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Antecedents of consumer misbehaviour on Black Friday: A social responsibility view

ABSTRACT

Consumer misbehaviour is non-normative behaviour in consumption situations and is a form of socially irresponsible behaviour motivated by self interest. Consumer misbehaviours have been widely reported on Black Friday (BF), the day after Thanksgiving in the US when retailers offer 'doorbuster' deals. Based on the exchange paradigm and the General Aggression Model (GAM), five hypotheses were developed and tested with structural equation modelling using data from BF shoppers (N=260). Results found that the presence of unpleasant fellow customers positively influenced perceptions of inequity, while crowding negatively influenced perceptions of inequity. Perceptions of crowding negatively affected consumer misbehaviour on BF, while the presence of unpleasant customers inflated consumer misbehaviour on BF. A positive relationship was found for perceptions of inequity on BF.

KEYWORDS

Black Friday sales
consumer
misbehaviour
social responsibility
inequity in exchange
situations
exchange theory
General Aggression
Model

consumer misbehaviour. Both presence of unpleasant fellow customers and perceived crowding had significant indirect effects on BF consumer misbehaviour via perceptions of inequity. We show how BF misbehaviour is socially irresponsible and use a social responsibility framework to interpret results and suggest solutions that fairly balance the needs of all stakeholders.

Consumer misbehaviour consists of deliberate acts by consumers that violate norms in consumption situations (Fullerton and Punj 2004); it is widespread (Reynolds and Harris 2006) and can harm retailers, fellow customers and retail employees. In recent years, consumer misbehaviour has been widely reported in the context of an annual popular culture event, Black Friday (BF) sales (Barbaro 2006a; Black Friday violence 2011; Carr 2008; Martinez 2011). For example, a Hollister store in SoHo was damaged when it was broken into and looted on BF because waiting shoppers were impatient for the store to open (Celona et al. 2011). BF shoppers were harmed when they were pepper-sprayed by a fellow customer to keep them away from desirable merchandise (Black Friday violence 2011). Retail employees have been frightened (Barbaro 2006a) and a temporary Walmart worker was killed on BF 2008 (Carr 2008) as BF shoppers trampled him in their haste to find and buy promoted items. Research is needed on consumer misbehaviour because, as we have documented, when consumers misbehave (e.g., pushing, trashing stores, grabbing merchandise from others), they harm businesses, consumers and society (Albers-Miller 1999). Because of reports of BF consumer misbehaviour and research evidence indicating that consumer misbehaviour is likely to be evoked on BF (Lennon et al. 2011), we focused on examining BF with the research purpose of identifying antecedents of consumer misbehaviour. Results of our research are expected to provide information to prevent future consumer misbehaviour and make stores safer for all involved, while still accomplishing retailer sales goals.

We viewed consumer misbehaviour through the lens of social responsibility (SR) rather than simply through the lens of unethical behaviour. In socially responsible consumption, consumers apply social and moral norms in decision making (McGregor 2008) and make consumption decisions that extend beyond self-interest and gratification of personal needs (Dickson et al. 2006). It is our position that consumer misbehaviour is socially irresponsible because it can harm business, other shoppers and retail employees while maximizing self-interests.

Nonetheless previous researchers have not identified consumer misbehaviour as socially irresponsible and much of the research on consumer misbehaviour has been conducted in the hospitality industry (Harris and Reynolds 2003, 2004; Reynolds and Harris 2006). The current research fills a knowledge gap by investigating consumer misbehaviour in the retail goods industry from a SR perspective. This view offers insight for addressing the needs of consumers, retail employees and retail firms on BF in a fair and balanced way.

Sometimes consumer misbehaviour is the result of marketing efforts. Scholars have noted that marketing often has unintended effects (Fry and Polonsky 2004; Fullerton and Punj 2004). For example, easy return policies may have fuelled the growth of return fraud (Harris 2008) and the development of brand equity may have contributed to the rise in counterfeiting (Hummel 2012). Likewise, BF promotions may have contributed to BF

consumer misbehaviour. In the next sections specific characteristics associated with BF promotions that may lead to consumer misbehaviour are discussed.

WHY IS CONSUMER MISBEHAVIOUR LIKELY ON BF?

Shoppers may misbehave on BF due to the unique characteristics of BF sales promotions and the resultant retail environment as well as shoppers' own physical state. BF is the day after Thanksgiving and marks the start of holiday spending in the United States. Desiring to purchase items in the competitive BF environment might naturally lead to aggressive behaviour (e.g., BF misbehaviour) among some consumers. On BF, retailers heavily promote highly desirable items with deeply discounted prices called 'doorbusters' that are often in short supply (Cohen 2012). Such sales promotions can fuel consumer misbehaviour especially because demand for promoted items exceeds supply (Fullerton and Punj 2004). Any objects that people want or desire can serve as incentives to aggressive behaviour (Anderson and Bushman 2002). Shoppers may be aggressive simply out of a desire to purchase promoted items on BF.

In addition, BF deals are time sensitive and thus evoke urgency (Thomas and Peters 2011). BF advertisement sites proliferate, advertise doorbusters, and are likely to inflate shoppers' expectations for obtaining them. Researchers have documented that BF promotions evoke competitive behaviour in BF shoppers (Thomas and Peters 2011) and that there is a positive relationship between competition and aggression (Widmeyer and Maguire 1997).

Further increasing the possibility of misbehaviour on BF is the fact that many BF shoppers are sleep deprived. Sleep deprivation occurs because most stores are open all night from midnight onward and BF discounted items are scarce, so shoppers often shop all night to get them. Sleep deprivation impairs human functioning (e.g., decision-making, impulse control) and elevates negative mood states such as irritability and anxiety (Pilcher and Huffcutt 1996). Hence, many BF shoppers may not be functioning at top cognitive levels resulting in impaired decision-making and heightened negative mood states, facilitating consumer misbehaviour.

LITERATURE REVIEW

SR and consumption

Consuming in a socially responsible way is important because the human condition is impacted by consumption decisions (McGregor 2007). There is ample evidence that consumers do sometimes behave in socially irresponsible ways. People may be irresponsible in what they buy. For example, despite companies' efforts, counterfeiting has grown due to increased consumer demand even though profits from counterfeits have been shown to support terrorism and organized crime ('The truth about counterfeiting' n.d.). Few consumers avoid buying sweatshop-made apparel to help eliminate sweatshop production (Dickson 2001). Also, consumers may be irresponsible in how they treat retailers. For example, deliberately returning used merchandise for a refund (fraudulent returning) is a prevalent retail problem (Harris 2008; King et al. 2007). The previous examples of BF misbehaviour also document socially irresponsible consumption behaviour (Carr 2008; Rosenbloom 2008).

THEORETICAL FRAMEWORKS

There is no theory developed specific to misbehaviour in the retail goods industry so our ultimate intent was to build such a model of consumer misbehaviour focusing on BF misbehaviour. Thus, this research is an initial attempt in that effort. We drew from and extended two frameworks to predict and understand BF misbehaviour: the General Aggression Model (GAM) (Anderson and Bushman 2002) and the exchange paradigm (Bagozzi 1975). The exchange paradigm is useful because it, like BF, focuses on exchange relationships such as that between a retailer and a consumer; however, the exchange paradigm is imprecise in predicting relationships. The GAM is focused on aggression. The GAM is useful for suggesting some important variables that are antecedent to aggression. We apply the GAM to BF misbehaviour because such misbehaviour is aggressive. Both frameworks are presented in the next sections.

The exchange paradigm

The exchange paradigm (Bagozzi 1975) identifies three types of exchange; a restricted exchange applies to exchanges between BF shoppers and retailers. A restricted exchange is a two-party relationship in which each party gives something to and receives something from the other. To maintain the relationship, exchanges must be equitable; inequitable exchanges can lead to boycotts, riots, or other types of negative consequences. Indeed, researchers have found that perceptions of injustice (unfairness, inequity) were negatively related to future patronage intent, positively related to negative word of mouth and positively related to aggression (Baron et al. 1999; Blodgett et al. 1997; Sparks and McColl-Kennedy 2001). Thus, cognitive appraisals of a situation as equitable are important in the exchange paradigm.

General aggression model

The GAM is an overarching framework that integrates domain-specific mini-theories of aggression (Anderson and Bushman 2002). The GAM holds that personal (e.g., expectation biases) or situational factors (e.g., interpersonal provocation) affect one's present internal states (i.e., cognition, affect, arousal), which in turn influences outcome behaviours (e.g., BF misbehaviour). As applied to BF, the model suggests that situational factors (e.g., limited number of promoted items, limited time to purchase those items, presence of many other shoppers trying to purchase those same items) may result in shoppers' appraising the entire situation as inequitable, ultimately resulting in BF misbehaviour by some shoppers.

Support for our application of the GAM to understanding consumer misbehaviour is empirical research that demonstrates situational factors have a direct effect on consumer misbehaviour. For example, situational factors (e.g., unpleasant fellow customers) have been associated with consumer misbehaviour in the hospitality industry (Daunt and Harris 2011; Reynolds and Harris 2009). Thus, we extend the GAM to the BF context by investigating direct effects from situational factors on BF consumer misbehaviour as suggested by extant research.

Cognition as an internal state in the GAM

According to the GAM, internal states of affect and cognition may affect BF misbehaviour. We focused on cognition because it is important in both the GAM and the exchange paradigm, whereas affect is not considered in the

in the retail goods of consumer misbehaviour. An initial attempt in the exchange paradigm is the GAM (Anderson and 1975). The exchange paradigm is based on aggression. The antecedents to such misbehaviour are discussed in the next sections.

Types of exchange; a relationship between shoppers and retailers. In each party gives to maintain the relationship. Changes can lead to negative word of mouth. Indeed, researchers (equity) were negative to negative word of mouth. Blodgett et al. appraisals of a situation.

Main-specific mini-GAM holds that (e.g., interpersonal interaction, affect, arousal), misbehaviour. As (e.g., limited number of people, presence of many people) result in shoppers' misbehaviour in BF misbehaviour.

Factors of consumer misbehaviour have a direct effect on misbehaviour (e.g., unpleasant misbehaviour in the store (Harris 2009). Thus, we expect effects from situational factors in research.

Antecedents may affect BF misbehaviour. Important in both the exchange paradigm and the GAM is the link to perceived inequity was not tested.

exchange paradigm. Appraising a particular situation as inequitable (unfair) is cognitive. We selected perceived inequity as a cognitive variable for three reasons: (1) most researchers agree it has a cognitive core (Lee-Wingate and Stern 2007), (2) it is often noted in reports of BF misbehaviour and (3) it is central to the exchange paradigm. Shoppers might judge a promotion as unfair if they fulfil requirements to receive the item at the BF sale price and are denied the item. For example, to take advantage of deals, BF shoppers arrive at stores long before the stores are open, but often are unable to purchase doorbusters due to stockouts (Barbaro 2006a, 2006b). L. Xia et al. (2010) found when people expend effort to obtain a promoted item, they believe they are entitled to the item. If denied the item, shoppers tend to infer the promotion was unfair. Since BF shoppers do expend effort organizing and planning their shopping (Thomas and Peters 2011), a likely effect of BF promotions is a perception of unfairness or inequity if unable to obtain promoted items. Supporting this notion, S. J. Lennon et al. (2011) found a positive relationship between planning BF shopping and BF misbehaviour, although the link to perceived inequity was not tested.

Situational factor: Crowding

One situational factor common on BF that may affect consumer misbehaviour is the presence of crowds (Barbaro 2006b). Since crowds and crowded conditions (e.g., merchandise displays located in aisles) could interfere with shoppers obtaining doorbusters on BF, both constitute situational factors as outlined in the GAM. Crowded conditions and crowds are so common on BF that the National Retail Federation developed a set of guidelines for crowd control within stores (Rosenbloom 2009). In research investigations of crowding, a typical finding is that crowding has negative effects. For example, in hospitality settings K. L. Reynolds and L. C. Harris (2009) found that perceptions of the servicescape that included crowding were positively associated with both perceived inequity and misbehaviour.

However, sometimes perceptions of crowding lead to favourable outcomes or beneficial effects for retailers (Byun and Mann 2011; Eroglu and Harrell 1986). Crowding has been found to increase satisfaction (Pons and Laroche 2007), spending (Eroglu et al. 2005) and perceived competition (Byun and Mann 2011); that study found that in association with competition, crowding elicited greater positive emotions (joy, excitement, thrill) and hedonic shopping value. Beneficial effects or favourable outcomes have resulted from crowding in two circumstances: when crowding is an expected part of the experience and when the experience has hedonic aspects. Both of these circumstances characterize BF shopping.

According to S. A. Eroglu and G. D. Harrell's (1986) Extended Model of Retail Crowding, expectations are antecedents to perceptions of crowding. Supporting this proposition, K. A. Machleit et al. (2000) found that crowding can augment an experience when crowding is expected. In several studies wherein being part of a large crowd was an expected part of the experience (e.g., ball parks, sports bars, amusement parks), crowding enhanced the consumer experience (Eastman and Land 1997; Holt 1995; Hui and Bateson 1991; Pons and Laroche 2007; Pons et al. 2006). Crowding in stores has also led to favourable outcomes. In fast fashion stores (Byun and Mann 2011), discount stores (Machleit et al. 2000) and in Asian hypermarkets (Li et al. 2009) where crowds were expected, crowding led to favourable outcomes (e.g., increased

excitement and satisfaction). D. Dion (2004) noted that a crowded marketplace may be more dynamic, exciting and attractive than a less crowded one. F. Pons et al. (2006) demonstrated that the presence of crowds can enhance a service experience. They focused on a disco context and found that perceptions of density (i.e., number of people at the disco) were positively related to evaluations.

Large crowds (human crowding) are common on BF with crowd estimates at malls ranging from 15,000 to 50,000 people (Barbaro 2006b). A large crowd at a store on BF may attract shoppers because it indicates the value of the promotions offered. Since BF shoppers are inundated with information in the media about BF crowds and how to deal with them prior to BF, BF shoppers should expect to see large crowds and crowding on BF. Furthermore, retail crowding has led to favourable outcomes when shoppers are searching for bargains (e.g., fast fashion stores, discount stores, Asian hypermarkets), like BF shoppers.

Crowding can also lead to favourable outcomes when a service environment is hedonic. B. M. Noone and A. S. Mattila (2009) found that satisfaction with a crowded service environment was higher when the primary goal of the environment was hedonic rather than utilitarian; the authors speculated that crowding may be part of the experience when the purpose of the experience is hedonic. The BF shopping experience is hedonic in two ways. First, there is a hedonic quality associated with finding bargains and getting a good deal (Babin et al. 1994). For BF shoppers, this quality manifests itself as shoppers have fun when they obtain doorbusters (Thomas and Peters 2011). Second, many stores and malls schedule pleasurable festive experiences, making BF shopping a hedonic experience (Ruth 2006). Thus, because it is likely that crowding is expected on BF and because BF is often a festive hedonic experience, it is possible that crowding could enhance the shopping experience on BF.

Finally, S. E. Byun and M. Mann (2011) found that, in association with competition, crowding elicited positive emotions (joy, excitement, thrill) and hedonic shopping value. Furthermore, S. Sprecher (1986) found that perceived inequity is negatively related to positive emotions. Thus it is possible that on BF when perceived crowding is associated with perceived competition, that shoppers experience greater positive emotions (Byun and Mann 2011) and hence less perceived inequity (Sprecher 1986). The relationship between perceived crowding on BF and perceived inequity has not been examined, so a directional hypothesis was difficult to formulate. However, from the logic provided previously, we reasoned that perceived crowding would decrease perceived inequity because the crowding can result in positive experiences and the positive experience decreases perceived inequity. Based on this reasoning and the GAM, the following hypothesis was developed.

H1: Perceived crowding on BF is negatively related to perceived inequity.

When shoppers expect crowding, they adopt strategies to deal with the crowding based on past experiences (Machleit et al. 1994). E. J. Langer and S. Saegert (1977) studied the extent to which expectations for crowding improved shopping efficiency. Respondents who expected to shop in a crowded environment actually performed a shopping task more efficiently than those who did not expect crowding; the authors concluded that expectations for a crowded shopping environment actually had a beneficial effect on subsequent behaviour. Since large crowds are an expected part of the BF shopping environment (Rosenbloom 2009), that beneficial effect could be

manifest in less BF misbehaviour. Machleit et al. (1994) found that shoppers feel dissatisfied with a crowded shopping environment only when crowding is unexpected; furthermore, dissatisfaction often precedes aggression (Bedi and Schat 2007). Hence, when crowding is expected there may be less dissatisfaction and less aggression in the form of misbehaviour. The relationship between perceived crowding and consumer misbehaviour has not been studied in the context of BF. Yet based on the previous rationale, it is reasonable to think that consumers expecting crowding would be somewhat prepared to deal with it without rising to the level of consumer misbehaviour. Hence, the following hypothesis was developed.

H2: Perceived crowding on BF is negatively related to one's own consumer misbehaviour.

Situational factor: Unpleasant fellow customers

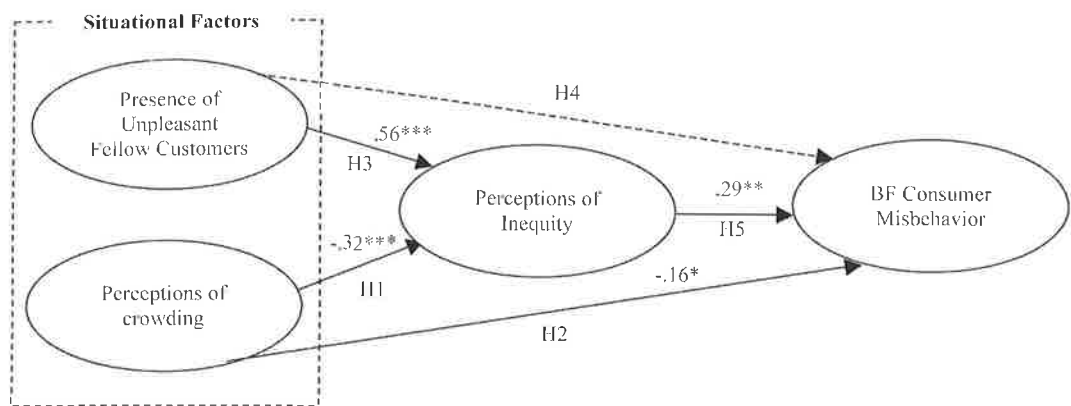
A second situational factor common on BF and that may affect consumer misbehaviour is the presence of other customers who are unpleasant (Black Friday violence 2011; Rosenbloom 2009). A spoiled consumption effect occurs when the unpleasant behaviour of some shoppers ruins the consumption experience of others (Harris and Reynolds 2003). S. J. Grove and R. P. Fisk (1997) investigated the impact of other customers' behaviours on one's own experience in a service setting; they found it was common for customers to be dissatisfied with a service organization due to the behaviour of other customers in the service environment. Unpleasant fellow customers are common on BF. For example, L. Simpson et al. (2011) observed customers behaving rudely and others arguing with police on BF. Reynolds and Harris (2009) found that service environmental variables, including the unpleasant behaviour of fellow customers, affected service evaluations (which included perceived inequity). Thus, the unpleasant behaviour of some shoppers can lead to perceptions of inequity among other shoppers. Based on this rationale and the GAM, the following hypothesis was developed.

H3: The presence of unpleasant fellow customers on BF is positively related to perceived inequity.

Fellow customers acting unpleasantly can also lead to aggression (Rose and Neidermeyer 1999). For example, on BF 2011 a group of Walmart shoppers pushed and tried to cut in line for Xbox 360s. They were pepper-sprayed by a woman attempting to hold them at bay (Black Friday violence 2011). Harris and Reynolds (2003) found that people who witness the unpleasant behaviour of others may replicate that behaviour creating a domino effect. Later K. L. Daunt and L. C. Harris (2012) found that their informants' consumer misbehaviour was more severe if they witnessed unpleasant fellow customers. Based on these studies, the following hypothesis was developed.

H4: The presence of unpleasant fellow customers on BF is positively related to one's own BF consumer misbehaviour.

According to the exchange paradigm, perceived inequity evokes misbehaviour. Reynolds and Harris (2009) provided empirical support for this relationship in a hospitality setting. Additionally, Daunt and Harris (2012) found that as



H1 and H3 are predicted by the GAM.

H2 is predicted by empirical research findings.

H4 is predicted by empirical research findings.

H5 is predicted by exchange theory and the GAM.

Note. All are standardized estimates. Dashed lines are insignificant paths. * $p < .05$; ** $p < .01$; *** $p < .001$;

Figure 1: Structural Model and Hypotheses Testing Results.

perceived inequity increased so did the severity of consumer misbehaviour. Applying these findings to BF, BF shoppers might feel their shopping trip was inequitable if they were unable to obtain a promoted product or if they were annoyed due to unpleasant behaviour of other customers. The perceived inequity might result in a customer yelling and complaining, vowing never to shop in a store again, engaging in negative word of mouth or subjecting a retail worker to verbal or physical aggression. Based on this reasoning, the exchange paradigm and the GAM, the following hypothesis was developed (See Figure 1 for a diagram of proposed relationships and results).

H5: Perceived inequity is positively related to consumer misbehaviour on BF.

To summarize, our purpose was to identify antecedents of consumer misbehaviour on BF and we were guided by the GAM and the exchange paradigm. In this research, we investigated two situational variables and one cognitive variable since the GAM predicts that situational variables affect internal states such as cognition, which in turn impact (impede or facilitate) aggression. We selected perceived inequity as the cognitive variable to investigate because it is strongly implicated in the exchange paradigm and because it is related to both misbehaviour (Daunt and Harris 2012; Reynolds and Harris 2009) and aggression (Baron et al. 1999). The presence of unpleasant fellow customers was selected as a situational variable because it has been found in previous research to increase misbehaviour (Reynolds and Harris 2009) and to disrupt the consumption experience for other shoppers (Grove and Fisk 1997; Harris and Reynolds 2003). Finally, the second situational variable investigated was perceived crowding because it has been found to lead to beneficial outcomes in shopping situations similar to BF (Byun and Mann 2011; Li et al. 2009; Machleit et al. 2000) but also to have negative outcomes in some retail situations.

METHOD

Undergraduate students from four universities located in the Midwest, Pacific Northwest and Mid-Atlantic regions participated in the research for class activity credit or as an extra credit opportunity. The students either completed an online questionnaire or acted as surveyors and recruited non-student BF shoppers to complete the questionnaire. Students were recruited in classes and provided a link to the cover letter explaining the research and online questionnaire.

Participants indicated if they had shopped on BF in a yes/no format. Items assessing perceived inequity, presence of unpleasant fellow customers and perceptions of crowding (Reynolds and Harris 2009) were modified to reflect BF. Items were presented in a five-point Likert format; endpoints were such that higher numbers were associated with higher levels of the variable. Perceived inequity was assessed with three items. The presence of unpleasant fellow customers was assessed with five items. Reynolds and Harris (2009) reported Cronbach's α s from 0.79 to 0.85 for these measures. Perceived crowding was assessed with three items, which assessed crowding and crowded conditions.

To assess BF consumer misbehaviour, respondents reported the frequency with which they engaged in ten BF misbehaviours using items from Lennon et al. (2011). Five of these items addressed treatment of retailers or retail and mall personnel (shouting at employees, ransacking stores), five addressed treatment of other customers (shoving, shouting, fighting). BF misbehaviour was measured using rating scales (5=frequently, 1=infrequently). See Table 1 for all items. Demographic information was also collected. Age and occupation were open-ended and race/ethnicity, income, sex and education were closed-ended items.

RESULTS AND DISCUSSION

Preliminary analyses

Data were analysed using AMOS 21 and SPSS 20. Although 300 people completed the questionnaire, only 267 had shopped on BF and of those, seven had not completed all the items for the main variables investigated. As a result, the data from 260 ($F=225$; $M=35$) respondents were usable for analyses. Participants' self-identified occupations were varied; about half ($n=134$) self-identified as students. Ten listed occupation as sales, seven as teachers, six as mothers, five as working in banking, four as servers and three as nurses. Two respondents were unemployed and one was retired. The remainder listed miscellaneous occupations such as bar tender, dietitian, correction officer and physician among others. Participants were mostly women (86.5%) and Euro-American (82.2%). Mean age was 28 years, ranging from 17 to 65. Most (85.0%) had completed some college or vocational school. Over half (51.3%) had incomes less than \$10,000.

Measurement model

Confirmatory factor analysis (CFA) was performed to verify the validity of the four constructs – unpleasant fellow customers, perceptions of crowding, perceptions of inequity and BF misbehaviour. Factor loadings ranged from 0.52 to 0.95, which is greater than the recommended lowest value (Kline 2005). The model resulted in a satisfactory model fit (comparative fit index

Construct		Factor Loadings	Cronbach's α	CR	AVE
Presence of Unpleasant Fellow Customers	On BF fellow customers behaved in a way that I was not expecting.	.52	.96	.94	.85
	Fellow customers conducted themselves in a manner that I did not find appropriate.	.86			
	Fellow customers behaved in a way that I found to be unpleasant on BF.	.94			
	Fellow customers behaved in a way that I did not agree with on BF.	.95			
	Fellow customers behaved in a pleasant manner on BF. (reverse scored)	.56			
Perceptions of Crowding	It was very crowded inside the retail stores on BF.	.82	.83	.77	.64
	It was very cramped inside the retail stores on BF.	.84			
	It was easy to move around the retail stores on BF. (reverse scored)	.66			
Perceptions of Inequity	I was not treated right by the retailers on BF.	.76	.81	.73	.60
	I felt that the retailers took advantage of me on BF.	.78			
	On BF I felt that the retailers behaved in an unfair way towards me.	.86			
BF Consumer Misbehavior	Pushing and shoving to get in the store.	.61	.87	.84	.62
	Skirmishing with mall guards or police.	.84			
	Overturning racks of merchandise such as clothing.	.74			
	Pushing employees back against the store walls as they enter the store.	.93			
	Grabbing merchandise out of other shoppers' carts.	.87			
	Grabbing merchandise out of other shoppers' hands.	.87			
	Shouting at store employees.	.83			
	Shouting at other customers.	.80			
	Shoving other customers.	.85			
	Physically fighting with other customers.	.90			
	Model Fit (N = 260)	CFI = .96, NFI = .93, RMSEA = .06, $\chi^2(192) = 348.59$, $\chi^2/df = 1.82$.			

Table 1: CFA Measurement Model Results.

γ 's	CR	AVE
	.94	.85

	UFC	PD	PI	CM
Presence of Unpleasant Fellow Customers (UFC)	.85			
Perceptions of Crowding (PC)	.054	.64		
Perceptions of Inequity (PI)	.082	.052	.60	
BF Consumer Misbehavior (CM)	.023	.026	.104	.62

Note. The AVE for each construct is reported on the diagonal and the shared variance between the construct is reported in the lower half of the matrix.

Table 2: AVE and Shared Variance.

(CFI)=0.96, normed fit index (NFI)=0.93, root mean square error of approximation (RMSEA)=0.06, $\chi^2(192)=348.59$, $\chi^2/df=1.82$). Cronbach's α showed acceptable reliabilities, ranging from 0.81 to 0.96. Convergent validity and discriminant validity were assessed following C. Fornell and D. F. Larcker's (1981) technique. The composite reliabilities (CR) ranged from 0.73 to 0.94, which are greater than the recommended value of 0.7. The average variance extracted (AVE) for each construct was greater than 0.5 with a range of 0.60 to 0.85. These results showed strong convergent validity (See Table 1). Discriminant validity was confirmed as the AVE for each construct was greater than the shared variance (i.e., squared correlations) between constructs (See Table 2).

Structural model

The hypothesized structural model was tested using structural equation modelling (SEM). The proposed model had a satisfactory fit with a CFI=0.96, NFI=0.93, incremental fit index (IFI)=0.97, non-normed fit index (NNFI)=0.96, RMSEA=0.06, $\chi^2(173)=325.06$ and $\chi^2/df=1.88$. Results of hypotheses testing are presented in Figure 1. The R^2 for perception of inequity was 0.301 and for BF consumer misbehaviour was 0.187.

Hypothesis testing

H1 was supported since perceptions of crowding ($\gamma=-0.32$, $p<0.001$) negatively influenced perceptions of inequity. Also perceptions of crowding ($\gamma=-0.14$, $p<0.05$) negatively affected consumer misbehaviour on BF, supporting H2. These results are consistent with research in fast fashion stores (Byun and Mann 2011), discount stores (Machleit et al. 2000) and in Asian hypermarkets (Li et al. 2009) which found that when crowds were expected, crowding led to favourable outcomes. In the context of these hypotheses, less perceived inequity and less misbehaviour would be examples of favourable outcomes for retailers.

H3 was supported since the presence of unpleasant fellow customers ($\gamma=0.56$, $p<0.001$) positively influenced perceptions of inequity. This result is consistent with Reynolds and Harris (2009) who found that service environmental variables, including the unpleasant behaviour of fellow customers, affected service evaluations (which included perceived inequity).

H4 was not supported, since the presence of unpleasant fellow customers was not directly related to customers' BF misbehaviour. This result is inconsistent with results of previous researchers who found that when people

witness the unpleasant behaviour (i.e., misbehaviour) of others, they may replicate that behaviour (Daunt and Harris 2012; Harris and Reynolds 2003; Rose and Neidermeyer 1999).

Finally, a positive relationship was found for the relationship between perceptions of inequity and BF consumer misbehaviour, supporting H5 ($\beta=0.32, p<0.01$). This result is consistent with the exchange paradigm, which suggests that perceived inequity evokes misbehaviour. Previous researchers have also found that perceived inequity was positively associated with misbehaviour (Daunt and Harris 2012; Reynolds and Harris 2009).

Decomposition of effects

Decomposition of effects using bootstrapping was conducted to further examine the process by which situational factors led to consumers' BF misbehaviour and as a way to extend the GAM. As shown in Table 3, both situational factors (presence of unpleasant fellow customers and perceived crowding) had significant indirect effects on BF consumer misbehaviour via perceptions of inequity. Perceived crowding decreased BF consumer misbehaviour directly and indirectly through perceptions of inequity. On the other hand, the presence of unpleasant fellow customers increased perceptions of inequity, which in turn was positively related to BF consumer misbehaviour as predicted by the GAM. Thus, the effect of unpleasant fellow customers on BF consumer misbehaviour was fully mediated by perceptions of inequity and hence there was no direct effect. Although not directly related to consumer misbehaviour, the presence of unpleasant fellow customers does evoke consumer misbehaviour indirectly and the process by which this occurs is via perceived inequity.

Support for the theoretical frameworks

Two of the three hypotheses derived from the GAM (H1, H3) were supported. One hypothesis derived from empirical research (H2) was supported and extends the GAM because the GAM does not model direct effects from situational factors to misbehaviour. The hypothesis developed from the exchange paradigm and the GAM (H5) was supported and provides empirical support

Dependent variables				
Predictor variables	Total effect	Indirect effect	Direct effect	
Perceptions of inequity				
Presence of unpleasant fellow customers	.40 (7.24)***	—	.40 (7.24)***	
Perceptions of crowding	-.38 (-4.96)***	—	-.38 (-4.96)***	
BF Consumer Misbehavior				
Presence of unpleasant fellow customers	.23 (3.83)***	.12 (2.95)**	.11 (1.59) ^{ns}	
Perceptions of crowding	-.27 (-3.68)***	-.11 (2.87)**	-.16 (-2.11)*	
Perceptions of inequity	.30 (3.22)**	—	.30 (3.03)**	

Note. Standardized path coefficients are reported with t-values in parentheses. * $p<0.05$; ** $p<0.01$; *** $p<0.001$;

Table 3. Decomposition of Direct, Indirect and Total Effects for the Hypothesized Model.

of others, they may
and Reynolds 2003;

relationship between
our, supporting H5
age paradigm, which
Previous researchers
associated with misbe-
(199).

nducted to further
nsumers' BF misbe-
le 3, both situational
perceived crowding)
four via perceptions
misbehaviour directly
her hand, the pres-
s of inequity, which
our as predicted by
rs on BF consumer
ity and hence there
mer misbehaviour,
consumer misbehav-
perceived inequity.

3) were supported.
was supported and
t effects from situ-
from the exchange
empirical support

Direct effect

.40 (7.24)***

-.38 (-4.96)***

.11 (1.59)^{ns}

-.16 (-2.11)*

.30 (3.03)**

*** $p < .001$;

for both that paradigm and the GAM since perceived inequity did evoke consumer misbehaviour. The GAM received strong support in the BF context as our data showed that situational variables affected perceived inequity, and perceived inequity affected BF consumer misbehaviour. Perceptions of inequity completely mediated the effect of the presence of unpleasant fellow customers and hence H4 was not supported. Perceptions of inequity partly mediated the effects of perceived crowding on BF consumer misbehaviour, again providing support for the GAM. Thus, for both situational variables there were indirect effects on consumer misbehaviour via perceived inequity as suggested by the GAM. Since situational variables are primarily under retailer control, they can be modified by changing store practices to depress inequity and subsequent consumer misbehaviour in efforts to maintain a safe retail environment.

Our research purpose was to identify antecedents of consumer misbehaviour on BF. The GAM predicts that situational variables affect cognition. The situational variables we selected to investigate were the presence of unpleasant fellow customers and crowding because they are widely implicated in incidents of BF consumer misbehaviour reported in the press. We chose to investigate perceptions of inequity as a cognitive variable since it is also implicated in reports of BF misbehaviour and in exchange theory. All three variables were found to be directly and/or indirectly related to consumer misbehaviour; that is, all were antecedents of misbehaviour. Consistent with previous research we found that the presence of unpleasant fellow customers increased perceived inequity, which increased BF misbehaviour supporting the GAM. Like previous researchers (Byun and Mann 2011; Li et al. 2009; Machleit et al. 2000), we found that perceived crowding had favourable effects on in-store behaviour (BF misbehaviour) and on perceived inequity; perceived crowding reduced both inequity and BF misbehaviour. Finally, perceived inequity was positively related to BF misbehaviour.

LIMITATIONS

Our results are not generalizable because the sample was nonrandom. Participants had all shopped on BF and included relatively equal numbers of students and non-student adults recruited by students. Using a random sample in the future would allow for generalization. We also used consumers' self-reported BF misbehaviour. Consumers' self-reported BF misbehaviour may not provide a complete picture of misbehaviour present on BF. Consumers may use different, perhaps less strict judgment when they evaluate their own behaviours as compared to others' behaviours and they may under-report their own misbehaviour. Future researchers can extend our findings by including additional measures of consumer BF misbehaviours.

We did not investigate affect/emotion as an internal state that could be affected by situational factors. It is likely that situational factors on BF also influence emotions and that emotions will be related to BF misbehaviour. In addition, other factors related to the personality and motivations of individual shoppers will surely affect their likelihood of engaging in consumer misbehaviour. Thus, both emotions on BF and personal characteristics of shoppers should be investigated in future BF research.

Another limitation is related to timing of our data collection. Although data were collected soon after BF, participants had to heavily rely on their memories of their BF shopping experiences, experiences that may have resulted from visiting multiple stores. Future researchers can collect their data the week after BF to provide additional insights to consumer BF misbehaviour.

CONCLUSIONS

The theoretical contribution of this research is to extend the GAM and the exchange paradigm to the BF context and to add direct links in the GAM from situational factors to misbehaviour. While the presence of unpleasant fellow customers did not have a direct effect on BF consumer misbehaviour, it did indirectly affect BF consumer misbehaviour via perceived inequity. Hence, it is important to examine indirect effects of constructs when testing for their impact in the BF context. Furthermore, the exchange paradigm proved useful at pinpointing perceived inequity as an important variable influencing BF misbehaviour.

Empirically, this research identifies some situational factors that affect consumer misbehaviour on BF and have managerial implications. Perceived crowding was negatively related to perceived inequity and consumer misbehaviour. This is good news for retailers on BF because crowds are part of the BF shopping experience. Although effects of perceived crowding have not been studied in the BF context, these results are consistent with those of previous researchers who found favourable effects (e.g., a sense of excitement) for perceived crowding in fast fashion stores, discount stores and Asian hypermarkets (Byun and Mann 2011; Li et al. 2009; Machleit et al. 2000). Based on our results, the problem retailers need to address on BF is the presence of unpleasant fellow customers. This interpretation is consistent with Pons et al. (2006) who found that evaluations of service encounters may often be based on interactions with other consumers, and not on service providers. In particular, the findings indicate that BF shoppers may interpret the presence of unpleasant fellow customers as a lack of effort by retailers to provide a safe shopping environment, thus increasing perceived inequity, whereas crowding is expected and retailers have less control of it than over unpleasant fellow customers.

IMPLICATIONS

Allowing unpleasant fellow customers to remain in a store affects perceptions of inequity, which leads to frequent BF misbehaviours. This finding suggests that retailers, instead of ignoring or accommodating customers who are misbehaving, need to take both proactive actions (clearly communicate store policy about misbehaving customers) and immediate actions (remove or eject the misbehaving customer) if misbehaviours occur on BF.

It may also be possible for retailers to shape customers' attributions of consumer misbehaviour on BF in a way that is less likely to lead to perceptions of inequity. For example, if people attribute pushing to get into the store to unpleasant fellow customers, they are likely to perceive higher inequity leading to misbehaviour. However, if people attribute the pushing to get into the store to the fact that the store is crowded, they may be less likely to perceive inequity and less likely to misbehave. Posting signs at entrances reminding shoppers to please bear with the crowded conditions may be useful to shaping attributions; for example, 'We recognize that our store is crowded, but our deals are worth waiting for'. Retailers could also shape customers' expectations for in-store crowding in their BF advertising by using ad text such as 'Expect crowded conditions because of our great deals'.

Implications for SR consumption

Interpreting the results within a SR framework requires consideration of the triad of stakeholders: consumers, retail employees and retail firms and how they are affected by unpleasant fellow customers and perceived crowding.

Reducing the number of unpleasant fellow customers would likely improve the shopping experience for shoppers as well as retail employees and retail firms, serving the needs of all stakeholder groups.

There are steps retail firms could take to shape such an outcome. Adding checkout lanes would help move shoppers through the store, making shopping pleasant and reducing the time spent with unpleasant fellow customers. Adding retail employees on the sales floor would enable quick associate responsiveness to shopper concerns. These steps could reduce the number of unpleasant fellow customers or reduce exposure to them.

Perceived crowding was negatively related to perceived inequity on BF. It is likely that participants expected large crowds and an environment packed with promoted merchandise. However, for retail employees, it is likely that large crowds packed around overfull displays heighten personal safety concerns. For retailers large crowds might translate to sales increases, but also to potential personal injury or wrongful death suits. To balance these needs, retail firms need to provide for worker and consumer safety on BF.

Although situational variables affect consumer misbehaviour, with few exceptions consumers are ultimately responsible for their behaviour. As with counterfeiting and fraudulent returning, consumers have control over whether they will act in a socially responsible manner on BF. If shoppers behave responsibly on BF, the consumption experience will not be spoiled for other shoppers, all shoppers will shop safely, retail employees will have a safe and less stressful work environment and retail stores will not be trashed or vandalized.

FUTURE RESEARCH

Further research is needed about BF misbehaviour. Researchers might examine closely the process by which perceived crowding decreased perceived inequity and consumer misbehaviour on BF; do consumers simply expect crowds of shoppers on BF so that crowding is a part of the BF shopping experience? Or do consumers see BF promotions as fun and the experience of BF shopping as festive, and is that why perceived inequity and consumer misbehaviour decline? Or perhaps it is the competitiveness as a function of perceived crowding that increases a sense of excitement (Byun and Mann 2011) and subsequently depresses inequity and misbehaviour. Other situational variables (e.g., promotions, stockouts, customer service) have been implicated in BF misbehaviour and should be studied. Consumers' attributions for others' BF misbehaviour also warrants research (i.e., do consumers blame retailers for allowing consumer misbehaviour to occur?). Finally, it is also important to study these issues with a representative sample.

Although we have argued and others have found that BF is a unique US shopping event, misbehaviour in retail stores is not confined to the United States. Researchers reported that customers verbally abuse, physically abuse and bully Turkish clothing store workers (Akgeyik and Gundor 2008). In the UK criminal violence has been reported during several Boxing Day sales events (Dolan 2010; Goodman 2011). Thus, it would be useful to extend theoretical frameworks developed in the US context to other countries to help explain consumer misbehaviour in the context of retail stores. Also in 2012 Canadian shoppers enjoyed the country's first BF sales event, which may have been organized to stop Canadian cross-border shopping on BF (Martell 2012). Future researchers may wish to simultaneously investigate and compare how consumers behave on BF in the United States and in Canada.

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