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MASTER THESIS

The Antecedents of Destructive Deviant Customer Behaviour In Online Ideation Contests: A Qualitative Approach

by

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Preface

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Tom van den Oord

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Abstract

Co-creation with customers via online ideation contests is not always beneficial; it sometimes leads to unforeseen and harmful customer behaviour that can have significant destructive consequences. Such behaviour can disrupt ideation contests, reduce the attractiveness of these contests to contributors, and ultimately cause significant harm to host organisations (Gatzweiler et al., 2017). This explorative research strives to better understand what factors influence customers to engage in such behaviour in online ideation contests. That is, it addresses the following research question: What are the antecedents of customers' destructive deviant behaviour in online ideation contests? Deviant behaviour here refers to any behaviour that departs from a referent groups' norms or expectations. This research question was addressed using a qualitative methodology. Since there has been little research on deviant customer behaviour and its antecedents in online ideation contests, the researcher applied the inductive informed grounded theory approach. Semi-structured interviews with Dutch individuals who exhibited deviant behaviour in online ideation contests were used as the study's form of data collection. The results of the analysis of the interview data revealed that there are two main antecedents for the deviant behaviours of customers in online ideation contests: (1) dissatisfaction and (2) humour, and that there is one sub-antecedent for the main antecedent dissatisfaction: (1.1.) perceived unfairness. The results also demonstrate that the antecedents for deviant customer behaviour that have been identified in offline settings, dissatisfaction and perceived unfairness (Blodgett & Granbois, 1992; Wirtz & Kum, 2004), are necessary but insufficient for understanding deviant behaviour in online ideation contests. Furthermore, this study revealed that in online ideation contests, another antecedent, 'humour,' is relevant. Managers hosting online ideation contests are recommended to identify these antecedents at an early stage so that subsequent deviant behaviours can be limited or prevented. To develop a better understanding of all potential antecedents, future research should focus on the influence of customers' personality traits on deviant behaviour in online ideation contests.

Keywords: deviant behaviour, online ideation contests, co-creation, open innovation

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1. Introduction

1.1. Introduction

It has been well-established in recent years that the long-term progress and success of an organisation are determined by the effective development and implementation of innovations (Amabile, 1996, 1997; Calantone et al., 2002; Hurley & Hult, 1998; Lee & Choi, 2003). For decades, firms have relied on input from their employees during this new product development (NPD) process (Chesbrough, 2003). Developments in the broader innovation world, such as changes in economic and social working patterns, technological advancements like the emergence of the internet, and globalisation, have made it essential to open the NPD process (Chesbrough et al., 2008; Dahlander & Gann, 2010; Veugelers et al., 2010). Organisations increasingly started to integrate customers' input in their NPD process (Chesbrough, 2003; Nambisan & Baron, 2010; Poetz & Schreier, 2012). Co-creating with customers helps businesses tackle banal thinking and overcome their current routines, which is essential to generate novel and appropriate innovation ideas (Chesbrough, 2003; Gatzweiler et al., 2017; Nambisan & Baron, 2010; Poetz & Schreier, 2012). One popular method to involve customers in an organisation's NPD process is an 'ideation contest' (Bayus, 2012; Berthon et al., 2007; Jiang & Wang, 2019; Terwiesch & Ulrich, 2009). An ideation contest is a co-creation technique that is frequently used to provide a company access to external knowledge from a wide range of individuals around the world (Piller & Walcher, 2006). Co-creation comprises the active involvement of end-users during various stages within the development process of an innovation (Prahalad & Ramaswamy, 2004). Within the ideation contest, contestants can submit their ideas to solve a given challenge launched by the hosting organisation and comment on other user's ideas (Bullinger & Moeslein, 2010; Füller et al., 2017; Gatzweiler et al., 2017; Piller & Walcher, 2006). In general, these ideation contests are held on open, internet-based innovation platforms (Chesbrough, 2003).

1.2. Problem Statement

The existing research on co-creation generally focused on the positive sides of ideation competitions, particularly the customers' ability to develop novel and appropriate ideas (Poetz & Schreier, 2012), the potential to further improve the overall performance of ideation contests (Boudreau et al., 2011; Terwiesch & Xu, 2008), the participants' personality characteristics, such as intrinsic motivation and need to achieve (Bayus, 2012; Zhu et al., 2014), the ability of customers to solve organisational problems (Jeppesen, 2005), and the use of incentive structures to positively impact customer contributions (Füller et al., 2012).

However, co-creation via ideation contests is not exclusively beneficial or positive; it sometimes leads to unforeseen and destructive deviant behaviour by customers; for example, where customers exhibit deviant behaviours as mocking about the hosting organisation or spreading illegal, atypical, or bizarre content, such as pornography (Di Gangi & Wasko, 2009; Gatzweiler et al., 2017;

Gebauer et al., 2013; Izberk-Bilgin, 2010). Meanwhile, the rate of destructive deviant behaviour among participants has increased during the past years, and the occurrence is now standard in almost every ideation contest (Gebauer et al., 2013; Izberk-Bilgin, 2010). Deviant behaviour can be defined as any behaviour that differs from a referent groups' norms or standards (Heckert & Heckert, 2002). Within ideation contests, this behaviour becomes destructive when it departs from these norms and expectations in non-honourable ways (e.g., inappropriate and harmful for an organisation) (Amine & Gicquel, 2011; Gatzweiler et al., 2017; Heckert & Heckert, 2002; Konty, 2006; Moschis & Cox, 1989). There are many examples of destructive deviant behaviour in online ideation contests where these adverse events have become known to the wider public (Breithut, 2011; Gatzweiler et al., 2017).

One such case is an ideation contest launched by Mountain Dew (a major soft drink manufacturer). Customers were tasked with coming up with a product name for a new beverage, which prompted destructive deviant behaviour (Gatzweiler et al., 2017; Rosenfeld, 2012). One customer submitted the name 'Hitler did nothing wrong' (Gatzweiler et al., 2017, p.8), which became the highest-voted product name submitted to the competition (Gatzweiler et al., 2017; Rosenfeld, 2012). The post garnered more than 11,250 votes in a single day, and it motivated other contestants to submit a wave of other offending product name ideas such as 'Fapple,' 'Gushing Granny,' and 'Diabeetus' (Gatzweiler et al., 2017; Rosenfeld, 2012). The ideation contest was not only filled with ridicule from participants but later, the web-based ideation platform was also hacked (Gatzweiler et al., 2017; Rosenfeld, 2012).

Another example is an ideation contest hosted by Henkel to produce, for its renowned 'Pril' washing-up liquid, a novel product label (Faullant et al., 2017; Füller et al., 2020; Gatzweiler et al., 2017). Participants were able to submit their concepts and vote for their preferred product label (Faullant et al., 2017; Füller et al., 2020; Gatzweiler et al., 2017). One participant defied the ideation contests' expectations by submitting an image of a grilled whole chicken and the caption: 'Tastes just as good as real chicken' (Faullant et al., 2017; Füller et al., 2020; Gatzweiler et al., 2017). With the use of social media, the product label quickly went viral, and it became the top-voted product label of the competition, prompting other users to submit more mockeries (Faullant et al., 2017; Füller et al., 2020; Gatzweiler et al., 2017). The company banned the 'chicken' product label and proclaimed another more conservative submission as the winner of the ideation contest (Faullant et al., 2017; Füller et al., 2020; Gatzweiler et al., 2017). Due to Henkel's manipulation of the results, people became furious at the company and spread negative complaints on the internet (Faullant et al., 2017; Füller et al., 2020; Gatzweiler et al., 2017). Henkel faced a long-lasting PR disaster where the most famous German web-based newspapers negatively reported about the incident (Faullant et al., 2017; Füller et al., 2020; Gatzweiler et al., 2017).

As the Mountain Dew and Henkel cases exemplify, destructive deviant behaviour (e.g., spreading mockery via online ideation competitions) can be emotionally contagious (Faullant et al., 2017; Gatzweiler et al., 2017; Rosenfeld, 2012). Emotional contagion comprises the notion that people synchronize their behaviours with the behaviours of the people around them (Gatzweiler et al., 2017; Groth et al., 2019). Destructive deviance can spread quickly as contributors mimic the destructive behaviour of others, such as posting new negative product names. As can be seen in Henkel's case, the presence of social media, such as Facebook, Instagram and Twitter, allows like-minded peers to amplify attention on destructive deviant behaviour, which can quickly spread and can cause a PR disaster (Faullant et al., 2017; Füller et al., 2020; Gatzweiler et al., 2017).

Destructive deviance can disrupt the ideation contest, reduce the competition's attractiveness for contributors, and ultimately cause significant harm to the hosting organisation (Gatzweiler et al., 2017; Gebauer et al., 2017). Since destructive deviant behaviour can have significant harmful consequences and is becoming increasingly common during ideation contests, managers need to fully understand the antecedents of destructive consumer deviance so that they can manage or eventually prevent it at the early stages (Gatzweiler et al., 2017; Gebauer et al., 2013; Izberk-Bilgin, 2010). However, the current research on destructive consumer deviance lacks insights into the triggers (antecedents) of deviant customer behaviour in online settings, such as in web-based ideation contests. Existing research examines the antecedents of destructive deviant behaviour within offline settings, such as dissatisfaction and perceived unfairness (Blodgett & Granbois, 1992; Gebauer et al., 2013; Wirtz & Kum, 2004), but does not focus on the antecedents of destructive customer deviance in online settings, such as in web-based ideation contests.

This study will investigate this critical gap in the academic literature by identifying and describing the antecedents of destructive deviant customer behaviour within the setting of online ideation contests. The study will contribute to the academic literature in deviant behaviour and co-creation by respectively expanding the literature of deviant behaviour to the setting of online ideation contests and by providing knowledge about the under-researched dark sides of co-creation. In addition, the study will create value for managers by providing actionable insights into why customers behave destructively in online ideation contests so that they can combat or even prevent it.

1.3. Research Question

This research is explorative and strives to better understand the antecedents that influence customers to behave destructively within an online ideation contest. Therefore, this research addresses the following main question:

What are the antecedents of customers' destructive deviant behaviour in online ideation contests?

Answering this question will provide a more thorough assessment of the factors that influence destructive deviant behaviour within an online ideation contest.

1.4. Theoretical Relevance

Two major contributions make this study academically relevant. First and foremost, this study adds new insights to the literature on deviant customer behaviour. At present, there are limited scholarly insights on the antecedents of destructive deviant customer behaviour in online ideation contests (e.g., Franke et al., 2013; Gebauer et al., 2013). Most of the research on the antecedents of destructive deviant customer behaviour has focused on the antecedents of destructive deviance in offline settings, where the internet is not used, such as dissatisfaction (Cox et al., 1990; Houston & Gassenheimer, 1987). Within offline settings, dissatisfied customers are more willing to behave destructively against organisations (Blodgett & Granbois, 1992; Gebauer et al., 2013; Wirtz & Kum, 2004). Web-based ideation contests are different to offline ideation contests because these online contests are based on the internet, and offline ideation contests are not using the internet (Bullinger et al., 2010; Gatzweiler et al., 2017; Gebauer et al., 2017). The anonymous nature of the internet reduces people's fear of becoming publicly offended or legally sued, which lowers the threshold to behave destructively (Gatzweiler et al., 2017). In addition, the internet brings like-minded peers together, which empowers customers to behave deviantly against the host of the online ideation contests (Chakravorti, 2010; Durkin et al., 2016; Gatzweiler et al., 2017). This study helps to expand the literature on deviant customer behaviour to the setting of online ideation contests.

Second, this research contributes to the literature on co-creation. Existing research has generally focused on the positive aspects of co-creation (e.g., Bayus, 2012; Boudreau et al., 2011; Füller et al., 2012; Jeppesen, 2005; Poetz & Schreier, 2012; Terwiesch & Xu, 2008; Zhu et al., 2014), but limited knowledge is available about the potential drawbacks or negative aspects of co-creation. This research will examine the dark sides of co-creation in the setting of online ideation contests by studying the antecedents for customers' destructive deviant behaviour, which will counterbalance the currently over positive research on co-creation.

1.5. Practical Relevance

For managers, the insights into the antecedents of online customers' destructive deviant behaviour will help them to more fully understand why customers behave in a harmful way towards the organisation or the ideation contest. This information can help managers hosting an online ideation contest to identify the antecedents of destructive deviant behaviour at an early stage. By doing this, managers can tackle these antecedents before they stimulate destructive deviant behaviour and its related negative consequences, which can be extremely destructive for the organisation. The problem is becoming more relevant as the rate of contributors' destructive behaviour is increasing and is standard in almost every ideation contest (Gebauer et al., 2013; Izberk-Bilgin, 2010). The extreme consequences of

destructive deviant behaviour, such as reputational damage, makes research on its antecedents essential.

1.6. Research Outline

The remaining sections of this thesis will proceed as follows: the next chapter elaborates on online co-creation via idea generation contests in a more detailed manner. It will also review the existing literature on deviant behaviour within sociology and consumer research. In addition, the second chapter presents the existing antecedents of destructive deviant behaviour by customers, in offline settings. The third chapter will discuss the qualitative research design, participant recruitment procedure, data collection methods, related data analysis method, and the ethics related to this research. The fourth chapter will present the qualitative findings, and the final chapter will provide the conclusion, discussion, implications, limitations, and suggestions for further research.

2. Theoretical Background

2.1. Idea Generation

The generation of ideas generally forms the foundation for innovations (Wu & Fang, 2010). Therefore, the formation of ideas can be seen as the primary phase of the NPD process (Cooper et al., 2004; Luchs & Swan, 2011; McAdam & McClelland, 2002). The NPD process includes all the activities organisations have to conduct to successfully develop and launch new products (Bhuiyan, 2011). It starts with an initial product idea or concept, which will be developed into a finished and market-ready product by passing the evaluation, development, testing and launch stages (Bhuiyan, 2011).

2.1.1. Closed Innovation Ideation

For decades, organisations have primarily relied on their employees' insights for the generation of these initial product ideas (Chesbrough, 2003). Internal or closed innovation was seen as the right way to successfully develop novel ideas or concepts (Chesbrough, 2003; Huizingh, 2011; Marques, 2014). To be profitable and prosperous, a company had to invest more in their research and development (R&D) than their competitors did, and it had to attract the most competent personnel (Chesbrough, 2003; Marques, 2014). These internal employees would generate the organisations' ideas, which could result in an advantage over other companies (Chesbrough, 2003; Marques, 2014). Consequently, these firms, with the best personnel and potentially the best ideas, would have a high chance of earning the most profits (Chesbrough, 2003; Marques, 2014). These dominant companies would reinvest a part of their profits to protect their ideas via intellectual property rights and put another part in R&D to prevent other companies from winning their market share, creating a virtuous innovation cycle (Chesbrough, 2003; Marques, 2014).

2.1.2. Open Innovation Ideation

Developments in the broader innovation world made it essential to create a more open idea generation process (Dahlander & Gann, 2010). These developments include the economic and social shifts in the working patterns, enhanced market institutions intended for the exchange of knowledge, the increased distribution of labour because of the globalisation process, and the introduction of novel technologies that stimulate global collaboration, such as the emergence of the internet (Chesbrough et al., 2008; Dahlander & Gann, 2010; Veugelers et al., 2010). Organisations had to look for new knowledge externally, outside of their organisational borders and started to adopt the open innovation paradigm to generate new ideas (Chesbrough, 2003; Huizingh, 2011).

Open innovation comprises inside and outside generated knowledge and markets to improve the organisations' production and implementation of novel and appropriate innovations (Chesbrough, 2003). This development of novel innovations does not need to be solely executed within an organisation's R&D labs (Chesbrough, 2003; Nambisan & Baron, 2010). Online crowdsourcing, an open innovation method, can help organisations to co-create ideas and develop innovations together

with external individuals, the 'crowd' (Chesbrough, 2003; Nambisan & Baron, 2010). The 'crowd' comprises a vast group of external individuals with heterogeneous knowledge, and crowdsourcing can be defined as the act of outsourcing an activity that was once performed by an internal employee to this crowd (Bayus, 2012).

Some scholars even claimed that the integration of the ideas and concepts of external individuals, especially those of customers, is essential to successfully develop novel and appropriate innovations (Füller & Matzler, 2007; von Hippel, 2009). Consequently, co-creation with consumers is becoming an essential foundation for innovations (Wu & Fang, 2010). Research shows that numerous of the most needed new processes and goods have been generated by external contributors (Lüthje, 2004; von Hippel, 2009). Especially online ideation contests are seen as a popular form of crowdsourcing, where the participants of these competitions will help with generating essential innovation ideas (Prpić et al., 2015; Terwiesch & Ulrich, 2009). Online idea generation competitions can be extremely effective, compared to the traditional ideation methods, in the generation of more and improved concepts, at a lower cost per concept, and from a bigger group of idea generators with a more varied range of knowledge (Poetz & Schreier, 2012; Schweitzer et al., 2013). Besides, next to the generation of new ideas, these ideation contests can improve an organisation's overall image and customers' brand recognition (Gassmann et al., 2010).

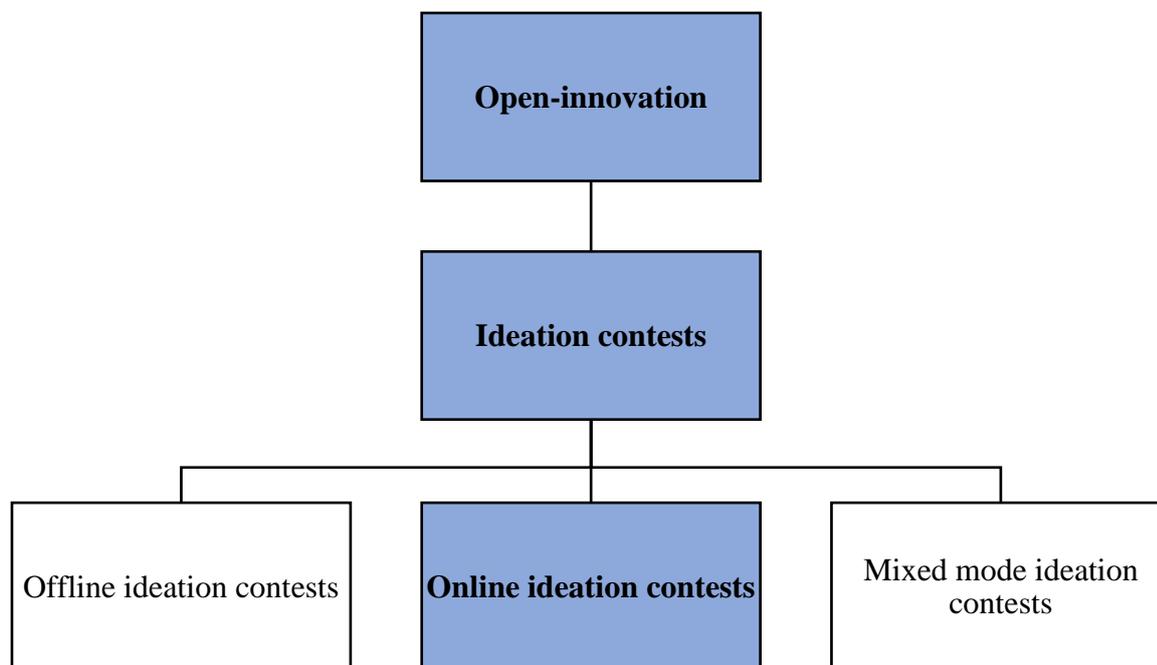
When adopting an open innovation policy, managers should not overlook the existing risks and challenges. According to Nambisan (2002), it can be a time-consuming and difficult challenge to find the right external contributors and to communicate with them in a cost-effective way. Some organisations lack financial capital, time, and human resources, and these limited factors make it difficult for an organisation to process, use, and implement their customers' ideas (Heiskanen et al., 2010). In addition, using the crowd to generate ideas can bring an organisation at risk of reputation damage (Aula, 2010; Gatzweiler et al., 2017). Organisations that reduce their control by inviting a crowd to participate in their ideation activities via open innovation platforms can face deviant customer behaviour, which can harm the company (Franke et al., 2013; Gatzweiler et al., 2017; Gebauer et al., 2013).

The following section will present an elaboration on the concept of ideation contests, emphasising the external (open innovation) online variant.

2.2. Ideation Contests

Figure 1

Categorisation of Ideation Contests



In general, the main goal of ideation contests is to match organisations that are facing difficulties with problem solvers who possess the necessary knowledge, talents or creativity to overcome these problems (Bullinger & Moeslein, 2010; Füller et al., 2017). The contributor with the best idea, often, will be compensated with a prize, such as a substantial amount of money (Terwiesch & Xu, 2008).

Ideation competitions can be hosted offline, online (web-based), and as a combination of these modes (see Figure 1) (Boudreau et al., 2011; Brabham, 2010). First, a general detailed overview of ideation contests will be given. Secondly, since the online ideation contest as an open innovation method is the area of focus for this study, the researcher will zoom in on it (see the shaded section of Figure 1).

2.2.1. History of Ideation Contests

Using ideation contests to generate innovative ideas is not a novel phenomenon and has a long-standing history (Adamczyk et al., 2012). A well-known example is of Napoléon Bonaparte (Napoléon I), who was in need for a solution on how the military could preserve their food in a safe manner (Adamczyk et al., 2012). In 1795, he organised an ideation contest, and later an external French participant, called Nicolas Appert, came up with the innovative idea of canning the military's food to preserve it (Adamczyk et al., 2012). He won the contest and was awarded the Napoléon's Food Preservation Award (Adamczyk et al., 2012). Nowadays, we still use Appert's winning idea by using cans to preserve our food and drinks.

In the 19th century, ideation contests were leaving the area of politics as industrialists are starting to use these competitions more and more as a powerful method to solve their challenges (Bullinger & Moeslein, 2010). A well-known example of an ideation competition within this period is a competition, called the ‘Rainhill-trials,’ hosted by the directors of Liverpool’s and Manchester’s railway corporation (Bullinger & Moeslein, 2010). They organised this contest to get an answer on whether their hauling trains should be powered by locomotives or should be motorised by stationary steam engines (Bullinger & Moeslein, 2010).

During the 20th century, ideation contests became slowly adopted by the average firm (Bullinger & Moeslein, 2010). Organisations started to see ideation contests as a useful method to generate novel and appropriate ideas for their innovations (Bullinger & Moeslein, 2010).

2.2.2. Online Ideation Contests

With the emergence of novel technologies, for instance, the internet, the deployment of online ideation competitions following the open innovation paradigm took off, and more businesses started to use it (Bullinger & Moeslein, 2010). Accordingly, for the last twenty years, these online hosted ideation contests, as an open innovation tool, have massively increased in popularity (Bullinger & Moeslein, 2010). One of the most famous examples is Threadless, an online clothing firm that specializes in t-shirts. Threadless holds an ongoing design ideation contest on its website (Brabham, 2010). The company is entirely based on the external submissions and evaluations of designs by users (Brabham, 2010).

In online ideation contests, customers can easily submit their own ideas and give comments on other participants’ ideas to fulfil a particular organisational challenge (Gatzweiler et al., 2017; Piller & Walcher, 2006). Following the definitions of online ideation contest presented by the researchers Piller and Walcher (2006) and Bullinger et al. (2010), the definition that has been adopted for ‘online ideation contests’ in this study is the following:

An online ideation competition is an IT-based open innovation and time-limited contest used by external innovators who deploy their experience, talents, and imagination in order to fulfil a specific ideation task developed by the crowdsourcer, the hosting organisation (Bullinger et al., 2010; Piller & Walcher, 2006).

Within online ideation contests, some customers behave in a deviant manner and depart from the behaviour expected by the organisation or the fellow co-creators (Di Gangi & Wasko, 2009; Faullant et al., 2017; Fuller et al., 2020; Gatzweiler et al., 2017; Gebauer et al., 2013), such as by spreading mockeries. The following section will elaborate on deviant behaviour.

2.3. Deviant Behaviour

Researchers from a variety of disciplines, such as sociology (e.g., Becker, 1997; Clinard & Meier, 2015; Krohn et al., 2011; Spreitzer & Sonenshein, 2004) and consumer research (e.g., (Albers-Miller, 1999; Chylinski & Chu, 2010; Cova & Dalli, 2009; Denegri-Knott, 2006; Kim & Choi, 2016) have studied deviant behaviour. These two disciplines help to transfer deviant behaviour to the research area of co-creation and online ideation contests (Gatzweiler et al., 2017) and are therefore discussed within this study.

2.3.1. Deviant Behaviour in Sociology

The phenomenon of deviant behaviour is one of the most extensively researched sociological subjects (Spreitzer & Sonenshein, 2004). Since the start of the nineteenth century, research on deviant behaviour exposed the fundamental social principles of human beings (Merton, 1938). The first sociological literature on deviant behaviour focuses on ethically intolerable, illegal, and offensive actions (Whyte, 1943; Wolf & Zuckerman, 2012). These sociological studies on deviant behaviour were fixated on negative behaviour, such as street crime, drug abuse, family violence, prostitution, and white-collar criminalities (Clinard & Meier, 2015; Wolf & Zuckerman, 2012).

Although sociological research on deviant behaviour has changed since its inception, almost all these studies are still united by the general focus on negative behaviours (e.g., Clinard & Meier, 2015; Wolf & Zuckerman, 2012).

2.3.1.1 Defining Deviant Behaviour in Sociology. Within the discipline of sociology, there can be found multiple definitions of deviant behaviour. However, most sociological definitions of deviant behaviour belong to either the overarching ‘normative’ or ‘reactive’ perspective on deviant behaviour (Heckert & Heckert, 2002). The following paragraphs will elaborate on these two major perspectives.

2.3.1.1.1. The Normative Perspective. The normative perspective is the first major overarching sociological perspective on deviant behaviour (Heckert & Heckert, 2002). According to the normative perspective, deviant behaviour can be defined as any intended behaviour that significantly diverges from existing norms of a referent group (e.g., behaviours such as verbal and non-verbal aggression, stealing and lying) (Dodge, 1985; Robinson & Bennett, 1995; Spreitzer & Sonenshein, 2004).

Norms can be seen as evaluations of behaviour as well as expectations or predictions of behaviour (Clinard & Meier, 2015). Norms as evaluations of behaviour recognise that some type of behaviour should or should not occur in a specific situation (e.g., do not smoke in public elevators) or at any time or location (e.g., never conduct an armed burglary) (Clinard & Meier, 2015). Norms as expectations or predictions focus on behavioural regularities based on traditions or habits (e.g., people

expect a child to behave differently when being in a church than when the child is on the playground) (Clinard & Meier, 2015). In addition, norms cannot be seen as clear-cut rules but as social properties, a groups' shared evaluations or expectations (Clinard & Meier, 2015). Norms arise within groups, and every other group is likely to have different norms (Clinard & Meier, 2015). Frequently, there is no awareness of a norm until the moment that this norm has been violated, and there is a reaction to the violation (Spreitzer & Sonenshein, 2004).

The normative perspective on deviant behaviour is not only focused on negative (destructive) deviant behaviour but also on positive (constructive) deviance (Spreitzer & Sonenshein, 2004). Constructive deviant behaviour can be defined, following this perspective, as any conduct that diverges from a referent group's norms but in honourable manners (e.g., whistleblowing to bring unethical behaviour to the light), where destructive deviance can be defined as any conduct that diverges from these referent group's norms in non-honourable ways (e.g., whistleblowing to seek revenge on a company) (Spreitzer & Sonenshein, 2004).

2.3.1.1.2. The Reactive Perspective. The reactive perspective on deviant behaviour focuses on the audience's reaction to a behaviour (Spreitzer & Sonenshein, 2004). According to the reactive perspective, deviant behaviour is defined as any behaviour that is condemned as negative by a community, such as behaviour that is openly classified by others as depraved (e.g., behaviours such as stealing) (Dodge, 1985; Heckert, 1989). Following the reactive perspective, when the audience does not react with a negative classification for a behaviour, the conduct is not seen as deviant (Spreitzer & Sonenshein, 2004). The perspective does not focus on the positive side of deviant behaviour and so does not subdivide deviant behaviour into destructive and constructive deviant behaviour. Instead, it sees deviant behaviour and destructive deviant behaviour as one (Spreitzer & Sonenshein, 2004).

The reactive perspective of deviant behaviour has been criticised by Clinard and Meier (2015) since it does not consider undetected behaviour as deviant behaviour. For example, in the case of a robbery, when a robber breaks into a place without being caught, the audience could not react to the robbery and could not label it as deviant behaviour. So undetected behaviour, such as an unobserved robbery, can never be classified as deviant behaviour following the reactive perspective (Clinard & Meier, 2015). However, within the normative perspective, any behaviour can be potentially classified as deviant as long as the conduct significantly diverges from a referent group's norms, as well as an undetected robbery (Spreitzer & Sonenshein, 2004).

In contrast to the normative perspective, which sees diverging from norms and expectations as a valid indicator of deviant behaviour, the reactive perspective is more focused on the consequences of deviant behaviour. The reactive perspective is focused on the referent group's reactions to the occurred deviance instead of on the deviant behaviour itself. If someone, for example, steals and so diverges from a referent groups' norms and expectations, the reaction of the referent group to this theft will not

change the situation since a reaction cannot make the actual deviant behaviour disappear. Therefore, within this study, the researcher will only adopt the normative perspective on deviant behaviour to define deviant behaviour. Accordingly, the definition for ‘deviant behaviour,’ which is used within this study, is the following:

Deviant behaviour is any consumers’ behaviour that departs from a referent groups’ existing norms, or that departs from a referent group’s expectations

Following the normative approach, deviant behaviour also has a constructive side. However, within this study, the antecedents of destructive deviant behaviour are studied and therefore the researcher will only focus on the destructive side of deviance and will make no difference between deviant behaviour and destructive deviant behaviour in the following sections and chapters.

A critical sociological note according to deviant behaviour is that deviance should always be viewed from a constructionist’s point of view; the evaluation of deviant behaviour is a product of social interaction, is contextual, and can change over time (Ben-Yehuda, 1990; Wolf & Zuckerman, 2012). In other words, what can be seen as deviant behaviour in one situation can be seen as perfectly normal under other circumstances. In another way, what currently is seen as deviant can be seen as non-deviant in the future (e.g., in the early 20th century, in the Netherlands, babysitting by a man was likely seen as deviant behaviour, however, nowadays, within the 21st century, it is generally regarded as completely acceptable and non-deviant).

The following section will elaborate on the phenomenon of deviant behaviour within the discipline of consumer research.

2.3.2. Deviant Behaviour in Consumer Research

Within the discipline of consumer research, deviant consumer behaviour has been conceptualised as several dissimilar constructs, such as: ‘misbehaviour of consumers’ (e.g., Albers-Miller, 1999), ‘aberrant behaviour of consumers’ (e.g., Kim & Choi, 2016), ‘dysfunctional behaviour of customers’ (e.g., Daunt & Harris, 2012), ‘jaycustomer behaviour’ (e.g., Harris & Reynolds, 2004) and ‘deviant consumer behaviour’ (e.g., Dootson et al., 2016).

Despite the several different terms within consumer research, deviant behaviour is generally defined the same (Gatzweiler et al., 2017). Literature in consumer research generally uses the sociological normative perspective on deviant behaviour, which is also adopted in this study, to define customer deviance (Gatzweiler et al., 2017). Transferring deviant behaviour to the area of customer research helps us to understand deviant customer behaviour and its antecedents in online ideation contests.

2.3.2.1. Destructive Deviant Consumer Behaviour In Online Ideation Contests. Limited research has been conducted on the types of deviant consumer behaviour in online ideation contests (e.g., Gatzweiler et al., 2013; 2017; Gebauer et al., 2013). In this section, an overview of these deviant behaviours will be given.

Table 1

Types of deviant customer behaviour in online ideation contests

1. Complaining:	2. Submission of deviant contributions:	
Using ideation contest platforms to complain about the contest, participants and their ideas, platform or hosting firm	2a. Submission of invalid, inappropriate, obscene, defaming, malicious, or illegal content	2b. Submission of provocative or humorous content
Criticism on the contest, participants and their ideas, platform or hosting firm	Pornographic content	Provocative content
	Content violating Intellectual Property	Humorous content
	Obscene content	
	Defaming content	
	Content containing malware	

Note. Adapted from ‘*Dark Side or Bright Light: Destructive and Constructive Deviant Content in Consumer Ideation Contests*’ by Gatzweiler et al., 2017, *Journal of Product Innovation Management*, 34(6), p. 7 (<https://doi.org/10.1111/jpim.12369>). Copyright 2017 by Product Development and Management Association.

Current research shows that there are two main types of deviant behaviour in online ideation contests (see Table 1): (1) *complaining* (e.g., Di Gangi & Wasko, 2009; Gatzweiler et al., 2017; Gebauer et al., 2013), and (2) *submission of deviant contributions* (e.g., Gatzweiler et al., 2017; Gebauer et al., 2013).

Some participants show deviant behaviour by using the comment sections of these online ideation contests to complain about the ideation contest, the platform or the hosting firm (Di Gangi & Wasko, 2009; Franke et al., 2013; Gatzweiler et al., 2017; Gebauer et al., 2013). These complaints are deviant since these are submitted in comment sections that are often designed to contribute to the

contest and not to post criticism. Another main deviant behaviour in online ideation contests shown by participants is submitting deviant contributions to the online ideation contest. This second main type of deviant behaviour can be subdivided into two sub-categories: (2.1.) submitting content that is inappropriate, obscene, defaming, malicious, or illegal (Gatzweiler et al., 2013, 2017), and (2.2) submitting content that deviates from the reference content (Faullant et al., 2017; Gatzweiler et al., 2017).

It is important to mention that these types of deviant behaviour have unclear boundaries, and overlap can occur (Gatzweiler et al., 2017). For example, customers may submit humorous content, such as satire, to complain about a contest.

2.3.2.1.1. Complaining. ‘Complaining’ is the first category of deviant customer behaviour in online ideation contests. Some participants show deviant behaviour by complaining in the comments sections of these contests or via social media about the ideation contests, the platform, other participants and their ideas (Di Gangi & Wasko, 2009; Gatzweiler et al., 2017; Gebauer et al., 2013; Piller & Walcher, 2006). Sometimes a customer uses an ideation contest solely as a platform to express criticism without contributing to the competition’s challenge (Gatzweiler et al., 2017). A lone complaining customer also often prompts other dissatisfied customers to complain (Gatzweiler et al., 2017; Gebauer et al., 2013; Wilcox et al., 2009). They combine their resources and start to express their dissatisfaction to create a strong collective in opposition to the organisation that hosts the ideation contest (Gatzweiler et al., 2017; Gebauer et al., 2013; Wilcox et al., 2009).

An example of this type of deviant behaviour is in an online product name ideation contest hosted by Kraft Foods in Australia for a vegemite-based snack (Creamer, 2009; Gatzweiler et al., 2017). When the company chose the product name iSnack 2.0 as the winning idea without involving the 50.000 contestants in this selection process, participants started to express their disappointment (Creamer, 2009; Gatzweiler et al., 2017; King & Lakhani, 2013). Other participants who disagreed about this selection and saw others complaining started to join the counter movement, and an increasing number of people posted complaints (Gatzweiler et al., 2017).

2.3.2.1.2. Submission of Deviant Contributions. The second category of deviant behaviour, ‘submission of deviant contributions,’ can be divided into two categories. These categories are described in detail below:

Category 2a: Submission of Invalid, Inappropriate and Illegal Content

The first sub-category includes the submission of invalid, inappropriate, obscene, defamatory or illegal contributions (Gatzweiler et al., 2017). These kinds of contributions violate the requirements of the ideation contests and are perceived by the hosts as inappropriate (Gatzweiler et al., 2017). This sub-

category includes the submission of pornography, content that violates others' intellectual property, obscene content, defamatory content, and content containing malware (Gatzweiler et al., 2017).

A well-known example of this kind of deviant behaviour occurred in an ideation contest of Mountain Dew, which is also discussed in the first chapter of this study. A participant submitted the product name 'Hitler did nothing wrong' (Gatzweiler et al., 2017, p.8), which received the most votes and became the highest-ranked product name for a new beverage (Rosenfeld, 2012). The slogan was also visible to every other participant for 24 hours and provoked other contestants to submit other obscene product names (Gatzweiler et al., 2017).

Category 2b: Submission of Provocative or Humorous Content

The second sub-category refers to the submission of provocative or humorous content that deviates from the reference content provided by the host (Gatzweiler et al., 2017). The reference content includes examples of what is expected (Gatzweiler et al., 2017). This type of contribution still fulfils the requirements of the ideation contest but can be harmful to the contest, the platform, or the host since it can be used to show discontent, such as satire, and can quickly spread via social media (Gatzweiler et al., 2017).

This type of deviant behaviour occurred in an online ideation contest hosted by Osram, a German lamp manufacturer (Faullant et al., 2017; Gatzweiler et al., 2017). The company asked the participants to create a new LED lighting solution focused on wellness and well-being (Faullant et al., 2017; Gatzweiler et al., 2017). A participant submitted the idea of using LED lighting to illuminate teeth, which could make orthodontist appointments more pleasant (Gatzweiler et al., 2017). However, the LED light solution he provided was a goat wearing colourful LED braces (Gatzweiler et al., 2017).

2.4. Antecedents of Deviant Customer Behaviour

Within academic literature, several antecedents for deviant customer behaviour have been found. However, almost all of the studies focusing on the antecedents of deviant customer behaviour are focused on the antecedents of deviance within offline instead of online settings. The following sections will elaborate on these 'offline' antecedents and their explaining theories. These offline antecedents and explaining theories can help the researcher and readers contextualise and compare the researched antecedents of customer deviance in online ideation contests.

The 'offline' antecedents of deviant customer behaviours include, among others, a group of five higher-order personality traits (e.g., Daunt & Harris, 2012; Egan & Taylor, 2010; McColl-Kennedy et al., 2011; Miller & Lynam, 2001). Furthermore, research has revealed that both 'perceived unfairness' and 'dissatisfaction' are among the most relevant antecedents of deviant customer

behaviour in offline settings (e.g., Blodgett & Granbois, 1992; Gebauer et al., 2013; Wirtz & Kum, 2004).

2.4.1. Customers' Personality Traits

In this study, customers' personality traits are not studied as potential antecedents for deviant behaviour. This is due to the complexity of studying these traits using a qualitative, which is used in this study, instead of a quantitative methodological approach. To give a detailed overview about what has already been studied, an overview of the effects of personality traits as antecedents for deviant customer behaviour in offline settings is presented in the following sections.

Five personality characteristics are commonly linked to deviant customer behaviour in offline settings. These personality traits are the following:

2.4.1.1. Neuroticism. Neuroticism is the first of the five personality traits which are often linked to deviant behaviour in offline settings. The personality characteristic can be defined as a person's tendency to have negative feelings (emotional instability) (Egan & Taylor, 2010). People experiencing high levels of neuroticism feel negative emotions, such as anxiety and depression, more often than other people on average and are more sensitive in general (Bakker et al., 2006). Existing research claims that a high level of neuroticism can lead to deviant customer behaviours (Egan & Taylor, 2010), such as theft and non-verbal and verbal aggression. Customers tend to engage in deviant behaviour to cope with the negative feelings stemming from their high levels of neuroticism (Connor-Smith & Flachsbart, 2007; Golparvar et al., 2014).

2.4.1.2. Extraversion. Extraversion can be categorised as a positive personality trait (Bakker et al., 2006), and it can be defined as a person's tendency to be self-confident, excitement seeking and dominant (Bakker et al., 2006; Golparvar et al., 2014). Extraverts are less likely than introverts to behave destructively (e.g., by being aggressive against employees or an organisation) since they are more competent in social situations than their introverted peers are (Jensen-Campbell et al., 2007). Extraverts are less likely to experience anger in social situations since they are able to maintain positive relationships with other people (Jensen-Campbell et al., 2007). Because they are not likely to feel anger, they are not attracted to show deviant behaviour (Jensen-Campbell et al., 2007). In contrast, introverts are not effective in managing their tendency to engage in deviant behaviours (Jensen-Campbell et al., 2007). They do not possess close relationships with others and therefore do not have peer support which normally helps people manage frustration (Jensen-Campbell et al., 2007).

2.4.1.3. Openness To Experience. The third personality trait is 'openness to experience.' Existing research has found that high levels of this personality trait lead to less deviant behaviour (Egan & Taylor, 2010). Openness to experience can be defined as an individual's intellectual curiosity, and the interest and willingness to acknowledge or embrace new beliefs, ideas, and activities

(Abdullah & Marican, 2016; Miller & Lynam, 2001). Customers who have high levels of this personality trait are less willing than those who experience low levels of openness to experience to behave destructively (e.g., by shoplifting) (Egan & Taylor, 2010).

2.4.1.4. Agreeableness. The fourth personality trait is ‘agreeableness,’ which can be defined as an individual’s ability to maintain positive relationships and avoid unpleasant behaviour by being empathetic and cooperative instead of suspicious and hostile towards others (Jensen-Campbell & Graziano, 2001). Existing research has found that it is more likely that customers with low levels of agreeableness behave destructively than people experiencing high levels of agreeableness (Egan & Taylor, 2010). Customers who engage in negative behaviours, such as being aggressive towards other employees, tend to be suspicious, hostile and indifferent towards other people (i.e., have low levels of agreeableness). In contrast, customers who experience high levels of agreeableness have better skills to control their tendency to behave destructively by being empathic and cooperative (Golparvar et al., 2014).

2.4.1.5. Conscientiousness. The last personality trait is ‘conscientiousness,’ which can be defined as an individual’s ability to manage impulses, form new plans, and complete tasks (Miller & Lynam, 2001). Individuals who experience high levels of conscientiousness tend to demonstrate self-discipline and perfectionism (Kozako et al., 2013). Since customers with high levels of conscientiousness are generally highly responsible people and are able to manage their impulses, they can control their tendency to behave destructively (Kozako et al., 2013). In contrast, customers with low levels of conscientiousness are not capable of managing their impulses to commit deviant behaviour and are more likely to show harmful deviant behaviours (e.g., shoplifting and aggression) (Egan & Taylor, 2010).

2.4.2. Dissatisfaction

The following sections discuss the other relevant antecedents in offline settings according to the current literature. ‘Dissatisfaction’ and the antecedent ‘perceived unfairness’ are considered as two of the most relevant ‘offline’ antecedents for deviant customer behaviour (Blodgett & Granbois, 1992; Gebauer et al., 2013; Wirtz & Kum, 2004).

The first of the two most relevant antecedents for deviant customer behaviour in offline settings is ‘dissatisfaction’ (Blodgett & Granbois, 1992; Gebauer et al., 2013; Wirtz & Kum, 2004). Dissatisfaction can be defined as feelings of discontent that people experience when they do not receive what they expected to receive (Blodgett & Granbois, 1992; Cambridge Dictionary, 2021). This can be explained by the disconfirmation of expectations theory (Anderson, 1973; Blodgett & Granbois, 1992). This theory describes that all customers form quality expectations (e.g., about a winning idea in an online ideation contest) (Anderson, 1973; Blodgett & Granbois, 1992). These expectations are later compared with the perceived qualities (Anderson, 1973; Blodgett & Granbois,

1992). If the expectations are not met by the perceived qualities, then the customer may be dissatisfied (Anderson, 1973; Blodgett & Granbois, 1992).

Dissatisfaction in online ideation contests can be reflected by participants expressing their discontent, for example, by complaining about the winning design or the host of the contest (Gatzweiler et al., 2017; Gebauer et al., 2013; Schembri & Latimer, 2016). Sometimes contributors do not agree with the final decision of the jury due to their different expectations about how the winning design of a contest should look. An example of customer dissatisfaction occurred in an online ideation contest hosted by the food retail chain SPAR, where participants perceived the quality of the selected top 3 designs as poor (Gebauer et al., 2013; Schembri & Latimer, 2016). One participant expressed dissatisfaction by commenting: ‘is SPAR serious about choosing those TOP 3 Designs?!?!? This is a joke. I am very disappointed in the jury selection: I am utterly shocked by SPAR’s decision!’ (Gebauer et al., 2013, p. 1520).

2.4.3. Expected Reaction

Whether a (dissatisfied) customer engages in deviant behaviours also depends on what kind of reaction the customer expects to receive from the company (Daunt & Harris, 2011; Gebauer et al., 2013). The expected reaction can be defined as the customer’s expectation about the reward or punishment they will receive from a company as a reaction to their deviant behaviour (Daunt & Harris, 2011; Gebauer et al., 2017). Generally, this expected reaction is based on past experiences of conducted deviant behaviour and the reactions to that behaviour (Daunt & Harris, 2011). When deviant behaviour was punished or did not result in proper compensation in the past, customers will likely not expect a favourable reaction if they behaved similarly and so likely will not engage in such behaviour (Daunt & Harris, 2011; Harris, 2010). If deviant behaviour resulted in a positive outcome in the past, such as obtaining compensation, the expected reaction will likely be positive as well and will likely motivate customers to engage in similar deviant behaviour (Daunt & Harris, 2011; Harris, 2010).

For example, when customers know from their experience that certain product categories, such as gala clothing, could be easily returned after an intended one-time usage, and they would receive full refunds, they may fraudulently return clothing again (Harris, 2010).

In short, the expected rewards or punishments for deviant behaviours will determine if a (dissatisfied) customer wants to engage in such behaviour. Past behaviour leads customers to form expectations about whether their intended outcomes could be achieved by engaging in deviant behaviour, and these expectations could convince them to engage in such behaviour (Cialdini, 2006; Daunt & Harris, 2011; Verplanken et al., 1998).

2.4.4. Perceived Unfairness

The second of the two most relevant ‘offline’ antecedents for customer deviance is customers’ perception of unfairness (Blodgett & Granbois, 1992; Gebauer et al., 2013). ‘Perceived unfairness’ has

its roots in social psychology (Franke et al., 2013). Unfairness can be divided into three sub-categories: procedural unfairness, distributive unfairness and interactional unfairness (Franke et al., 2013; Gebauer et al., 2013). Scholars (e.g., Blodgett & Granbois, 1992; Faullant et al., 2017; Gilliland, 1993; Wirtz & Kum, 2004) generally divide unfairness only in procedural and distributive unfairness as relevant dimensions.

Perceived unfairness is related to the antecedent ‘dissatisfaction’ (Blodgett & Granbois, 1992; Wirtz & Kum, 2004). This can be explained by the disconfirmation of expectations theory which explains dissatisfaction (Blodgett & Granbois, 1992; Wirtz & Kum, 2004). When a customer perceives unfairness, the customer may experience disconfirmation of expectations since they likely had different expectations about the fairness they would perceive (Blodgett & Granbois, 1992; Wirtz & Kum, 2004). As a result, when customers perceive unfairness and disconfirmed expectations, dissatisfaction will likely occur. The next two sections elaborate on the three types of ‘perceived unfairness.’

2.4.4.1. Procedural Unfairness. This first dimension of perceived unfairness concerns the steps taken by decision-makers in allocation decisions (Faullant et al., 2017; Franke et al., 2013; Törnblom & Vermunt, 2007). Procedural unfairness refers to the perceived unfairness of the processes, evaluation criteria, and strategies that are adopted by decision-makers to reach an allocation decision (Barrett-Howard & Tyler, 1986; Faullant et al., 2017; Törnblom & Vermunt, 2007). Procedural unfairness could occur when one of the following five conditions are not met: (1) the consistency condition: distribution procedures must be equal for every individual and must not change over time; (2) the bias suppression condition: the self-interest of decision-makers must not influence decisions; (3) the accuracy condition: the allocation procedures must be based on accurate information; (4) the ethical condition: the chosen procedures must be compatible with all the involved individuals’ fundamental ethical values; and (5) the correctability condition: there should be the possibility of rectifying unfair decisions (Barrett-Howard & Tyler, 1986; Faullant et al., 2017; Törnblom & Vermunt, 2007). Procedural unfairness could also occur when the following criterion is not met: the representativeness criterion: the procedures must reflect the outlooks, values and needs of all affected parties (Barrett-Howard & Tyler, 1986; Faullant et al., 2017; Törnblom & Vermunt, 2007).

In online ideation contests, procedural unfairness can be experienced by participants, for example, when they perceive that the voting process to select the winner is unfair and that the winner is chosen as a result of nepotism (Gatzweiler et al., 2017). An example of procedural unfairness occurred in the ‘Pril’ online ideation contest of Henkel, which was discussed in the first chapter of this study. The organisers of the ideation contest banned a ‘grilled chicken’ product label design with the slogan ‘Tastes just as good as chicken’ for their washing-up liquid ‘Pril’ and chose another more conventional design as the winner. However, the chicken design was, at that time, the most-voted

design (Faullant et al., 2017; Gatzweiler et al., 2017). Since Henkel manipulated the results, participants perceived the selection procedures as unfair and became furious at the company (Gatzweiler et al., 2017). The dissatisfied participants started to show their discontent by complaining on the internet about these unfair selection procedures (Aquino et al., 2006; Faullant et al., 2017; Gatzweiler et al., 2017; Huefner, 2000).

2.4.4.2. Distributive Unfairness. This second dimension of perceived unfairness concerns the fairness of the selected outcome (Franke et al., 2013). The subjective evaluation of whether an outcome is fair can be based on the equity principle (Gilliland, 1993; Franke et al., 2013). This principle states that people draw comparisons between their input/output ratio (outcome allocated in exchange for input) and what they think they ‘deserve’ to receive (Faullant et al., 2017; Franke et al., 2013). The perceived input/output ratio of a referent other determines this ‘deserved’ input/output ratio (Faullant et al., 2017; Franke et al., 2013). In an ideation contest, participants may develop expectations of this ratio based on the ratios of other participants or the hosts (Faullant et al., 2017; Franke et al., 2013). People perceive distributive unfairness when the outcome they are allocated for their efforts is less than that consistent with a referent party’s input/output ratio (the input/output ratio they think they ‘deserve’) (Faullant et al., 2017; Franke et al., 2013).

Feelings of distributive unfairness can also occur in situations with overpayment (e.g., when the realized input/output ratio becomes greater than the input/output ratio of a referent party) (Cropanzano et al., 2003). Nevertheless, in this study, the researcher does not pursue this possibility since it appears to be unlikely that participants of online ideation contests will be overpaid (Franke et al., 2013).

In online ideation competitions, distributive fairness is mirrored in the amount as well as in the allocation of the prizes (Faullant et al., 2017). If participants perceive the compensation they received for their efforts as unfair (e.g., since the prizes that are set out for the participants to win are noticed as insufficient), they may engage in deviant behaviour (Franke et al., 2013). An example of distributive unfairness in an online ideation contest occurred in an online ideation contest hosted by Moleskine (Faullant et al., 2017; Füller et al., 2020). This notebook manufacturer launched an online ideation contest for the design of a new logo (Faullant et al., 2017; Füller et al., 2020). Hundreds of customers disagreed with the contest’s compensation since they perceived their input/output ratios as too low because Moleskine retained all the copyright privileges for the submitted designs without compensating the participants for them (Faullant et al., 2017; Füller et al., 2020). The participants felt they were entitled to compensation for the transfer of their rights because the designs were their work, and they had put effort into them (Faullant et al., 2017; Füller et al., 2020). Because Moleskine had violated the equity rule by not compensating the consumers for their work, many customers started to

exhibit deviant behaviour by posting hundreds of harmful comments on the company's Facebook page about how unfair this compensation was (Faullant et al., 2017; Füller et al., 2020).

2.4.4.3. Interactional Unfairness. The last dimension of perceived unfairness is seen as an extension of procedural unfairness since it concerns how respectful, fair and polite the people, who are affected by the choices of the decision-makers, are treated by these decision-makers in the processes to reach an outcome allocation (Cohen-Charash & Spector, 2001; Franke et al., 2013; Gebauer et al., 2012). Interactional unfairness could occur when one of the two conditions are not met: (1) the party that is affected by decisions has to be treated by the decision-makers with interpersonal dignity (Cropanzano et al., 2002), and (2) the people who are affected by the decisions of decision-makers have to be provided, by these decision-makers, explanations or justifications for the decisions (Cropanzano et al., 2002).

In online ideation contests, participants may form expectations about these two conditions (Gebauer et al., 2013). When one or both of the conditions are violated, and so participants miss the expected politeness, respect or honesty in their relationship with the decision-makers, interactional unfairness will likely occur, and the participants may engage in deviant behaviour (Gebauer et al., 2013). An example of interactional unfairness occurred in an online ideation contest hosted by the food retail chain SPAR, where a participant's account was blocked from the platform. The participant commented with a new account that he perceived this decision as unfair because the reasons for the blocking were not justified or explained by the host (Gebauer et al., 2013). The participant reacted to the blocking of his account by creating additional accounts to post new negative comments (Gebauer et al., 2013).

2.4.5. Organisations' Size

The last relevant antecedent for deviant customer behaviour in offline settings is the 'organisations' size.' Customers are more willing to commit destructive actions against large, impersonal organisations than small and personal firms (Cox et al., 1990; Houston & Gassenheimer, 1987). This phenomenon can be explained by the social distance theory (Gassenheimer et al., 1998; Houston & Gassenheimer, 1987). This theory explains that when the social distance between two parties increases due to decreasing social interaction, mutual concern decreases, which makes it fairer for one party to take economically advantage of the other party (Gassenheimer et al., 1998; Houston & Gassenheimer, 1987). Therefore, customers prefer to commit deviant actions, such as stealing, against larger organisations since they likely have less social and personal interaction with these larger firms (more social distance) and less concern for these organisations (Houston & Gassenheimer, 1987).

This antecedent is related to 'distributive unfairness' (Gassenheimer et al., 1998). The social distance theory of organisations' sizes adds a social dimension to the equity principle of distributive unfairness (Gassenheimer et al., 1998), which is focused on the economic outcome of an exchange that

must reflect the customer's input (Gassenheimer et al., 1998). The social distance theory also focuses on equity in exchange but focuses not on the economic outcome but on the 'social' outcome (the amount of personal interaction customers receive from a firm) (Gassenheimer et al., 1998). When customers do not receive the amount of personal interaction, they think they 'deserve' from a company inequity will occur (Gassenheimer et al., 1998)

Some researchers have written about the 'identifiable victim effect': customers who cannot identify themselves with an organisation due to its large size and so cannot identify the victim do not empathize with the organisation and thus engage in deviant behaviours (Jenni & Loewenstein, 1997).

3. Methodology

This chapter describes how the researcher carried out the study. First, the research strategy is discussed, followed by a description of the participant recruitment process, the data collection method and the data analysis procedures. Lastly, research ethics are addressed.

3.1. Research Strategy

The main research question of this study was addressed using a qualitative methodological approach. The main aim of this study was not to form and test hypotheses but to explore the antecedents of deviant customer behaviour in online ideation contests. This study's explorative, theory-building goal was inductive in nature and so did not align with quantitative approaches, which are deductive in nature (Bleijenbergh, 2015; Cassel & Symon, 2012). Inductive qualitative research techniques are most appropriate for building new theories to study social phenomena when there are limited or insufficient theoretical frameworks available (Cassel & Symon, 2012).

Although some methods, such as surveys, may be appropriate for gathering data on the perceptions of participants, qualitative methods, such as interviews, are more appropriate when exploring participants' experiences and provide a richer context and a more holistic view (Cassell & Symon, 2012). Quantitative techniques do not generate this holistic view (Cassell & Symon, 2012). Gatzweiler et al. (2017) advocated for extra in-depth qualitative, explorative studies within the domain of online ideation contests to reveal the likely antecedents of deviant customer behaviour.

In this research, the chosen philosophical approach was 'interpretivism.' The interpretivist tradition emerged from a scientific approach that uses the interpretation of human beings as the point of departure (Prasad, 2017). This approach is used to produce knowledge on social phenomenon (Prasad, 2017), such as the antecedents of online deviant behaviour. The concept 'verstehen' is essential within this philosophical approach (Outhwaite, 1986). 'Verstehen' involves accessing and understanding subjective interpretations and the meanings that people assign to a social phenomenon (Denzin & Lincoln, 2017). In other words, an interpretivist approach is focused on how human beings make sense of social events around them (Denzin & Lincoln, 2017).

This stance is consistent with the existing theoretical literature (e.g. Gatzweiler et al., 2017; Gebauer et al., 2013) and the grounded theory approach (Gioia et al., 2012). Grounded theory (Glaser, 1999) is an inductive qualitative research method that generates theory (as opposed to findings) and is consistent with an interpretive stance (Langley & Abdallah, 2011). Gebauer et al. (2013) stressed the importance of subjectivity when researching deviant behaviour in an ideation competition. According to Cassell and Symon (2012) and Langley and Abdallah (2011), the grounded theory approach is especially suitable to study and capture rarely investigated phenomena. It is, therefore, also suitable to study the phenomenon of deviant customer behaviour and its antecedents in online ideation contests.

For these reasons, the grounded theory research method was applied in this study to build a new theory.

The grounded theory method is concerned with the discovery of patterns and relationships in the data rather than generating statistical output (Langley & Abdallah, 2011). A fundamental property of the method is that ‘all is data’ (Glaser, 1998), which means that the researcher was permitted to use all kinds of data that are relevant to the substantive area of interest. For practical reasons, such as a limited time frame, the researcher focused only on conducting semi-structured interviews with Dutch participants of online ideation contests, which provided underlying concepts that serve as the foundation for a new theory.

In this study, the researcher started with specific insights and via continual data collection and learning from his own data he improved his research design so he could develop broad conceptualisations. However, a pure form of grounded theory was not used in this study. Rather, the researcher made use of the existing literature on deviant customer behaviour and the most relevant antecedents within offline settings: (1) dissatisfaction and (2) perceived unfairness (e.g., Blodgett & Granbois, 1992; Gebauer et al., 2013; Wirtz & Kum, 2004), which were discussed in Chapter 2. The researcher included questions about these antecedents in his interview protocol to see if they were also relevant antecedents for customer deviance in online ideation contests. The researcher made use of this existing literature but did not treat it as ‘sacred truths.’ This variant of grounded theory can be described as the informed grounded theory approach (Thornberg, 2012).

In this study, the four qualitative evaluation standards of the grounded theory approach were used. Grounded theory is never simply correct or incorrect but satisfies the following criteria to different extents: (1) the *fit* criterion, (2) the *relevance* criterion, (3) the *workability* criterion and (4) the *modifiability* criterion (Lomborg & Kirkevold, 2003; Walsh & Holton, 2016). These four evaluation standards are the most appropriate principles for evaluating the quality of a grounded theory study (Walsh & Holton, 2016). Here, ‘*fit*’ is a synonym for validity, and the fit criterion addresses how clearly the underlying data are explained by the produced theory (Walsh & Holton, 2016). ‘*Workability*’ refers to how precisely the grounded theory study has explained the researched phenomenon in order to be able to make future predictions (Glaser, 1998; Walsh & Holton, 2016). ‘*Relevance*’ refers to how much the research deals with the most important concerns of the study’s participants (Walsh & Holton, 2016). When the study is relevant, it instantly grabs the participants’ attention (Walsh & Holton, 2016). Lastly, ‘*modifiability*’ refers to the extent to which the produced theory can be modified when new relevant data emerges (Walsh & Holton, 2016).

3.2. Data Collection

Semi-structured interviews with Dutch participants who engaged in deviant behaviour in online ideation contests were used as the study’s form of data collection. From a grounded theory

perspective, the researcher could speak with anybody who had experience with online ideation contests (Glaser, 1998). However, the study had to be from one group's perspective within the area of interest (Glaser, 1998). Within this research, the analysis was conducted from the perspective of participants in online ideation contests. For practical reasons, such as a limited time frame, the researcher only interviewed those who were Dutch, had participated in such contests and had shown deviant behaviour since this group would provide the most valuable data.

3.2.1. Participant Recruitment

The researcher recruited the participants from social media platforms, such as Facebook and Twitter, and forums, such as Reddit and Quora. A fruitful source of participants proved to be Facebook. The researcher used the search option on these social media platforms and forums to search for posts about online ideation contests using relevant Dutch keywords, such as '*ideeënwedstrijd*' (in English: 'ideation contest'), '*ontwerpwedstrijd*' (in English: 'design contest'), '*designwedstrijd*' (in English: 'design contest'), and '*smaakwedstrijd*' (in English: 'flavour contest'). In the comment sections below these posts, the researcher searched for people who exhibited deviant behaviour in these online ideation contests. The researcher did this by searching, for example, for people whose complaints were related to their participation in an online ideation contest or who commented about their deviant contributions to these online ideation contests.

Messages with general information about the study and an invitation to participate in the study were sent to potential participants via email and direct messages on the social media platforms and forums. A link to a research page on the researcher's personal website, tomvandenoord.com, was mentioned in these messages. This link presented the broad goal of the study (to study customer involvement in online ideation contests) and that the interview would be conducted via Zoom. In addition, all the ethical principles of the study, such as the associated risks that the participant would have to agree to before the start of the interview, were already discussed on the website. Due to the sensitive nature of the topic, the researcher was extra careful and therefore informed potential participants that they could join the Zoom call as a guest with a fictitious name. They could do this by joining the interview via a general Zoom link for which no account was needed. In addition, the website also mentioned that at the beginning of the interview, participants would be asked for approval to let the researcher record the interviews. The researcher also mentioned that these audio recordings were solely used for transcription purposes and that the video option would automatically be turned off. People were also informed that they could withdraw from the study at any time, and should they not wish to participate voluntarily, a gift card of 25 euros from Bol.com would be sent to their email or home address. Potential participants responded via a direct message, an email to the researcher's email address, or comments by anonymous accounts on the researchers' website. After volunteering to participate, the researcher discussed the interviews' dates and times with the participants via direct

messages on the social media platforms and forums, emails, or anonymous private messages via the website of the researcher.

The final number of interview participants depends on the richness of the data collected (Thomson, 2011). An experienced grounded theorist, Helen Scott, suggested to the researcher, in a video call over Zoom, that as a rule of thumb, 10-15 participant conversations were likely to be sufficient to identify core categories (H. Scott, personal communication, May 10, 2021). This range was also referenced by Munhall (2010). In this study, 25 participants were recruited, and 25 semi-structured interviews were conducted. The interviews resulted in a total of 11 hours and 34 minutes of interviewing (average of 28 minutes) and were conducted over four weeks in June 2021 (see Appendix A). By using appropriate safety measures to ensure the anonymity and confidentiality of the interviewees' data, and by asking in-depth questions, the researcher managed to activate the participants to talk about a sensitive topic about which they are generally reluctant to talk about their deviant behaviours, which resulted in interviews with an average length of almost half an hour. These interviews enabled the identification of core categories and secondary categories and the development of a theory of sufficient depth to explain what was going on in the substantive area of interest.

3.2.2. Semi-Structured Interviews

The use of semi-structured in-depth interviews enabled participants to elaborate on their answers and provide detailed information. Since the interviews were semi-structured, the researcher was able to pose various questions to find the questions which prompted the participants to talk about what mattered most to them (the best 'elicited spill') (Glaser, 1992).

The interview protocol used for this study, which followed the grounded theory method, can be found in Appendix B. Since deviant behaviour is a sensitive topic, the topic was introduced using a simple explanation of what deviant behaviour is and when this explanation was not understood by the participants, it was clarified with an example. Once the participants understood the topic, the researcher asked them to explain their own experiences with deviant behaviour in online ideation contests, their deviant behaviour in online ideation contests, and the events that led to their deviant behaviour. When the researcher noticed that a participant did not tell much or forgot something, he would use questions about the most relevant antecedents in offline settings: (1) dissatisfaction (e.g., Blodgett & Granbois, 1992; Gebauer et al., 2013; Wirtz & Kum, 2004) and (2) perceived unfairness (e.g., Faullant et al., 2017; Gilliland, 1993).

For example, when the researcher noticed that the participants experienced dissatisfaction or unfairness during their participation in an online ideation contest but not talked much about it because of the sensitivity of the subject, the researcher tried to ask the participant in an open-ended way if dissatisfaction or perceived unfairness contributed to their deviant behaviour (see Appendix B). The researcher did this by asking the participants if, in the situation where they conducted deviant

behaviour, they were satisfied with the ideation contest and the host (to check for dissatisfaction as an antecedent) or what they thought about the compensation (to check for distributive unfairness as an antecedent) or what they thought about the selection procedures (to check for procedural unfairness as an antecedent) (see Appendix B). Afterwards, when participants explained they were dissatisfied or perceived the compensation or selection procedures as unfair, the researcher asked if this, and if so, how this has led to the situation in which they showed deviant behaviour (see Appendix B).

All interviews were conducted via Zoom. Interviewing remotely offers flexibility in the location and timings of interviews and, importantly, was consistent with the COVID-19 safety measures in the Netherlands and adopted by Radboud University. All the study's participants gave permission to be interviewed via Zoom.

At the beginning of each interview, participants were also asked to provide their verbal consent to participate in this study. Since the risk of harm arising from participating in this study was assessed to be minimal, it was unclear as to whether gaining informed consent was necessary. The researcher considered, however, that out of respect for participants' autonomy, it was appropriate to gain verbal consent. Asking for written consent would have required the provision of personal data (e.g., email addresses and postal addresses) and could undermine trust in the researcher.

3.3. Data Analysis

In order to conceptualise the primary data collected, the researcher analysed the transcriptions of the semi-structured interviews using the analytic procedures of the grounded theory research method. In this approach, data analysis occurs simultaneously with data collection (Glaser, 1998). Data were analysed using the constant comparison process until the core categories emerged. This analysis phase is known as the open coding stage.

Open coding: Open coding allowed the researcher to 'run the data open' and code anything and everything which could be appropriate (Glaser, 1998). The resulting first-order codes were compared with each other to discover similarities and variances. Subsequently, the researcher labelled useful similarities in the research with conceptual tags (codes/concepts). By doing this, the researcher could form groups of second-order codes by placing all the similar codes into more general categories. In doing so, the researcher remained open to every potential theoretical option, which was consistent with the research's explorative nature. The researcher also inadvertently organised data into inappropriate categories. However, by systematically comparing the data, the researcher relocated the incorrectly organised data into the correct categories.

After the second-order categories were identified, comparisons continued, and selective coding was conducted until all concepts were saturated.

Selective coding: ‘The selective coding phase’ can be seen as the second coding phase of the grounded theory approach (Glaser, 1998). In this phase, all the concepts were compared with each other, and recurring patterns in the interviews were analysed (Glaser, 1998). The selective coding process explored patterns that were present in multiple interviews.

Towards the end of the analytic process, the concepts developed were then integrated using emergent theoretical codes (aggregated dimensions) to form a new theory (Glaser, 1998). This explained what was going on in the substantive area of interest, including the antecedents of deviant customer behaviour in online ideation contests.

To increase the study’s fit, the researcher used the qualitative analysis software ATLAS.ti 9 and a research diary. The computer program ATLAS.ti 9 supported the researcher during the coding and analysis phase. The research diary helped to document and reflect on the researchers’ choices in collecting and analysing the data, which occurred simultaneously. The final codebook for this research is presented in Appendix C.

3.4. Research Ethics

As discussed in the data collection section, the researcher considered several ethical issues in this study. Some of these issues have already been discussed in this chapter but will be presented once again to provide a clear overview of all the issues considered for this study.

During the recruitment phase, information about the ethical issues of the study was presented on the researcher’s website: www.tomvandenoord.com. It also presented the broad goal of the study (to study customer involvement within online ideation contests). Furthermore, the website indicated that participants could withdraw from the study at any time, and that they would not be personally identifiable. Further, the researcher indicated that the audio of the interviews would not be recorded without their approval and joining the study would be completely voluntary. Further, if they did not want to contribute without compensation, they could receive a Bol.com gift card with a value of 25 euros from the researcher by mail or via email.

In 2021, which is when the study was conducted, the Netherlands was in lockdown due to the COVID-19 pandemic. Since the study was qualitative in nature and the researcher planned to conduct interviews, the researcher was required to follow all the COVID-19 measures implemented by the Dutch government (Ministerie van Algemene Zaken, 2021) to keep himself and the interviewees safe. Therefore, the researcher chose to conduct all the interviews online via Zoom. People could access this Zoom link via a guest account using a fictional nickname.

Before the start of every interview, some time was made available for the interviewees to ask the researcher any questions about the interview and the study. As for the privacy principles of the research, before the start of each interview, the participants were asked to give their verbal consent to

allow the researcher to use the interview data for academic purposes and to record the audio of the interviews, which would later be transcribed and coded. The researcher also informed the participant that the video option would automatically be turned off. Permission to use quotes from the transcribed interviews in the final research paper was also requested. The researcher promised the interviewees that all the data from the interviews would be anonymous, and pseudonyms that might reveal the participant's identity due to particular characteristics of the data would not be used (Corden & Sainsbury, 2006). The researcher also stressed that the raw interview data (the interview transcripts) would not be made accessible to anyone other than the researcher's lead supervisors and that the audio files would be treated with confidentiality and be deleted within two months. Finally, the researcher gave the interviewees the option to provide their email addresses to receive the study's results after the completion of the research.

4. Results

This chapter presents the results of the interview data analysis and explores the antecedents of deviant customer behaviour in online ideation contests. This analysis has resulted in the identification of two different main antecedents (1) *dissatisfaction* and (2) *humour*. Furthermore, through the analysis of the interview data, four different types of dissatisfaction and two types of humour emerged. In addition, the data shows *perceived unfairness* (procedural, interactional, and distributive unfairness) as a sub-antecedent of the main antecedent dissatisfaction. Furthermore, it shows two types of deviant behaviour and shows that different types of deviant behaviour stem from each main antecedent.

A detailed description of these main antecedents, the various types of these antecedents, the overlap between the dissatisfaction and perceived unfairness antecedents, and the different types of deviant behaviour are provided below.

4.1. Dissatisfaction

The first of the two antecedents that emerged from the data analysis was '*dissatisfaction*.' The data revealed that of the 25 ex-participants who were interviewed by the researcher, 21 participants experienced dissatisfaction in the online ideation contest (see Appendix D). According to the data, dissatisfaction can be defined as the feelings of discontent that people perceive when their expectations are disconfirmed. According to the data, participants experienced disconfirmation of expectations in situations where their expectations before entering the contest were different to their actual experiences (in a negative way). More specifically, the data revealed that we could distinguish four types of dissatisfaction: customers could have different expectations about (1) the winning idea or the selected entries, (2) the selection procedure to select the winner(s), (3) the compensation, or (4) the retention of ownership rights of the submitted ideas. Furthermore, the data revealed that 20 of these 21 dissatisfied participants also perceived unfairness in the online ideation contest (see Appendix D). The data revealed that disconfirmation of the expected fairness about (1) the procedures to select the winner (procedural unfairness), (2) the amount and distribution of the compensation (distributive unfairness), and the (3) treatment of the participants by the host (interactional unfairness) resulted in dissatisfaction. These four types of dissatisfaction and three types of perceived unfairness, as sub-antecedent of dissatisfaction, are illustrated below.

4.1.1. *Dissatisfaction With the Winning Idea or Selected Entries*

Firstly, the data revealed that the most extensively and frequently mentioned form of dissatisfaction concerned the contests' winning idea or selected entries. According to the data, dissatisfaction with the winning idea or selected entries can be defined as the feelings of discontent that people perceive when their expectations about the quality of the winning or selected entries are disconfirmed.

K participated in an online cake contest hosted by Hema. In this contest, people could submit an idea for a new cake. K showed deviant behaviour by commenting on the Facebook page of Hema about the winning idea that the winning idea looked like cat faeces. In the interview, K explained she was dissatisfied with the selected entries for the final:

‘At the moment a choice had to be made from the cakes [by the decision-makers], there were simply cakes that I just found worse, in terms of appearance, than the cake I had submitted. I just do not think it is right that [instead of] my cake, which I personally like much more in terms of appearance [the selected cakes were chosen for the final and] that I was not invited to the final’ (Participant K, Female, Participant HEMA Taartbakwedstrijd 2021).

Participant K mentioned in the interview that, while she was not selected for the final, she was dissatisfied with the quality of the selected cakes because she perceived the selected cakes, including the winning idea for the finals, as inferior to hers. K also mentioned that she expected that the selected cakes had to be more attractive than they were now to be able to qualify for the final.

Participant M, joined another ideation contest hosted by Hema: a product design contest. In this ideation contest participants were tasked with delivering a product design that could make life at home during lockdowns easier and more enjoyable for families. He submitted the idea of sustainable fridge magnets with uplifting quotes. Participant M exhibited deviant behaviour by criticising the lousy quality of the selected entries for the final via a comment on the Hema Facebook page and that he should have been in the final. In the interview with the researcher, participant M explained that he was dissatisfied with the quality of the selected ideas for the final:

‘I came up with [the product idea of] fridge magnets, but when I see what [designs are present] in the final, [I think these ideas are] not even a little bit better [than my design]; [they are] even worse’ (Participant M, Male, Participant HEMA Design Contest 2020).

Participant M mentioned in the interview that he perceived the selected ideas for the final as too simple and that he expected more complex ideas, like his, to be selected for the final.

4.1.2. Dissatisfaction With the Procedures to Select the Winner(s)

Secondly, the data revealed that some participants felt displeasure over the procedures used to select the winner(s). According to the data, dissatisfaction with the procedures to select the winner(s) can be defined as the feelings of discontent that people perceive when their expectations about the used selection processes, evaluation criteria, and strategies by the decision-makers to reach an outcome allocation are disconfirmed.

Participant O also participated in the Hema cake contest. Participant O exhibited deviant behaviour by commenting on the Hema Facebook page that she was dissatisfied with the jury and their selection criteria to select the uninteresting winning flavours. In the interview with the researcher, O mentioned the following:

‘Uhm well, the [concept of the ideation contest] was actually a good one, but when you make [the cake] at home, [Hema, does not check when selecting the finalists,] how the hygiene is at home. (...) I think [this] should have been improved’ (Participant O, Female, Participant HEMA Taartbakwedstrijd 2021).

Participant O mentioned in the interview that she was dissatisfied because she expected that selection criterion as, for example, the hygiene of home kitchens would be included in Hema’s selection procedures, but contrary to what she expected was the hygiene of home kitchens not included. In the interview with the researcher, O said she was also dissatisfied with the selected jury:

‘I think if the jury was made up of (...) as diverse [a group of] people as possible who also come from daily life, so [as well with] no baker’s background that there would be more versatility in [the selected entries]. (...) If there was also more (...) diversity in the jury, I do not think I would have [commented on Hema’s Facebook page]’ (Participant O, Female, Participant HEMA Taartbakwedstrijd 2021).

Participant O also mentioned in the interview that she expected the jury to be more versatile than it currently was. O mentioned in the interview that the jury only consisted of professional bakers and that the composition of the jury would have been improved if other people who are not professional bakers could participate in the jury.

4.1.2.1. Procedural Unfairness. Furthermore, data revealed that participants who perceived ‘procedural unfairness’ also felt displeasure over the procedures used to select the winner(s). According to the study’s data, procedural unfairness can be defined as the perceived unfairness of the selection processes, evaluation criteria, and strategies adopted by the decision-makers to reach an outcome allocation.

Some interviewees perceived a lack of transparency about the selection procedures. For example, participants J and K both showed deviant behaviour by criticising the host via comments on the hosts’ Facebook pages. The data revealed they perceived the selection procedures to select this winner as unfair, and they were dissatisfied with these selection procedures.

Participant J was also enrolled in the Hema cake contest and mentioned that she exhibited deviant behaviour by criticising, via a comment on Facebook, that the used selection procedures of the host were not fair. Participant J mentioned in the interview the following about this:

‘I did post a review (...) because I did not think [the used selection procedures] were right at all. (...) [And] I just did not think [the used selection procedures] were fair. [Hema] just chose a cake [of their choice] and (...) I just have trouble with that. (...) I [expected] that Hema would see that vegan cakes are so important [to add] to their product range’ (Participant J, Female, Participant HEMA Taartbakwedstrijd 2021).

J mentioned in the interview that there was ambiguity about how the finalists had been chosen. J mentioned that she initially expected that Hema would also consider vegan cakes as potential

winners. She mentioned that she now has doubts about whether the jury has even judged the submitted vegan cakes, including hers, and that the process to select the winning cake was an unfair put-up job. In the interview with the researcher, J mentioned that these unfair procedures also made her dissatisfied:

‘Veganism is just completely hot at the moment; there is just a high demand for it and [vegan cakes, including mine, are] simply not considered (...), and I think [this unfair selection process] is just a shame. (...) Why [are] vegan cakes [not considered]? Yeah, I just do not understand that’ (Participant J, Female, Participant HEMA Taartbakwedstrijd 2021).

Participant J mentioned in the interview that the used selection procedures were unfair, as the host did not consider vegan cakes. J also mentioned in the interview that she was dissatisfied with these unfair procedures as she did not expect that Hema would not consider vegan cakes. J mentioned in the interview that she expected that Hema would consider vegan cakes as it would be important because many people, including her nieces who have galactosemia, a hereditary disorder, cannot tolerate lactose. In addition, J mentioned that considering vegan cakes would be important because an increasing number of people would like to eat responsible vegan food products.

Participant K, who partook in a cake contest hosted by Hema, exhibited deviant behaviour by commenting on Hema’s Facebook page that the winning cake looked like cat faeces. She perceived the procedures to select the finalists as unfair. In the interview, she said the following about why she perceived the selection procedures as unfair:

‘There is a bit of ambiguity [about the selection procedures]. (...) Who can tell me that [the jury has actually] tasted my pie (...), like the pies of the finalists [which were] actually tasted? I saw [the jury tasting their cakes] in a video. So, yes, I understand the comparison [in the final]; they relied on taste. (...) There is ambiguity [about the procedures to select the finalists], and this [is not] fair for me. (...) I think that if (...) the contest had been completely fair for me, I would have held back when posting that comment’ (Participant K, Female, Participant HEMA Taartbakwedstrijd 2021).

Participant K mentioned in the interview that she initially expected that the selection procedures would be transparent but that later there was ambiguity about the selection of the finalists. K mentioned that she now has doubts about whether the jury judged her cake in the same way they judged the finalists' cakes. In the interview with the researcher K mentioned she was also dissatisfied with these unfair selection procedures:

‘I [expected] more explanation [from Hema] about [the selection procedures] and I also understand that not everyone can go through to the final, there is no space for that, but the (...) [lack of transparency in these selection procedures] that is where my source of frustration lies’ (Participant K, Female, Participant HEMA Taartbakwedstrijd 2021).

Participant K mentioned in the interview that she perceived the used selection procedures as unfair because of ambiguity about the procedures to select the finalists. K mentioned in the interview she did not know what selection requirements were considered by the jury. K also mentioned in the interview that she initially expected these selection procedures to be transparent, but the lack of transparency in these selection procedures made her dissatisfied.

4.1.3.1. Interactional Unfairness. In addition, the data revealed that the participants who perceived ‘interactional unfairness’ also felt dissatisfaction with the selection procedures. According to the study’s data, interactional unfairness can be defined as the perceived unfairness of how the participants are treated by the host during the selection process to reach an outcome allocation.

The data revealed that participants engaged in deviant behaviours when they were not treated with interpersonal dignity by the host and when the host did not explain or justify their decisions.

Participant P also enrolled in the Hema product design contest. He exhibited deviant behaviour by commenting on the company’s Facebook page that the product design contest was an unfair competition. In an interview with the researcher, participant P mentioned the following about the interactional treatment by Hema during the selection process:

‘There was no clarity about the [selection] procedure, [as] there was (...) [no] communication about it, no emails were sent about it’ (Participant P, Male, Participant HEMA Design Contest 2020).

P mentioned in the interview that he initially expected that Hema would send emails explaining their selection decisions. P also mentioned that Hema did not provide any explanation at all for these decisions during the contest and that he perceived this as unfair. In the interview with the researcher, P also mentioned that he was dissatisfied with this unfair treatment:

‘There was actually no communication [about the selection procedure at all] to the participants and (...) I found that very unfortunate about the [selection] procedure. (...) Because there was no clarity, [I became] (...) just very dissatisfied’ (Participant P, Male, Participant HEMA Design Contest 2020).

P mentioned in the interview that he perceived interactional unfairness as there was no communication by the host about the used selection procedures. P mentioned as well that he expected that he would be better treated by the host and that there would be more clarity as the host would clarify their decisions. P also mentioned in the interview that because of the absence of this clarity, he also became dissatisfied with these selection procedures.

4.1.3. Dissatisfaction About the Compensation

Thirdly, the data revealed that some participants felt displeasure about the amount and distribution of the compensation. According to the data, dissatisfaction about the compensation can be defined as the feelings of discontent that people perceive when their expectations about the amount and the distribution of a compensation are disconfirmed.

Participant N enrolled in an online ideation contest to come up with a new flavour for a spice assortment. This contest was hosted by Van Beekum Specerijen. The participant demonstrated deviant behaviour by commenting on the Van Beekum Facebook page that how they hosted the contest was unprofessional and that the compensation for participation was insufficient. Furthermore, N stated that the company should be thankful for all the entries and that they could consider his entry as cancelled. In the interview, participant N mentioned he was dissatisfied:

‘[As participants, we] only received a few euros of shopping credit as a thank you, (...) a small stock of your own spice mix that you already possessed and a certain [personal] appreciation post to say thank you very much [for your submission]. (...) I do not think [such compensation is okay and sufficient] for such a [large] competition’ (Participant N, Male, Participant Van Beekum - Fix the Mix 2018).

Participant N also mentioned during the interview that instead of the current compensation that made him feel disadvantaged, he expected the compensation to be better. N also mentioned in the interview that Van Beekum should have provided money or a percentage of the turnover in exchange for the winning idea. Participant N mentioned in the interview that he considered that as an adequate compensation.

Participant R partook in an online ideation contest hosted by Robijn, a brand of washing liquid. In this contest, participants designed product labels and names for Robijn’s new ‘Black Velvet’ washing liquid collection. The contestants in this competition had to submit their most creative mood boards or drawings. Participant R showed deviant behaviour by commenting on Robijn’s Facebook page that Robijn must give the winner a correct compensation, such as 5% of the proceeds of the Black Velvet washing liquid. In the interview with the researcher, R mentioned she was dissatisfied:

‘I participated in a Robijn design competition, and I submitted a really nice mood board. I really did my best on that, and I think it is just ridiculous that [participants] just do not get [any compensation] for that [when they win]’ (Participant R, Female, Participant Robijn Collection design contest 2018).

Participant R mentioned in the interview that she was dissatisfied with the compensation. R mentioned in the interview that the lack of compensation for the winner of the contest did not meet the level of her expected correct compensation, which was 5% of the proceeds of the Black Velvet washing liquid.

4.1.3.1. Distributive Unfairness. Furthermore, data revealed that participants who perceived ‘distributive unfairness’ were also dissatisfied with the compensation. According to the study’s data, distributive unfairness can be defined as the perceived unfairness of the amount and distribution of the compensation. The data revealed that participants engaged in deviant behaviours when they did not receive what they assumed they would receive from the hosts. Further, the data showed that

participants perceived distributive unfairness in situations where (1) they were not compensated or appreciated for their efforts and (2) where they received rewards that they perceived as poor.

Participant D participated in an online ideation contest for a new ‘kruidnoten’ (a Dutch cookie) flavour hosted by Qmusic and Bolletje. Participant D showed deviant behaviour by commenting on the Facebook page of Bolletje that she thinks it is unfair that she did not receive anything for her participation even though she had the same idea, ‘apple pie,’ as the winner and that she is dissatisfied about this. In an interview with the researcher, she mentioned she perceived the distribution of the compensation as unfair:

‘I actually did not think that [the distribution of the compensation] was fair because I think that (...) [many] people who [participated submitted the winning idea and so the host] should actually give them all [a compensation]’ (Participant D, Female, Participant BOLLETJE, QMUSIC De Smaakvolste Verkiezing van Nederland 2021).

Participant D mentioned, in the interview, that she expected that not only she but everyone who submitted the winning idea ‘apple pie’ should have been given compensation for their submission. Furthermore, D mentioned in the interview that because only one participant with the same winning idea ‘apple pie’ received a compensation, she perceived this distribution of the compensation as unfair. In the interview with the researcher, D mentioned she was dissatisfied:

‘I actually think [that with the same idea as the winning idea] I should have won [as well], but in the end, it did not happen, and if you also do not even get a compensation, (...) [it made me] actually very [unhappy]. That did lead me to write something in the [comment section], what everyone reads, so then everyone will know that [the contest is] not [fairly] hosted’ (Participant D, Female, Participant BOLLETJE, QMUSIC De Smaakvolste Verkiezing van Nederland 2021).

Participant D mentioned in the interview that the distribution of the compensation was unfair. D also mentioned in the interview that she was dissatisfied with this unfair distribution of the compensation as she initially expected that all the participants who had the winning idea should have been compensated.

Participant R, as mentioned earlier, participated in the online ideation contest hosted by Robijn for their new ‘Black Velvet’ collection. In this contest, participant R exhibited deviant behaviour by posting on Robijn’s Facebook page she was dissatisfied with the lack of compensation. In addition, she posted that she thinks that it is unfair that the winner received no compensation for their submission and efforts. In an interview with the researcher, R mentioned she perceived unfairness:

‘The main reason for me [to post this comment is the fact that] such a company makes a lot of turnover and extra profit because [the co-created product label] looks nice and [the product] becomes more

attractive for the customer and the [participant] who invented it, I think, must be entitled to [fair] compensation. That was actually my main reason why I responded.’ (Participant R, Female, Participant ROBIJN Black Velvet Design Contest 2019)

Participant R mentioned in the interview that she perceived the compensation as unfair because she thought that Robijn would benefit more from the exchange than the participants did. R mentioned in the interview that this was because the participants were not compensated for their efforts. As mentioned before, in the interview R, also said that this unfair compensation made her dissatisfied as there was no compensation made available for the winner, while R expected 5% of the proceeds for the winner as the proper compensation.

4.1.4. Dissatisfaction With the Loss of Ownership Rights on Submitted Idea(s)

Lastly, the data analysis revealed that the last form of dissatisfaction was dissatisfaction with the loss of ownership rights on submitted ideas. According to the data, dissatisfaction with the loss of ownership rights on submitted ideas can be defined as the feelings of discontent that people perceive when their expectations about the retention of the ownership rights on submitted ideas are disconfirmed.

In an online ideation contest hosted by Karwei, a Dutch hardware store, participants were invited to create a new wallpaper design. Participant X mentioned in the interview that Karwei claimed ownership of all entries and mentioned she disagreed with this transfer of ownership. X showed deviant behaviour by commenting on the company’s Facebook page that she would take the case to court and that she would win. In an interview with the researcher, participant X explained why she was dissatisfied:

‘I [am] very dissatisfied because I think it is ridiculous that all those people who participated and put in the time and energy have lost their design. That is, of course, not possible, because such a beautiful design (...) people can simply use for other things, whether that is wallpaper or a piece of fabric (...) and Karwei can also keep it and use it in three years' time. Yes, yes, I am very dissatisfied with that’ (Participant X, Female, Participant KARWEI De Grote Behang Battle 2021).

Participant X mentioned, in the interview, that she did not expect the transfer of the ownership rights of her idea to Karwei. X mentioned in the interview that she was dissatisfied about this and that she still wants to retain the ownership rights of her design because then she can still use it for other purposes.

4.2. Humour

The second of the two antecedents that emerged from the analysis of the interview data was ‘*humour*.’ The data revealed that of the 25 ex-participants who were interviewed, 4 participants (C, Q, T, and U) enrolled in online ideation contests to amuse oneself or to amuse others (see Appendix D). According

to the data, humour can be defined as the quality of being entertaining or funny. The data analysis also revealed two types of humour: (1) *humour to amuse oneself* and (2) *humour to amuse others*, which will be presented below.

4.2.1. Humour to Amuse Oneself

The first form of humour that emerged from the data analysis was '*humour to amuse oneself*.' According to the data, humour to amuse oneself can be defined as the quality of being entertaining or funny to fulfil the need for creativity. A participant who showed deviant behaviour within an online ideation contest to entertain oneself is participant C. He enrolled in an online ideation contest for the online role-playing game Runescape hosted by the game developer Jagex. In this competition, participants could create a new design for the login screen of the game. Participant C demonstrated deviant behaviour by submitting a provocative design containing characters from Pokémon, an unrelated game of another company in the gaming industry. In the interview, participant C mentioned that he wanted to entertain himself:

‘I, myself, had just taken the basic background of RuneScape and then instead of all [the usual] knights (...) I [created the full design with] Pokémons. [I placed] a big [Pokémon] monster in the background (...) and [I also placed] Pikachus [another Pokémon character] all over the [login] screen, so that’s kind of, yeah just [trolling], yeah just for fun. Trolling is doing something for fun. (...) I was bored, it was Saturday, and then I thought I would just [make] that [creative design to overcome my boredom]’
(Participant C, Male, Participant JAGEX RuneScape Login Screen Competition - AKD 2021).

Participant C mentioned in the interview that he wanted to make a Pokémon design as he wanted to use humour creatively and entertainingly to overcome his boredom and that this provocative “troll” design could make him laugh. Trolling means doing something for fun, as participant C explained in the interview.

4.2.2. Humour to Amuse Others

The second form of humour that emerged from the data analysis was '*humour to amuse others*.' According to the data, humour to amuse others can be defined as the quality of being entertaining or funny for others to fulfil the need for appreciation. A participant who showed deviant behaviour within an online ideation contest to entertain others is participant Q. Participant Q enrolled in an online ideation contest hosted by Mini Groessen, a Dutch clothing shop specialising in customised t-shirts. The ideation contest was hosted on Facebook. In this competition, participants were required to create a new design, a wrap, for a red and white Mini Cooper. Participant Q showed deviant behaviour by submitting the design of a car wrapped with the colours and logo of Marlboro, one of the major

cigarette brands in the world. In the interview, participant Q mentioned that he wanted to submit something humorous to entertain others:

‘I can imagine that [when] someone like me comes up with an idea of a wrap which actually [presents] a kind of negative image in society, namely of a cigarette brand, which is of course very unhealthy, (...) [as a company] you do not really want to be identified with [this]. [However] I [thought if I submitted that idea] there are still many people who might perceive that as humour (...) but of course, Mini Groessen does not like and expect [submissions like this]’ (Participant Q, Male, Participant MINI CENTRE GROESSEN 2021).

Participant Q mentioned in the interview that he knew that the host, Mini Centre Groessen, would not want to be identified with his submission due to Marlboro’s unhealthy and negative image. However, participant Q also mentioned in the interview that he still submitted the design as he thought others would maybe appreciate him for this submission.

4.3. Deviant Behaviour

The two types of deviant behaviour that emerged from the data analysis were (1) ‘*complaining*’ and (2) ‘*submitting deviant content.*’ According to the data, deviant behaviour can be defined as any consumers’ behaviour that departs from a referent group’s existing norms or that departs from a referent group’s expectations. The data revealed that of the 25 ex-participants whom the researcher interviewed, 21 participants showed deviant behaviour by complaining and 4 participants by submitting deviant content (Appendix D). These two types of deviant behaviour are illustrated below.

4.3.1. Complaining

The first form of deviant customer behaviour that emerged from the data analysis was ‘*complaining.*’ According to the data, this form of deviant behaviour can be defined as expressing displeasure or criticism.

More specifically, the data revealed that we could distinguish two types of complaining: (1) complaining about the contest and (2) complaining about other participants’ ideas.

4.3.1.1. Complaining About the Contest. According to the data, this first form of complaining can be defined as expressing displeasure or criticism about the used selection procedures or compensation in the online ideation contest.

Participant J was also enrolled in the Hema cake contest and mentioned in the interview that she perceived the selection procedures to select the winning chocolate cake as unfair. In addition, she mentioned in the interview that she was dissatisfied with these unfair selection procedures and that she showed deviant behaviour by criticising, with a comment on Facebook, these selection procedures:

'I [commented] that [Hema] does not really consider the [submitted] cakes at all. [Hema] just does not consider the best cakes and does not consider what people want and what is demanded. They just choose a cake [of Hema's choice] and (...) I just have trouble with that. Veganism is just completely hot at the moment; there is just a high demand for it, and [vegan cakes are] simply not considered (...), and I think that is just a shame' (Participant J, Female, Participant HEMA Taartbakwedstrijd 2021).

Participant J mentioned in the interview that she complained about the selection procedures because many people wanted a vegan cake as the winning cake. In addition, J mentioned that she complained because many people, including her nieces who have galactosemia, cannot tolerate lactose and that it is unfair that Hema does not consider these vegan cakes at all.

4.3.1.2. Complaining About Other Participants' Ideas. According to the data, this second form of complaining can be defined as expressing displeasure or criticism about other participants' ideas.

Participant K was like participant J enrolled in the Hema cake contest. As mentioned, K was dissatisfied with the quality of the selected entries for the final and the winning idea. In the interview with the researcher, K mentioned she showed deviant behaviour by commenting on Hema's Facebook page about the winning idea:

'I have [commented] that I have participated [in the contest] and that I disagree with the result because (...) [the taste of the winning cake] did not feel right to me. I saw [the winning girl speaking about] her cat, [the winning cake] was inspired by (...), and [I said that I] would not have been surprised if the cake was inspired by the cat's faeces' (Participant K, Female, Participant HEMA Taartbakwedstrijd 2021).

Participant K mentioned in the interview that she was complaining about the winning idea as she was dissatisfied with the quality of the selected cakes for the final and the winning cake. She also mentioned in the interview that she perceived the selected cakes, including the winning idea, as inferior to hers. K also mentioned that she expected that the selected cakes had to be more attractive to qualify for the final.

4.3.2. Submitting Deviant Content

The second form of deviant behaviour that emerged from the data analysis was '*submitting deviant content.*' According to the data, submitting deviant content can be defined as submitting content that deviates from the reference content with the intention to laugh or to make others laugh.

More specifically, the data revealed that we could distinguish the submission of two types of deviant content: (1) obscene content and (2) provocative content.

4.3.2.1. Submitting Obscene Content. According to the data, this form of deviant behaviour can be defined as submitting sexually related content that deviates from the reference content with the intention to make others laugh.

Participant T was one of the 2 participants who submitted obscene content in an online ideation contest. Participant T participated in an ideation contest on Facebook, hosted by Klimcentrum Neoliet Utrecht. In this contest, contestants could create new names for one of the hosts' climbing walls. Participant T mentioned in the interview that he participated in this contest to make his friends laugh. In the interview, T mentioned he submitted an obscene name:

'[On the Facebook page of the climbing company] (...) there was just such an [online ideation] competition going on. (...) They asked for a name for their new climbing [wall] and (...) I thought [the wall] (...) looked a bit like [female breasts], so then, as a joke, I tagged my friends and [submitted the name] Dolotits.' (Participant T, Male, Participant KLIMCENTRUM NEOLIET UTRECHT Overhang name competition 2021).

Participant T mentioned in the interview that he tagged his friends below his obscene submission on Facebook so that they would be notified about it, see the submitted name and could laugh about it.

4.3.2.2. Submitting Provocative Content. According to the data, this form of deviant behaviour can be defined as submitting controversial content that deviates from the reference content with the intention to laugh or make others laugh.

Participant Q was one of the 2 participants who submitted provocative content in an online ideation contest. As mentioned earlier, participant Q enrolled in an online ideation contest hosted by Mini Centre Groessen, a Dutch clothing shop specialising in customised t-shirts. In this competition, participants were required to create a new design, a wrap, for a red and white Mini Cooper, which later would be printed on a t-shirt. T mentioned in the interview that he submitted a provocative wrap to the contest:

'[I came] up with an idea of a [red and white colored Marlboro] wrap which actually [presents] a kind of negative image in society, namely of a cigarette brand, which is of course very unhealthy, (...) [as a company] you do not really want to be identified with [this]' (Participant Q, Male, Participant MINI CENTRE GROESSEN 2021).

Participant Q mentioned in the interview that he knew that his submission would be seen as provocative as his 'cigarette' design had a negative image in society and that the host of the contest would likely not want to be identified with Marlboro. Q mentioned he still submitted this controversial design as he thought that he could make others laugh with it.

4.4. Conceptualization

Table 2

Conceptualization of the (Sub-)Antecedents and Deviant Behaviours in Online Ideation Contests

Construct	Definition
1. Dissatisfaction	Feelings of discontent that people perceive when their expectations are disconfirmed.
1.1. Dissatisfaction With the Winning Idea or Selected Entries	Feelings of discontent that people perceive when their expectations about the quality of the winning or selected entries are disconfirmed.
1.2. Dissatisfaction With the Procedures to Select the Winner(s)	Feelings of discontent that people perceive when their expectations about the used selection processes, evaluation criteria, and strategies by the decision-makers to reach an outcome allocation are disconfirmed.
1.2.1. Procedural Unfairness	The perceived unfairness of the selection processes, evaluation criteria, and strategies adopted by the decision-makers to reach an outcome allocation.
1.2.2. Interactional Unfairness	The perceived unfairness of how the participants are treated by the host during the selection process to reach an outcome allocation.
1.3. Dissatisfaction About the Compensation	Feelings of discontent that people perceive when their expectations about the amount and the distribution of a compensation are disconfirmed.
1.3.1. Distributive Unfairness	The perceived unfairness of the amount and distribution of the compensation.
1.4. Dissatisfaction With the Loss of Ownership Rights on Submitted Idea(s)	Feelings of discontent that people perceive when their expectations about the retention of the ownership rights on submitted ideas are disconfirmed.
2. Humour	The quality of being entertaining or funny.
2.1. Humour to Amuse Oneself	The quality of being entertaining or funny to fulfil the need for creativity.
2.2. Humour to Amuse Others	The quality of being entertaining or funny for others to fulfil the need for appreciation.
3. Complaining	Expressing displeasure or criticism.
3.1. Complaining About the Contest	Expressing displeasure or criticism about the used selection procedures or compensation in the online ideation contest.
3.2. Complaining About Other Participants' Ideas	Expressing displeasure or criticism about other participants' ideas.
4. Submitting Deviant Content	Submitting content that deviates from the reference content with the intention to laugh or to make others laugh.
4.1. Submitting Obscene Content	Submitting sexually related content that deviates from the reference content with the intention to make others laugh.
4.2. Submitting Provocative Content	Submitting controversial content that deviates from the reference content with the intention to laugh or make others laugh.

5. Discussion

This fifth chapter of this study addresses the research' conclusion and discussion. In the first section, the conclusion, the study's research question is answered. The second section provides the theoretical and practical implications of the research, the limitations and recommendations for further research and the reflections of the study's researcher.

5.1. Conclusion

This study sought an answer to the following research question: '*What are the antecedents of customers' destructive deviant behaviour in online ideation contests?*' To answer this, a qualitative study was conducted into the antecedents of deviant behaviour of customers in online ideation contests.

The results show that there are two main antecedents for the deviant behaviours of customers in online ideation contests. These main antecedents are (1) *dissatisfaction* and (2) *humour*. The first antecedent, dissatisfaction, can be defined as the feelings of discontent that people perceive when their expectations are disconfirmed. Customers could have different expectations about (1.1) the winning idea or the selected entries, (1.2.) the procedures to select the winner(s), (1.3) the compensation, or (1.4) the retention of ownership rights on submitted ideas. The second antecedent, humour, can be defined as the quality of being entertaining or funny and is related to (2.1) humour to amuse oneself and (2.2) humour to amuse others.

Furthermore, the results show *perceived unfairness* as a sub-antecedent of *dissatisfaction*. Customers could also have different expectations about the fairness of the procedures to select the winner(s) (procedural unfairness) and the treatment by the host during these selection processes (interactional unfairness). *Procedural unfairness* can be defined as the perceived unfairness of the selection processes, evaluation criteria, and strategies adopted by the decision-makers to reach an outcome allocation. *Interactional unfairness* can be defined as the perceived fairness of how the participants are treated by the host during the selection process to reach an outcome allocation. The results show that these types of perceived unfairness are sub-antecedents of dissatisfaction about the procedures to select the winner(s). In addition, the results show that customers could also have different expectations about the fairness of the compensation (distributive unfairness). *Distributive unfairness* can be defined as the perceived unfairness of the amount and distribution of the compensation. The results show that this type of perceived unfairness is a sub-antecedent of dissatisfaction about the compensation.

The results also show that the two main antecedents lead to different types of deviant behaviour. All participants who were dissatisfied exhibited deviant behaviour by complaining; expressing their displeasure or criticism, in online comments, about (1) the online ideation contest or

(2) other participants' ideas. All participants who wanted to use humour to entertain themselves or entertain others showed deviant behaviour by submitting (1) obscene or (2) provocative content with the intention to laugh or to make others laugh.

In summary, this qualitative research has shown that in online ideation contests there are two different antecedents for the deviant behaviours of customers: (1) dissatisfaction and (2) humour. Furthermore, the data revealed perceived unfairness as a sub-antecedent of dissatisfaction. Dissatisfied participants generally show deviant behaviour by expressing their displeasure or criticism about the online ideation contest and other participants' ideas in online comments. Participants who want to entertain themselves or want to entertain others generally show deviant behaviour by submitting obscene or provocative deviant content.

5.2. Discussion

The results of this study demonstrate that the set of antecedents for deviant behaviour by customers that have been identified in offline settings are necessary but insufficient for understanding deviant behaviour in online ideation contests. Past research has concluded that customers in offline settings are likely to show deviant behaviour because of dissatisfaction or perceptions of unfairness (Blodgett & Granbois, 1992; Wirtz & Kum, 2004). This study, however, has shown that in online ideation contests, another antecedent (i.e., 'humour') might be relevant.

Similar to the literature on the antecedents of deviant behaviour in offline ideation contests (Blodgett & Granbois, 1992; Wirtz & Kum, 2004), dissatisfaction and the antecedent perceived unfairness can be considered as two of the most relevant antecedents in online ideation contests. The results of this study, however, revealed that perceived unfairness is not a main antecedent itself, but a sub-antecedent of the main antecedent dissatisfaction. In addition, the results of this study revealed as well a new antecedent that was not present in the literature (Blodgett & Granbois, 1992; Wirtz & Kum, 2004). The results show that the antecedent 'humour' in online ideation contests is also a relevant antecedent for deviant customer behaviour.

The study's results revealed that participants use humour as a creative act to fulfil their need for creativity and to entertain themselves. In addition, the study's results show that participants also use humour to entertain others to gain appreciation from them. The use of humour could be facilitated by the internet (Gatzweiler et al., 2017). Users of the internet are often anonymous since they can use fictional names (Gatzweiler et al., 2017). It seems that contrary to offline ideation contests, web-based ideation contests provide an anonymous environment that reduces customers' fear of causing offence or being sued for their 'humorous' deviant submissions. Fear is generally counterproductive for creativity, and a reduction of fear will likely let a participant's creativity flourish as it enables participants to think more clearly and deeply. In addition, there is a high potential to gain widespread attention (Gatzweiler et al., 2017). The internet might provide an environment where people can

spread their jokes to amuse others and receive appreciation from a larger audience of like-minded peers. With the presence of social media, such as Facebook, Instagram and Twitter, humorous content can quickly spread, and more and more people can see it and give their appreciation for it (Gatzweiler et al., 2017).

As a result, online ideation contests may provide (1) anonymity, which reduces fear, and less fear stimulates creativity (to fulfil the need for creativity) and (2) the wide reach needed to gain attention from like-minded peers, who could give the participant appreciation for their submission (to fulfil the need for appreciation from others). These ideal circumstances of online ideation contests, which are absent in offline ideation contests, provide people with the opportunity to use humour to fulfil their need for creativity and their need for appreciation from others, which might explain why 'humour' appears as an antecedent in online but not in offline ideation contests.

Similarly to Blodgett and Granbois (1992) and Wirtz and Kum (2004), who claimed that the antecedents of offline deviant customer behaviour, perceived unfairness and dissatisfaction, were connected to each other, this research found also overlap between the perceived unfairness and dissatisfaction antecedents. The results of this study revealed that perceived unfairness is a sub-antecedent of dissatisfaction.

This result can be explained by the disconfirmation of expectations theory (Blodgett & Granbois, 1992). According to the data, customers could form expectations about (1) the winning idea or the selected entries, (2) the selection procedure to select the winner(s), (3) the compensation, or (4) the retention of ownership rights on the submitted ideas. Expectations are later compared with the actual perceived circumstances (Blodgett & Granbois, 1992). If expectations are not met by the perceived circumstances, then this may result in customer dissatisfaction (Blodgett & Granbois, 1992). When participants of online ideation contests perceive the selection procedures (procedural unfairness), the treatment by the host during the selection procedures (interactional unfairness), or the distribution of the compensation (distributive unfairness) as unfair, they may experience disconfirmation of expectations. Participants who perceive unfairness likely had other expectations about (the fairness of) the selection procedure to select the winner(s) or the compensation. As a result, in situations where customers perceive unfairness and disconfirmed expectations, dissatisfaction about these selection procedures or compensation will likely occur and can induce deviant customer behaviour.

Furthermore, this study revealed that specific 'online' antecedents lead to different kinds of deviant behaviour in online ideation contests. It seems that 'dissatisfaction' generally leads customers to complain, in online posts on social media, about the used selection procedures or the compensation, and they may criticise other participants' ideas. The antecedent 'humour' seems to generally lead to the submission of obscene or provocative content with the intention to entertain oneself or to make

others laugh. Past research also has found that participants who are dissatisfied are likely to complain (Gatzweiler et al., 2017; Gebauer et al., 2013). When an ideation contest causes frustration among participants, customers are likely to complain since their trust in the ideation contest or host is damaged, and they want to protest to get their trust issues solved by the company (Gatzweiler et al., 2017; Gebauer et al., 2013).

Contrary to the current literature, which states that dissatisfaction can lead to the submission of inappropriate humorous content to show discontent (Gatzweiler et al., 2017), this study shows that it is more likely that customers who are satisfied submit inappropriate ‘humorous’ content, as a form of creativity, to fulfil their need for creativity or they submit inappropriate ‘humorous’ content to gain appreciation by others to fulfil their need for appreciation from others.

5.3. Theoretical Implications

This research has made two contributions to the academic literature on deviant behaviour by customers. First, this study examined the antecedents of deviant customer behaviour in online ideation contests, a topic on which limited research has been conducted (e.g., Gebauer et al., 2013). This study found one antecedent and one sub-antecedent that were similar to the antecedents in the current literature on ‘offline’ antecedents: namely, ‘dissatisfaction’ and its sub-antecedent ‘perceived unfairness’ (Blodgett & Granbois, 1992; Wirtz & Kum, 2004) but also found a new antecedent, ‘humour,’ that is only present in online ideation contests. Furthermore, in contrast to the existing literature on the antecedents of deviant customer behaviour in online ideation contests (Blodgett & Granbois, 1992; Wirtz & Kum, 2004), this study found that perceived unfairness is not a main antecedent itself, but a sub-antecedent of the main antecedent dissatisfaction.

Second, this research has contributed to the academic literature on the negative aspects of co-creation by exposing forms of deviant behaviour in online ideation contests. This study found the following two forms of deviant customer behaviour: complaining (about the online ideation contest or other participants’ ideas) and submitting deviant content (obscene or provocative content). By doing so, this study answers multiple calls to conduct more research in this field (Gatzweiler et al., 2017; Gebauer et al., 2013). Furthermore, by conducting semi-structured interviews with Dutch participants of online ideation contests, who have engaged in deviant behaviour, a rich set of data was collected and analysed. As a result, this study fills the gap in the academic literature on the dark sides of co-creation, showing the occurrence of deviant behaviours and their antecedents in online ideation contests and counterbalances the currently over positive research on co-creation.

Now that we have a better understanding of the antecedents and types of deviant customer behaviour in online ideation contests, with the results of this qualitative study, researchers could set up a quantitative study to test the discovered (sub-)antecedents and deviant customer behaviours in online ideation contests and to explore how these identified antecedents ‘humour,’ ‘dissatisfaction,’

(including its sub-antecedent 'perceived unfairness') are influencing the deviant behaviours of participants such as complaining and submitting deviant content. To collect the quantitative data, an online survey could be conducted. Then the definitions of this study (see table 2) for the main antecedents: 'dissatisfaction' and 'humour,' the sub-antecedent: 'perceived unfairness' and the deviant behaviours: 'complaining' and 'submitting deviant content' have to be operationalized. This can be done by identifying indicators to make the constructs measurable. Afterwards, structural equation modelling could be used to test this study's conceptual framework of antecedents for deviant customer behaviour in online ideation contests and to explore how these identified antecedents are influencing the identified deviant behaviours such as complaining and submitting deviant content.

5.4. Managerial Implications

The study's results have important managerial implications:

First, managers that host or would like to host online ideation contests to generate new ideas are recommended to take their decision to co-create with customers seriously. The managers responsible for the hosting of an online ideation contest must be aware that co-creating with customers has negative and positive implications. In online ideation contests, people can engage in deviant behaviour, which can be destructive for ideation contests, other participants, or the host of the contest since it can, for example, damage the hosts' brand identity. Therefore, the possession of knowledge about deviant customer behaviours in online ideation contests is important since, with this knowledge, managers can identify the deviant customer behaviours and separate the constructive from the destructive behaviours.

To identify these deviant behaviours, a governance co-creation structure will be needed, which calls for a community manager who can monitor the behaviours of customers. In this manner, the manager can react to potential destructive deviant behaviours at an early stage and can limit their impact. These community managers can state or enforce rules and conditions, which could allow them, if needed, to remove harmful, destructive content, such as inappropriate deviant submissions and offensive comments, from their platforms. However, too many and too strict rules can also limit the generation of constructive 'deviant' out-of-the-box ideas, which a company is maybe looking for. As customers also have to comply with all the strict rules and norms of an organisation, their creativity, which is needed to generate these out-of-the-box ideas, will decrease. In addition, to prevent the submission of more deviant content, the managers must never remove content from the platform without first having a conversation with the contributor of the deviant content. Otherwise, as revenge for the removal, the content can be reuploaded from another account by the participant, or the contributor, of whom the deviant content has been removed, can encourage others, via social media, to submit extra harmful deviant content. This could result in a spread of more harmful deviant content as like-minded peers start to behave in the same way. What managers can do is asking the contributors of

deviant content to remove or adjust the harmful content. When contributors do not answer this call, the host can delete the harmful deviant content, but only when this is in line with the set terms and conditions, otherwise a participant can become angry and also seek revenge. In addition, these managers can also de-escalate the deviant customer behaviour of commenting criticism by personally responding to those complaining customers and trying to solve their problems in order to regain trust and satisfaction. Responding to customers and solving their problems could help to prevent further complaints.

Second, ideation contest managers should possess knowledge about dissatisfaction as an antecedent of deviant customer behaviour in online ideation contests. This is important since by identifying the antecedent dissatisfaction and its sub-antecedent perceived unfairness at an early stage, the subsequent deviant behaviours can be limited or even prevented by showing quick reactions. Managers must expect that when dissatisfaction occurs, it will likely cause deviant behaviours. They must not underestimate dissatisfaction as an antecedent of deviant behaviour in online ideation contests. The aim of managers must be to make dissatisfied customers satisfied again and to regain the trust of customers who perceive unfairness. When customers express their dissatisfaction or perceptions of unfairness, managers must take the time to listen to them, acknowledge their dissatisfaction or perceived unfairness, apologize if a mistake has been made by the company, and inform the customer, when the problem is reasonable, that the company wants to solve their problem. Authentic reactions are important when addressing these dissatisfied consumers or when addressing these customers who perceived unfairness. Afterwards, in consultation with the customer, a solution can be found for their problem. By acknowledging and solving the problem of the dissatisfied customer or the customer that perceived unfairness, satisfaction and trust can be restored and the subsequent deviant behaviour of complaining, in online comments, can be limited or even prevented.

Lastly, managers of an online ideation contest must design an online ideation contest in a way that minimises the likelihood that antecedents of deviant behaviour will occur. Firstly, managers could research what elements of their ideation contests would make their customers dissatisfied or could be perceived as unfair, such as the voting procedures. They can study these pain points by conducting surveys and interviews with ex-participants of online ideation contests, or they could take lessons from complaints from participants of other online ideation contests. By limiting the ideation contest's pain points, managers can optimise the design of their online ideation contest in a way that minimises dissatisfaction and the perception of unfairness, and thus deviant behaviour by customers. The occurrence of humour as an antecedent can be limited by enforcing existing terms and conditions or setting new terms and conditions to allow moderators, if needed, to delete 'humorous' obscene and provocative submissions so that they cannot gain widespread attention and be copied by others. However, as mentioned earlier, too many and too strict rules can also limit the constructive 'deviant' out-of-the-box ideas, which a company is maybe looking for, as customers also have to comply with

all the rules and norms of an organisation which will decrease their creativity. Besides, moderators could let people also participate with their own identities. This will reduce the anonymity of participation, increase the fear of becoming publicly offended or legally sued for their inappropriate submissions. Subsequently, fear of being punished will decrease people's creativity, and it will also decrease the attractiveness of an online ideation contest as an ideal platform for participants to use humour as a form of creativity. As a result, two crucial elements that make it possible to be 'humorous' in online ideation contests are eliminated: (1) anonymity which reduces fear and fosters creativity which is needed to fulfil the need for creativity, and (2) the high potential to gain widespread attention and appreciation by others, which is needed to fulfil the need of appreciation.

5.5. Limitations and Recommendations for Future Research

This research has some limitations that establish potential opportunities for future research:

First, due to the qualitative methodological design, this research could not study the personality traits of participants as potential antecedents. Past research on offline settings has shown that personality traits, such as neuroticism and extraversion, can cause deviant customer behaviour, such as aggression (non-verbal and verbal) (Egan & Taylor, 2010; Jensen-Campbell et al., 2007). To develop a full understanding of all the potential antecedents of deviant behaviour in online ideation contests, a future quantitative study could study the influence of customer's personality traits on deviant behaviour in online ideation contests.

Second, for the definition of deviant behaviour within this study, a normative perspective is used (Heckert & Heckert, 2002). The perspective's limitations must be considered (Heckert & Heckert, 2002). The researcher could not create an objective definition of deviant behaviour since norms can be seen as abstract constructs that are related to the context of the studied group. What can be defined as deviant behaviour shifts with expectations and shifts with norms. Further cross-cultural research could determine the assessment of deviant behaviour based on varying norms and values.

Third, this study's interview protocol only includes questions on two types of perceived unfairness as relevant antecedents of deviant customer behaviour in online ideation contests: (1) distributive unfairness and (2) procedural unfairness. Scholars (e.g., Blodgett & Granbois, 1992; Faullant et al., 2017; Gilliland, 1993; Wirtz & Kum, 2004) generally divide perceived unfairness only in these two dimensions. Nevertheless, some scholars also mention a third possible type of perceived unfairness: (3) interactional unfairness (e.g., Gebauer et al., 2013). This dimension refers to how companies behave towards their customers (Gebauer et al., 2013); in online ideation contests, it refers to how the host behaves towards the contest's participants. In this study, the researcher made use of the inductive qualitative research method: informed grounded theory, and according to this methodological approach 'all data is data' which means that all data can be important. According to the informed grounded theory approach also this third dimension of perceived unfairness (interactional

unfairness) could have been important. Therefore, the interview protocol would have been improved if questions related to this dimension also had been added. As the researcher still remained open to every potential theoretical option, interactional unfairness still showed up in the study's results. In addition to procedural and distributive unfairness was, within this study, interactional unfairness a relevant dimension of perceived unfairness. Further quantitative research is needed to test if interactional unfairness is a relevant dimension of perceived unfairness as a sub-antecedent for destructive deviant behaviour in online ideation contests.

5.6. Reflection

In this qualitative study, I tried to determine the antecedents of deviant customer behaviour in online ideation contests. However, in addition to theoretical and academic motivations, I had some practical reasons to conduct the study's interviews.

In my previous marketing job, where I also managed social media accounts, I tried to increase the number of likes for my company's Facebook page. At that time, I thought an online ideation contest on Facebook would be an effective way to connect (potential) customers with our company and to obtain new likes. In this ideation contest, I asked people to create a name for one of our new rental products, and some people started to submit offensive names and derogatory words about our company. In addition, there was one person who started to criticise me when I commented on his post that offensive submissions, like his, were not allowed in the competition. The result of the competition was disappointing since we did not receive many new likes for our Facebook page. Since this negative experience I had the assumption that most of the participants of online ideation contests engaged in deviant behaviour.

Furthermore, in addition to being a student, I am an entrepreneur and own two businesses. Since I do not have a large budget, an online ideation contest can be a perfect way to reach large numbers of people and obtain valuable ideas. I started to speculate about what constitutes a successful online ideation contest. Why did my first ideation contest fail? Why do I still want to know how to successfully implement an online ideation contest? How can I reach the right people in a future competition?

Thus, during my research, not only academic but also personal goals were important. These personal goals mirror my ontological perspective and my personality as an academic and so may have influenced the way I interpreted this study's data and outcomes.

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7. Appendix

7.1. Appendix A. Interview Participants

Table 3

Description of Interview Participants

Interview #	Date	ID	Online Ideation Contest	Hosted in	Duration of the interview in minutes	Transcript pages
1	06/06/2021	A	BLOEI & DE WIT - Ontwerpwedstrijd handgereedschap	2021	28	8
2	08/06/2021	B	LAYS - Maak De Smaak	2012	26	8
3	09/06/2021	C	RUNESCAPE - JAGEX - Login screen design contest	2021	27	9
4	09/06/2021	D	BOLLETJE & QMUSIC - De Smaakvolste Verkiezing van Nederland	2020	30	9
5	09/06/2021	E	LAYS - Maak De Smaak	2012	21	6
6	12/06/2021	F	INTERSPORT - Ontwerpwedstrijd voetbaltenue	2019	29	7
7	12/06/2021	G	LAYS - Maak De Smaak	2012	24	6
8	14/06/2021	H	MILKA - Maak de nieuwe Milka smaak	2020	25	6
9	14/06/2021	I	BOLLETJE & QMUSIC - De Smaakvolste Verkiezing van Nederland	2020	26	7
10	16/06/2021	J	HEMA - Taartenbakwedstrijd	2021	24	6
11	18/06/2021	K	HEMA - Taartenbakwedstrijd	2021	31	9

Table 3 (continued).

12	18/06/2021	L	HEMA - Taartenbakwedstrijd	2021	26	9
13	18/06/2021	M	HEMA - Design Contest	2020	27	8
14	22/06/2021	N	VAN BEEKUM SPECERIJEN - Fix the Mix	2018	33	11
15	23/06/2021	O	HEMA - Taartenbakwedstrijd	2021	36	11
16	23/06/2021	P	HEMA - Design Contest	2020	26	8
17	24/06/2021	Q	MINI CENTRE GROESSEN - Car wrap design wedstrijd	2021	29	9
18	26/06/2021	R	ROBIJN - Robijn Collection design contest	2019	27	9
19	28/06/2021	S	BRABO - Design your stick	2020	28	9
20	29/06/2021	T	KLIMCENTRUM NEOLIET UTRECHT - Mega Overhang name contest	2021	27	8
21	29/06/2021	U	KLIMCENTRUM NEOLIET UTRECHT - Mega Overhang name contest	2021	30	10
22	01/07/2021	V	EFTELING - Pin-ontwerpwedstrijd	2021	29	10
23	02/07/2021	W	HEMA - Taartenbakwedstrijd	2021	26	7
24	03/07/2021	X	KARWEI - De grote behang battle	2021	29	10
25	04/07/2021	Y	KARWEI - De grote behang battle	2021	30	10
Total			25 interviewees		694 minutes	210 pages
Average per interviewee					28 minutes	8 pages

7.2. Appendix B. Interview Protocols

7.2.1. Dutch Interview Protocol

Inleiding en uitleg:

Hallo deelnemer,

Allereerst bedankt dat u hier bent. Mijn naam is Tom van den Oord en momenteel studeer ik voor mijn Master in Entrepreneurship and Innovation aan de Radboud Universiteit in Nijmegen. Ik onderzoek wat klanten vinden van online ideeënwedstrijden, georganiseerd door organisaties, waarin ze klanten nieuwe ideeën laten bedenken die ze later kunnen gebruiken voor innovatiedoeleinden. Denk hierbij bijvoorbeeld aan activiteiten als het ontwerpen van nieuwe productetiketten of het bedenken van nieuwe smaken voor etenswaren. Om deze reden neem ik interviews af met ex-deelnemers van deze online ideeënwedstrijden. Ik zou graag ook uw mening willen horen. Daarnaast is het voor mij erg belangrijk dat u openhartig en eerlijk bent, omdat ik ieders ware mening over dit onderwerp graag wil horen.

Ik behandel ons gesprek vertrouwelijk en gebruik wat er verteld is alleen voor mijn eigen scriptie en niet voor andere doeleinden. Ik zal het volledige interview anoniem maken door alle persoonlijke en vertrouwelijke gegevens te verwijderen. Als u het goed vindt, zal ik de audio van het interview opnemen voor transcriptiedoeleinden. Deze zal vertrouwd bewaard worden en na 2 maanden worden verwijderd. Als u hier bezwaar tegen heeft, zal ik alleen handgeschreven aantekeningen maken van de belangrijkste dingen die zijn gezegd. Het interview transcript of de aantekeningen zijn alleen toegankelijk voor mij en, indien gevraagd door mijn twee begeleiders van de Radboud Universiteit ook voor hen. Het is ook erg belangrijk voor mij om u te informeren dat u zich op elk moment kunt terugtrekken uit het interview, zonder het hoeven geven van een reden. Is dit duidelijk en gaat u akkoord met deze procedure?

Als u vragen hebt over mijn onderzoek of dit interview, laat het mij vooral weten.

Soms ziet u bij ideeëncompetities dat één of meerdere deelnemers acties ondernemen die buiten de bedoelingen van de competitie vallen en die schadelijk kunnen zijn voor de competitie, andere deelnemers van de competitie of het bedrijf dat de competitie organiseert.

1. Kunt u mij vertellen of u ooit dergelijk gedrag hebt gezien of ervaren tijdens een online wedstrijd voor het genereren van ideeën?

Wanneer het voor de deelnemer nog onduidelijk is wat ik bedoel met 'dit soort gedrag' zal ik hem of haar het volgende voorbeeld laten zien en de uitleg herhalen:

Ik zal nu een voorbeeld van dit soort gedrag aan u laten zien door mijn scherm te delen...

[toon Henkel's voorbeeld van 'afwijkend gedrag']

Figure 2

Henkel's Ideation Contest's Winning Contribution



Note. From *Dish soap art competition*, by M. Frauenfelder, 2012, Boing Boing (<https://boingboing.net/2012/02/20/dish-soap-art-competition.html>). Copyright by Mark Frauenfelder.

Dit was de winnende bijdrage van Henkel's ideeënwedstrijd. Het bedrijf nodigde deelnemers uit om een nieuw productlabel te ontwerpen, inclusief een slogan, voor het afwasmiddel genaamd Prill. Tijdens de ideeënwedstrijd kwam een deelnemer met de inzending van een creatie met daarin een gegrilde kip en het bijschrift dat het product net zo lekker smaakt als echte kip.

1. Kunt u mij vertellen of u ooit dergelijk gedrag hebt gezien of ervaren tijdens een online wedstrijd voor het genereren van ideeën?

2. Kunt u mij vertellen of u zich ooit zo heeft gedragen tijdens een online wedstrijd voor het genereren van ideeën? [Zo ja,] Kunt u mij iets over die situatie vertellen?

2.1. [Zo niet,] Kunt u mij vertellen of u ooit hebt deelgenomen aan een online ideeënwedstrijd waar u de neiging had om u zo te gedragen? Kunt u mij vertellen hoe de situatie was?

2.1.1. Kunt u mij vertellen over de gebeurtenissen die tot die situatie hebben geleid?

2.1.2. Kunt u dat alstublieft nader toelichten?

2.1.3. Hoe kan dit verbeterd worden?

2.2. Kunt u mij vertellen of u iemand anders kent die heeft deelgenomen aan een online ideeënwedstrijd en zich zo heeft gedragen? [Zo ja,] kunt u mij iets meer vertellen over deze persoon en wat er is gebeurd?

2.2.1. Kunt u mij vertellen hoe ik deze persoon kan bereiken?

3. Kunt u de gebeurtenissen beschrijven die tot die situatie hebben geleid?

3.1. Kunt u deze gebeurtenissen nader toelichten?

3.2. Hoe heeft u die gebeurtenissen ervaren?

3.3. Hoe kan dit verbeterd worden?

Optionele vragen om te stellen als ik ervaar dat de geïnterviewde persoon misschien vergeten is mij te vertellen over de belangrijkste 'offline' antecedenten van destructief afwijkend klantgedrag als triggers voor zijn of haar afwijkende gedrag: (1) ontevredenheid en (2) ervaren oneerlijkheid.

Ervaren oneerlijkheid kan worden opgesplitst in twee verschillende dimensies: (2.1.) verdelende oneerlijkheid en (2.2.) procedurele oneerlijkheid.

Ontevredenheid

1. Kunt u mij, in de situatie die we nu bespreken, vertellen of u tevreden was met de ideeënwedstrijd en het bedrijf dat het organiseerde?

1.1. Kunt u dat nader toelichten?

1.2. Kunt u mij vertellen of dit tot de situatie heeft geleid?

1.3. Hoe heeft dit bijgedragen aan de situatie?

1.4. Hoe kan dit verbeterd worden?

Ervaren oneerlijkheid

Dimensie 1: Verdelende oneerlijkheid

1. Wat vond u van de vergoeding die u voor uw inspanningen kreeg?

- 2.1. Kunt u dat nader toelichten?
- 2.2. Kunt u mij vertellen of dit tot de situatie heeft geleid?
- 2.3. Hoe heeft dit bijgedragen aan de situatie?
- 2.4. Hoe kan deze vergoeding worden verbeterd?

Dimensie 2: Procedurele oneerlijkheid

3. Wat vond u van de procedures die de host volgde om de winnaar te selecteren?

- 3.1. Kunt u dat nader toelichten?
- 3.2. Kunt u mij vertellen of dit tot de situatie heeft geleid?
- 3.3. Hoe heeft dit bijgedragen aan de situatie?
- 3.4. Hoe kan deze selectieprocedure worden verbeterd?

4. Kent u iemand anders die heeft deelgenomen aan een online ideeënwedstrijd en zich zo heeft gedragen?

5. Is er iets dat u mij nog zou willen vragen?

Het volgende voorbeeld wordt niet weergegeven, maar zal indien nodig door de onderzoeker worden gebruikt (wordt dus als back-up toegevoegd)

[Toon Mountain Dew's 'negatieve' voorbeeld]

Figure 3

Top 10 Leaderboard of Mountain Dew's Ideation Contest



Note. From *Mountain Dew's latest ad gets rather lost in translation*, by J. Herring, 2018, Famous Campaigns (<https://www.famouscampaigns.com/2018/08/mountain-dews-ad-gets-badly-lost-in-translation/>). Copyright by James Herring.

Dit is de top 10 van het klassement van Mountain Dew's ideeënwedstrijd. Het was een wedstrijd waarbij klanten een nieuwe productnaam konden bedenken voor een nieuwe drank. Zoals u kunt zien, was de winnende bijdrage 'Hitler deed niets verkeerd' en andere topinzendingen waren namen als 'Diabeetus'.

We zijn aan het einde gekomen van ons interview. Ik wil u bedanken voor uw tijd en uw bijdrage aan mijn onderzoek. Als u de resultaten van het onderzoek later wilt ontvangen, kunt u uw e-mailadres bij mij achterlaten.

7.2.2. English Interview Protocol - Translated

Dutch interview protocol translated to English.

Introduction and explanation

Hello participant,

First, thank you for being here. My name is Tom van den Oord, and I am currently pursuing a master's degree in Innovation and Entrepreneurship at Radboud University. I am researching customers' views on online ideation contests organised by organisations; these contests allow customers to create new ideas that they can later use for their products. For example, these contests can consist of designing new product labels or creating new flavours for food products. I am conducting interviews with participants of these online ideation competitions, and I would like to hear your opinion. In addition, it is important to me that you are honest because I would like to hear everyone's true opinions about this topic.

I will treat our conversation confidentially, and I will only use what has been said for my thesis. I will anonymise the entire interview by removing all personal and confidential information. With your permission, I will record the audio of the interview for transcription purposes. The audio data will be treated confidentially and will be deleted within two months. If you object to this, I will only make handwritten notes of the main points that you have made. The interview transcript or notes will only be accessible to me and, if requested by my two supervisors from Radboud University, to them. It is also important for me to inform you that you can withdraw from the interview at any time without having to give a reason. Is this clear, and do you agree with this procedure?

If you have any questions about my research or this interview, please let me know.

Sometimes, in idea competitions, one will see one or more entrants engaging in actions that are inconsistent with the intent of the competition and could harm the competition, other participants, or the host company.

1. Can you tell me if you have ever seen or experienced such behaviour during an online idea generation contest?

If it is still unclear to the participant what I mean by 'this type of behaviour,' I will show him or her the following example and repeat the explanation:

I will now show you an example of this kind of behaviour by sharing my screen...

[show Henkel's example of 'deviant behaviour']

Figure 4

Henkel's Ideation Contest's Winning Contribution



Note. From *Dish soap art competition*, by M. Frauenfelder, 2012, Boing Boing (<https://boingboing.net/2012/02/20/dish-soap-art-competition.html>). Copyright by Mark Frauenfelder.

This was the winning contribution of Henkel's ideation contest. Henkel, a German company, hosted an ideation contest in 2011. The company invited participants to produce a new product label, including a slogan, for its washing-up liquid called Pril. During the ideation contest, one participant came up with the submission of a creation that included a grilled whole chicken and the caption that the product tastes just as delicious as real chicken.

1. Can you tell me if you have ever seen or experienced such behaviour during an online idea generation contest?

2. Can you tell me if you have ever behaved like this in an online idea generation contest? [If yes,] Can you tell me about that situation?

2.1. [If not] Can you tell me if you've ever participated in an online ideation contest where you tended to behave like this? Can you tell me what the situation was like?

2.1.1. Can you tell me about the events that led to that situation?

2.1.2. Could you please explain that in more detail?

2.1.3. How can this be improved?

2.2. Can you tell me if you know anyone else who participated in an online ideation contest and behaved like that? [If yes,] can you tell me a little more about this person and what happened?

2.2.1. Can you tell me how I can reach this person?

3. Can you describe the events that led to that situation?

3.1. Can you explain these events in more detail?

3.2. How did you experience those events?

3.3. How can this be improved?

Optional questions to ask if I feel that the interviewee may have forgotten to tell me about the most relevant 'offline' antecedents' of destructive customer deviance as triggers for his or her deviant behaviour: (1) dissatisfaction and (2) perceived unfairness

Perceived unfairness can be broken down into two different dimensions: (2.1.) distributive unfairness and (2.2.) procedural unfairness.

Dissatisfaction

1. In the situation we are discussing now, can you tell me if you were satisfied with the ideation competition and the company that organized it?

1.1. Can you explain that in more detail?

1.2. Can you tell me if this led to the situation?

1.3. How has this contributed to the situation?

1.4. How can this be improved?

Perceived unfairness

Dimension 1: Distributive unfairness

1. What did you think of the compensation you received for your efforts?

2.1. Can you explain that in more detail?

2.2. Can you tell me if this led to the situation?

2.3. How has this contributed to the situation?

2.4. How can this compensation be improved?

Dimension 2: Procedural unfairness

3. What did you think of the procedures the host followed to select the winner?

3.1. Can you explain that in more detail?

3.2. Can you tell me if this led to the situation?

3.3. How has this contributed to the situation?

3.4. How can this selection procedure be improved?

4. Do you know anyone who has entered an online ideation contest and behaved like this?

5. Is there anything else you would like to ask me?

The following example will not be presented but will be used by the researcher if needed (so is here as a back-up).

[Show Mountain Dew's 'negative example']

Figure 5

Top 10 Leaderboard of Mountain Dew's Ideation Contest



Note. From *Mountain Dew's latest ad gets rather lost in translation*, by J. Herring, 2018, Famous Campaigns (<https://www.famouscampaigns.com/2018/08/mountain-dews-ad-gets-badly-lost-in-translation/>). Copyright by James Herring.

This is the top 10 leaderboard of Mountain Dew's, a major soft drink manufacturer, ideation contest. It was a competition where customers could come up with a new product name for a new beverage. As you can see, the winning contribution was 'Hitler did nothing wrong' and other top submissions were names like 'Diabeetus'.

We have come to the end of our interview. I would like to thank you for your time and your contribution to my study. If you would like to receive the results of the study at a later date, please leave your email address with me.

7.3. Appendix C. Code Book

Table 4

Code Book

Aggregated Dimension	Definition Aggregated Dimension	Second-Order Concept	Definition Second-Order Concept	First-Order Concept	Exemplary Citation	Participant ID
DISSATISFACTION	Feelings of discontent that people perceive when their expectations are disconfirmed	DISSATISFACTION: Dissatisfaction with the winning idea or selected entries	Feelings of discontent that people perceive when their expectations about the quality of the winning or selected entries are disconfirmed	The winning or selected entry is not good enough	<i>'Ja ik heb zelf ook gereageerd hierop, op Facebook dat ik absoluut niet blij ben met deze smaak. Mijn reactie was dat ik het een vreselijke smaak vond en de meest standaard die je kan vinden en ja ik had het wel leuk gevonden als er iets exclusiefs of een ander leuk smaakje was. Nu ging het ook weer over appeltaart, het ging wel over een bakker, dat snap ik, maarja elke bakker heeft wel een appeltaart, was leuk geweest als deze bakker een keer iets nieuws had gemaakt voor een smaakje.'</i>	I
				The selected or winning idea is not as good as mine	<i>'Ik vind het gewoon niet terecht dat mijn taart die ik persoonlijk veel mooier vind, qua uitstraling, dan alle taarten die ik verder in de finale heb gezien dat ik niet uitgenodigd ben voor de finale. Ik had hem kunnen winnen. Ik weet het zeker.'</i>	K
		DISSATISFACTION: Dissatisfaction with the procedures to select the winner(s)	Feelings of discontent that people perceive when their expectations about the used selection processes, evaluation criteria, and strategies by the decision-makers to reach an outcome allocation are disconfirmed	PERCEIVED UNFAIRNESS: Procedural unfairness	<i>'De voorselectie was er en vanuit daar gingen er een aantal mensen door naar de finale en ja ik denk dat er toch een beetje gesjoemeld is met de uiteindelijke uitslag van de winnaar, want die taart was gewoon geen schoonheids plaatje en ik snap er niks van, dus ik denk dat het een beetje vriendjespolitiek is geweest.'</i>	L
				PERCEIVED UNFAIRNESS:	<i>'Er werd heel weinig gecommuniceerd, over de hele competitie. [Ik heb] bijvoorbeeld geen e-mail gekregen van</i>	P

				Interactional Unfairness	<i>wanneer je, wanneer ze bezig waren met uitbreiding, oh sorry, met het bepalen van wie de winnaar was. En dat bij elkaar zorgt ervoor dat ik uiteindelijk de reactie heb geplaatst.'</i>	
				Dissatisfaction over the voting process	<i>'Ik zelf zou [het stemmen] toch anders doen. Ik zou toch zelf eerder stemmen laten inzenden dat je kan inloggen op een bepaald account en dan kan selecteren welke smaak je zou willen. En dat er vanuit daar gekeken wordt welke de meeste stemmen heeft gehad. Dat zou ik wel het beste vinden qua procedure en niet dat er gekeken wordt naar hoeveel reacties er geplaatst worden van deze smaak moet hem worden. [Dus] dat het wel via een officiële stemming moet gaan.'</i>	G
				Dissatisfied with the contest' criteria	<i>'Uhm, naja het was simpelweg de selectieprocedure die was ten eerste zeer omslachtig, er stond sowieso vrij weinig over op basis van welke criteria nou daadwerkelijk werd geselecteerd. Uhm en daarnaast leek het subjectiviteitsgehalte ook wel heel erg hoog, want er stond letterlijk in van ja wij gaan met ons team overleggen wat wij dan weer het leukste, wat ons dan weer de lekkerste kruidenmix leek ofzo of die het dichtst bij ons ligt en dan komen wij daar op terug. Maar goed, op basis van wat is nooit genoeg. Of als je begrijpt wat ik bedoel.'</i>	N
				Dissatisfied over selected jury	<i>'Ik denk dat als de jury bestond uit andere mensen, hè, dus zoveel mogelijk verschillende, diverse mensen die ook uit het dagelijks leven, dus geen bakkersachtergrond, uhm, dat er dan meer veelzijdig gekozen zou worden.'</i>	O

					(...). <i>Als er ook meer jury, diversiteit in de jury was dan had ik dit [afwijkend gedrag] denk ik niet [vertoont].</i>	
		DISSATISFACTION: Dissatisfaction about the compensation	Feelings of discontent that people perceive when their expectations about the amount and the distribution of a compensation are disconfirmed	PERCEIVED UNFAIRNESS: Distributive Unfairness	<i>'En wat ik hierbij heel jammer vond, waar ik nog niet tevreden mee was, is dat, uhm, Hema ontzettend veel goede ideeën heeft gekregen, van al deze mensen en dat zij daar eigenlijk maar 100 euro voor hebben betaald, dus dat ik de compensatie voor deze competitie gewoon uhm, niet rechtvaardig en oneerlijk vind.'</i>	P
				Dissatisfied with the absence of compensation	<i>'Ja, want dat heb ik zelf ervaren inderdaad. Ja ik heb meegedaan aan zo'n Robijn designwedstrijd en ja ik had een kei mooi moodboard ingestuurd. Daar heb ik echt kei mijn best op gedaan en ik vind het gewoon belachelijk dat je daar gewoon geen ene fuck voor krijgt.'</i>	R
				Dissatisfied with the amount of the compensation	<i>'Eigenlijk hebben ze daar bijna niemand voor beloond, maar één iemand en dat met een tegoedkaart van 100 euro en we snappen allemaal dat dat voor Hema een super lage, ja super lage prijs is. Ook daarom was ik over het algemeen heel erg ontevreden over deze actie.'</i>	P
		DISSATISFACTION: Dissatisfaction with the loss of ownership rights on submitted idea(s)	Feelings of discontent that people perceive when their expectations about the amount and the distribution of a compensation are disconfirmed	Loss of copyright on submission	<i>'Daarnaast is gebleken dat ik ook het auteursrecht van mijn inzending kwijt raak en daarop heb ik wel gereageerd dat ik het daar totaal niet mee eens ben en dat dat ook niet zomaar kan en bij de rechter ook helemaal niet overeind zal blijven.'</i>	X
HUMOUR	The quality of being entertaining or funny	HUMOUR: Humour to amuse oneself	The quality of being entertaining or funny to fulfil the need for creativity	Humour as a form of creativity to overcome boredom	<i>'Wat toen bij mij in mijn hoofd op kwam van een Pokémon toen moest ik er ook gewoon om lachen. Ik dacht boeien, ik ga het gewoon doen. Ik verveelde mij en het was zaterdag en toen dacht ik, ik doe</i>	C

					<i>dat gewoon even, ik vond dat wel grappig.'</i>	
		HUMOUR: Humour to amuse others	The quality of being entertaining or funny for others to fulfil the need of appreciation	Wanting to joke with others	<i>'En, ja dat was toch leuk om een beetje met elkaar te grappen erover en ja dat is ook de hele reden dat ik dat doe.'</i>	U
				Wanting to spread humorous content to amuse others	<i>'Nou, dat is eigenlijk omdat ik een tijdje voor een Mustang auto heb zitten kijken en dat is natuurlijk een Amerikaanse auto en heb ik daar heb ik toen op het internet plaatjes van opgezocht en toen stond die echt bij toeval op het internet, een foto van een Mustang auto met een Marlboro wrap eromheen en dat heb ik onthouden omdat ik het er geinig uit vond zien en pas later ben ik dus bij die actie terecht gekomen, waarna ik dus weer het linkje heb gelegd naar, naar die wrap, die ik dus voorheen had gezien. (...) Als ik dat dan eronder zet, dan zijn er toch een hele hoop mensen die dat misschien grappig vinden (...) omdat ik de mooiste wrap ingezonden heb, maar daar zit natuurlijk Mini Groessen helemaal niet op te wachten.'</i>	Q
				Wanting to make others laugh	<i>'Het leek mij gewoon een leuk idee om (...) hun te taggen en dan een grapje te maken weet je wel (...). In Whatsapp hadden wij het er ook nog een beetje over en dan heb je weet je wel, lachen, weet je wel, zo, dus dat was een beetje mijn insteek.'</i>	T
DEVIANT BEHAVIOUR	Any consumers' behaviour that departs from a referent groups' existing norms or that departs from a referent group's expectations	DEVIANT BEHAVIOUR: Complaining	Expressing displeasure or criticism	Complaining about the contest	<i>'Ja, ik heb toen gereageerd dat, ja eigenlijk hetzelfde, dat ik het dus oneerlijk vind dat zij op deze manier, een hele goedkope manier, aan al deze ideeën komen, uhm en dat zij daar maar 100 euro aan uitgeven, terwijl dit super waardevolle ideeën zijn en echt wel meer kosten dan 100 euro. Dat vind ik heel</i>	P

					<i>oneerlijk en dat heb ik ook gereageerd op Facebook onder de, onder de Facebook post op de Hema Facebookpagina.'</i>	
				Complaining about other participants' ideas	<i>'Het is niet zo dat ik daar voor ga zitten, gewoon even tussendoor kwam het langs en toen zag ik naast de smaken die ze zelfs inbrengen ook wat anderen bedacht hadden en er stonden ook wat gekke dingen tussen en toen heb ik ook iets gereageerd van ah bah wat een smerige smaken (...)en dat al die mensen geen smaak hadden.'</i>	E
		DEVIANT BEHAVIOUR: Submitting deviant content	Submitting content that deviates from the reference content with the intention to laugh or to make others laugh	Submitting obscene content	<i>'En, ja zij zochten een naam voor die klim en de winnaar met de leukste naam die kreeg dan bier of een bierpakket ofzo en ja ik vond dat wel grappig, want die [klim]wand die zag er niet helemaal vlak uit, want er zat zo 'n ja bijna gewoon zo 'n grote bal aan, dus ik had het een "bierbuik" genoemd, daar leek het een beetje op en je kon een biertje winnen, dus dat vond ik wel leuk.'</i>	U
				Submitting provocative content	<i>'Ik kan altijd wel een beetje de humor ervan inzien. Had ik zelf ook zeg maar gewoon maar de basic achtergrond van Runescape dan gepakt en dan had ik in plaats van allemaal ridders enzo wat je dan ziet en monsters had ik dus allemaal Pokemons gedaan, [van één andere game]. Dus had ik als een zo'n groot monster op de achtergrond had, had ik dan een Blastoise gedaan. Dat is dan een Pokémon en ook allemaal Pikachu's overal op het scherm enzo, dus dat is een beetje, ja gewoon een troll, ja gewoon voor de lol.'</i>	C

7.4. Appendix D. Overview Results

Table 5

Antecedents of Deviant Customer Behaviour in Online Ideation Contests

Participant	Antecedent			Type of deviant behaviour	
	1. Dissatisfaction	1.1. Perceived Unfairness	2. Humour	Complaining	Submitting humorous content
1.A	x	x		x	
2.B	x	x		x	
3.C			x		x
4.D	x	x		x	
5.E	x			x	
6.F	x	x		x	
7.G	x	x		x	
8.H	x	x		x	
9.I	x	x		x	
10.J	x	x		x	
11.K	x	x		x	
12.L	x	x		x	

Table 5 (continued)

13.M	x	x		x	
14.N	x	x		x	
15.O	x	x		x	
16.P	x	x		x	
17.Q			x		x
18.R	x	x		x	
19.S	x	x		x	
20.T			x		x
21.U			x		x
22.V	x	x		x	
23.W	x	x		x	
24.X	x	x		x	
25.Y	x	x		x	
