difference between customer orientation levels and demographic characteristics of employees. A new personality type with equal Extroversion and Introversion (EN) emerged and there is statistically significant evidence to assert that EN type is more customer-oriented than Extroverts and Introverts. The paper concludes by setting out certain guidelines with respect to selection and training of employees in order to make organizations more customer-oriented.

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