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The Perception of Customer Misbehavior in the Norwegian Retail Sector

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Enjoy!

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Abstract

Customer misbehavior signifies behaviors within the exchange setting that violates the generally accepted norms of conduct in consumption situations, and has become a serious problem faced by many service oriented businesses. The aim of this thesis was to identify what service providers and customers, as well as women and men perceive as customer misbehavior in the Norwegian retail sector. We believe such a focus is salient so that organizations can assure a safe work environment for their employees, preserve a safe service encounter for every customer, and prevent failure on the expense of the organization.

Based on a review of the literature on customer misbehavior, an online survey was distributed to service providers and customers across Norway. The survey consisted of two designs: a quasi-experimental study and a vignette experiment. The quasi-experimental study was used to examine participants' perception of three misbehaviors, namely verbal aggression, physical aggression, and sexual harassment. Each dimension was measured independently. The vignette experiment was used to investigate if the gender of the service provider influenced participants' perception of verbal abuse. A total of 948 respondents participated in the survey.

An analysis of the responses showed a significant main effect between women and men in all three concepts of misbehavior. However, the current study could not find a significant main effect between service providers and customers. In addition, the analysis could not find an interaction effect between service providers and customers, as well as between women and men in their perception of verbal abuse based on the gender of the service provider. Hence, the study contributed to the broader service literature through a more throughout insight into the understudied dark side of customer misbehavior in the Norwegian retail sector, as well as introducing national culture to the equation of gender-incongruence. These results indicate that expectations regarding acceptable conduct are a culturally driven phenomenon, with its deeply embedded norms and values. On this basis, it is recommended that future research dig deeper into specific behaviors and connect them to the unique norms and values embedded in the Norwegian society.

Table of Contents

Acknowledgements.....	i
Abstract.....	ii
List of Figures.....	vi
List of Tables.....	vi
1.0 Introduction.....	1
1.1 Structure of the Thesis.....	4
1.2 Contributions.....	4
2.0 Literature Review.....	6
2.1 Forms of Customers Misbehavior.....	6
2.1.1 Aggression.....	6
2.1.2 Sexual Harassment.....	8
2.2 Antecedents of Customer Misbehavior.....	10
2.2.1 Personality Traits and Individual Differences.....	10
2.2.2 The Role of the Victim.....	11
2.2.3 The Organizational Environment.....	12
2.2.4 Antecedents of Power.....	13
2.2.5 Philosophy.....	14
2.3 The Creation of Customer Misbehavior Approaches.....	15
2.4 Customer Misbehavior in the Norwegian Context.....	16
2.4.1 The Norwegian Consumption Culture.....	16
2.4.2 The Norwegian Work Force and Retail Sector.....	17
3.0 Methodology.....	20
3.1 Objective.....	20
3.2 Research Design.....	21
3.3 Measures and Manipulations.....	21
3.4 Sampling Strategy.....	23
3.5 Main Study.....	24

3.5.1 *Pre-test* 24

3.5.2 *Questionnaire Development* 24

3.6 Data Cleaning and Editing 24

3.6.1 *Validity* 25

4.0 Findings 25

4.1 Descriptive Statistics 25

4.1.1 *Quasi-Experiment* 27

4.1.2 *Vignette Experiment* 28

4.2 Study 1 29

4.2.1 *Two-Way Analysis of Variance* 29

4.2.2 *Inspection of Covariates* 29

4.2.3 *Independent-Samples t-Test* 30

4.3 Results from Study 1 30

4.3.1 *Verbal Aggression* 30

4.3.2 *Physical Aggression* 32

4.3.3 *Sexual Harassment* 33

4.3.4 *Telling Sexist Jokes* 34

4.4 Study 2 34

4.4.1 *Three-Way Analysis of Variance* 34

4.5 Results from Study 2 35

4.6 Hypothesis Testing 35

4.6.1 *Hypothesis 1* 35

4.6.2 *Hypothesis 2* 35

4.6.3 *Hypothesis 3* 36

4.6.4 *Hypothesis 4* 36

4.6.5 *Hypothesis 5* 36

4.6.6 *Hypothesis 6* 37

4.6.7 *Hypothesis 7* 37

4.6.8 Hypothesis 8	37
4.7 Summary of Hypotheses	38
5.0 Discussion.....	38
5.1 Implications.....	44
5.2 Limitations	44
5.3 Future Research	45
6.0 Conclusion	46
7.0 References.....	47
8.0 Appendices	57

List of Figures

Figure 1: The Consequences of Customer Misbehavior..... 1
 Figure 2: Conceptual Model 18
 Figure 3: Role*Gender for Verbal Aggression..... 31
 Figure 4: Role*Gender for Physical Aggression 33

List of Tables

Table 1: Descriptive Research 22
 Table 2: Vignette 23
 Table 3: The Total Number of Participants 25
 Table 4: Distribution of Respondents (in percentage) 26
 Table 5: Age Distribution (in percentage) 26
 Table 6: Education Distribution (in percentage) 26
 Table 7: Correlations, Means and Standard Deviation of Model Variables 27
 Table 8: Descriptive Statistics – Sexist Jokes and Gender 28
 Table 9: Descriptive Statistics – Vignette 28
 Table 10: Tests of Between-Subject Effects (Verbal Aggression) 31
 Table 11: Overview of Group Comparison on Verbal Aggression (Gender) 31
 Table 12: Tests of Between-Subject Effects (Physical Aggression) 32
 Table 13: Overview of Group Comparison on Physical Aggression (Gender) 32
 Table 14: Tests of Between-Subject Effects (Sexual Harassment) 33
 Table 15: Overview of Group Comparison on Sexual Harassment (Gender) 34
 Table 16: Independent Samples Test 34
 Table 17: Tests of Between-Subject Effects – Vignette 35
 Table 18: Overview of Group Comparison on Verbal Aggression, Physical Aggression and Sexual Harassment (Gender) 36
 Table 19: Estimated Marginal Means (Role and Scenarios) 37
 Table 20: Estimated Marginal Means (Gender and Scenarios) 37
 Table 21: Results from Hypotheses Testing 38

1.0 Introduction

The work by Bolton & Houlihan (2005) has introduced the customer as a third party to the employment relationship. The growth of service work portrays dominant images of customer relations where docile service workers offer de-personalized care to dysfunctional customers (Bolton & Houlihan, 2005). The service workplace is largely populated by women, and service employees tend to be young with little formal education, which means that their position in the workplace is often weak (Folgero & Fjeldstad, 1995). Customer misbehavior significantly influences several aspects of the service workplace (Kashif & Zarkada, 2015), and the existing research offers a number of interesting insights into the consequences of customer misbehavior (Daunt & Harris, 2012). An analysis of field interviews by Harris & Reynolds (2003) reveals that exposure to sustained dysfunctional customer behavior is linked with several long-term consequences for customer-contact employees, customers, and organizations. The three main consequences of customer misbehavior, namely the effects on employees, customers, and the organization, are presented in the framework by Harris & Reynolds (2003). Fullerton & Punj (1993) concludes that the activities of customer misbehavior have a harmful impact on the performance of service organizations, hence constitute a challenge for our society and cannot be ignored. Through the study of mapping what is perceived as customer misbehavior, organizations should work to reduce the number of incidents in order to protect their employees, customers, and business.

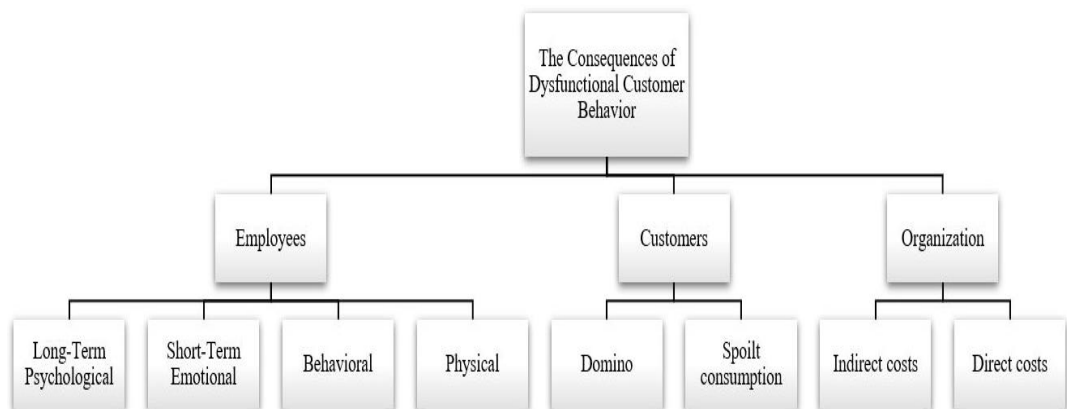


Figure 1: The Consequences of Customer Misbehavior

Note. Reprinted from “The Consequences of Dysfunctional Customer Behavior” by Harris, L.C., & Reynolds, K.L, 2003, *Journal of Service Research*, 6(2).

As shown in Figure 1, exposure to customer misbehavior could pose a health risk for employees (Folgero & Fjeldstad, 1995; Harris & Daunt, 2013). The less extreme consequences can negatively affect the mood or temper of the service provider, as well as reduce their level of motivation and moral (Harris & Reynolds, 2003; Bowling & Beehr, 2006; Kashif & Zarkada, 2015), thus negatively affect the organization in terms of high-turnover (Folgero & Fjeldstad, 1995; Ben-Zur & Yagil, 2007; Yagil, 2008). The more extreme consequences include negative feelings, such as worthlessness and humiliation, reduced self-esteem, increased depression (Bowling & Beehr, 2006), stress (Walsht & Clarke, 2003; Boyd, 2002) memory flashbacks, anxiety, sleeplessness (Harris & Reynolds, 2003), and burnout (Ben-Zur & Yagil, 2007; Yue, Wang, & Groth, 2017). Moreover, fear of future abusive events may cause service providers to leave the organization (Folgero & Fjeldstad, 1995; Leblanc & Kelloway, 2002). As a result, it is important to find out which behaviors individuals perceive as unacceptable so that organizations can assure a safe work environment for their employees.

The framework further shows that customer misbehavior can have an impact on the customers the organization is trying to serve. If one customer behaves badly it can negatively influence the consumption experience of other customers. Although other customers are generally unaffected by mild forms of customer misbehavior, such as complaining, more overt acts of such behavior will affect the experience of the customers close to the incidents. Either witnessing or becoming involved in violence will affect the experience of functional customers, in which customers can be emotionally, psychologically, or physically scarred (Harris & Reynolds, 2003). Results from several studies (Blodgett, Wakefield, & Barnes, 1995; Prim & Pras, 1999; Yi & Gong, 2006) show that these experiences will affect the extent of customer loyalty and satisfaction. A positive note is that some individuals express sympathy and support with service providers who experience customer misbehavior (Bodvarsson & Gibson, 1994), and that in a small number of cases, some customers will be physically involved with the handling of dysfunctional customers (Harris & Reynolds, 2003). As a result, it is important to find out which behaviors individuals perceive as unacceptable so that organizations can preserve a safe service encounter for every customer.

Further, customer misbehavior can potentially have serious consequences for the organization, leading to actual value co-destruction (Echeverri, Salomonson, & Åberg, 2012; Kashif & Zarkada, 2015). These consequences are both indirect and direct costs. In terms of indirect costs, customer misbehavior may lead to increased workload for service providers, as well as financial implications for personnel in terms of staff retention, recruitment, induction and training. Firstly, increased work pressure makes it more challenging and stressful to execute the work of service providers. This has a negative impact on work effectiveness, thus leading to poor service delivery. Accordingly, poor service will lead to long term consequences for the organization in terms of damage to reputation, decrease in profitability, and decline of market share (Harris & Reynolds, 2003; Nasir & Bashir, 2012). Secondly, customer misbehavior may lead to absenteeism rates of service providers. As a result, the organization will experience increased financial costs. In terms of direct costs, the financial consequences for the organization include the expense of restoring damaging property, legal costs of frivolous lawsuits, increased insurance premiums and property loss by theft, among others. The findings suggest that this can negatively affect outlet profit and sales growth for the organization (Harris & Reynolds, 2003). Therefore, it is important to find out which behaviors individuals perceive as unacceptable so that organizations can minimize the impact of customer misbehavior, and thus prevent failure.

In the current study, we want to look into the nature of customer misbehavior in the Norwegian retail sector. The purpose of this study is to map out what service providers and customers, as well as women and men perceive as customer misbehavior. It is important to be aware of these behaviors so that organizations are better prepared to handle certain behaviors that individuals find unacceptable. In order to examine this, we have derived the following research questions:

Research question 1: *How is customer misbehavior perceived between service providers and customers, as well as women and men in the Norwegian retail sector?*

Research question 2: *Is verbal abuse directed at a female service provider perceived as more acceptable than verbal abuse directed at a male service provider?*

1.1 Structure of the Thesis

This chapter addresses the importance of mapping what the Norwegian individual perceives as customer misbehavior. We elaborate on previous literature and justify the identification of the research gap. The literature review discusses theory and studies on the topic of customer misbehavior, including the forms and antecedents of customer misbehavior, followed by the creation of customer misbehavior. This chapter will also provide a brief presentation of the Norwegian work force and retail sector. The methodology chapter describes the actions taken to investigate the research questions and hypotheses. In chapter 4 the results will be presented, followed by a discussion in chapter 5. The last chapter presents the conclusion of the research, as well as the limitations and implications, followed by suggestions for future research on the topic of customer misbehavior.

1.2 Contributions

The primary focus of past research centers on the employee as deviant and responsible for perpetrating a range of misbehaviors (Robinson & O'Leary-Kelly, 1998; Albrecht, Walsh, Brach, Gremler, & van Herpen, 2017). Aside from a few studies (Yagil, 2008; Reynolds & Harris, 2009; Neale & Fullerton, 2010; Yue, Wang, & Groth, 2017), understanding the dark side of customer behavior has been an ignored and neglected topic in many disciplines, including marketing, consumer behavior, and business ethics. We know little about the employee's perception of deviant customer encounters (Mattila, Grandey, & Fisk, 2003) and a missing piece from the existing literature is the recognition that a range of misbehaviors may come from the customers themselves (Grandey, Dickter, & Sin, 2004). Moreover, recent research that has addressed this topic has mainly focused on how employees respond to customer misbehavior in terms of coping strategies (Aquino, Tripp, & Bies, 2001; Reynolds & Harris, 2006; Yi & Gong, 2006; Harris & Daunt, 2013). A review of extant literature reveals that, to date, research has not focused on mapping out what is perceived as customer misbehavior. Hence, the current study examines this more thoroughly.

Much of the behavior is likely to be context specific. Due to the significant differences in national culture and norms, it is likely that the perception of customer misbehavior will vary across industries and countries. Existing literature (Bitner, Booms, & Mohr, 1994; Boyd, 2002; Harris & Reynolds, 2003; Harris & Reynolds,

2004; Reynolds & Harris, 2009) is limited to the hospitality industry, more specifically the bar, hotel, and restaurant sectors. This calls for research to explore alternative and broader contexts, such as the retail industry (Harris & Reynolds, 2003). Moreover, previous studies (Bitner, Booms, & Mohr, 1994; Boyd, 2002; Harris & Reynolds, 2003; Harris & Reynolds, 2004; Reynolds & Harris, 2009) have mainly been conducted in the United States of America and the United Kingdom. To the best of our knowledge, research in the Scandinavian countries is limited. No previous studies have garnered empirical data that offers this insight into the Norwegian retail sector. Hence, the current study intends to contribute to the broader service literature through a more thorough insight into the dynamics of the understudied dark side of customer misbehavior in the Norwegian retail sector.

Negative customer behavior focuses on the customer as deviant and responsible for perpetrating a range of misbehaviors aimed at disrupting exchange (Harris & Daunt, 2013; Robinson & O'Leary-Kelly, 1998). In examining negative customer behavior, previous studies and theorists have employed a variety of terms and phrases to describe the activities of customers who behave in a manner that is contrary to the expectations of both the organization and the broader societal norms (Daunt & Harris, 2012). In the 1990s, Fullerton & Punj (1993) became the first scholars to systematically study negative customer behavior. To refer to the behavior contrary to the accepted norms in exchange situation, scholars used the term aberrant customer behavior (Wu, 2015). Over the following years, Fullerton & Punj published a series of papers to encourage the academic to study aberrant customer behavior. As a consequence, the term was renamed to consumer misbehavior in 1997 (Fullerton & Punj, 2004). The increasing attention towards the study of negative customer behavior led several researchers to develop their own definitions. These include jaycustomer behavior (Lovelock, 1994), problem customer (Bitner, Booms, & Mohr, 1994), deviant customer (Mills & Bonoma, 1979), dysfunctional customer behavior (Harris & Reynolds, 2003), and customer badness behavior (Yi & Gong, 2006). Due to the many different classifications, the field is diverse and causes confusion among researchers (Wu, 2015). The current paper favors the term customer misbehavior because of its emphasis on the issue of intent and norm infringement. We use the term customer misbehavior defined by Fullerton & Punj (2004) as *“behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption*

order". It represents the dark and negative side of the consumer (Reynolds & Harris, 2009; Neale & Fullerton, 2010; Grandey, Dickter, & Sin, 2004).

2.0 Literature Review

2.1 Forms of Customers Misbehavior

Among the wide range of different types of customer misbehavior (Echeverri, Salomonson, & Åberg, 2012) the extant research addresses three types of customer misbehavior toward service providers, namely verbal aggression, physical aggression, and sexual harassment (Yagil, 2008). Customer misbehavior is problematic because it is linked to several long-term consequences for customer-contact employees, customers, and the organization (Harris & Reynolds, 2003). The antecedents of customer misbehavior are connected to different factors, such as the traits and predisposition of the perpetrator and the victim, in addition to other customers and the organizational climate (Bowling & Beehr, 2006; Grandey, Dickter, & Sin, 2004; Gursoy, Cai, & Anaya, 2017; Boyd, 2002). In the following sections, research on verbal aggression, physical aggression, and sexual harassment are presented.

2.1.1 Aggression

Early research on workplace aggression has generally focused on workers as both the source and the target of aggressive behavior. However, over the past decade, researchers have given recognition that such behavior is also displayed by the people the organization is trying to serve, namely the customers. Even though the risk of being victimized by aggression is particularly high in certain occupations, such as policing and prisoner supervision, a growing number of service providers are experiencing customer aggression (Yagil, 2008). Baron (1993) suggested that workplace aggression can occur at three levels. The first level is characterized by such behavior as making unwanted sexual comment, using offensive language, spreading rumors and gossip to harm others. The second level is characterized by such behavior as sending sexual or violent messages, intense arguments and verbal threats. The third level is characterized by such behavior as frequent displays of intense anger, physical fights or utilization of weapons to harm others (Baron, 1993). Customers who perceive that their rights are not respected may resort to aggression reflected in the mentioned behaviors (Yagil, 2008).

2.1.1.1 Verbal Aggression

Verbal aggression is the most frequently experienced form of customer aggression, and is characterized by communication of anger that violates social norms, such as yelling, threats, sarcasm, condescending remarks, and swearing (Bowling & Beehr, 2006; Yagil, 2008; Grandey, Dickter, & Sin, 2004). Over the past decade, the deviant behavior of incivility has received increasing attention, and is categorized as the new modern discrimination in organizations (Cortina, Kabat-Farr, Leskinen, Huerta, & Magley, 2013). According to Andersson & Pearson (1999), workplace incivility is defined as *“low intensity deviant behavior with ambiguous intent to harm the target, in violation of workplace norms for mutual respect. Uncivil behaviors are characteristically rude and discourteous, displaying a lack of regard for others”*. In other words, workplace incivility involves action with disregards for others in the workplace, in violation of workplace norms for respect (Andersson & Pearson, 1999). This type of mistreatment is a form of verbal aggression, (Andersson & Pearson, 1999), and is likely to occur more frequently than more extreme behaviors, such as physical aggression (e.g. fighting, kicking, slapping etc.) (Kern & Grandey, 2009).

2.1.1.2 Physical Aggression

Physical aggression is becoming more commonplace in service organizations (McColl-Kennedy, Patterson, Smith, & Brady, 2009) and ranges from behaviors, such as fighting, pushing, kicking, punching and slapping, to homicide and physical assaults (Bowling & Beehr, 2006; Yagil, 2008). The more common instances include obscene gestures, dirty looks, threats, yelling, giving the silent treatment and belittling (Bowling & Beehr, 2006). Earlier research in behavioral psychology and organizational behavior shows that when customers experience anger they exhibit a tendency to attack service providers verbally and/or non-verbally. Although anger is one of the most commonly experienced negative emotions in service encounters, this form of behavior has been neglected by consumer behavior and service marketing researchers (McColl-Kennedy, Patterson, Smith, & Brady, 2009). However, due to the increasing number of rage episodes and the serious consequences involved, marketing researchers are beginning to see the need to gain further understanding of customer anger emotions (Grove, Risk, & Joby, 2004). Research by McColl-Kennedy, Patterson, Smith & Brady (2009) defines customer range as a *“form of anger comprised of a spectrum of negative emotions including*

ferocity, fury, wrath, disgust, contempt, scorn and resentment". Such behavior can damage the emotional and physical health of those involved, and have serious implications for frontline employees, other customers, and the customers themselves (McColl-Kennedy, Patterson, Smith, & Brady, 2009). The most consistent finding in the social and behavioral science research in terms of gender shows that male customers are more likely to use violent behavior than female customers (Wu, 2015).

2.1.2 Sexual Harassment

The service workplace has become a prime breeding ground for sexual harassment, due to the daily face-to-face interactions with a large number of people (Yagil, 2008). Consequently, sexual harassment has become one of the most common forms of aggressive behavior that service providers have to deal with on a daily basis (Korczynski & Evans, 2013; Bråten & Sletvold Øistad, 2017; Yagil, 2008; Folgero & Fjeldstad, 1995). Bråten & Sletvold Øistad (2017) defines sexual harassment as "*unwanted sex-related behavior at work perceived by the recipients as offensive and which exceeds the individual's coping resources and threatens their well-being*". One can distinguish between objective and subjective definitions of sexual harassment, and service providers are often forced to draw the line for themselves (Giuffre & Williams, 1994). It is difficult to arrive at a general consensus with respect to an objective definition of sexual harassment, but it appears whenever three certain incidents occur. These incidents include *verbal sexual harassment* (unwanted comments regarding body, clothing or private life; sexual "jokes"; sexual suggestions and demands), *non-verbal sexual harassment* (unwanted looks; displays of body parts or pornographic material), and *physical sexual harassment* (unwanted touching or fondling; rape attempts; rape). A subjectively perceived sexual harassment depends on the target's interpretation and judgment of each incident (Folgero & Fjeldstad, 1995). According to Folgero & Fjeldstad (1995), subjectively perceived harassment occurs only one-fifth to one-tenth as often as do reports on objectively defined sexual harassment. There are several possible explanations for this huge discrepancy.

One of the explanations for the mentioned discrepancy is the perception of sexual harassment. Rotundo, Nguyen & Stackett (2001) claims that men and women differ in their perception of which behaviors constitute sexual harassment. While women

define objective sexual harassment as unwanted sexual attention initiated by someone else (Gutek, 1985), men describe the same behavior as mutually initiated and leading to positive outcomes (Berdahl, 2007a; Berdahl, 2007b). Further, research by Saunders & Seen (2009) found that men not necessarily consider sexually harassing behaviors as harassment, meaning that sexist jokes, images and comments are characterized as normal.

Another explanation for the mentioned discrepancy is the approach used to view sexual harassment. Most people think sexual harassment is about sexual desire, however, Berdahl (2007a) argues that sexual harassment is based on a desire to protect or enhance one's social status against threats. Proponents of the natural/biological approach view sexual harassment as an expression of natural sexual urges, conveyed more by men than women because men are inherently more sexually aggressive and promiscuous. In contrast, proponents of the power approach view sexual harassment as the use of power to extract sexual compliance (Berdahl, 2007a). Berdahl (2007a) argues that men tend to have more power than women, thus men are more likely to harass women than the contrary. This is supported by several researchers (Folgero & Fjeldstad, 1995; Bowling & Beehr, 2006; Bråten & Sletvold Øistad, 2017) who found that women are more likely to become the targets of sexual harassment.

According to MacKinnon (1979), the social imbalance of power makes sexual harassment of women by men a viable and often utilized option for men to maintain their power over women. This is supported by the view that men have a desire to dominate women, leading to sexual harassment. Women may perceive the behavior as gender related and attribute the mistreatment to their gender category, rather than the imbalance of power (Hershcovis & Barling, 2010). Women with less education and women who endorse a traditional view of women's role in society are less egalitarian and more likely to believe that sexual harassment is "normal" and unremarkable, and thus perceive less objective and subjective sexual harassment. Likewise, women who believe they bring sexual victimization upon themselves may under-perceive and under-report sexual harassment, due to the inherent guilt involved (Grandey, Dickter, & Sin, 2004). When service providers deny the presence of sexual harassment, it may indicate that cultural norms indirectly encourage perpetrators to behave in such a manner (Folgero & Fjeldstad, 1995).

Hershcovis & Barling (2010) investigated sexual harassment toward men and found that men perceive sexual harassment as less threatening than women. From the viewpoint of men, sexual harassment poses little or no threat to their higher status and may even reinforce their masculine gender role. However, it is worth mentioning that male-on-male sexual harassment may threaten the masculine gender, but due to the lack of explicit research in this area, we will not discuss this further (Hershcovis & Barling, 2010).

2.2 Antecedents of Customer Misbehavior

The existing research offers a number of interesting insights into the antecedents of customer misbehavior (Daunt & Harris, 2012). Past studies (Bowling & Beehr, 2006; Grandey, Dickter, & Sin, 2004; Gursoy, Cai, & Anaya, 2017; Boyd, 2002) on the antecedents examine different factors, such as personality traits and individual differences, as well as other customers and the organizational climate. The mentioned antecedents are connected to the sociological approach because they focus on the idea that customer misbehavior is linked to prevailing norms in society (Korczynski & Evans, 2013). It is important to elaborate on the antecedents as they influence how individuals perceive customer misbehavior in the Norwegian retail sector. In the following, we will describe and review the empirical findings from past studies.

2.2.1 Personality Traits and Individual Differences

Fullerton & Punj (1993) suggests that the traits and predisposition of consumers are the most important drivers of customer misbehavior. These include psychological characteristics (e.g. personality traits, attitudes, the extent of moral development, aspiration fulfillment and the desire for thrill seeking), demographic characteristics (e.g. gender and education), and social/group influences (e.g. socialization, norm formation and peer pressure). In addition, other researchers suggest that perpetrators impulsivity, emotional reactivity and rebelliousness (Andersson & Pearson, 1999); cynicism and low tolerance for ambiguity, gender, and hierarchical positions are related to becoming a perpetrator (Bowling & Beehr, 2006; Daunt & Greer, 2015). Further, Wu (2015) verifies that women are more sensitive to social condemnation and are more likely to feel guilt, anxiety and worry than men, which may prevent them from taking bad behaviors, indicating that men are more likely to be perpetrators of customer misbehavior. Among the Big Five personality

characteristics, McCrae & Costa (1987) found that victims who score high on personality characteristics such as agreeableness and conscientiousness, are less likely to be targets of harassment, because they do less to irritate potential perpetrators. In contrast, people who are disagreeable and undependable are more likely to be victims of harassment (McCrae & Costa, 1987). Vianello, Schnabel, Sriram & Nosek (2013) found that women scored higher in agreeableness and conscientiousness, indicating that men are more likely to be targets of verbal and physical harassment (McCrae & Costa, 1987).

Fullerton & Punj (2004) investigated the topic further and was not able to identify misbehaving customers on the basis of lifestyle, physical characteristics or gender. One possible explanation for the different findings may be that the studies used different factors to investigate customer misbehavior. Fullerton & Punj (2004) focused on varieties of consumer misbehavior directed against marketer employees (e.g. verbal and physical abuse), marketer merchandise (e.g. shoplifting, theft, fraudulent returns), other customers (jumping queues, hostile physical acts), and marketer's physical or electronic premises (vandalism, database theft), while Bowling & Beehr (2006) focused on the reciprocity and attribution process in workplace harassment. While some reviewers found that victim's personality does not predict harassment (Laymann, 1996), other researchers conclude the relationship is unclear (Hoel, Rayner, & Cooper, 1999).

2.2.2 The Role of the Victim

It would be incomplete to ignore the role of victims, even though researchers might be reluctant to examine this topic for fear that results could reinforce a tendency to blame the victim (Bowling & Beehr, 2006). Frontline service positions tend to be filled by women (Mattila, Grandey, & Fisk, 2003). Mathies & Burford (2011) suggests that gender stereotypes in service roles still prevail because of different perceptions of women and men in service roles. From the customer perspective, men and women offer different quality and satisfaction judgements (Mathies & Burford, 2011). Men would be more attentive to the quality of the core service, whereas women focus more on the relational components (Iacobucci & Ostrom, 1993; Bove & Smith, 2008). In regard to customer satisfaction, the congruency between the gender of the employee and customer expectations is one potential influence (Mohr & Henson, 1996). Customers picture men to work in an automotive

repair shop or hardware store, while they expect women to work in fabric stores (Fischer, Gainer, & Bristor, 1997). A study conducted by Mohr & Henson (1996), found that the gender of an employee in gender-typed jobs did matter to many customers when evaluating the performance of employees. Even though some customers did favor employees with the same gender as themselves, many had biases against gender-incongruent employees (Mohr & Henson, 1996). In other words, gender is one cue that customers use when forming judgement and may affect how the service provider is treated (Fischer, Gainer, & Bristor, 1997).

Gender effects in aggressive behavior have been examined extensively with multiple methodologies and experimental designs, across disparate populations and settings, and on varying types of aggressive behavior (Archer, 2004). Results from comprehensive meta-analysis (Bettencourt & Miller, 1996; Frodi, Macaulay, & Thome, 1977) and a variety of individual studies (Richardson, Vandenberg, & Humphries, 1986; Salmivalli & Kaukiainen, 2004) have reported that men evince more direct aggression relative to women (Eagly & Steffen, 1986; Richardson & Hammock, 2007; Reidy, Sloan, & Zeichner, 2009). This is also confirmed by Harris who found that men are more likely to be targets of more forms of aggression (Harris M. B., 1992), that men report perpetrating more aggression toward men than women (Harris M. B., 1995), and that men experience more aggression than women over their lifetime (Harris M. B., 1996). These findings suggest that men are more likely than women to be perpetrators and victims of aggressive behavior, indicating that men may perceive customer misbehavior as more acceptable than women (Reidy, Sloan, & Zeichner, 2009).

According to several studies (Björqvist, Österman, & Lagerspetz, 1994; Cortina, Magley, Langhout, & Williams, 2001; Folgero & Fjeldstad, 1995), demographic characteristics can partly lead to harassment. Folgero & Fjeldstad (1995) found that women are more likely to become targets of sexual harassment, while Einarsen & Skogstad (1996) did not find any gender differences in their study, which indicates that results differ greatly across studies.

2.2.3 The Organizational Environment

Another aspect that can trigger workplace aggression and sexual harassment is the organizational environment. Results from several studies (Bowling & Beehr, 2006; Yagil, 2008; Fullerton & Punj, 1993) show that uncomfortable temperatures, poor

lightning and air quality, high noise level and crowding are considered to contribute to customers' motivation to misbehave. The same researchers show that aggression can flourish in stressful climates, which is one of the characteristics of service organizations. Further, Gursoy, Cai and Anaya (2017) argue that customer-to-customer interactions are a delicate but important role in overall service experience. In other words, customers' perception of service quality can be affected by the behaviors of other customers present. These negative customer behaviors can include unsupervised children running around, smoking, and being noticeable drunk, among others (Gursoy, Cai, & Anaya, 2017).

Bitner, Booms & Mohr (1994) concluded that customer aggression in the service workplace is motivated by dissatisfaction with service, experienced as a result of discrepancy between expectations and actual service reality. Similarly, Yagil (2008) states that the customers' sense of entitlement, dissatisfaction with the service and a low level of perceived risk, can contribute to customers' motivation to misbehave. For instance, when customers think that their behavior will be known, their level of misbehavior is low. However, if customer behavior is not visible to people within the organization, that is, to employees and other customers, customers are less accountable for their actions and likely to adopt harassing behavior more frequently. Further, customers can behave aggressively in an attempt to evade responsibility for their own actions by blaming employees (Reynolds & Harris, 2006).

2.2.4 Antecedents of Power

Several researchers (Wu, 2015; Bolton & Houlihan, 2005; Folgero & Fjeldstad, 1995) argue that the relative power of the service provider and the recipient of services is strongly asymmetrical. The unique power dynamic between customers and service providers may trigger customer misbehavior (Fullerton & Punj, 1993; Yue, Wang, & Groth, 2017; Wu, 2015). According to the power dependence theory of social relations (Emerson, 1962), the more a person values resources controlled by another, the more dependent that person is and the less power he/she has in the relationship (Yagil, 2008). The service workplace is often structured in a way that gives customers the illusion that they are in control of the relationship (Yagil, 2008), meaning that customers tend to hold substantial power over employees, as captured by the popular mantra "the customer is God" or "the customer is always right" (Yue,

Wang, & Groth, 2017; Wu, 2015). Due to the lack of legitimate, coercive, reward and expert power, service providers may have to rely on referent power in order to be socially attractive and friendly with the customers (Folgero & Fjeldstad, 1995). Since sexual attractiveness and flirtation often are part of the service providers job description, female service providers tend to be more exposed to sexual harassment (Giuffre & Williams, 1994). Although service providers experience customer misbehavior, they are often obligated to provide the service in a polite and pleasant manner, regardless of the customers' behavior (Grandey, Dickter, & Sin, 2004). The lack of symmetry in the roles enacted within the service context makes service providers vulnerable (Ben-Zur & Yagil, 2007), whereas customers are in a more powerful position (Bolton & Houlihan, 2005).

A major source of dependence by service providers on customers stems from roles in which the service provider is rewarded by commissions (namely for sales). Customers, on the other hand, have reward power over the service provider in the form of commissions derived from the transaction, and coercive power reflected in the ability to withhold the transaction (Yagil, 2008). Moreover, a dissatisfied customer can also turn to alternative services, while a service provider has no other alternatives (Ben-Zur & Yagil, 2007). Mills & Bonoma (1979) found that customer's perception of a store's relative power is a key determinant of customer misbehavior.

2.2.5 Philosophy

Firms value customers over employees because customers are a great source of revenue generation (Kashif & Zarkada, 2015). The philosophy of "customer is God" or "customer is always right" has become commonplace (Harris & Reynolds, 2003) and is widely recognized by service-oriented organizations and consequently considered to be an inherent part of employee in routine service work (Wu, 2015; Fullerton & Punj, 2004). According to Grandey, Dickter & Sin (2004), the philosophy communicates unequal power in the customer-employee transaction, which according to Wu (2015) leads to customer expectations for their role in the service process. Several researchers (Grandey, Dickter, & Sin, 2004; Fullerton & Punj, 2004; Yagil, 2008; Bitner, Booms, & Mohr, 1994) argue that the typology is used as a rationalization for customers' misbehavior. According to Yagil (2008), customer misbehavior is enhanced by the widespread thought of service as pleasing

customers, indulging them and giving them what they want. The research further claims that the acceptance of customer superiority implies that customers are entitled to misbehave, while service providers are expected to put up with such misbehavior (Yagil, 2008).

The embedded notion that the customer is always right is especially true for organizations that have a high-pressure service climate, as these organizations encourage service providers to please customers at any cost (Yagil, 2008). According to Gursoy, Cai & Anaya (2017), some customers feel entitled to special treatments and seek to take advantage of service providers. Customers that take advantage of the philosophy demand more time and customization, thus slowing down the service for others (Grandey, Dickter, & Sin, 2004). If service providers do not grant their wishes, customers can behave thoughtless or abusive, to the extent that service is disrupted and dysfunctional (Harris & Reynolds, 2003). While some customers unknowingly exhibit misbehaviors, other customers intentionally perform misbehaviors. However, both types of misbehavior may disrupt the service experience. This can be true from the perspective of service providers as well as for other customers (Grandey, Dickter, & Sin, 2004; Reynolds & Harris, 2005). Exposure to customer misbehavior can negatively affect the mood or temper of service providers (Harris & Reynolds, 2003; Bowling & Beehr, 2006), and increase their level of stress and anxiety. Customer misbehavior can also negatively influence the consumption experience of other customers, in which the customers can be emotionally, psychologically, or physically scarred (Harris & Reynolds, 2003).

2.3 The Creation of Customer Misbehavior Approaches

An important aspect to understand in regard to customer misbehavior is customer abuse. Korczynski & Evans (2013) defines customer abuse as “*forms of customer behavior which are seen by service workers as aggressive, intimidating or insulting to themselves*”. These behaviors are verbal aggression, physical aggression, and sexual harassment, which are categorized as customer misbehavior. According to Korczynski & Evans (2013), there are three broad approaches to explain customer abuse: a psychological approach, a contingency approach, and a sociological approach. The psychological approach focuses on the individual deviant as the key unit of analysis. The aim is to identify certain character traits to pinpoint personality

traits which deviant individuals have in common (Abdullah & Marican, 2016). The contingency approach identifies contextual factors that act as “triggers” to the release of abusive customer behavior. Reynolds & Harris (2009) studied contextual factors that amalgamate to elicit episodes of misbehavior. This study identified a number of contextual servicescape variables associated with incidences of dysfunctional customer behavior, including an organization’s exterior environment, as well as the layout and design of the service outlet. The core weakness of the two approaches is the unaddressed question of why customer abuse is present. The sociological approach answers this question, by focusing on the idea that customer misbehavior is linked to prevailing norms in society (Korczynski & Evans, 2013). The central argument advanced is the philosophy of “customer is God” or “customer is always right” (Grandey, Dickter, & Sin, 2004).

2.4 Customer Misbehavior in the Norwegian Context

2.4.1 The Norwegian Consumption Culture

According to Alesina & Giulian (2015), culture and institutions are endogenous variables, meaning that they interact and evolve in a complementary way. Thus, the retail sector may function differently in different cultures. Similarly, several researchers (Fullerton & Punj, 2004; Solomon & Schell, 2009; Guirdham, 2011; Lustig & Koester, 2013) argue that consumer behavior is a culturally driven phenomenon, in which expectations regarding acceptable conduct are likely to differ across national cultures. Norway is a country that values equality and equal treatment, meaning that all members of society should be treated with respect and dignity regardless of race, color, language, sex, religion, political, national or social origin, property, birth or another status. Thus, no forms of norm breaking behavior or discrimination should be present in the service workplace (The Norwegian Government, 2010). Nevertheless, as the Norwegian consumption culture has developed over time, the universe of consumer misbehavior has expanded along with it. Accordingly, customer misbehavior is becoming a serious problem faced by many service oriented businesses in Norway (Folgero & Fjeldstad, 1995).

Research by Bolton & Houlihan (2005) states that customer interaction is a socially relevant activity that is influenced and structured by values and norm, in addition to moral dispositions and the interconnectedness for social ties (Ma, Huang, & Shenkar, 2011). Accordingly, Fullerton & Punj (2004) states that norms are tightly

linked to behavioral expectations, which means that norms regarding conduct in exchange setting are founded upon expectations about behavior. Customers carry different expectations in an exchange setting (Folgero & Fjeldstad, 1995), although most customers expect to be sheltered (Fullerton & Punj, 2004), as well as to be treated in a pleasant, accommodating and caring way. The different expectations often involve the role of the service provider, which include how the service should be produced and delivered to the customer. Customer satisfaction is often dependent on the quality of interaction, which is heavily linked to the service provider's ability to cope with different expectations of customers. If the service provider does not meet these expectations, the customer will be disappointed, and is more likely to complain or be difficult (Fullerton & Punj, 2004; Wu, 2015). While customers may show their anger and frustration at workers, service providers are often forced to maintain a calm face (Bolton & Houlihan, 2005). The ideology in the Norwegian consumption culture is for service providers to embrace all customers at any cost (Fullerton & Punj, 2004), highly linked to the philosophy of "customer is God" (Harris & Reynolds, 2003).

Even though some research claims that most customers understand and follow the implicitly established norms in service settings (Gursoy, Cai, & Anaya, 2017), other research suggests that customer misbehavior is the norm rather than the exception (Harris & Reynolds, 2004) because customer misbehavior has been ingrained as part of the culture of consumption. If all service providers are treated in the same misbehaving manner over time, workers will be unaware of such treatment. Thus, the norms may indirectly encourage customer misbehavior in the exchange setting (Fullerton & Punj, 2004). Further, research by Bitner, Booms & Mohr (1994) claims that service providers and customers are likely to blame different factors when things do go wrong. While service providers are likely to blame the system or the customer, rather than the failure of their own shortcomings, customers, on the other hand, are likely to blame the service provider than to attribute anything they themselves might have contributed (Bitner, Booms, & Mohr, 1994).

2.4.2 The Norwegian Work Force and Retail Sector

Global Gender Gap Index (2018) benchmarks national gender gaps across four aspects annually. Results from this index show that Norway is the second-best country out of 149 countries. Although occupations in the retail sector are not

considered among the top ten gender dominated occupations in Norway (Statistics Norway, 2018), women are still overrepresented. Statistics Norway found that 47.4 percent of the Norwegian workforce are women, in which 10.5 percent of these women work in the retail sector (Statistics Norway, 2016). In 2017, Statistics Norway (2017) conducted a study among employees between the age of 18 and 66, to investigate the Norwegian work environment. The study showed that 2 percent of the total workforce experienced workplace incivility, 4 percent experienced unwanted sexual attention or comments, and 4 percent experienced violence. We believe a focus on gender is suitable for our research. Hence, it is important to investigate what is perceived as customer misbehavior between service providers and customers, as well as between women and men in the Norwegian retail sector. Figure 2 visualizes the master thesis' conceptual model.

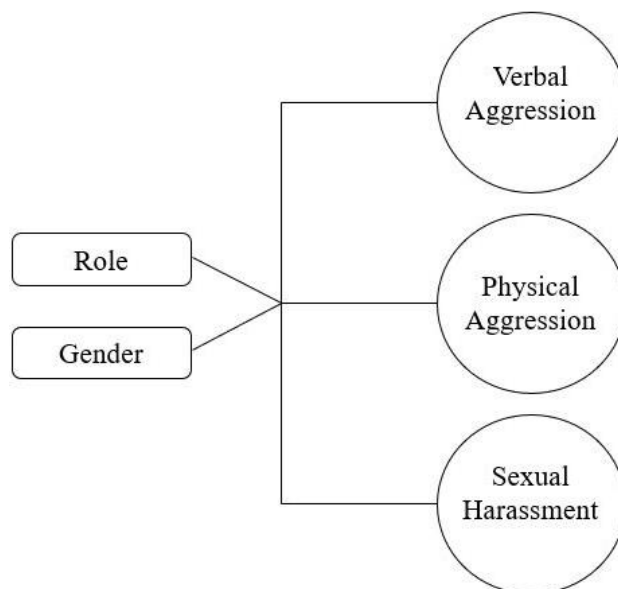


Figure 2: Conceptual Model

As mentioned, customer misbehavior is context specific. Due to the significant differences in national culture and norms, it is likely that the perception of customer misbehavior will vary across both countries and industries. The current study intends to contribute to the broader service literature by examining the understudied dark side of customer misbehavior in the Norwegian retail sector. Based on the existing literature, we suggest a number of hypotheses.

Research on verbal aggression shows that a growing number of service providers are experiencing customer aggression (Yagil, 2008), and characterizes communication of anger as the most frequently experienced form (Bowling &

Beehr, 2006; Yagil, 2008; Grandey, Dickter, & Sin, 2004; McColl-Kennedy, Patterson, Smith, & Brady, 2009). Thus, we predict the following:

Hypothesis 1: *Customers will rank verbal aggression as more acceptable than service providers.*

Results from different research articles (Frodi, Macaulay, & Thome, 1977; Eagly & Steffen, 1986; Richardson, Vandenberg, & Humphries, 1986; Bettencourt & Miller, 1996; Salmivalli & Kaukiainen, 2004; Richardson & Hammock, 2007; Reidy, Sloan, & Zeichner, 2009; Wu, 2015) have reported that male customers evince more direct aggression relative to female customers. Thus, we suggest the following hypothesis:

Hypothesis 2: *Male customers will rank verbal and non-verbal aggression as more acceptable than female customers.*

Researchers argue that when customers experience anger they exhibit a tendency to attack service providers verbally and/or physically (McColl-Kennedy, Patterson, Smith, & Brady, 2009; Grove, Risk, & Joby, 2004), which may lead to serious implications for service providers (Folgero & Fjeldstad, 1995; Harris & Reynolds, 2003; Bowling & Beehr, 2006; Walsht & Clarke, 2003; Boyd, 2002; Ben-Zur & Yagil, 2007; Yue, Wang, & Groth, 2017). Thus, we hypothesize the following:

Hypothesis 3: *Customers will rank physical aggression as more acceptable than service providers.*

Research reports that men are more likely than women to be perpetrators of aggressive behavior (Reidy, Sloan, & Zeichner, 2009) and more likely to harass women than the contrary (Berdahl, 2007a; Folgero & Fjeldstad, 1995; Bowling & Beehr, 2006; Bråten & Sletvold Øistad, 2017). Thus, we predict the following:

Hypothesis 4: *Women will rank verbal aggression, non-verbal aggression and sexual harassment as less acceptable than men.*

Research shows that women and men define and describe sexual harassment differently (Berdahl, 2007a; Berdahl, 2007b; Gutek, 1985), and that men not necessarily consider sexually harassing behaviors as harassment, meaning that sexist jokes are characterized as normal (Saunders & Seen, 2009). Thus, we hypothesize the following:

Hypothesis 5: *Women will rank sexist jokes as less acceptable than men.*

Research argues that customers are in control of the relationship in the service sector (Yue, Wang, & Groth, 2017; Wu, 2015; Yagil, 2008), in which the power dynamic may trigger customer misbehavior (Fullerton & Punj, 1993; Yue, Wang, & Groth, 2017; Wu, 2015). Since sexual attractiveness and flirtation often are part of the service providers' job description, service providers may be exposed to sexual harassment (Giuffre & Williams, 1994). Thus, we predict:

Hypothesis 6: *Customers will rank sexual harassment behaviors as more acceptable than service providers.*

Researchers suggest that many customers have biases against gender-incongruent employees (Mohr & Henson, 1996), indicating that customer are to favor female employees while judging male employees in the retail sector (Fischer, Gainer, & Bristor, 1997; Mathies & Burford, 2011). Thus, we suggest the following hypothesis:

Hypothesis 7: *Customers will rank yelling as more acceptable than service providers when the service provider is male than when the service provider is female.*

Research reports that customers expect frontline service positions to be filled by women (Mattila, Grandey, & Fisk, 2003) and that customers use gender as a cue when forming judgement (Fischer, Gainer, & Bristor, 1997; Mathies & Burford, 2011; Mohr & Henson, 1996). Research argues that customer aggression is a result of discrepancy between expectations and service reality (Bitner, Booms, & Mohr, 1994), and that men are more likely to be both the perpetrator (Harris M. B., 1995; Reidy, Sloan, & Zeichner, 2009) and the victim of aggression (Harris M. B., 1992; Reidy, Sloan, & Zeichner, 2009). Thus, we hypothesize the following:

Hypothesis 8: *Men will rank yelling as more acceptable than women when the service provider is male than when the service provider is female.*

3.0 Methodology

3.1 Objective

The current study aims to clarify what is perceived as customer misbehavior and to examine any differences between service providers and customers, as well as

between women and men in the Norwegian retail sector. In addition, the study intends to clarify if the perception of verbal abuse differs based on the gender of the service provider. It is essential to investigate whether there is a difference in the perception of verbal aggression, physical aggression, and sexual harassment based on gender and role of the participants.

3.2 Research Design

The study has an experimental design: one quasi-experimental study and one vignette experiment (Appendix A). The quasi-experimental study was used to examine participants' perception of misbehavior, while the vignette experiment was used to investigate whether participants' gender and role have an impact on the perception of verbal abuse when the gender of the service provider is manipulated. In the following, the casual research will be referred to as study 1, while the vignette experiment will be presented as study 2.

3.3 Measures and Manipulations

The quasi-experiment aims to collect information about participants' perception regarding verbal, physical and sexual behaviors, without changing the environment (i.e., nothing was manipulated). The questionnaire included both negative and positive behaviors (Appendix B). The negative behaviors were chosen based on prior research (Bowling & Beehr, 2006; Grandey, Dickter, & Sin, 2004; Yagil, 2008; Baron, 1993; Folgero & Fjeldstad, 1995; Bråten & Sletvold Øistad, 2017; Saunders & Seen, 2009) and are displayed in table 1. The positive behaviors were included to conceal the purpose behind the study, and were therefore excluded in the main analysis. Although the analysis shows that the dependent variables, namely verbal aggression, physical aggression, and sexual harassment are statistically correlated, there are conceptual differences. The behaviors within each concept were merged, as illustrated in table 1. In terms of sexual harassment, the three forms of harassment, namely verbal, non-verbal, and physical harassment were merged. The two-way ANOVA analysis was carried out individually for each of the dependent variables, influenced by the independent variables of gender and role. In addition, demographic variables of participants' age and education are used as control variables to investigate whether they have impact on participants' perception.

Table 1
Descriptive Research

Concept	Behavior	
Verbal Aggression	<ul style="list-style-type: none"> • Raises one’s voice • Uses sarcasm • Curses • Term of abuse 	<ul style="list-style-type: none"> • Ignores • Screams • Condescending attitude • Interrupts
Physical Aggression	<ul style="list-style-type: none"> • Hits • Spits • Pat on the shoulder • Snap one’s fingers 	<ul style="list-style-type: none"> • Kicks • Pushes • Rolls one’s eyes • Throws objects • Laughs off
Sexual Harassment	<ul style="list-style-type: none"> • Comment on body • Comment on appearance • Comment on clothes • Comment on private life • Tells sexual jokes 	<ul style="list-style-type: none"> • Portrays sexual body movements • Shows sexual pictures • Unwanted touching • Kisses • Hugs • Nosey glimpse

Further, the purpose of the vignette experiment is to use short descriptions of situations to elicit the attitudes of respondents with respect to verbal abuse (Table 2) (Atzmüller & Steiner, 2010). The gender of the service provider was manipulated, and participants were randomly assigned to either scenario1, with a female service provider, or scenario2, with a male service provider to provide an equal distribution between the scenarios. We chose the measurement “yelling” because it is the most frequently experienced form of customer aggression in the service workplace (Bowling & Beehr, 2006; Yagil, 2008; Grandey, Dickter, & Sin, 2004).

Table 2
Vignette

Index	Questions
Scenario1 (Kari)	Imagine you are a customer in any store. You are standing in the queue to pay for the item you want to purchase. Another customer is standing in front of you, receiving assistance from service provider Kari . You have not seen what has happened, but become aware that the customer is screaming at the service provider.
Scenario 2 (Ola)	Imagine you are a customer in any store. You are standing in the queue to pay for the item you want to purchase. Another customer is standing in front of you, receiving assistance from service provider Ola . You have not seen what has happened, but become aware that the customer is screaming at the service provider.

The overall scaling technique in the questionnaire was a non-comparative 5-point Likert Scale with the response categories 1=unacceptable to 5=acceptable. The scale also included a neutral point, which was option 3=neither agree nor disagree. The scale made it possible to isolate personal opinions from collective responses.

3.4 Sampling Strategy

Two types of non-probability sampling methods were applied in the quantitative questionnaire: the convenience sampling technique and the snowball technique. The first participants invited to complete the survey were our family, friends, fellow students, and colleagues. They were encouraged to share the survey with their network through social media channels and email. This allowed us to reach out to a broader network with different demographic groups and segments (Bryman & Bell, 2015). Further, numerous stores in Norway received an invitation to the survey on email. The variety of stores included nutrition stores, furniture stores, home lighting stores, camera stores, florist stores, hardware stores, construction stores, pet shops, clothing stores, cosmetic stores, shoe shops, specialty distributors, and kids toy stores, among others. Several of the stores were interested in our research and distributed the questionnaire through their own social media platforms. This enabled us to reach out to a broader specter of service providers employed at different retail stores in Norway.

3.5 Main Study

3.5.1 Pre-test

Due to increased focus on general data protection regulation (GDPR), a close dialogue with the Norwegian Centre for Research Data (NSD) was necessary before distributing the questionnaire. NSD approved the questionnaire. Prior to mass distributing the questionnaire we conducted a pre-test. The pre-test was distributed to service providers and customers in Norway to receive feedback on how to improve the survey. The pre-test involved a small number of respondents (N=18), where ten of the respondents were women and eight were men. Moreover, seven of the respondents worked in the Norwegian retail sector, while eleven were customers. Furthermore, three of the participants were observed in person when answering the pre-test. This enabled us to receive feedback straight away and discuss the survey.

Overall, the feedback of the survey was good. However, some changes were made, such as general grammatical errors, rephrasing of questions, and including a progress bar. After the changes were made, the questionnaire was distributed to a new sample group (N=5). None of the respondents found systematic or random errors. The respondents participating in the pre-test were excluded from the final study.

3.5.2 Questionnaire Development

The online questionnaire service Qualtrics was used to collect data. It was important for us to design a questionnaire that contributed to enthusiasm and eagerness among participants to decrease the dropout rate. The questionnaire had a comfortable layout with a welcoming message and an introduction on the first page. To reduce the likelihood of social desirability bias, respondents were informed that participation was anonymous, voluntary, and that they could withdraw from the survey at any point without stating a reason. Respondents were informed that the study contributed to our master thesis at BI Norwegian Business School, without stating the purpose of the study.

3.6 Data Cleaning and Editing

We received a total of (N=1.132) participants in the final study. However, we had to exclude 151 participants because they did not complete the survey. In addition,

we chose to exclude 33 participants because they were under the age of 20, and we were not able to distinguish minors from the legal age of 18. As a result, the satisfactory rate is 84 percent. Further, we controlled for outliers and decided to include these due to the aim of our study. As a result, a total of (N=948) responses were used in the analysis (Table 3).

Table 3
The Total Number of Participants

	Female	Male	Total
Service provider	379	140	519
Customer	253	176	429
Total	632	316	948

3.6.1 Validity

There are several factors that may have affected the internal validity of the study. Firstly, the dropout rate may have contributed to a skewed distribution among participants. However, due to the low dropout rate of 16 percent, we do not consider this a threat. Secondly, even though the participants were to answer the questionnaire by themselves, they could choose where and when to answer it. Thus, we could not guarantee complete isolation of the participants. Lastly, social desirability bias is a threat to the internal validity, indicating that participants tend to respond favorably to sensitive topics in survey (An, 2015). Although our study contains threats to the internal validity, we conclude that the survey incorporates a causal relationship between the variables from moderate to high. Furthermore, the non-probability sampling method and the skewed distribution do not make our study representative to the Norwegian population. Thus, we conclude that the external validity is low.

4.0 Findings

4.1 Descriptive Statistics

The total number of participants in the final study are (N=948). The gender distribution shows that 34 percent of the participants are men (n=316), while 67 percent are women (n=632). Further, 73 percent of the employees are women (n=379), while 27 percent are men (n=140). Moreover, 59 percent of the customers are women (n=253), while 41 percent are men (n=176). There is a skewed

distribution between women and men (Table 4). However, it is not surprising that 73 percent of the asked employees are women, as women are overrepresented in the Norwegian retail sector (Statistics Norway, 2016).

Table 4
Distribution of Respondents (in percentage)

	Female	Male	Total
Service provider	73	27	55
Customer	59	41	45
Total	67	33	100

Further, there is a skewed distribution between the age intervals, thus it is not representative of the Norwegian population (Table 5). Participants in the age interval 20-29 have the highest response rate with 57 percent, followed by the age interval 30-39 with 15 percent. Participants in the age intervals 60-69 and 70+ contributed with only 4 percent.

Table 5
Age Distribution (in percentage)

20-29	57
30-29	15
40-49	13
50-59	11
60-69	4
70+	0
Total	100

The education distribution is displayed in Table 6. Participants in the interval high school have the highest response rate with 43 percent, followed by the undergraduate program with 40 percent. A total of 55 percent of the respondents have a bachelor's degree or higher.

Table 6
Education Distribution (in percentage)

Lower than primary school	0
Primary school	2
High school	43
Undergraduate program	40
Graduate program	13
Higher than graduate program	2
Total	100

4.1.1 Quasi-Experiment

The quasi-experiment included descriptive questions about participants' perception regarding verbal aggression, physical aggression, and sexual harassment. The descriptive statistics between the dependent variables and the demographic variables illustrate that verbal aggression, physical aggression, and sexual harassment are categorized as unacceptable behaviors in the Norwegian retail sector. An overview of the descriptive statistics of each variable within each of the aforementioned concepts is presented in Appendix C. The Pearson product-moment correlation coefficient was computed to assess the relationship between the dependents variables, the independent variables, and the control variables (Table 7).

Table 7
Correlations, Means and Standard Deviation of Model Variables

	Mean	Sd.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
(1)Age	2.90	1.244		-.087**	0.28	-.087**	-.162**	.100**	-.135**
(2)Education	3.68	.797	-.087**		-.055	.274**	.048	-.047	-.025
(3)Gender	1.33	.471	.028	-.055		.148**	.182**	.171**	.89**
(4)Role	1.45	.498	-.087**	.274**	.148**		.030	-.062	-.010
(5)Testverbal	1.680	.496	-.162**	.048	.182**	.030		.537**	.386**
(6)Testphysical	1.486	.291	.100**	-.047	.171**	-.062	.537**		.463**
(7)Testsexual	1.460	.471	-.135**	-.025	.089**	-.010	.386**	.463**	

N = 948. ** Correlation is significant at the 0.01 level (2-tailed).

The data shows that there is a strong correlation between the dependent variables of verbal aggression and physical aggression $r=.537$, $N=948$, $p\leq.001$. Further, there is a moderate positive correlation between the dependent variables of sexual harassment and verbal aggression $r=.386$, $N=948$, $p\leq.001$ and physical aggression $r=.463$, $N=948$, $p\leq.001$. This implies that an increase in one of the dependent variables is correlated with an increase in another dependent variable. Furthermore, the correlation matrix shows a low correlation between the demographic variables and the perception of verbal, physical and sexual behaviors.

4.1.1.1 Telling Sexist Jokes

To examine whether there is a difference between women and men on the perception of telling sexist jokes, the variable has been extracted from the concept of sexual harassment. The descriptive statistics between the dependent variable telling sexist jokes and the independent variable gender are displayed in Table 8. The overall mean value illustrates that there is a difference between women and

men on the perception of telling sexist jokes, although it is categorized as unacceptable behavior in the Norwegian retail sector.

Table 8

Descriptive Statistics – Sexist Jokes and Gender

	Mean	Std. Deviation	N
Female	1.18	.538	632
Male	1.45	.832	316
Total	1.27	.663	948

4.1.2 Vignette Experiment

The descriptive statistics from the vignette experiment shows that 50.2 percent of the participants were assigned to the scenario with a female service provider, whereas 49.8 percent of the participants were assigned to the scenario with a male service provider. The mean values for service providers and customers, as well as women and men between the scenarios illustrate that yelling towards a service provider is categorized as unacceptable behavior in the Norwegian retail sector (Table 9).

Table 9

Descriptive Statistics – Vignette

Role	Scenario	Gender	Mean	Std. Deviation	N
Service provider	Kari	Female	1.203	.643	177
		Male	1.148	.492	88
		Total	1.185	.597	265
	Ola	Female	1.215	.612	177
		Male	1.130	.375	77
		Total	1.190	.551	254
	Total	Female	1.210	.626	354
		Male	1.140	.440	165
		Total	1.187	.574	519
Customer	Kari	Female	1.189	.474	143
		Male	1.265	.614	68
		Total	1.213	.523	211
	Ola	Female	1.333	.658	135
		Male	1.205	.462	83
		Total	1.284	.593	218
	Total	Female	1.259	.574	278
		Male	1.231	.535	151
		Total	1.250	.560	429
	Kari	Female	1.200	.573	320

		Male	1.200	.550	156
		Total	1.200	.565	476
	Ola	Female	1.266	.634	312
Total		Male	1.169	.423	160
		Total	1.233	.572	472
	Total	Female	1.231	.604	632
		Male	1.184	.489	316
		Total	1.215	.569	948

4.2 Study 1

4.2.1 Two-Way Analysis of Variance

A two-way Analysis of Variance (ANOVA) was performed to explore the impact of role and gender on the three forms of misbehavior, as measured by the 5-point Likert Scale. The dependent variables verbal aggression, physical aggression, and sexual harassment are treated separately. The independent variable gender is divided into female and male, whereas role is divided into service provider and customer. The reason for performing a two-way ANOVA is to compare the mean differences and to examine if there is a significant main effect between gender and role on the perception of customer misbehavior (Lund & Lund, 2019a).

When performing the two-way ANOVA, there are six assumptions that should be met for the data to show valid results. For the two-way ANOVA, three of the six assumptions are met, those related to the measured variables and the applied study design. Even though the remaining three assumptions are violated, we do not consider this a threat because the study reflects individual attitudes on certain behaviors and are consistent with similar research on the area (Pallant, 2013).

4.2.2 Inspection of Covariates

A two-way Analysis of Covariance (ANCOVA) was performed to investigate in which degree the covariates age and education affect participants' perception of customer misbehavior. The comparison of the ANCOVA analysis and the ANOVA analysis showed an increase in R^2 for verbal aggression (.034 to .64), physical aggression (.38 to .45), and sexual harassment (.009 to .29). The F-value for verbal aggression increased, while the F-value for physical aggression decreased, both indicating that the covariates had minimal influence on the dependent variables. Further, the covariates had a moderate effect on sexual harassment, explained by a

moderate increase in the F-value (Appendix D). The impact of the covariates is low, thus we consider the ANOVA analysis as an appropriate statistical test.

4.2.3 Independent-Samples t-Test

An independent-samples t-test was conducted to determine if there is a difference in the perception of telling sexist jokes between women and men, measured by the 5-point Likert Scale. An inspection of the Q-Q plots revealed that the perception of telling sexist jokes was not normally distributed for both groups, and there was not homogeneity of variances as assessed by the Levene's Test for Equality of Variances. Even though the assumption of normality and homogeneity of variances are violated, we do not consider this a threat because it reflects individual attitudes on the perception of telling sexist jokes. Thus, we believe the independent-samples t-test is an appropriate statistical test to analyze our data (Pallant, 2013).

4.3 Results from Study 1

A two-way between groups analysis of variance was conducted to explore the impact of gender and role on the perception of verbal aggression, physical aggression, and sexual harassment, separately. Further, an independent-samples t-test was carried out to determine if there is a difference in the perception of telling sexist jokes between women and men. In the following, the results will be examined and explained in detail.

4.3.1 Verbal Aggression

The two-way ANOVA analysis shows that there is a statistically significant main effect on gender [$F(1,944)=31.513, p=.001$]. However, the effect size is small (partial eta squared=.032). The main effect for role [$F(1,944)=.107, p=.744$] does not reach statistical significance. Further, the interaction effect between gender and role group was not statistically significant [$F(1,944)=.589, p=.443$]. However, a UNIANOVA analysis was carried out to give a visual impression between the variables.

Table 10
Tests of Between-Subject Effects (Verbal Aggression)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	7.880 ^a	3	2.627	11.011	.000	.034
Intercept	2408.890	1	2408.890	10097.611	.000	.915
Gender	7.518	1	7.518	31.513	.000	.032
Role	.026	1	.026	.107	.744	.000
Role*gender	.141	1	.141	.589	.443	.001
Error	225.201	944	.239			
Total	2907.406	948				
Corrected Total	233.081	947				

a. R Squared = .034 (Adjusted R Squared = .031)

The overview of group comparison shows that male participants (M=1.805, SD=.028, n=316) perceive verbal aggression as more acceptable compared with female participants (M=1.614, SD=0.20, n=632), as illustrated in Table 11. Moreover, the UNIANOVA analysis displays in figure 3 that male customers (M=1.824, SD=.037, n=176) and male service providers (M=1.787, SD=.041, n=140) rank verbal aggression as more acceptable than female service providers (M=1.622, SD=.025, n=379) and female customers (M=1.607, SD=.031, n=253) (Appendix E).

Table 11
Overview of Group Comparison on Verbal aggression (Gender)

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Female	1.614	.020	1.575	1.653
Male	1.805	.028	1.751	1.860

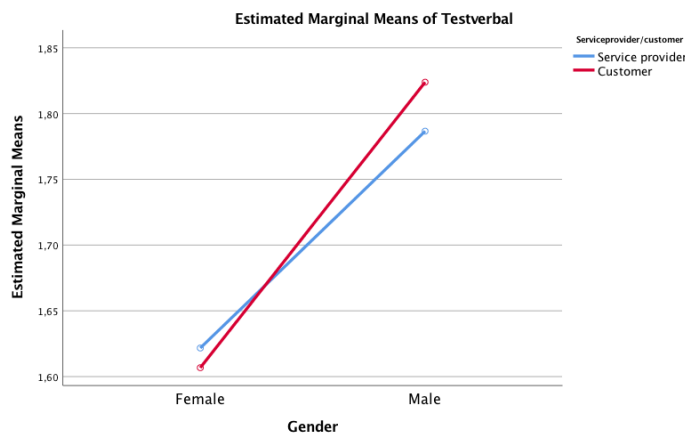


Figure 3: Role*Gender for Verbal Aggression

4.3.2 Physical Aggression

The two-way ANOVA shows a statistically significant main effect for gender [$F(1,944)=32.495$, $p=.001$] and role [$F(1,944)=8.427$, $p=.004$]. However, the effect sizes are small (partial eta squared =.033 and .009, respectively). The interaction effect between gender and role group did not reach statistical significance [$F(1,944)=.797$, $p=.372$]. However, a UNIANOVA analysis was conducted to give a visual impression between the variables (figure 4).

Table 12
Tests of Between-Subject Effects (Physical Aggression)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	3.016 ^a	3	1.005	12.326	.000	.038
Intercept	1861.950	1	1861.950	22828.890	.000	.960
Gender	2.650	1	2.650	32.495	.000	.033
Role	.687	1	.687	8.427	.004	.009
Role*gender	.065	1	.065	.797	.372	.001
Error	76.994	944	.082			
Total	2171.877	948				
Corrected Total	80.010	947				

a. R Squared = .038 (Adjusted R Squared = .035)

The overview of group comparison on gender and role shows that male participants ($M=1.560$, $SD=.016$, $n=316$) perceive physical aggression as more acceptable than female participants ($M=1.446$, $SD=.012$, $n=632$). Furthermore, service providers ($M=1.532$, $SD=.014$, $n=519$) perceive physical aggression as more acceptable than customers ($M=1.474$, $SD=.014$, $n=429$), as shown in Table 13. Moreover, the UNIANOVA analysis shows that male service providers ($M=1.598$, $SD=.024$, $n=140$) and male customers ($M=1.522$, $SD=.022$, $n=176$) rank physical aggression as more acceptable than female service providers ($M=1.466$, $SD=.015$, $n=379$) and female customers ($M=1.426$, $SD=.018$, $n=253$) (Appendix E).

Table 13
Overview of Group Comparison on Physical Aggression (Gender)

Index	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Female	1.446	.012	1.424	1.469
Male	1.560	.016	1.528	1.592
Customer	1.474	.014	1.447	1.502
Service Provider	1.532	.014	1.504	1.560

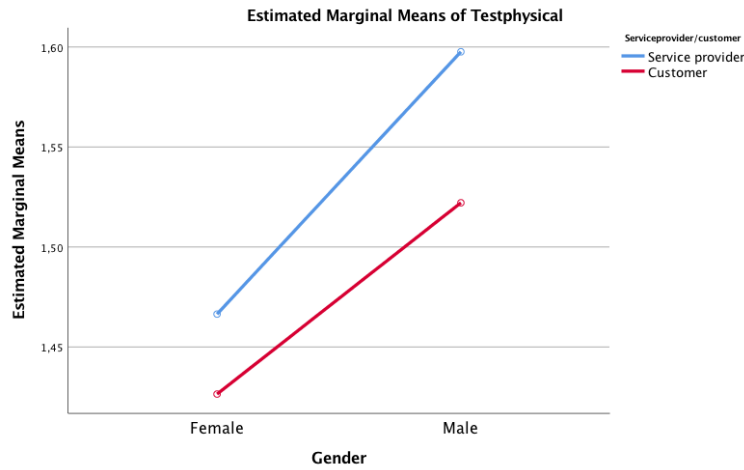


Figure 4: Role*Gender for Physical Aggression

4.3.3 Sexual Harassment

The two-way ANOVA shows a statistically significant main effect for gender [F(1,944)=7.979, p=.005]. However, the effect sizes are small (partial eta squared =.008). The main effect for role [F(1,944)=.236, p=.627] does not reach statistical significance. Further, the interaction effect between gender and role group is not statistically significant [F(1,944)=.357, p=.550].

Table 14
Tests of Between-Subject Effects (Sexual Harassment)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	1.862 ^a	3	.621	2.817	.038	.009
Intercept	1788.434	1	1788.434	8119.301	.000	.896
Gender	1.758	1	1.758	7.979	.005	.008
Role	.052	1	.052	.236	.627	.000
Role*gender	.079	1	.079	.357	.550	.000
Error	207.934	944	.220			
Total	2231.116	948				
Corrected Total	209.796	947				

a. R Squared = .009 (Adjusted R Squared = .006)

The overview of group comparison on gender shows that male participants perceive sexual harassment as more acceptable (M=1.519, SD=.027, n=316), compared with female participants (M=1.427, SD=.019, n=632).

Table 15
Overview of Group Comparison on Sexual Harassment (Gender)

Gender	Mean	Std. Error	95% Confidence interval	
			Lower Bound	Upper Bound
Female	1.427	.019	1.390	1.464
Male	1.519	.027	1.467	1.572

4.3.4 Telling Sexist Jokes

An independent-samples t-test was conducted to compare the perception of telling sexist jokes between men and women. There is a significant difference in scores for males (M=1.45, SD=.832, n=316) and females (M=1.18, SD=.538, n=632); $t(946)=-5.997, p=.001$, two-tailed) (Table 8). The magnitude of the differences in means (mean difference=-.269, 95% CI: -.357 to -.181) is small (eta squared =.04).

Table 16
Independent Samples Test

		T-test for Equality of Means					95% Confidence interval of the Difference	
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Telling sexist jokes	Equal variances assumed	-5.997	946	.000	-.269	.045	-.357	-.181
	Equal variances not assumed	-5.224	450.552	.000	-.269	.051	-.370	-.168

4.4 Study 2

4.4.1 Three-Way Analysis of Variance

A three-way ANOVA was conducted to explore the impact of role and gender on verbal abuse, as measured by the 5-point Likert Scale (Pallant, 2013). There are six assumptions that are required for a three-way ANOVA to give a valid result. The three assumptions related to the measured variables and the applied study design are met. The remaining three assumptions related to normality, homogeneity of variances, and outliers are violated, however, we do not consider this a threat because the experiment reflects individual attitudes on verbal abuse. Thus, we believe the three-way ANOVA is an appropriate statistical test to analyze our data (Lund & Lund, 2019b).

4.5 Results from Study 2

The results from the three-way ANOVA analysis show that there is not a statistically significant three-way interaction between role, scenarios, and gender [$F(1,940)=1.241, p=.266$].

Table 17
Tests of Between-Subject Effects - Vignette

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	3.145 ^a	7	.449	1.394	.204	.010
Intercept	1221.863	1	1221.863	3791.148	.000	.801
Role	1.141	1	1.141	3.539	.060	.004
Scenarios	.079	1	.079	.246	.620	.000
Gender	.485	1	.485	1.506	.220	.002
Role*Scenarios	.108	1	.108	.336	.562	.000
Role*Gender	.101	1	.101	.312	.577	.000
Gender*Scenarios	.710	1	.710	2.204	.138	.002
Role*Scenarios* Gender	.400	1	.400	1.241	.266	.001
Error	302.956	940	.322			
Total	1706.000	948				
Corrected Total	306.101	947				

a. R Squared = .010 (Adjusted R Squared = .003)

4.6 Hypothesis Testing

4.6.1 Hypothesis 1

We tested hypothesis 1, which was rejected. Hence, there is not a difference between customers and service providers in their perception of verbal aggression in the Norwegian retail sector.

4.6.2 Hypothesis 2

Hypothesis 2 was tested, and not supported. Hence, there is not an interaction effect between male customers and female customers in their perception of verbal aggression and physical aggression in the Norwegian retail sector.

4.6.3 Hypothesis 3

We tested hypothesis 3, which was rejected. The results from the two-way ANOVA show a statistically significant main effect for role [$F(1,944)=8.427, p=.004$], however, service providers ($M=1.532, SD=.014$) perceive physical aggression as more acceptable than customers ($M=1.474, SD=.014$) in the Norwegian retail sector.

4.6.4 Hypothesis 4

Hypothesis 4 was tested and supported. The results from the two-way ANOVA analysis show a statistically significant main effect for gender on verbal aggression [$F(1,944)=31.513, p=.001$], physical aggression [$F(1,944)=32.495, p=.001$], and sexual harassment [$F(1,944)=7.979, p=.005$]. As illustrated in Table 18, women perceive the aforementioned behaviors as less acceptable than men in the Norwegian retail sector.

Table 18

Overview of Group Comparison on Verbal Aggression, Physical Aggression and Sexual Harassment (Gender)

Gender	Mean	Str. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Verbal Aggression				
Female	1.614	.020	1.575	1.653
Male	1.805	.028	1.751	1.860
Physical Aggression				
Female	1.446	.012	1.424	1.469
Male	1.560	.016	1.528	1.592
Sexual Harassment				
Female	1.427	.019	1.390	1.464
Male	1.519	.027	1.467	1.572

4.6.5 Hypothesis 5

We tested hypothesis 5, which was supported. The results from the independent samples t-test show a significant difference in scores for men ($M=1.45, SD=.832, n=316$) and women ($M=1.18, SD=.538, n=632$); $t(946)=-5.997, p=.001$, two-tailed).

Hence, men perceive telling sexist jokes as more acceptable than women in the Norwegian retail sector.

4.6.6 Hypothesis 6

Hypothesis 6 was tested and rejected. Hence, there is not a difference between customers and service providers in their perception of sexual harassment in the Norwegian retail sector.

4.6.7 Hypothesis 7

We tested hypothesis 7, which was rejected. The three-way ANOVA shows that the gender of the service provider does not have an influence on customers' and service providers' perception of verbal abuse in the Norwegian retail sector (Table 19).

Table 19
Estimated Marginal Means (Role and Scenarios)

Role	Scenarios	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Service provider	Kari	1.176	.037	1.103	1.248
	Ola	1.172	.039	1.096	1.248
Customer	Kari	1.227	.042	1.145	1.309
	Ola	1.269	.040	1.191	1.347

4.6.8 Hypothesis 8

Hypothesis 8 was tested and rejected. The three-way ANOVA shows that the gender of the service provider does not have an influence on the perception of verbal abuse among women and men in the Norwegian retail sector (Table 20).

Table 20
Estimated Marginal Means (Gender and Scenarios)

Gender	Scenarios	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Female	Kari	1.196	.032	1.133	1.259
	Ola	1.274	.032	1.210	1.338
Male	Kari	1.206	.046	1.116	1.296
	Ola	1.167	.045	1.079	1.255

4.7 Summary of Hypotheses

Table 21 displays the results from the hypotheses testing.

Table 21

Results from Hypotheses Testing

Hypotheses	Conclusion
Hypothesis 1	Rejected
Hypothesis 2	Rejected
Hypothesis 3	Rejected
Hypothesis 4	Supported
Hypothesis 5	Supported
Hypothesis 6	Rejected
Hypothesis 7	Rejected
Hypothesis 8	Rejected

5.0 Discussion

The current study investigated what individuals perceive as customer misbehavior in the Norwegian retail sector. A particular focus has been placed on exploring what is perceived as customer misbehavior between service providers and customers, as well as between women and men. Findings from the current study can contribute to describe what customer misbehavior looks like in Norway. First, the findings reveal that service providers and customers in the Norwegian retail sector have a mutual understanding of the perception of verbal aggression and sexual harassment. The current study shows that verbal aggressiveness such as sarcasm, ignoring, screaming, cursing, interrupting, condescending attitude, term of abuse, and raising one's voice, are categorized as unacceptable behaviors by service providers and customers. In addition, behaviors such as telling sexist jokes, portraying sexual body movements, showing sexual pictures, unwanted touching, kissing, hugging, nosey glimpse, and comments regarding body, clothes, appearance, and private life, are considered unacceptable by service providers and customers. However, there is a noteworthy difference in the perception of physical aggressiveness between service providers and customers. Even though service providers rank behaviors such as hitting, spitting, snapping one's fingers, kicking, pushing, rolling one's eyes, throwing objects, and laughing off as unacceptable, service providers rank these behaviors as more acceptable than customers. Patting on shoulder is the only behavior categorized as acceptable by both service providers and customers (Appendix C). Secondly, the current study found a noteworthy disagreement between women and men in their perception of unacceptable customer behavior.

Even though none of the gender groups consider the aforementioned behaviors to be acceptable, women rank the behaviors as less acceptable than men. The only exception is the behavior patting on shoulder, which is considered acceptable by both women and men (Appendix C). Third, the current study shows that service providers and customers, as well as women and men do not differ in their perception of verbal abuse based on the gender of the service provider. In other words, our findings did not find any biases against gender-incongruence employees in the Norwegian retail sector.

The findings display that there is no direct effect between service providers and customers in their perception of verbal aggression (H1). On the one hand, this finding was surprising since research on verbal aggression shows that a growing number of service providers experience customer aggression (Yagil, 2008), and characterizes communication of anger as the most experienced form of aggression (Bowling & Beehr, 2006; Yagil, 2008; Grandey, Dickter, & Sin, 2004; McColl-Kennedy, Patterson, Smith, & Brady, 2009). Moreover, research in behavioral psychology and organizational behavior shows that when customers experience anger they exhibit a tendency to attack service providers verbally and/or physically (McColl-Kennedy, Patterson, Smith, & Brady, 2009). On the other hand, one can argue that service providers and customers have the same perception of verbal aggression because they have a mutual understanding of such behaviors. This is consistent with research by Bolton & Houlihan (2005) who claims that customer interaction is a socially relevant activity that is influenced and structured by values and norms, indicating that expectations regarding unacceptable conduct are a culturally driven phenomenon (Fullerton & Punj, 2004; Solomon & Schell, 2009; Guirdham, 2011; Lustig & Koester, 2013).

The current study did not find an interaction effect between male customers and female customers in their perception of verbal aggression and physical aggression (H2). These results were surprising as the most consistent finding in the social and behavioral science research in terms of gender shows that male customer evince more direct aggression than female customers (Frodi, Macaulay, & Thome, 1977; Eagly & Steffen, 1986; Richardson, Vandenberg, & Humphries, 1986; Bettencourt & Miller, 1996; Salmivalli & Kaukiainen, 2004; Richardson & Hammock, 2007; Reidy, Sloan, & Zeichner, 2009; Wu, 2015). The discrepancy between results from

previous studies and the current study may be explained by values and norms. One may argue that service providers and customers have a mutual understanding of how to behave in exchange settings due to cultural norms of acceptable conduct in Norway (Bolton & Houlihan, 2005).

Based on the two-way ANOVA there is a statistically significant main effect for role, however, service providers perceive physical aggression as more acceptable than customers, which is the opposite of what we expected (H3). This finding was unexpected because researchers argue that customers tend to attack service providers verbally and/or physically when customers experience anger (McCull-Kennedy, Patterson, Smith, & Brady, 2009; Grove, Risk, & Joby, 2004), which may lead to serious implications for service providers (Folgero & Fjeldstad, 1995; Harris & Reynolds, 2003; Bowling & Beehr, 2006; Walsht & Clarke, 2003; Boyd, 2002; Ben-Zur & Yagil, 2007; Yue, Wang, & Groth, 2017). On the other hand, one can argue that service providers perceive physical aggression as more acceptable because the philosophy “customer is always right” is an inherent part of routine service work (Wu, 2015; Fullerton & Punj, 2004). This typology is used as a rationalization of customers’ misbehavior (Grandey, Dickter, & Sin, 2004; Fullerton & Punj, 2004; Yagil, 2008; Bitner, Booms, & Mohr, 1994). According to Yagil (2008), customer misbehavior is enhanced by the widespread thought of service as pleasing customers, indulging them and giving them what they want. Service providers may find physical aggression more acceptable because service providers accept customer superiority, which implies that customers are entitled to misbehave, while service providers are expected to put up with such misbehavior. The embedded notion that the customer is always right is especially true for the retail sector because it is made up of businesses that have a high-pressure service climate (Yagil, 2008).

Results from the two-way ANOVA analysis show a statistically significant main effect for gender on verbal aggression, physical aggression, and sexual harassment (H4), indicating that women perceive the aforementioned behaviors as less acceptable than men. These results can be explained by the work of Wu (2015), who found that individual differences between men and women can influence the perception of aggressive behaviors. According to Wu (2015), women are more sensitive to social condemnation and are more likely to feel guilt, anxiety and worry

than men. These emotions may prevent women from engaging in aggressive behaviors. Further, our findings are supported by several studies reporting that men evince more direct aggression relative to women (Archer, 2004; Bettencourt & Miller, 1996; Frodi, Macaulay, & Thome, 1977; Richardson, Vandenberg, & Humphries, 1986; Salmivalli & Kaukiainen, 2004; Eagly & Steffen, 1986; Richardson & Hammock, 2007; Reidy, Sloan, & Zeichner, 2009) and are more likely than women to be perpetrators of aggressive behavior (Reidy, Sloan, & Zeichner, 2009; Wu, 2015). This is also confirmed by Harris who found that men are more likely to be victims of aggression (Harris M. B., 1992), that men report perpetrating more aggression toward men than women (Harris M. B., 1995), and that men experience more aggression than women (Harris M. B., 1996). One can argue that because men engage in aggressive behavior at higher frequency than women, men may perceive verbal and physical aggression as more acceptable (Reidy, Sloan, & Zeichner, 2009). Further, evidence from several studies are applicable to explain why women find sexual harassment less acceptable than men. A study by Mackinnon (1979) found that the social imbalance of power makes sexual harassment of women by men a viable and often utilized option for men to maintain power over women. Proponents of the power approach argue that men tend to have more power than women, thus men are more likely to harass women than the contrary (Berdahl, 2007a). This view is supported by several researchers (Folgero & Fjeldstad, 1995; Bowling & Beehr, 2006; Bråten & Sletvold Øistad, 2017) who found that women are more likely to become the targets of sexual harassment. The desire to dominate women, leading to sexual harassment, may explain why women rank sexual harassment as less acceptable than men (Mackinnon, 1979).

Based on the independent samples t-test, there is a significant association between gender and sexist jokes (H5), indicating that women rank sexist jokes as less acceptable than men. This result is supported by the work of different researchers. According to Rotundo, Nguyen, & Stackett (2001), men and women differ in their perception of which behaviors constitute sexual harassment. While men describe objective sexual harassment as mutually initiated (Berdahl, 2007a; Berdahl, 2007b), women define it as unwanted sexual attention initiated by someone else (Gutek, 1985). Moreover, research by Saunders & Seen (2009) shows that men not necessarily consider sexually harassing behaviors as harassment, indicating that

sexist jokes are characterized as normal. In line with other research, our study shows that women perceive sexist jokes as less acceptable than men.

The current study did not find any differences between customers and service providers in their perception of sexual harassment (H6). This finding was surprising because the service workplace has become a prime breeding ground for sexual harassment due to the daily face-to-face interactions with a large number of people (Yagil, 2008; Folgero & Fjeldstad, 1995). According to several research articles (Korczynski & Evans, 2013; Bråten & Sletvold Øistad, 2017; Yagil, 2008; Folgero & Fjeldstad, 1995), sexual harassment has become one of the most common forms of aggressive behavior that service providers have to deal with on a daily basis (Korczynski & Evans, 2013; Bråten & Sletvold Øistad, 2017; Yagil, 2008; Folgero & Fjeldstad, 1995). Further, we expected customers to rank sexual harassment behaviors as more acceptable based on the asymmetrical power between service providers and the recipient of services (Wu, 2015; Bolton & Houlihan, 2005; Folgero & Fjeldstad, 1995). The unequal power dynamic in exchange settings makes service providers vulnerable (Ben-Zur & Yagil, 2007), and may trigger customer misbehavior (Fullerton & Punj, 1993; Yue, Wang, & Groth, 2017; Wu, 2015). Moreover, sexual attractiveness and flirtation are often part of service providers' job description, thus it was expected that service providers are more exposed to sexual harassment (Giuffre & Williams, 1994). On the other hand, the Norwegian consumption culture has evolved over time, and one can argue that service providers and customers share a mutual understanding of norms regarding conduct in exchange settings (Folgero & Fjeldstad, 1995). Norms are tightly linked to behavioral expectations, which in this case might indicate that service providers and customers carry many of the same expectations about how to behave (Fullerton & Punj, 2004).

According to the three-way ANOVA, the gender of the service provider does not have an influence on customers' and service providers' perception of verbal abuse in the Norwegian retail sector (H7). This finding is surprising because it is not in line with previous research on gender stereotypes in service roles (Mattila, Grandey, & Fisk, 2003; Mohr & Henson, 1996; Fischer, Gainer, & Bristor, 1997). From the perspective of customers, women and men offer different judgements on service providers (Mathies & Burford, 2011). The gender of an employee in gender-typed

jobs matter to many customers when evaluating the performance of an employee (Mohr & Henson, 1996). Women are overrepresented in the retail sector, indicating that customers are more likely to be in an exchange setting with a female service provider (Statistics Norway, 2016). Based on the research by Mohr & Henson (1996) and Fischer, Gainer, & Bristol (1997) we expected customers to favor female employees while judging male employees in the retail sector. One explanation for the conflicting finding is national culture. While the research by Mattila, Grandey & Fisk (2003), Mohr & Henson (1996), and Fischer, Gainer, & Bristol (1997) is conducted in North America and the UK, the current study is conducted in Norway. The national culture can affect individual behavior (Solomon & Schell, 2009; Guirdham, 2011; Lustig & Koester, 2013), which means that expectations regarding acceptable conduct are likely to differ across national cultures (Fullerton & Punj, 2004; Alesina & Giuliano, 2015). Norway values equality and equal treatment, which may explain why the gender of the service provider does not have an influence on customers' and service providers' perception of verbal abuse.

Based on the three-way ANOVA, the gender of the service provider does not have an influence on the perception of verbal abuse among women and men in the Norwegian retail sector (H8). This finding was unforeseen because research argues that customers expect frontline service positions to be filled by women (Mattila, Grandey, & Fisk, 2003), and report that customers use gender as a cue when forming judgement (Fischer, Gainer, & Bristol, 1997; Mathies & Burford, 2011; Mohr & Henson, 1996). This is also consistent with results from Bitner, Booms & Mohr (1994) who argue that customer aggression is a result of discrepancy between expectations and service reality. Customers in the Norwegian retail sector are more likely to picture a female service provider, because women are overrepresented in these job positions (Statistics Norway, 2016). Research on gender effects in aggressive behavior shows that men are more likely to be perpetrators (Harris M. B., 1995; Reidy, Sloan, & Zeichner, 2009) and victims of customer misbehavior (Harris M. B., 1992; Reidy, Sloan, & Zeichner, 2009), thus it was expected that gender had an influence on the perception of verbal abuse. On the other hand, Gursoy, Cai, & Anaya (2017) claims that most customers understand and follow the implicitly established norms in service settings. Hence, one can argue that gender does not have an influence on the perception of verbal abuse because the

behavior violates the generally accepted norm of conduct in the Norwegian retail sector (Fullerton & Punj, 2004; Wu, 2015).

5.1 Implications

Several interesting theoretical implications can be drawn from the study. Firstly, the quasi-experiment aimed to clarify how customer misbehavior is perceived between service providers and customers, as well as between women and men in the Norwegian retail sector. Prior to the current study, no research had garnered empirical data that offers insight into customers misbehavior in the Norwegian retail sector. Moreover, a review of extant literature reveals that research has not focused on mapping out what is perceived as customer misbehavior.

Secondly, the vignette experiment aimed to clarify whether service providers and customers, as well as women and men, differ in their perception of customer misbehavior based on the gender of the service provider. Mohr & Henson (1996) studied how customers respond to employees who are not of the typical, or expected, gender in gender-typed jobs. According to their study, many customers had biases against gender-incongruent employees when evaluating the performance of employees. Contrary to their study, our findings could not find any biases against gender-incongruence employees in the Norwegian retail sector in terms of verbal abuse. Thus, it is equally unacceptable to yell at a male and female service provider. The conflicting findings may be explained by national culture and the embedded values and norms within each country. Hence, our findings add to the literature by introducing national culture to the equation of gender-incongruence.

5.2 Limitations

In line with other studies, the current study is not without weaknesses and limitations. Firstly, the sampling method may include several caveats. The questionnaire was distributed through social media channels and email, which may have limited the study through the risk of having a somewhat homogenous sample. Moreover, the generalizability of the results is limited due to the small sample size (N=948). The applied sampling technique and the sample size have led to an uneven representation of the variables: role ($n_S=519$, $n_C=429$), gender ($n_W=632$, $n_M=316$), and age intervals (<29: 540 of 948, >70: 2 of 948). A higher sample size in each category would preferably affect the results. Even though we cannot claim that our

findings are representative of the general population, they have provided empirical support for a significant effect of gender on verbal aggression and sexual harassment, as well as of gender and role on physical-aggression. Further, in terms of the data collection, we had to exclude 184 participants because they did not complete the survey or were under the age of 20. Thus, it was not possible to include their answers in the final analysis, which left us with a satisfactory rate of 84 percent. Although the satisfactory rate is high, the dropout rate may potentially have affected the quality and interpretation of our data (Denscombe, 2009).

Furthermore, we need to address the possibility of social desirability bias, that is the note that individuals tend to respond favorably to sensitive topics in surveys (An, 2015). The current study examines individuals' perception of different customer behaviors, thus it is a possibility that respondents provided an answer which is more socially acceptable than his/her true attitude (Kaminska & Foulsham, 2016). To avoid respondent's lack of comfort to reveal his/her true attitudes, the respondents were informed that participation was anonymous, voluntary, and that they could withdraw from the survey at any point without stating a reason.

Another limitation in the study is connected to the applied analyses. The two-way ANOVA applied in study 1 did not meet the assumptions of outliers, normality, and homogeneity of variances. The same holds for the three-way ANOVA applied in study 2. In addition, the independent-samples t-test did not meet the assumptions of normality and homogeneity of variances. Although the violations can to a great extent affect the results of the study, we claim that our findings are valid, because they are consistent with earlier research on the topic.

5.3 Future Research

Future research in the area of customer misbehavior could apply methods similar to those used in the current study to continue investigating unacceptable behavior. A larger sample size with more equal representation of the different variables of role and gender would be desirable to draw stronger conclusions. Considering the increased number of reported episodes of aggressive behavior by customers towards service providers and the serious consequences involved, it is important to address the issue and continue doing research in the area.

Customers misbehavior is context specific. The ideal context for many previous studies has been the hospitality industry, including the bar, hotel and restaurant sectors. The current study answered the call for research to explore alternative and broader contexts, such as the retail industry. Future research should apply methods similar to those used in the current study and map out what is perceived as unacceptable behavior in the hospitality industry. It would be interesting to investigate whether customers and service providers perceive verbal aggression, physical aggression and sexual harassment differently in the hospitality industry than in the retail sector, both being service focused industries.

Lastly, it must be noted that when checking for age in the two-way ANCOVA analysis, there was a significant main effect on verbal aggression ($p=.001$), physical aggression ($p=.009$), and sexual harassment ($p=.001$). The covariate was excluded from the analysis because it did not influence the dependent variables and was not a part of the research questions, nor any of the hypotheses. However, an interesting contribution would be to investigate this further, as there might be a generation shift in Norway in terms of behavior. Thus, future research should dig deeper into specific behaviors and connect them to unique norms and values embedded in the Norwegian society.

6.0 Conclusion

Several researchers argue that customer misbehavior has become a serious problem faced by many service oriented businesses. Culture and institutions are endogenous variables, indicating that the retail sector may function differently in different cultures (Alesina & Giuliano, 2015). The current study reveals that expectations regarding acceptable conduct in exchange settings may differ across national cultures. Norway values equality and equal treatment, indicating that all members of society should be treated with respect and dignity. However, while Statistics Norway (2017) found that 2 percent of the total workforce experienced workplace incivility, 4 percent experienced unwanted sexual attention or comments, and 4 percent experienced violence, the current study presents conflicting findings. Even though our study argue that participants share a mutual understanding regarding acceptable conduct, the results may be affected by social desirability bias. As a result, more research needs to be conducted in the area of customer misbehavior.

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8.0 Appendices

Appendix A

Questionnaire

Hei!

Denne spørreundersøkelsen er utarbeidet i forbindelse med vår avsluttende mastergrad ved Handelshøyskolen BI våren 2019. Hvis du velger å delta i prosjektet, innebærer det at du fyller ut dette spørreskjemaet. Det vil ta deg ca. 3 minutter. Spørreskjemaet inneholder spørsmål om kundeoppførsel, og fokuserer på din reelle oppfatning av ulike oppførsler. Dine svar blir registrert elektronisk. Det er frivillig å delta i prosjektet. Hvis du velger å delta, kan du når som helst trekke samtykke uten å oppgi grunn. Alle opplysninger om deg vil bli anonymisert. Det vil ikke ha noen negative konsekvenser for deg hvis du ikke vil delta eller velger å trekke deg. Prosjektet skal etter planen avsluttes 01.07.19, og all informasjon vil da bli slettet.

Takk for din tid!

1. Jobber du detaljhandel (f.eks. klær, sko, leker, bøker, elektronikk, møbler, planter etc.)?

Ja

Nei

2. Hva jobber du med? (Hvis ja på spørsmål 1)

Spesialforretninger for omsetning av næringsmidler (kjøtt, fisk, kaffe, bakevarer etc.)

Helsekost

Planter

Kosmetikk

Tekstil og utstyrvarer

Klær

Sko

Møbler

Belysning

Elektriske husholdningsapparater
Jernvarer
Byggevarer
Bøker
Foto
Leker
Dyr
Annet

3.1 Forestill deg at du er kunde i en hvilken som helst butikk. Du har funnet varen du skal ha og stiller deg i kø for å betale. Foran deg står en kunde og blir ekspedert av Kari. Du har ikke fått med deg hva som har skjedd, men blir fort oppmerksom på at kunden skriker til ekspertisen. Ranger oppførselen på en skala fra 1-5, hvor 1 er uakseptabel og 5 er akseptabel oppførsel.

1 - Uakseptabel oppførsel	2	3 - Nøytral	4	5 - Akseptabel oppførsel
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3.2 Forestill deg at du er kunde i en hvilken som helst butikk. Du har funnet varen du skal ha og stiller deg i kø for å betale. Foran deg står en kunde og blir ekspedert av Ola. Du har ikke fått med deg hva som har skjedd, men blir fort oppmerksom på at kunden skriker til ekspeditøren. Ranger oppførselen på en skala fra 1-5, hvor 1 er uakseptabel og 5 er akseptabel oppførsel.

1 - Uakseptabel oppførsel	2	3 - Nøytral	4	5 - Akseptabel oppførsel
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4. Du står i en butikk og observerer en utveksling mellom en kunde og en butikkansatt. I det følgende vil du bli presentert en rekke oppførsler utført av kunden. Ranger de ulike oppførselene på en skala fra 1-5, hvor 1 er uakseptabel oppførsel og 5 er akseptabel oppførsel.

	1 - Uakseptabel oppførsel	2	3 - Nøytral	4	5 - Akseptabel oppførsel
Gir kompliment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hever stemmen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er vennlig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bruker sarkasme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gir ros	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bruker skjellsord	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ignorerer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skriker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snakker nedlatende til	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avbryter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Du står i en butikk og observerer en utveksling mellom en kunde og en butikkansatt. I det følgende vil du bli presentert en rekke oppførsler utført av kunden. Ranger de ulike oppførselene på en skala fra 1-5, hvor 1 er uakseptabel oppførsel og 5 er akseptabel oppførsel.

	1 - Uakseptabel oppførsel	2	3 - Nøytral	4	5 - Akseptabel oppførsel
Slår	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smiler	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spytter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Klapp på skulderen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knipser	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sparker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ler med	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dytter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Himler med øynene	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kaster objekter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ler av	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Du står i en butikk og observerer en utveksling mellom en kunde og en butikkansatt. I det følgende vil du bli presentert en rekke oppførsler utført av kunden. Ranger de ulike oppførselene på en skala fra 1-5, hvor 1 er uakseptabel oppførsel og 5 er akseptabel oppførsel.

	1 - Uakseptabel oppførsel	2	3 - Nøytral	4	5 - Akseptabel oppførsel
Kommentarer om kropp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kommentarer om utseende	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kommentarer om klærne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kommentarer om privatliv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forteller seksuelle vitser	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viser seksuelle kroppsbevegelser	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viser seksuelle bilder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uønsket berøring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kyssing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Klemming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nærgående blikk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Hvilket kjønn identifiser du deg mest med?

Kvinne

Mann

8. Hvor gammel er du?

Under 20

20 - 29

30 - 39

40 - 49

50 - 59

60 - 69

70 år eller eldre

9. Hva er din høyest fullførte utdanning?

Mindre enn grunnskole

Grunnskole

Videregående skole

Høyskole/universitet (tilsvarende bachelor)

Høyskole/universitet (tilsvarende master)

Høyere enn mastergrad

10. Hvilken stillingsandel har du? (Hvis ja på spørsmål 1)

Fulltid

Deltid

Ekstrahjelp eller ringevikar

11. Hva er din hovedinntektskilde? (Hvis nei på spørsmål 1)

<input type="checkbox"/> I arbeidet (heltid)
<input type="checkbox"/> I arbeid (deltid)
<input type="checkbox"/> I arbeid (ekstrahjelp eller ringevikar)
<input type="checkbox"/> Pensjonist
<input type="checkbox"/> Student
<input type="checkbox"/> Sykemeldt
<input type="checkbox"/> Hjemmeværende
<input type="checkbox"/> Uføretrygdet
<input type="checkbox"/> Arbeidsledig
<input type="checkbox"/> Annet

Appendix B

Table 22
Behaviors Listed in the Questionnaire

Concept	Behavior	
Verbal Aggression	<ul style="list-style-type: none"> • Gives a compliment • Raises one's voice • Is friendly • Uses sarcasm • Gives praise 	<ul style="list-style-type: none"> • Curses • Term of abuse • Ignores • Screams • Condescending attitude • Interrupts •
Physical Aggression	<ul style="list-style-type: none"> • Hits • Smiles • Spits • Pat on the shoulder • Snap one's fingers 	<ul style="list-style-type: none"> • Kicks • Laughs with • Pushes • Rolls one's eyes • Throws objects • Laughs off •
Sexual Harassment	<ul style="list-style-type: none"> • Comment on body • Comment on appearance • Comment on clothes • Comment on private life • Tells sexual jokes 	<ul style="list-style-type: none"> • Portrays sexual body movements • Shows sexual pictures • Unwanted touching • Kisses • Hugs • Nosey glimpse

Appendix C

Table 23
Each Concept within Verbal Aggression (Role)

Role		Raise one's voice	Sarcasm	Curses	Term of abuse	Ignores	Screams	Condescending attitude	Interrupts
Service provider	Mean	1.97	2.39	1.87	1.30	1.64	1.12	1.14	1.89
	N	519	519	519	519	519	519	519	519
	Std. Deviation	.895	1.141	1.034	.680	.824	.482	.489	.846
Customer	Mean	2.18	2.37	1.90	1.25	1.62	1.09	1.12	2.03
	N	429	429	429	429	429	429	429	429
	Std. Deviation	.943	1.107	1.025	.621	.808	.337	.426	.842
Total	Mean	2.07	2.38	1.89	1.28	1.63	1.11	1.13	1.95
	N	948	948	948	948	948	948	948	948
	Std. Deviation	.922	1.125	1.029	.654	.817	.423	.462	.847

Table 24
Each Concept within Verbal Aggression (Gender)

Gender		Raise one's voice	Sarcasm	Curses	Term of abuse	Ignores	Screams	Condescending attitude	Interrupts
Female	Mean	1.98	2.31	1.80	1.21	1.57	1.08	1.11	1.86
	N	632	632	632	632	632	632	632	632
	Std. Deviation	.909	1.113	.972	.563	.789	.399	.454	.801
Male	Mean	2.25	2.53	2.07	1.41	1.75	1.15	1.16	2.14
	N	316	316	316	316	316	316	316	316
	Std. Deviation	.924	1.136	1.115	.790	.858	.465	.476	.905
Total	Mean	2.07	2.38	1.89	1.28	1.63	1.11	1.13	1.95
	N	948	948	948	948	948	948	948	948
	Std. Deviation	.922	1.125	1.029	.654	.817	.423	.462	.847

Table 25
Each Concept within Physical Aggression (Role)

Role		Hits	Spits	Pat on shoulder	Snap one's fingers	Kicks	Pushes	Rolls his eyes	Throws objects	Laughs off
Service Provider	Mean	1.02	1.03	3.65	1.61	1.03	1.04	1.69	1.02	1.43
	N	519	519	519	519	519	519	519	519	519
	Std. Deviation	.252	.280	1.141	.854	.316	.275	.803	.247	.742
Customer	Mean	1.01	1.01	3.33	1.59	1.03	1.05	1.77	1.03	1.38
	N	429	429	429	429	429	429	429	429	429
	Std. Deviation	.108	.167	1.149	.857	.285	.273	.820	.179	.735
Total	Mean	1.01	1.02	3.50	1.60	1.03	1.05	1.73	1.03	1.41
	N	948	948	948	948	948	948	948	948	948
	Std. Deviation	.200	.236	1.155	.855	.302	.274	.811	.219	.739

Table 26
Each Concept within Physical Aggression (Gender)

Gender		Hits	Spits	Pat on shoulder	Snap one's fingers	Kicks	Pushes	Rolls his eyes	Throws objects	Laughs off
Female	Mean	1.01	1.02	3.48	1.51	1.02	1.03	1.61	1.03	1.35
	N	632	632	632	632	632	632	632	632	632
	Std. Deviation	.225	.238	1.171	.808	.289	.244	.744	.238	.670
Male	Mean	1.01	1.03	3.54	1.78	1.03	1.08	1.97	1.03	1.53
	N	316	316	316	316	316	316	316	316	316
	Std. Deviation	.137	.231	1.122	.915	.327	.324	.883	.176	.848
Total	Mean	1.01	1.02	3.50	1.60	1.03	1.05	1.73	1.03	1.41
	N	948	948	948	948	948	948	948	948	948
	Std. Deviation	.200	.236	1.155	.855	.302	.274	.811	.219	.739

Table 27
Each Concept within Sexual Harassment (Role)

		Comment on body	Comment on appearance	Comment on clothes	Comment on private life	Tells sexual jokes	Portrays sexual body movements	Shows sexual pictures	Unwanted touching	Kisses	Hugs	Nosey glimpse
Service provider	Mean	1.40	1.76	2.27	1.50	1.30	1.11	1.06	1.08	1.11	2.00	1.53
	N	519	519	519	519	519	519	519	519	519	519	519
	Std. Deviation	.792	.997	1.209	.854	.690	.477	.366	.445	.476	1.141	.758
Customer	Mean	1.36	1.66	2.34	1.46	1.24	1.13	1.05	1.03	1.18	1.92	1.63
	N	429	429	429	429	429	429	429	429	429	429	429
	Std. Deviation	.725	.913	1.235	.762	.629	.460	.290	.267	.589	1.128	.812
Total	Mean	1.38	1.71	2.30	1.48	1.27	1.12	1.05	1.06	1.14	1.97	1.57
	N	948	948	948	948	948	948	948	948	948	948	948
	Std. Deviation	.762	.961	1.221	.814	.663	.470	.334	.376	.531	1.135	.784

Table 28
Each Concept within Sexual Harassment (Gender)

		Comment on body	Comment on appearance	Comment on clothes	Comment on private life	Tells sexual jokes	Portrays sexual body movements	Shows sexual pictures	Unwanted touching	Kisses	Hugs	Nosey glimpse
Female	Mean	1.35	1.71	2.33	1.45	1.18	1.08	1.04	1.05	1.11	1.94	1.50
	N	632	632	632	632	632	632	632	632	632	632	632
	Std. Deviation	.739	.963	1.228	.788	.538	.404	.316	.346	.455	1.115	.762
Male	Mean	1.44	1.71	2.24	1.56	1.45	1.20	1.08	1.08	1.21	2.03	1.72
	N	316	316	316	316	316	316	316	316	316	316	316
	Std. Deviation	.804	.958	1.205	.858	.832	.570	.365	.429	.653	1.174	.808
Total	Mean	1.38	1.71	2.30	1.48	1.27	1.12	1.05	1.06	1.14	1.97	1.57
	N	948	948	948	948	948	948	948	948	948	948	948
	Std. Deviation	.762	.961	1.221	.814	.663	.470	.334	.376	.531	1.135	.784

Appendix D

Table 29

Test of Between-Subject Effects (Verbal Aggression)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	14.890 ^a	5	2.978	12.857	.000	.064
Intercept	93.788	1	93.788	404.913	.000	.301
Age	6.132	1	6.132	26.473	.000	.027
Education	.575	1	.575	2.482	.115	.003
Role	.119	1	.119	.514	.474	.001
Gender	8.459	1	8.459	36.518	.000	.037
Role*Gender	.012	1	.012	.052	.819	.000
Error	218.192	942	.232			
Total	2907.406	948				
Corrected Total	233.081	947				

a. R Squared = .64 (Adjusted R Squared = .059)

Table 30

Test of Between-Subject Effects (Physical Aggression)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	3.597 ^a	5	.719	8.870	.000	.045
Intercept	62.373	1	62.373	768.921	.000	.449
Age	.564	1	.564	6.951	.009	.007
Education	.006	1	.006	.076	.782	.000
Role	.468	1	.468	5.774	.016	.006
Gender	2.492	1	2.492	30.725	.000	.032
Role*Gender	.027	1	.027	.329	.566	.000
Error	76.412	942	.081			
Total	2171.877	948				
Corrected Total	80.010	947				

a. R Squared = .45 (Adjusted R Squared = .040)

Table 31
Test of Between-Subject Effects (Sexual Harassment)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	6.029 ^a	5	1.206	5.574	.000	.029
Intercept	83.568	1	83.568	386.326	.000	.291
AGE	4.132	1	4.132	19.103	.000	.020
EDUCATION	.109	1	.109	.505	.477	.001
Occupation	.151	1	.151	.697	.404	.001
GENDER	1.882	1	1.882	8.699	.003	.009
Occupation * GENDER	2.030E-6	1	2.030E-6	.000	.998	.000
Error	203.767	942	.216			
Total	2231.116	948				
Corrected Total	209.796	947				

a. R Squared = .029 (Adjusted R Squared = .024)

Appendix E

Table 32
Overview of Group Comparison on Verbal Aggression (Gender and Role)

Gender	Role	Mean	Std. Error	95% Confidence interval	
				Lower Bound	Upper Bound
Female	Service provider	1.622	.025	1.572	1.671
	Customer	1.607	.031	1.546	1.667
Male	Service provider	1.787	.041	1.706	1.868
	Customer	1.824	.037	1.752	1.896

Table 33
Overview of Group Comparison on Physical Aggression (Gender and Role)

Gender	Role	Mean	Std. Error	95% Confidence interval	
				Lower Bound	Upper Bound
Female	Service provider	1.466	.015	1.438	1.495
	Customer	1.426	.018	1.391	1.462
Male	Service provider	1.598	.024	1.550	1.645
	Customer	1.522	.022	1.480	1.564