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DEVELOPING A MODEL IN ANTECEDENTS OF CONSUMER MISBEHAVIOR ON CHAIN STORES

DEVELOPING A MODEL IN ANTECEDENTS OF CONSUMER MISBEHAVIOR ON CHAIN STORES

ABSTRACT

The aim of this study is to fill the existing gap in consumer behavior literature by demonstrating the comprehensive antecedents of consumer misbehavior model. Consequently, this paper contributes to elucidate the salient factors that lead customers to misbehave. Data were collected from a survey of chain stores in Iran, Tehran (Hyperstar, Hyperme, shahrvand)(n=384). Confirmatory factor analysis and structural equation modeling were utilized to analyze the data. This study represents associations between past consumer misbehaviors, Personality variables (Machiavellianism, self-esteem, sensation seeking, aggressiveness, Consumer Alienation), Environmental variables (Layout and design, atmospherics, Perceptions of employee service, Exterior environment), Situational variables (Loyalty Intention, Severity of dysfunctional misbehavior, Perceived opportunity, Perceived risk service) and motivational variables (financial motivation, Ego gain motivation, Revenge motivation). our empirical results offer support for the forwarded research model and demonstrate that future misbehaviors intention is considerably affected by past misbehaviors.

Summary of statement of contribution: The novelty point of this study is to illuminate the antecedent of misbehavior for the first time based on the background of Iranian culture. Furthermore**,** no study has been observed to explore the association between customers' motives, personality, contextual and environmental factors with past and future intentions. This paper puts forward some suggestion for future research.

Keywords: Consumer Misbehaviors, Past Misbehaviors, Chain Stores, Future Misbehavior Intention, Motivations.

DESENVOLVIMENTO DE UM MODELO EM ANTECEDENTES DE MAU COMPORTAMENTO DO CONSUMIDOR SOBRE CADEIAS DE LOJAS

RESUMO

O objetivo deste estudo é preencher a lacuna existente na literatura comportamento do consumidor, demonstrando os antecedentes abrangentes de modelo mau comportamento do consumidor. Consequentemente, este trabalho contribui para elucidar os fatores mais importantes que levam os clientes a se comportar mal. Os dados foram coletados a partir de um levantamento das lojas da cadeia no Irã, Teerã (Hyperstar, Hyperme, shahrvand) (n = 384). Análise fatorial confirmatória e modelagem de equações estruturais foram utilizados para analisar os dados. Este estudo representa associações entre misbehaviors de consumo passados, variáveis de personalidade (maquiavelismo, auto-estima, sensação de busca, agressividade, Consumer Alienação), variáveis ambientais (layout e design, atmosféricos, Percepções de serviço do empregado, ambiente Exterior), as variáveis situacionais (Intenção de fidelidade , gravidade do mau comportamento disfuncional, oportunidade percebida, serviço de Risco percebido) e variáveis motivacionais (motivação financeira, Ego ganho motivação, motivação Revenge). nossos resultados empíricos oferecem suporte para o modelo de pesquisa encaminhadas e demonstrar que maus comportamentos futuros intenção é consideravelmente afetada por maus comportamentos passados.

Resumo da declaração de contribuição: O ponto novidade deste estudo é iluminar o antecedente de mau comportamento pela primeira vez com base na formação da cultura iraniana. Além disso, nenhum estudo tem sido observado para explorar a associação entre os motivos dos clientes, personalidade, contextual e fatores ambientais com passado e intenções futuras. Este artigo apresenta algumas sugestões para futuras pesquisas.

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1 INTRODUCTION

Customer misbehaviour is a challenging dilemma which differentiates across diverse sectors and industries. Customer Misbehaviour appears endemic to customer-firm interaction (Fisk et al. 2010). Customer misbehaviour in service setting is problematic due to two main reasons. The first reason is related to direct damage and it causes, the second one is due to additional negative effects that arise from the contagion of such behaviour (Schaefers et al. 2015).

The activities of misbehaving represent behaviours within the exchange setting that deliberately violates the generally accepted norms of conduct in such situations. Evidence proposed that customers regularly misbehaviour during the exchange setting (Daunt & Harris, 2011). Consumer misbehaviour also can be defined as behavioural acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order (Fullerton & Punj, 2004). Dark side of customer misbehaviour stunningly disrupts organization activities and constitutes a debating dilemma which abuse and threaten both employees and their organization. In fact, the motto of "customer is the king" is under questioning and is not acceptable anymore.

In order to understand & explore the natures of consumers' misbehaver, it is essential to recognize what constitutes consumer misbehaviour. Given the dyadic nature of service encounters, a dysfunctional misbehaviours can be investigated from two primary perspectives: the actor's (i.e. customer's) and the target's (i.e. professional service provider's) (Fisk, et al., 2010). While both perspectives are equally valid and offer rich information on the phenomenon of interest, the information gleaned from each perspective is necessarily different. In this research for understanding the antecedents of misbehaviours the information is gathered from customer side.

A quick review of extant literature reveals that despite the robust body of literature and numerous researches in consumer behaviours, the comprehensive model of nature of misbehaviour and its antecedent is limited. Although existing literature offers insight into the antecedent of individuals dysfunctional behaviors (Cox et al., 1993; McColl-Kennedy et al., 2009, Daunt & Harris, 2011) and multiple forms (Funches et al., 2009; Reynolds and Harris, 2009) of customer misbehaviours, scholarly understanding of the motivations and drives along with personal, environmental and situational factors that underpin such behaviours is undeveloped. This suggests that consumer misbehaviour still needs further study to fulfil this pertinent gap. Indeed, ,to best of our knowledge, this article is an unique attempt to advance a comprehensive model by considering all salient factors which lead to misbehave from psychology, marketing and sociology perspective.

Accordingly, our paper is structured into four main sections. First, we provide an overview of existing research into customer's misbehaviors and address issues of terminology and definition. Thereafter, we outline the methodology adopted for conducting this article. Subsequently, we present the research findings. Thereafter, we outline a research agenda by providing the conceptual and managerial implications especially for academics and practitioners.

Conceptual Background

Consumer misbehavior may be viewed as a subset of the human deviance topic. Different terms have been used in previous researches exploring and depicting customers' detrimental mannerisms (Huang et al. 2010). For example Bitner et al. (1994) used the term ''problem customers,'' Lovelock (1994) used the word ''Jaycustomers,''Fullerton and Punj (1997) used the label ''consumer misbehavior,'' and Harris and Reynolds (2004) used the phrase ''dysfunctional customer behavior.'' In this study we prefer to use consumer misbehaviors, which refers to actions by another customer, whether intentional or unintentional, that disrupts one's own service experience (Huang 2008).

Due to high economic cost, previous literature in the marketing examined gain-oriented misbehaviors such as shop lifting (Kallis and Vanier, 1985; Cox et al., 1993), ward robing (Longo, 1995) and cheating on service guarantees (Wirtz and Kum, 2004). More recent researches, also focused on profiling the different forms of misbehaviors for example lovelock(1994, 2001) entitled this kind of customers as jay customers and categorized it into the "thief", "the rule breaker", "the belligerent", "the family feuders", "the vandal", and "the deadbeat". In contrast to Lovelock categorization which focused on different forms of customers, Fullerton and Punj(1994) classification theorize five categories of customer misbehaviours directed against an organisation's employees, merchandise, financial assets, other customers, and physical and electronic premises. More recently scholars Harris and Reynolds (2004), classified customer misbehaviours based on covert and overt behaviours offers different

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classification of "oral abusers", "physical abusers", "undesirable customers", "vindictive customers", and "sexual predators"

Aligned with the literature that attempt to categorize the forms of misbehaviours is studies that investigate the consequences of customer misbehaviour. The consequences of these kinds of behaviours varied significantly in different terms of physical harm and Organizational financial loss (Daunt, Harris, 2012). The wide-ranging effects of customer misbehaviours on the employees, firms, and fellow customers are central component of their studies. Exploring the antecedents and drivers of misbehaviour is the other highlighted theme of misbehaviours studies. To date, holistic insights into the drivers of dysfunctional customer behaviour are very limited (K. Reynolds & Harris, 2009) and returns to the Daunt and Harris research (Daunt, Harris, 2011).

The current paper addresses this issue by proposing a comprehensive model in service industry particularly in chain stores. For example, Shahrvand chain store in Iran almost loses 5% of its sales by shoplifting per month. Also, in Refah chain stores the types of misbehaviours have not determined yet. In different cultural context the pattern of misbehaviour is similar too. For example in US, based on the Patterson et.al.(2009) research, the request for counseling percentage of retail employees increased up to 78 percent, owing to having been victim to incident of abusive customer misbehavior. In addition, frontline employees are subject to customers' misbehaver nearly 10 times every day in US (Grandey et al.2004). According to Fullerton and Punj, customers at least misbehave some of the time (Fullerton & Punj, 2004). Finally,

a more recent study shows that 1 in every 10 employees in the United Kingdom report that they are intentionally and verbally abused by customers (Daunt and Harris 2012).

A central component for understanding consumer behavior is to identify the antecedents and motives of misbehaviours. The main theoretical framework derives from Fullerton and Punj's (1993) conceptual model of the antecedents of aberrant customer behaviour. Their research focused on the specified relationships between personality traits and demographic characteristics and customer misbehaviour. Thereafter, Daunt and Harris (2011) combine the extant framework with criminological theory that champions a link between past and future acts of misbehaviour.

To develop a robust conceptual model of current research, we undertook a comprehensive appraisal of the existing literature. The conceptual model of this research consists of examining the relationship of five personality-related variables (consumer alienation, Machiavellianism, sensation seeking, aggressiveness, and self-esteem), five environmental-related variables (Layout and design, Atmospherics, Fellow customers, Perceptions of employee service, and Exterior environment), four Situational related-Variable (Loyalty Intention, Severity of dysfunctional misbehaviour, Perceived opportunity, and Perceived risk) and three motivational-related variables (financial motivation, ego gain motivation, and revenge) with past customer misbehaviour. Consequently, the model predicts the association of past misbehaviours with future misbehaviours intentions. Fig. 1 depicts these factors and proposing the comprehensive model is the unique point of this study.
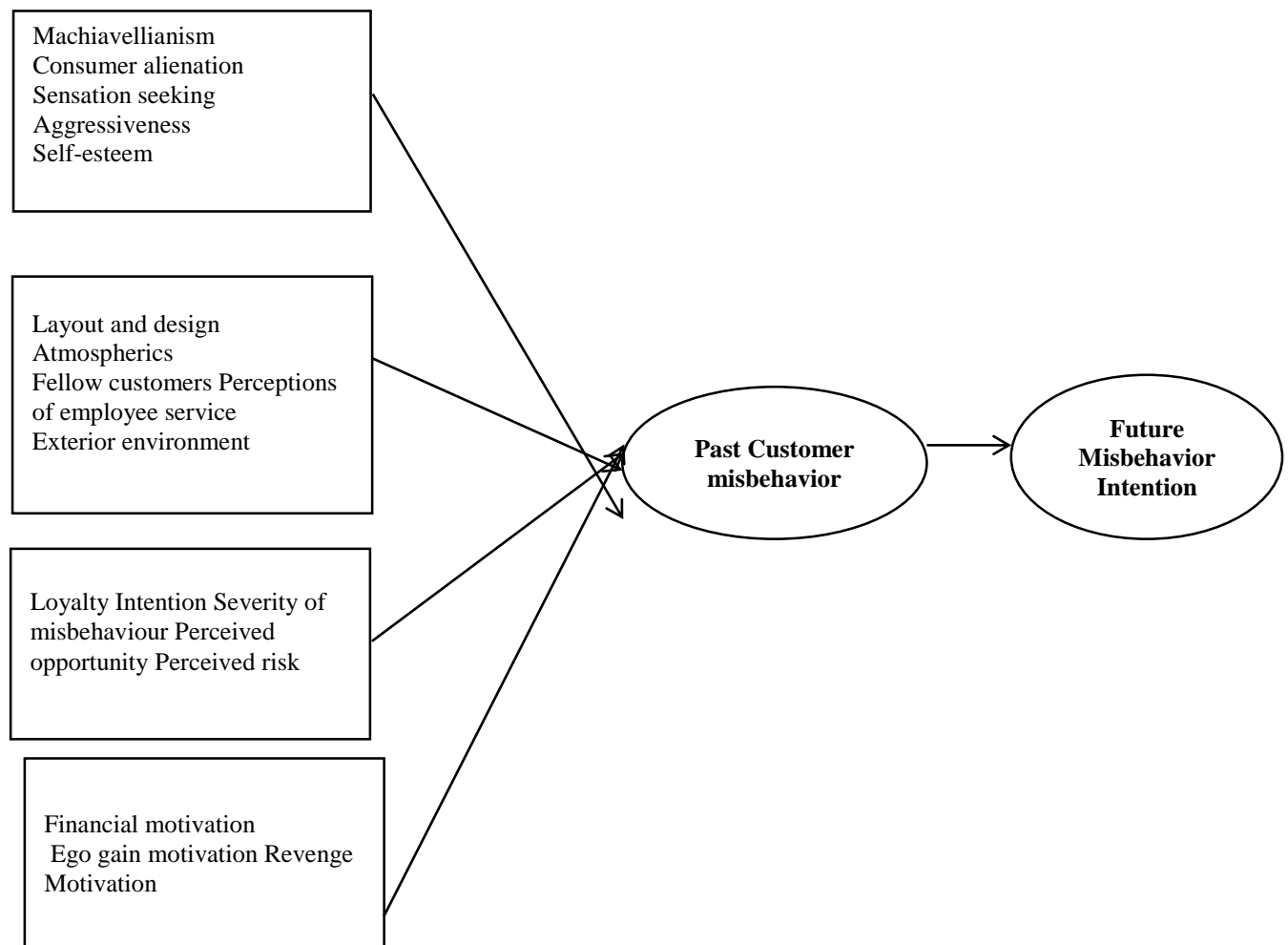
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Figure 1- Conceptual customer misbehaviors model

2 Personality Factors

Facets of a person's personality and predispositions correlate with deviant behaviour across a broad range of literature streams (e.g., Harris and Ogbonna, 2006; Sutherland and Shepherd, 2002). Thus, in providing all-encompassing models of Fullerton and Punj's (1993) and Daunt & Harris(2011) as a guide and a comprehensive review of extant literature, the current paper considers the dimensions of consumer alienation, Machiavellianism, sensation seeking, aggressiveness, and self-esteem as the significant antecedents of misbehaviour and therefore, it has enough worth to investigate in this context.

In investigating the nature of the personality characteristics, Machiavellianism is a common construct in the exploring of misbehaviour. In reviewing the past research, Jones and Kavanagh (1996) depict a strong relationship between Machiavellianism and unethical behavior. In particular, the people with high level of Machiavellianism are more likely prone to steal, lie, and cheat (Al-Khatib et al., 2008). Wirtz and Kum (2004) elucidate an association between Machiavellianism and consumer cheating behaviours.

Examining the dysfunctional acts, McHoskey (1999) offers a statistically significant link between Machiavellianism and antisocial behaviour. Exploring the relationship between Machiavellianism and the perpetration of past misbehaviour is also common across various cultural contexts, ranging from Egypt (Rawwas et al., 1994), to Japan (Erffmeyer et al., 1999),to Turkey (Rawwas et al., 2005) and to UK (Daunt & Harris, 2011).

H1: Machiavellianism has a significantly positive effects on past customer misbehavior.

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Sensation-seeking is defined as "the need for varied, novel, and complex situations and experiences and the willingness to take physical and social risks for the sake of such experiences"(Zukerman, 1979). Pérez and Torrubia (1985) explore that sensation-seeking tendencies precede antisocial behavior among students. Fullerton and Punj (1993) proclaim that the propensity to seek sensations as a primary driver of both overt and covert forms of customer misbehaviour. The sensation-seeking trait also links to past episodes of violent and antisocial behaviour (Dahlen and White, 2006), boycotting behaviour (John and Klein, 2003), and sexual deviance (Love, 2006; Daunt and Harris, 2011). Daunt and Harris (2011)

Find that the people with higher level of sensation seeking is prone to have the higher level of past misbehaviours (Daunt and Harris, 2011). Thus, sensation seeking as a significant personality variable should be included in models of dysfunctional behaviours.

H2: Sensation seeking has a significantly positive effects on past customer misbehavior.

Buss and Perry (1992) defines aggressiveness as a personality trait that comprises four sub-traits (physical aggression, verbal aggression, anger, and hostility). Researchers often find an association between the personality trait of aggressiveness and the past perpetration of criminal and deviant behaviours (e.g., Fullerton and Punj, 1993; Daunt and Harris, 2011).

Daunt and Harris (2011) find that the people with higher level of aggressiveness is prone to have the higher level of past misbehaviours. Researches to support this association are vast (Rose and Neidermeyer, 1999; Mazerolle et al., 2003).

H3: Aggressiveness has a significantly positive effects on past customer misbehavior.

Consumer alienation is defined as customers' perceived powerlessness, discontentment, and estrangement from the practices of modern-day firms (Lambert, 1981). Bernstein (1985) proposes the conceptual support for the role of consumer alienation in driving past acts of shoplifting and retaliatory customer behaviours. In review of existing literature, an association between consumer alienation and the perpetration of past misbehaviours is seen (Fullerton & Punj, 1993; Daunt & Harris, 2011). Also, Shanahan and Hyman (2010) draw a link between consumer powerlessness and misdeeds of online deviant behaviours. Thus,

Consumer alienation should be considered as the important factor in this model.

H4: Consumer Alienation has a significantly positive effects on past customer misbehavior.

Self-esteem is defined as "the extent to which one prizes, values, approves or likes oneself" (Blascovich & Tomaka ,1991). In many researches, you can find a strong link between this variable and deviant behaviour. Daunt and Harris (2011) uncovers empirical evidence of relationship between low self-esteem and perpetration of past misbehaviours. Further support of this relationship is also exists in Bibin and Griffin research (1995) which offer evidence of an association between low self-esteem and customer misbehaviour. They find that people characterized by low levels of self-esteem deem shoplifting behavior fairer and more morally just than people who possess high levels of self-esteem (Daunt & Harris, 2011).

H5: self- esteem has a significantly negative effects on past customer misbehavior.

Environmental Factors

Environmental factors, such as physical environment, type of product or service, safety, attitude of service employees and corporation public image, are linked with customer misbehaviour (Fullerton & Punj, 1993). Most research considers the physical environment in terms of layout and design, atmospherics, and exterior environment.

Russel(1973) and Cox et al.(1993) depict that different store design are likely to be associated with misbehaviours especially shoplifting. Further support of this relationship also exists in Nicholls (2005) research which stresses the link between interior design and atmospherics with aggressive behaviours. Support for the link between these variables also can be source from (Fullerton & Punj, 1993). Therefore, these factors should be considered as below:

H6: Layout and design has a significantly negative effects on past customer misbehaviour.

H7: Atmospherics has a significantly negative effects on past customer misbehaviour.

In parallel with finding that explain an association between layout and design and atmospherics with perpetration of past misbehaviours, Grove et al. (2004), proclaim that physical, atmospheric, and social surroundings can act as triggers of customer misbehaviour. Specifically, the authors assert that cramped, dirty, and obviously hot/cold service environments may

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raise the revengeful misbehaviours (Daunt and Harris, 2012). So, we can argue that

H8: Exterior environment has a significantly negative effects on past customer misbehavior.

In addition to uncovering link between exterior environments, fellow customers may imitate the acts of abuse on service employees or damage to tangible items conducted by other customers (Harris & Reynolds, 2003). Yagil (2008), also argue that dysfunctional behaviours emerge as reason of the presence of other customers. So, we can proclaim that

H9: Fellow customers have a significantly negative effects on past customer misbehavior.

Reviewing the previous studies for finding the associations between perception of employee service and misbehaviour, we find that in some cases misbehaviours are performed as a mechanism of retaliation against an employee who is perceived to have performed in a substandard or disparaging manner during service exchange (Harris and Reynolds, 2004, 2012; Gre´goire and Fisher, 2008). For more clarification, in these cases customers engage in dysfunctional behaviours as a matter of substandard manner of services providers' team. Thus, we can argue that

H 10: Perceptions of employee service has a significantly negative effects on past customer misbehavior.

Situational Factors

Aligned with environmental factors, situational factors are also considered as influential variables with significant effects on customer misbehaviours. Environmental factors include loyalty intentions, the severity of the misbehaviour performed, and the perceived opportunity and risk.

Based on Gregoire and Fisher (2008) study that when loyal customers felt betrayed by a firm, engage in dysfunctional behaviours as retaliated mechanism for compensation. In addition, Wirtz and Kum (2004), find an association between with low levels of loyalty and high likelihood of committing misbehaviours especially financial motivated misbehaviours (Daunt and Harris, 2012; Wirtz and Kum, 2004).

H 11: Loyalty Intention has a significantly negative effects on past customer misbehavior.

In the conceptualization of the association between severity of customer misbehaviours with past misbehaviour, Fullerton and Punj (1993),

Lovelock (2001) and Daunt and Harris (2011) argue that there is a positive relationship between severity and past misbehaviour in case that the greater severity of dysfunctional behaviours, the more likely misbehaviour will occur. Daunt and Harris (2011) even suggests the broader range of misbehaviour severity as including making fraudulent complaints, arguing with a fellow customer, physically striking employees, which demonstrate the great connection with dysfunctional behaviour. Therefore, we can suggest that

H 12: Severity of dysfunctional misbehavior has a significantly positive effects on past customer misbehaviour.

We can find stream of literature on perceived opportunity, which present the positive relationship between this variable and past customer misbehaviours. Moore (1984), Wirtz and McColl-Kennedy (2010) and Daunt and Harris (2012), cited the positive relationship between the Perceived opportunity and different type of misbehaviours such as shoplifting and illegitimate complaining. Complementary evidence is also forwarded by Fullerton and Punj (2004) study which cite that Calculating opportunism is the motivation of misbehaviors. Therefore, we can make decision that

H13: Perceived opportunity has a significantly positive effects on past customer misbehavior.

Various researches illustrate the link between Perceived risk of behaviour and past misbehaviours. To demonstrate, Cox et al. (1993) draw a link between low levels of perceived risk and past misbehaviours. Similar findings are suggested by Tonglet (2002) who illustrates significant effects of perceived risk on monetary driven acts of consumer theft. Supporting evidence is also suggested by Daunt and Harris (2012) study which suggest that differently motivated customer misbehaviour is distinguished by differences in Perceived risk. Therefore, we can conclude that

H14: Perceived risk service has a significantly negative effects on past customer misbehavior.

Motivational Factors

Researches that attempt to identify the motivation of customer misbehavior are limited and disjoint. While Fullerton and Punj (2004) cite the motivation of misbehaviors as unfulfilled aspirations, Deviant thrill-seeking, Absence of moral constraints, Differential association, Pathological socialization and Calculating opportunism, three misbehaviors motives consisting of financial gain,

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ego gain, and revenge are proposed by many scholars (Moore, 1984; Bernstein, 1985; Harris and Reynolds, 2004; Reynolds and Harris, 2005). In this research, we consider these three motives as the main motivation of misbehavers.

Researches that offer insight into the role of financial motivation and the deviant behaviors are varied. Utilizing qualitative research methods to investigate the association of financial motivation with past misbehaviors, Harris and Reynolds (2004) cited these dysfunctional behaviors as "compensation letter writing", "service workers", "oral abusers", and "professional complainers". The effect of financial motivation on dysfunctional customer behavior is also considered by Albers-Miller research (1999) in the context of illicit consumption. Thus, we can assume that

H15: Financial motivation has a significantly positive effects on past customer misbehavior.

Past studies indicate that there is a significant link between Ego gain motivation and past misbehaviours. To illustrate, Bernstein (1985) suggest that individual who engage in shoplifting behaviour motivated by self-entitlement feeling which categorize in ego-driven motivations. Supporting this link, Fullerton and Punj (1997) argue that customer misbehaviour in past may be motivated by unfulfilled aspirations which originate from ego-driven sense. In parallel with Fullerton and Punj studies, also Reynolds and Harris (2004) explain that different type of misbehavers such as illegitimate customer complaining act originate from ego-driven motivation. Thus, we can draw a conclusion that

H 16: Ego gain motivation has a significantly positive effects on past customer misbehavior.

In addition to financially- and ego-driven misbehaviors, revenge is also illustrated as a key motive that may lead to act of misbehaviors (Funches et al., 2009). Revenge misbehavior which includes punishes or payback desire is cited by many researchers. To illuminate, Harris and Reylond(2004) demonstrate that verbal and physical behaviors may be originated from revenge motivation. Drawing on this and aligned studies, Yagil (2008) reviews recent research on aggressive and sexually inappropriate customer behaviors in service encounters which originate from revenged acts.

H17: Revenge motivation has a significantly positive effects on past customer misbehavior.

Researches that offer insight between relationship of past and intention of future misbehavior is limited and rooted in the criminological-based theory. To illustrate, based on the general theory of crime Gottfredson and Hirschi's(1990), "the best predictor of a crime is prior criminal behavior." In this regard, two researchers Cox et al. (1993) and Babin and Griffin (1995) draw a link between past observation and learning from peers and the perpetration of shoplifting behavior. Supporting this assumption, King and Dennis (2006) reveal that positive association of past experience of fraudulent returning with future fraudulent returning deliberate intent. Highlighting the importance of this association, Harris and Reynolds (2003) also similarly support this evidence by presenting the relationship between past engagement in dysfunctional behavior and future misbehavior intent. Finally, we deduce that

H18: Past customer misbehaver, motivation has significantly positive effects on future misbehavior intention.

2 RESEARCH METHOD

To explore the proposed research model comprising multiple hypotheses, the survey-based design is conducted. Also, structural equation analysis is used to assessing the overall fitness of the model and examining the statistical significant of each hypothesis.

Due to the economic importance of the service industry in Iran, retails stores particularly chain stores are an ideal context for research. The key features of this context, including labor intensity, frequency of customer contact and size importance differentiate it from other sectors (Harris & Daunt, 2013).

Cluster analysis is utilized as a method of sampling in this study as a reason that main chain stores are located in Tehran(province of Iran) particularly in the districts of 1 to 5 (Hyperstar, Shahrvand, Hyperme). In this regard, we considered all the 15 branches of aforementioned chain stores which are located in these districts (2 Hyperstar, 2 Hyperme and 11Shahrvand). As the population size is indefinite, 384 samples are considered by Cochran method. To ensure anonymity, 1000 customers were approached to the mentioned chain stores and asked them whether they had deliberately misbehaved during the past year) and ensure them that their response will remain confidential. In order to increase the response rate, we explain the misbehavior and its different types (shoplifting, vandalism, littering, product misuse, rage and etc).

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Of the respondents 600 declined to participate and 16 answered incompletely. Thus 384 questionnaires were completed. The response rate is approximately is 38%. From the respondents 51% were male and 49% were female. The median age is 36 years old. The average income that they earned is less than or around 2 million Toman. Also, 67% of respondent have a university degree; however, 9% have a higher degree and others do not have a university degree.

Measures of Constructs

All measurement items developed based on the review of the most relevant literature on consumer behaviors. This study employs 18 scale adapted from existing measures which presented in Table 1. The scales used for each of the 18 constructs are presented in the Appendix. All measure employs

five point Likert (1=strongly disagree) to "(5=strongly agree).

Questionnaire Validity was tested through a variation of the whereby each item is qualified by a panel of experts as "clearly representative", "somewhat representative" or "not representative" of the construct of interest. An item was retained if a high level of consensus was observed among the experts. No need to omit any item as panel of experts confirmed the clarity of constructs.

The internal consistency of the questionnaire was tested through reliability analysis using Cronbach's alpha. Reliability estimates for the all construct variables exceeded 0.70 revealing a high degree of reliability. The Cronbach Alpha indicator, considering a minimum value of 0.7 is considered. All items were adjusted to the required levels.

Table 1 - Questionnaire items references

Variable	Adapted from
Past misbehavior	Daunt and Harris(2011)
Future misbehavior intention	Daunt and Harris(2011)
Machiavellianism	Christie and Geis (1970)
Sensation seeking	Steenkamp andBaumgartner (1992)
Consumer alienation	Singh (1990)
Aggression	Buss and Perry (1992)
Self-esteem	Rosenberg (1965)
atmospheric	d'Astous (2000)
perceptions of employee service	Olsen and Johnson (2003)
servicescape layout and design	Daunt and Harris (2012)
fellow customers	Daunt and Harris (2012)
exterior environment	Daunt and Harris (2012)
perceived opportunity	Daunt and Harris (2012)
Perceived risk	Daunt and Harris (2012)
severity of misbehavior	Reynolds and Harris, 2009
Loyalty intention	Zeithaml et al. (1996)
financial motive	(Fullerton and Punj,1997; Reynolds and Harris, 2005; Gre´goire and Fisher,2008)
ego gain motive	(Fullerton and Punj,1997; Reynolds and Harris, 2005; Gre´goire and Fisher,2008)
Revenge motive	Fullerton and Punj,1997; Reynolds and Harris, 2005; Gre´goire and Fisher, 2008)

Scale assessment

Confirmatory factor analysis, using LISREL 8.50 with maximum-likelihood estimation, was then performed on all constructs to evaluate the Convergent and discriminant validities of the measures. Many of items had standard t value except sensation seeking, atmospherics, exterior

environment, perceived opportunity and ego gain motivation and these items remove due to the standard t-values (>1.96) at significance level of 0.05.

Based on figure 2, the goodness of fit indices suggest the data fit the model well ($\chi2$=31.86, df = 17, p = .000; v2/df = 1.87, goodness-of-fit index (GFI) = .95, root mean square error of approximation (RMSEA)

= .077, normed fit index (NFI) = .95, comparative-fit index (CFI) = .95). Analysis of result with high amount of $\chi2$ indicates that model fit with the data.
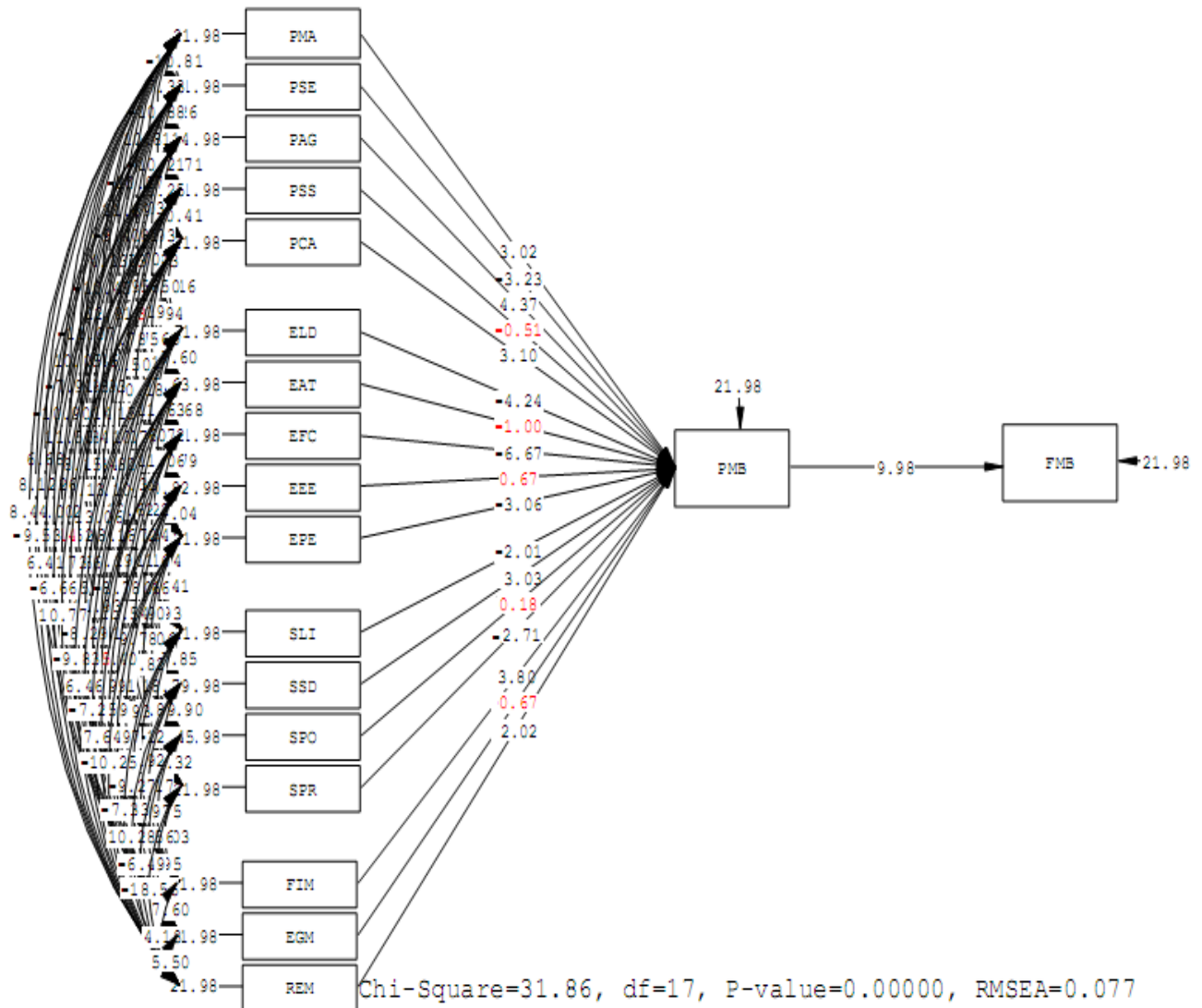

Figure 2- Structural model

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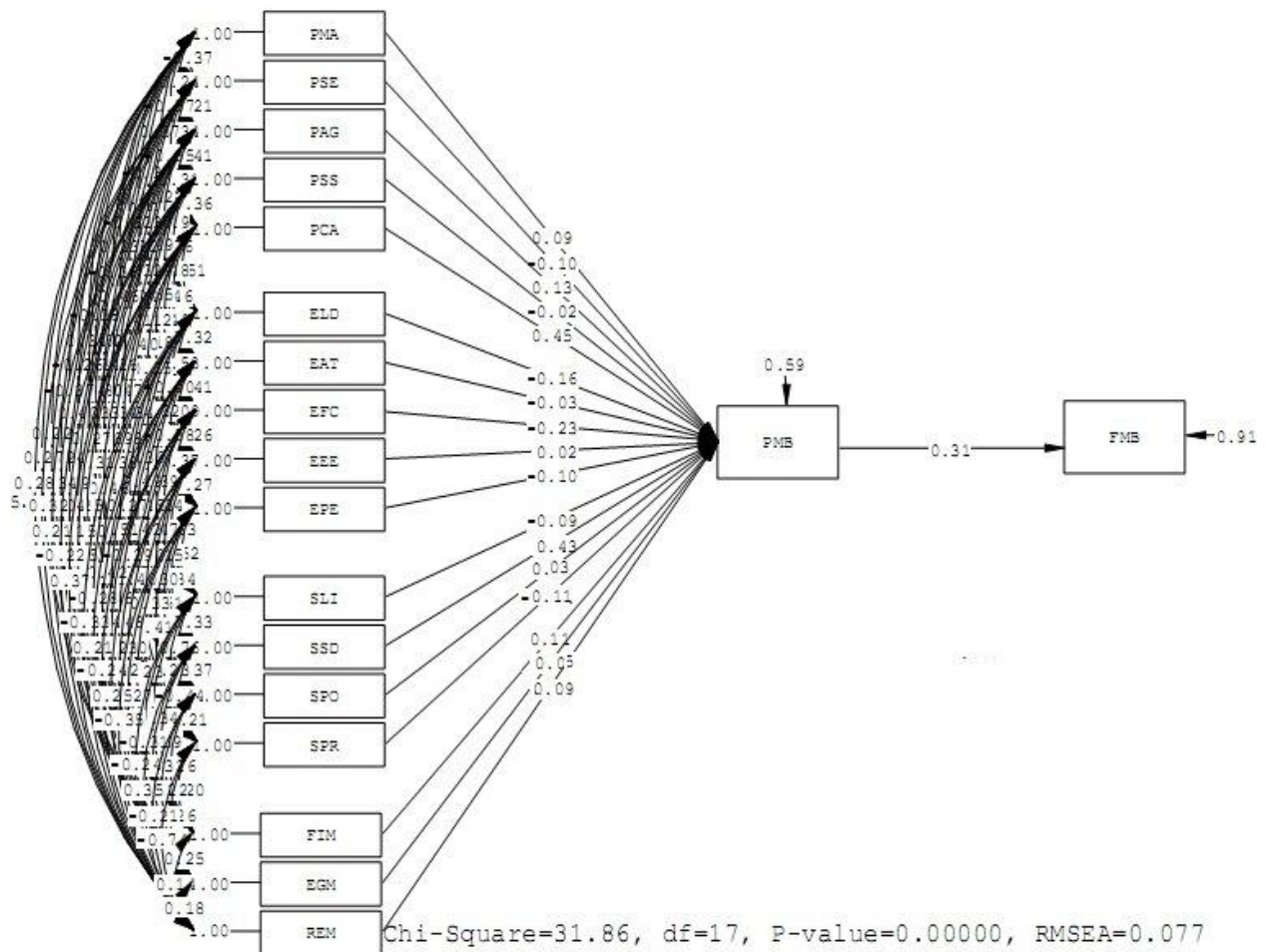Vol. 15, N. 2. Abril/Junho. 2016

Figure 3- Structural model

Abbreviation

PMA= Machiavellianism
PSE= Self esteem
PAG= Aggressiveness
PSS= Sensation seeking
PCA= Consumer alienation
ELD= Layout and design
EAT= Atmospherics
EFC= Fellow customers
EEE= Exterior environment
EPE= Perceptions of employee service
SLI= Loyalty Intention
SSD= Severity of misbehaviour
SPO= Perceived Opportunity
SPR= Perceived risk
FIM= Financial gain Motivation
EGM= Ego gain Motivation
REM= Revenge gain Motivation

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As table 2 presented, the result shows statistical support for H1, H3, H4, H5, H6, H9, H10, H11, H12, H14, H15, H 17 and H18. In addition the result outlines that H2, H7, H8, H13 and H16 are not supported. H1, H3, H4 proposing a positive association between Machiavellianism (β= 0.09, t=−3.23), consumer alienation (β= 0.45, t=−3.1), Aggression (β= 0.13, t=4.37), and acts of misbehavior. However, H5 reveals negative relationship between self-esteem and past misbehaviors (β= −0.1, t=−3.23). On the contrary to mentioned hypothesis, H2 is not supported and the association between sensation seeking and past misbehavior is not significantly important (β= −.02, t=−0.51).

In the environmental variables, H6 (β= −0.16, t=−4.24), H9 (β= −0.23, t=−6.67), H10 (β= −0.1, t=−3.06) predicts the negative relationship between Layout, fellow customers, perception of employee services and past misbehaviors and they are all supported. However, the links between H7 (β= −0.03, t=−1) and H8 (β= 0.02, t=0.67) with past misbehaviors are not supported.

While in the situational variables, H11 and H14 indicate the negative relationship of loyalty intention (β= −0.09, t=−2.01) and perceived risk (β= −0.11, t=−2.71) with past misbehavior, H12 argues the positive link between severity of dysfunctional behaviors (β= 0.43, t=3.03) and past misbehavior. On the other hand H13 is not supported as the link between perceived opportunity and past misbehavior is not significant (β= 0.03, t=0.18).

Among the motivational variables, H15 and H17 are supported as they suggest a positive association between financial (β= 0.11, t=3.80) and revenge motivation (β= 0.09, t=2.02) with past misbehaviors. However, H 16 is not supported as the association of ego gain motivation is not significant (β= 0.03, t=0.18). Finally, H18 which predicts a positive relationship between past misbehavior and future intention is statistically supported(β= 0.31, t=9.98).

Moreover, for assessing the Convergent validity, we considered the magnitude of the factor loading of each manifest indicator on its proposed latent construct (Anderson and Gerbing 1988). All loadings were high (from 0.71 to 0.96) and significant, indicating convergent validity. For assessing the Discriminant validity based on Anderson's (1987) criterion which states that the correlation between two latent constructs plus or minus two standard errors does not include one. This criterion was satisfied for all construct pairs.

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Table 2 - Structural model Result

Hypothesized paths	Research Model			
	β (SE)	t- value	Result	Sign
H1:Machiavellianism→past misbehaviors	0.09	3.02	Supported	+
H2:Sensation seeking → past misbehaviors	-0.02	-0.51	Not Supported	-
H3:Aggressiveness→ past misbehaviors	0.13	4.37	Supported	+
H4:Consumer Alienation→past misbehaviors	0.45	3.1	Supported	+
H5: self- esteem→ past misbehaviors	-0.1	-3.23	Supported	-
H6:Layout and design→past misbehaviors	-0.16	-4.24	Supported	-
H7:Atmospherics →past misbehaviors	-0.03	-1	Not Supported	-
H8:Exterior environment →past misbehaviors	0.02	0.67	Not Supported	-
H9:Fellow customers→ past misbehaviors	-0.23	-6.67	Supported	-
H10:Perceptions of employee service→past misbehaviors	-0.1	-3.06	Supported	-
H11:Loyalty Intention→past misbehaviors	-0.09	-2.01	Supported	-
H12:Severity of dysfunctional misbehavior→past misbehaviors	0.43	3.03	Supported	+
H13:Perceived opportunity→past misbehaviors	0.03	0.18	Not Supported	+
H14:Perceived risk→past misbehaviors	-0.11	-2.71	Supported	-
H15:Financial motivation→past misbehaviors	0.11	3.8	Supported	+
H16: Ego gain motivation→past misbehaviors	0.05	0.67	Not Supported	+
H17:Revenge motivation→past misbehaviors	0.09	2.02	Supported	+
H18: past misbehaviors→future misbehavior intention.	0.31	9.98	Supported	+

Goodness-of-fit statistics		
χ2		31.86
d.f.		17
χ2/d.f.		1.87
CFI		0.95
NFI		0.95
RMSEA		0.077

3 DISCUSSION AND CONCLUSION

This study examined a comprehensive model in the antecedent and drivers of consumer misbehavior in chain stores contexts. The first contribution of this study is highlighting the services cape characteristics which have been paid less attention in previous research on the contrary to the customer traits which are the center of attention (Guangwei et.al, 2012). Situational and environmental variables such as Layout and design, Perceptions of employee service, Loyalty Intention, Severity of dysfunctional misbehavior and Perceived risk service are considered as the effective drivers along with personal attributes and motivational ones. These factors have impacts on the customers past misbehavior and future misbehavior intentions.

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The second contribution of this study derives from the development of previous antecedents of misbehaviors models inspired by Harris and Daunt finding (2011) and Fullerton and Punj (1993) framework. The analysis of survey responses using the structural equation modeling support the validity of the model and the significant relationship of past misbehaviors with future misbehavior intentions. The explanation of this model is consistent with Harris and Daunt finding (2011) and Fullerton and Punj(1993). However, you can find some conflicts between these assumptions. This study uncovers the fact that some factors that supported in the previous literature (Harris & Daunt, 2011) are not supported in this study as matter of cultural differences specifically sensation seeking, perceived opportunity**,** atmospherics, and exterior environment. Due to sanction problems and economic instability, the level of aggressiveness between Iranian people increase dramatically. Also, they are very whimsical who influenced by other customers significantly. Therefore, the coefficient of this factor (fellow customer) is the greatest one with highest impact in comparison to other factors. Fellow customer misbehavior can spoil customer consumption experience, and it has been illustrated as a significant reason for customer dissatisfaction according to the research on customer satisfaction or dissatisfaction in the field of service encounters, service failure and service recoveries (Bitner et al., 1994; Grove & Fisk, 1997). So, this factor should be controlled to prevent from negative publicity, engaging in negative word-of-mouth, and creating weblogs (Ward & Ostrom, 2006).

The third empirical contribution of this research pertains to the finding of aforementioned not statistically significant factors, which stresses in past literature. Iranian chain stores are new, big and modern and the atmosphere is somehow the same. Therefore, there are not significant changes in these factors. Mainly, the result conflicts of motivations and personality traits return to the cultural differences. Reviewing the previous studies in the motivational literature depicts the association between ego gain motivation and past misbehaviors, while in the current study this relationship has not been supported. In the chain stores context in Iran, financial and revenge motivation are statistically supported as the main drive and motivations of past misbehavior particularly the big coefficient of financial motivation presents this strong relationship. In addition, it reflects that financial problem can be a major provoking motive that lead customer to misbehave. In comparison to the other factor aggressiveness, Service outlet layout, design and fellow customers 'effects are identified as the three critical factors with high impacts on misbehavior issues. While controlling the

personality traits for example Machiavellianism and aggressiveness of customers are impossible, managing the environmental (layout and design) and situational variables can be effective strategy for managing the misbehaviors.

Finally, this model definitely merits more attention from academics and practitioners. The model presented in this research is an attempt to encourage such attentions. Furthermore, no research is done under the background of Iranian culture. For this reason, this research model will not only assist managers in identifying the drives of misbehaviors, but it will also extend the existing knowledge on how to examine the role of these factors in the service literature.

Managerial Implications and Limitations

The findings of this research problem span several areas in the service marketing, retailing and consumer phycology. The findings have implication for service practitioners by highlighting the myopic nature of misbehaviors. The experience of past misbehaviors can increase the engagement of future misbehaviors by increasing the intentions. Therefore, manager should be more cautious to the episode of customer misbehaviors to reduce the frequency of future misbehaviors happening.

Current research finding identifies a critical need for managing customers' misbehaviors in chains stores. Accordingly, this research generates the relevant insight that improves manager awareness to handle this over increasing problem. Besides personality traits and motivational factors that cannot be controlled, for managing misbehaviors investigating to affect and control other factors such as situational and environmental variables are recommended. Misbehaving customers and its outcome should be minimized by identifying the antecedents of misbehaviors to keep other customers from being affected and to prevent a vicious circle of fellow customers affect (Schaefers et al., 2015). Service manager can mitigate acts of misbehaviors by training the employees to behave in a way that alleviate the customer stress and difficulties. For managing these misbehaviors as Huang explained, service provider should utilize policies and procedures in place to manage their guests' behavior, with a diminishing the recurrence of other-customer failure so that customers do not become victim to other customer misbehavior (Huang et. al, 2010).

The findings also represent a critical step for the burgeoning research which has made impressive strides in identifying the antecedence and motives of misbehaviors. In comparison to the previous works, the current research goes farther by

not supporting some factors which supported during the existing literature such as sensation seeking in consumer traits, perceived opportunity in situational factors, atmospherics and exterior environment in environmental factor and ego gain motivations.

This study has several limitations, which offer avenues for future research. This research also paves the way for new theoretical and empirical avenues. First, our research is limited to the chain stores context. Future research with other service industries and other contexts, and larger sample sizes are needed. Second, future research would benefit to investigating the complex relationship of future intent and actual behaviors. This relationship must be considered with the high priority that affects considerably the managerial procedures of control the misbehaviors. Third, it would be worthwhile for future research to study this issue in different culture as the cultural values differ in different places. As our study conducted in Iran, raises the question of the generalizability of our findings to other cultural regions. Fourth, investigating other effective variables along with the aforementioned variables is recommended. Also, exploring the degree and extent of these new factors might be useful. Finally, we believe that while our investigation answers important questions, series relevant questions about customer misbehavior will remain that offer the potential to expand knowledge in this domain.

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APPENDIX. CONSTRUCT AND MEASUREMENT ITEMS

A.1. Past misbehavior
1. When in a service outlet, I always behaved in a way that represented my 'best' behavior. (reverse scored)
2. In the past, I have behaved in a way that may be judged by others to be inappropriate for that setting.
3. I always ensured that my behavior was appropriate for the service outlet that I was in. (reverse scored)
4. When in service outlets, I regularly behaved in a way that may have been frowned upon by others present.

A.2. Future misbehavior intentions
1. In the future, if it is to my advantage, I am likely to make a complaint when there is no genuine problem.
2. In the future, if it is to my benefit I may behave in a dishonest way when in a service outlet.
3. In the future, if it is to my advantage, I am likely to argue with an employee/fellow customer.
4. In the future, if I feel that it is necessary, I would be prepared to behave in a way that others within the service outlet may find unacceptable.

A.3. Financial gain
1 I did this behavior to gain some money.
2 I did this behavior in order to gain something for nothing.
3 I made some money from behaving in this way.

A.4. Ego Gain
1 I did this behavior to feel good about myself.
2 I did this behavior because other people were with me.
3 I did this behavior in order to impress other people who were around me.

A.5. Revenge
1 I did this behavior to teach someone a lesson.
2 I did this behavior in order to 'get back' at someone
3 This behavior was an act of revenge.

A.6. Machiavellianism
1 Honesty is always the best policy. (reverse scored)
2 The majority of people are basically good and kind. (reverse scored)
3 Most people who get ahead in the world lead good and honest lives. (reverse scored)
4 A white lie is often a good thing.

A.7. Aggressiveness
1 Given enough provocation, I may hit another person.
2 I rarely find myself disagreeing with other people. (reverse scored)
3 When people annoy me, I tell them what I think.
4 When frustrated, I let my irritation show.
5 Some of my friends think that I am hot-headed.
6 When people are especially nice, I wonder what they want.

A.8. Sensation seeking
1 I do not like to try new foods that I have never tasted before. (reverse scored)
2 I prefer friends who are exciting and unpredictable.
3 I would like to try an 'extreme' sport such as bungee jumping.
4 I like to have new and exciting experiences and sensations even if they are a little frightening, unconventional, or illegal.

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A.9. Consumer alienation
1 In general, the customer is usually the least important consideration to most companies.
2 In general, shopping is usually an unpleasant experience.
3 In general, people must be willing to tolerate poor service from most businesses.
4 In general, companies are dishonest in their dealings with customers.
5 In general, businesses who offer product and service guarantees will honor them. (reverse scored)
6 In general, most companies care nothing about the customer.

A.10. Self-
1 On the whole I am satisfied with myself. (reverse scored)
2 I feel that I do not have much to be proud of.
3 I feel that I am person of worth, at least on an equal level to others. (reverse scored)
4 I take a positive attitude towards myself. (reverse scored).
5 At times I think that I am no good at all.
6 I wish that I could have more respect for myself.

A.11. Layout and design
1 The interior of the outlet was designed to my taste.(reverse scored)
2 It was very crowded inside of the outlet.
3 The interior design of the outlet was unpleasant.
4 It was very cramped inside of the outlet.
5 It was easy to move around the outlet. (reverse scored)

A.12. Atmospherics
1 The temperature inside of the outlet was pleasant. (reverse scored)
2 The music inside of the outlet was too loud.
3 The air quality inside of the outlet was poor.
4 The outlet was very clean. (reverse scored)

A.13. Fellow customers
1 Fellow customers behaved in a pleasant manner. (reverse scored)
2 Fellow customers behaved in a way that I was not expecting.
3 I enjoyed being around the other customers in the outlet. (reverse scored)
4 Fellow customers conducted themselves in a manner that I did not find appropriate.
5 Fellow customers behaved in a way that I found to be unpleasant.
6 Fellow customers behaved in a way that I did not agree with.

A.14. Exterior environment
1 The exterior of the outlet was unappealing.
2 The outlet was located in a nice area. (reverse scored)
3 The outside of the outlet did not look well maintained.
4 The exterior of the outlet looked run down.
5 The exterior of the outlet looked attractive. (reverse scored)

A.15. Perceptions of employee service
1 I was very dissatisfied with the way that the employee treated me.
2 The employee gave me no reason to trust them.
3 I was very dissatisfied with the employee's ability to satisfy my needs.
4 I was very dissatisfied with the employee's ability to help me.
5 The employee appeared to be very unenthusiastic.
6 The employee behaved in a manner that I found unacceptable.

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A.16. Loyalty intentions
1 I intend to use this company more in the future.
2 I am very likely to recommend this service outlet to a friend.
3 As long as the present standard of service continues, I would use this service outlet again.
4 I intend to use this service outlet less in the future (reverse scored)
5 I consider this service outlet to be my first choice.

A.17. Severity of dysfunctional customer behavior
1 If others had witnessed my behavior, they would have thought it was inappropriate behavior within that specific outlet.
2 In hindsight, I acknowledge that my behavior is not what is expected of customers within that service outlet.
3 I believe that others would generally view my behavior as acceptable in today's society. (reverse scored)

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